

# TOGETHER AGAIN

## UVSA 2022 Annual Conference



TOGETHER  
AGAIN



## UVSA 2022 ANNUAL CONFERENCE

UVSA's 2022 Annual Conference will be held May 2–4 at The Scott Resort & Spa in Scottsdale, Arizona. This year, we are focusing on being “Together Again” and sharing and learning from one another for the first time since our 2019 Annual Conference. We can't wait to celebrate the resiliency of the animal health industry while joining together again face to face for great networking and educational opportunities.

Our 2022 conference includes thought-provoking speakers, engaging networking sessions, and a veterinary customer panel sharing industry perspectives that will challenge you to put into motion a strategy for navigating the shifting seas in the animal health industry. New this year, we will have a special NextGen session geared toward the next generation of leaders in the animal health supply chain. This will help young emerging leaders from our member

companies learn and grow in their roles and provide an opportunity for them to experience the UVSA Annual Conference.

Based on feedback we received from attendees, we have changed the pattern of this year's meeting to a Monday-Wednesday pattern so that our members are not traveling over the weekend. We will have two networking receptions: a Welcome Reception on Monday evening and No-Tie Lounge Reception on Tuesday evening. On Wednesday afternoon, we are bringing back the UVSA Scramble Golf Tournament and an optional Flatwater Rafting Tour for those staying on after the general sessions conclude that day.

WE LOOK FORWARD TO BEING “TOGETHER AGAIN,” MAY 2-4, 2022 IN SCOTTSDALE, ARIZONA, AT THE SCOTT RESORT AND SPA

## PROGRAM OF EVENTS

### MONDAY, MAY 2

**8:00 am–Noon**  
UVSA Board of Directors Meeting

**2:00 pm–5:00 pm**  
Registration

**3:00 pm–5:00 pm**  
**NextGen Session**  
FocusFit—Find Clarity, Beat Burnout, Perform at Your Peak, and Lead Others  
*Curt Steinhorst*

**6:00 pm–8:30 pm**  
**Welcome Reception**  
*Sponsored by:*  
*Covertus, Elanco, Med Pharmex, MWI Animal Health, Patterson Veterinary*

### TUESDAY, MAY 3

**7:00 am–8:30 am**  
Breakfast

**7:00 am–11:00 am**  
Registration

**8:30 am–9:15 am**  
**Annual Meeting**  
Opening Remarks, Elections, and Acknowledgement of Sponsors

**9:15 am–10:15 am**  
**General Session**  
Navigating Through the Fog—Leading a High-Performance Team Through Uncertain Times  
*Curt Steinhorst*

**10:15 am–10:45 am**  
Networking Break

**10:45 am–11:45 am**  
**General Session**  
Defeating Ransomware Before the Demand  
*Brett Williams*

**Noon–1:30 pm**  
Lunch

**1:30 pm–2:45 pm**  
Veterinarian Panel Discussion

**6:30 pm–9:00 pm**  
**No-Tie Lounge Reception**  
(Casa Amigos & Skylines, offsite venue)  
*Sponsored by: Animalytix, Midmark Corporation, US Vet, Zoetis*



### WEDNESDAY, MAY 4

**7:15 am–8:30 am**  
Breakfast

**8:30 am–9:45 am**  
**General Session**  
Economics—Accurately Prepare for Tomorrow  
*Alan Beaulieu, ITR*  
*Sponsored by: Merck*

**9:45 am–10:45 am**  
**Animal Policy Group**  
Legislative Update on Issues Impacting Animal Health  
*Mark Cushing*

**10:45 am–11:00 am**  
Break

**11:00 am–Noon**  
**General Session**  
The Hero Effect  
*Kevin Brown*  
*Sponsored by: Boehringer Ingelheim*



**1:15 pm–5:00 pm**  
**Scramble Golf Tournament**  
*Camelback Golf Course*  
(optional – additional fee)

**1:15 pm–5:00 pm**  
**Flatwater Rafting**  
(optional – additional fee)



# FEATURED SPEAKERS

**CURT STEINHORST**  
Navigating Through the Fog—  
Leading a High-Performance  
Team Through Uncertain Times



In times of change, how can top leaders communicate clearly, gain trust, and build commitment when even they don’t know the way?

The pandemic changed businesses, the economy, public health, home life, and almost everything else. It was a universal experiment in sudden, massive uncertainty, with no established road map to the immediate future.

Leaders and individuals at every level, in every organization, must navigate through a staggering amount of unrelenting noise—with a surprising lack of information about what comes next. Despite our best efforts, teams remain inundated and overwhelmed. Workplace culture is a question mark. Corporations and their employees seem at odds.

How can leaders provide straightforward, meaningful direction and confidence in these unprecedented times? In Navigating Through the Fog—Leading a High-Performance Team Through Uncertain Times, Curt will present how leaders like you can clarify your vision, find certainty, and lead organizations—even when the answers to pressing questions are still “TBD.” Every leader in attendance will leave with new insights and strategies and specific actions they can apply immediately to drive growth in uncertain times.

Curt Steinhorst pulls from a decade’s worth of learning at the intersection of attention science, generational differences, and technology trends that shape leadership, engagement, and productivity. He has collaborated with thousands of executives to discover common approaches to finding clarity, harnessing human attention, and developing teams that yield powerful results. Curt has crunched the data and collected the case studies to show leaders how to unlock organizational focus and achieve results—no matter the environment or uncertainty. Curt’s clarity, insight, practical tactics, and best principles will help leaders identify opportunities to build thriving organizations in times of change and uncertainty.

**BRETT WILLIAMS**  
The Cybersecurity Speaker  
Defeating Ransomware Before  
the Demand



For the foreseeable future, ransomware will remain a significant threat to businesses of all sizes in every sector. In this talk, Brett discusses the current threat landscape from both nation-state and criminal groups and how, given the sophistication of the threat, we cannot continue to rely on legacy cyber defenses. He provides an easy-to-understand description of how a ransomware attack evolves and what steps companies can take to minimize the chances that they will be a victim of a successful extortion event.

Brett Williams is co-founder and chief operating officer of IronNet Cybersecurity. IronNet sells an advanced cyber detection product that leverages behavioral analytics, artificial intelligence, and machine learning to protect individual companies, business sectors, and national governments. Brett is a retired Major General, U.S. Air Force. In his last active-duty assignment, he was the director of operations for U.S Cyber Command. In that role, he was responsible for operations and defense of Department of Defense networks, as well as the planning and execution of authorized offensive cyber operations in support of national security objectives. Brett is also a highly experienced fighter pilot with more than 100 combat missions flown in the F-15C.

**MARK CUSHING**  
Animal Policy  
Group—Legislative  
Update on Issues  
Impacting Animal  
Health



Mark Cushing of the Animal Policy Group will provide us with an update on legislative and regulatory issues that will likely impact the animal health industry in the coming year. Topics covered will include the following:

- Industry changes and developments
- Animal welfare, including dog supply
- Legislation and veterinary medical board policies
- Launch of a new professional program
- Will shortages get worse or better?
- Telemedicine
- CBD and pets

Mark is the CEO and founder of the Animal Policy Group, LLC, based in Scottsdale, Arizona; Portland, Oregon; and Washington, D.C. The Animal Policy Group’s clients represent a wide range of veterinary, animal welfare, and pet health interests. Mark and APG provide government relations support to UVSA and its members.

**KEVIN BROWN**  
The HERO Effect™—  
Creating a Culture  
of Heroes at Every  
Level



In this presentation, Kevin Brown takes his most requested program and focuses The HERO Effect™ principles of leadership. Kevin has a simple philosophy when it comes to leadership. He believes that you are “a leader of one or a leader of none.” He believes that leadership begins with mastering self along with the daily habits required to become world class leaders, mentors, and coaches to the teams we live and do business with. The foundation of this program can be summed up in one powerful idea...we reproduce what we are!

The role of leadership in an organization is to create an environment where people can be the best version of themselves. That is what serves a brand well and stands out in a crowded marketplace.

**ALAN BEAULIEU, ITR Economics**  
Accurately Prepare for Tomorrow

Key segments of the U.S. and global economies are experiencing a decelerating rate of rise, while others are accelerating. We will assess the input from proven leading indicators and determine the opportunities and risks for the remainder of 2022 and for 2023 in pertinent segments of the economy. Labor, supply chain, and prices are top of mind for today’s business leader, and we will explore current and future trends and discuss what decision-makers must consider in the face of these

crucial factors. A clear understanding of inflation and interest rate trends is key to preparing for the coming years. Knowing what to plan for will place your company well ahead of the competition while increasing profit potential.

With a reputation as an accurate, straightforward economist, Alan Beaulieu has been delivering award-winning workshops and economic analysis seminars in countries across the world to thousands of business owners and executives for the last 30 years.

As the chief economist for numerous U.S, and international trade associations, it has been remarked that Alan’s “insight into our business, a track record of accurate forecasting, and unparalleled knowledge of global markets” has earned him the respect and appreciation of key business leaders in our industry.







# PANEL DISCUSSION & SPECIAL SESSION

## NEXTGEN EMERGING LEADERS SESSION

**Monday, May 2**  
**3:00-5:00 pm**  
 Develop lifelong relationships and strong industry connections through UVSA's NextGen inaugural educational session. The NextGen session will engage future leaders of the animal health industry through peer networking, education, and association involvement. Sponsors contributing at Bronze level or higher will receive one complimentary registration (company pays own travel expenses) to send an emerging leader from their company to participate in this session and the full UVSA Annual Conference.



- Attendee requirements:**
- Candidate must be an employee with a UVSA member company.
  - Candidate must have at least five years of experience in animal health industry.
  - Preferred candidates are those 45 years of age or younger.
  - Candidate aspires to executive leadership within animal health industry, such as manager, senior manager, director, or vice president.
  - Candidate has the support of their employer to participate and, if selected, must submit a letter of recommendation from their supervisor.

Attendees will learn from Curt Steinhorst, UVSA keynote speaker, who will help guide them in a one-hour session and then facilitate a discussion among the group.

Sponsors may register additional NextGen attendees at a reduced rate.

## FOCUSFIT

**Find Clarity, Beat Burnout, Perform at Your Peak, and Lead Others**

In this moment defined by uncertainty, complexity, and a volume of messages flooding in from social media, email, text messaging, Slack, and more, the ability for any one person to manage their focus, direct their attention, avoid distraction, and get work done has become the most critical skill for those who want to perform well, lead teams, and advance in their careers.

Why? Because productivity, innovation, and growth are all driven by focused attention. And they get derailed by today's onslaught of distractions.

In this session, focus guru Curt Steinhorst will dive into the particular challenges that face the rising generation of future animal health industry leaders. He will present ways to approach work and produce exceptional outcomes that allow anyone to thrive.

## Key Outcomes

You'll be able to:

- Identify the stumbling blocks that keep you from getting work done; say goodbye to futile days of making no real progress.
- Know what should and should not get your attention and become confident about how to sideline distractions.
- Adjust your schedule and physical environment to facilitate focused work, whether you're in an office or working from home.
- Lead with clarity, collaborating with teams and colleagues for higher productivity.
- Help your brain operate at peak performance while creating protective boundaries to avoid distress and burnout.

## VETERINARIAN PANEL DISCUSSION

Panelists representing companion animal, corporate, and specialty veterinary practices as well as veterinary education will discuss current and future challenges in serving clients and patients, their evolving needs from vendors and veterinary schools, and insights into their mid- to long-term organizational objectives.

Those serving the veterinary profession won't want to miss this thought-provoking and enlightening discussion with key industry thought leaders.

# NETWORKING & SPECIAL EVENTS

## WELCOME RECEPTION

**Monday, May 2**  
**6:00-8:30 pm**  
 Get ready to set the conference in motion at the Welcome Reception. Catch up with your industry peers or make some new connections while enjoying the Lagoon Lawn and patio area at the beautiful Scott Resort. There will be plenty of food, drink, and conversation to go around!  
*Sponsored by:*



## NO-TIE LOUNGE

**Tuesday, May 3**  
**6:30-9:00 pm**  
 Based on feedback from our attendees, the "No-Tie Lounge" is now one day earlier! By moving this reception back one day, it allows more of our attendees to participate in this signature event at Casa Amigos & Skyland, a unique Arizona dining and entertainment destination minutes from the resort. The reception will feature plenty of opportunities for fun with interactive games, plus delicious food and drink. Team up with your colleagues or forge new connections!  
*Sponsored by:*



## SCRAMBLE GOLF TOURNAMENT

**Wednesday, May 4**  
**1:15 pm Shotgun Start**  
**\$225 per person**  
 Camelback Golf Club features two courses, Padre and Ambiente (formerly known as Indian Bend Course). The Ambiente Course underwent a major renovation in 2013. Making the course more eco-friendly was one of the major goals of the renovation, in addition to improving the layout's playability for a wider range of skill levels. The creatively shaped greens offer a variety of different putting options that present interesting risk-reward opportunities. The renovation added 100 acres of native desert and grass areas that add not only beauty but also require a third less water. Rolling terrain is the defining characteristic of the Ambiente Course, from the undulating fairways to dramatic drops in elevation. There are five sets of tees, with forward tees that have easier approach angles and no forced carries, allowing even beginners to approach the golf course with confidence. *Cost includes greens fees, cart fee, range balls, transportation, lunch, nonalcoholic beverages, and beer and wine.*



## FLATWATER RAFTING – RIVER FLOAT

**Wednesday, May 4**  
**1:15-5:00 pm**  
**\$165 per person**  
 Enjoy the desert surroundings and foliage while floating down the Verde or Salt River. These areas are known for sightings of coyotes, wild horses, mule deer, desert bighorn sheep, bald eagles, red-tailed hawks, and many other desert wildlife species. Each raft will have a guide that will discuss the different wildlife spotted and desert terrain. This trip can either be relaxing or full of energy. You never know when a water fight might break out! Either way it's the perfect way to enjoy the desert and the Arizona sunshine! *Registration fee includes roundtrip transportation, a professional safety certified guide (one per raft), PFD, paddles, dry bags, coolers, safety equipment, soft drinks, and water provided throughout trip.*





## HOTEL INFO

### THE SCOTT RESORT & SPA

The Scott Resort & Spa is a boutique resort in the heart of downtown Scottsdale, Arizona. This AAA Four Diamond resort is a melding of disparate energies and origins. Blending inside with outside, spaciousness with intimacy, and the exotic with the nostalgic, The Scott captures that intangible feeling of welcome.

The Scott embodies one man's dream of home: infused with the colors and comforts of old Havana, the edge and flare of New Orleans, the elegant geometry of the Bauhaus, and the serendipity of friends and memories made on the road.

Hotel amenities include The Canal Club, an urban restaurant serving traditional favorites with a Cuban twist; La Vitorra spa, with six treatment rooms; two luxurious pools; a hot tub; and a playful sandy beach. Complimentary basic high-speed Wi-Fi is available throughout the hotel.



**REGISTRATION DEADLINE IS APRIL 15, 2022**

### ROOM RATES

Conference attendees will receive a discounted rate of \$249 plus tax/fees per room per night at The Scott Resort & Spa. The discounted rate will be available until March 31, 2022, or until rooms sell out. Attendees will also receive a discounted resort fee of \$15 per room per night. Reservations requested after March 31 or after the block is full will be based on availability at the hotel's prevailing rates.

To book your room, call (800) 528-7867 and mention UVSA when booking. Alternatively, you may book online at <https://reservations.thescottresort.com/110235?groupID=3405146&hotelID=110235#/guestsandrooms>.

### REGISTRATION

UVSA member registration fees include all sessions, receptions, food functions, and networking breaks. *Registration deadline is April 15, 2022. All cancellations must be in writing by April 15, 2022. Cancellations prior to April 15 will be charged a \$50 administrative fee. No refunds will be made after April 15, 2022.*

UVSA Member	\$1,200
UVSA Additional Member	\$1,100 (for additional attendees from the same company)
Nonmembers	\$3,500
Spouse/Companion	\$350 (not in the industry—includes receptions only)

## SAFETY GUIDELINES

UVSA is committed to hosting a safe in-person meeting. Attendees should be aware that, while UVSA will make every effort to reduce the risk of COVID-19 transmission on site, it is possible that attendees will come in contact with people in airports, public transportation, hotels, and around the Scott Resort hotel who could potentially carry the virus, which is why UVSA is asking attendees to be fully vaccinated or have a negative COVID test within 72 hours of attending for their own safety, as well as the safety of others.

As UVSA continues to track the rate of COVID-19 transmission, these policies and safety measures may be further modified based on the latest public health guidance from the Centers for Disease Control and Prevention, as well as local government requirements and guidance. If safety measures are changed, they will be posted on the website and disseminated to all attendees. In order to attend this in-person event, you

must comply with UVSA's mandatory policies for the safety and well-being of all attendees. Your registration fee will not be refunded due to non-compliance of safety policies.

All attendees must attest that they are fully vaccinated against COVID-19 or have tested negative for COVID-19 within 72 hours of the meeting.

CLICK  
HERE TO  
REGISTER

BOOK  
YOUR ROOM  
HERE





THANK YOU TO OUR 2022 SPONSORS TO SEE ALL SPONSORS, VISIT [WWW.UVSA.NET/EVENTS/ANNUAL-CONFERENCE](http://WWW.UVSA.NET/EVENTS/ANNUAL-CONFERENCE)

PLATINUM SPONSORS



GOLD SPONSORS



SILVER SPONSORS



BECOME A SPONSOR

UVSA's signature event has become known as the place to be to meet with your key channel partners and learn from great business and industry speakers.

Our new sponsor levels, developed in 2019, range from \$2,000 to \$22,000. They offer sponsors the opportunity to bring more representatives from their company at a discounted rate and more recognition to each sponsoring company. NEW THIS YEAR—All sponsors at Bronze level or above are entitled to one complimentary registration for an emerging leader from their company to attend the NextGen session on Monday, May 2, and the rest of the UVSA 2022 Annual Conference. Contact the UVSA office for more details.

- PLATINUM | \$22,000**
- Exclusive sponsorship of a 2022 speaker during the conference, including the opportunity to introduce the sponsored speaker
  - One complimentary conference registration
  - Two additional registrations at 15% off
  - Sponsor logo printed on all conference materials, including but not limited to the promotional brochure and onsite program
  - Sponsor logo on all email correspondence sent regarding the conference
  - Sponsor banner displayed at the conference
  - Full-page advertisement in the conference program
  - Sponsor logo posted on the UVSA website that links to your company website
  - Distribution of sponsor promotional items to attendees (if provided to UVSA)
  - Recognition at the conference opening session

- GOLD | \$15,000**
- Three registrations at 15% off
  - Recognition on conference printed materials
  - Sponsor signage displayed at conference entrance
  - Sponsor logo posted on the UVSA website that links to your company website
  - Recognition at the conference opening session
  - Official sponsor of the "No-Tie Lounge" reception on Tuesday, May 3 (nonexclusive)

- SILVER | \$10,000**
- Two registrations at 10% off
  - Recognition on conference printed materials
  - Recognition at the conference opening session
  - Official sponsor of the Welcome Reception on Monday, May 2 (nonexclusive)

- BRONZE | \$5,000**
- Two registrations at 5% off
  - Recognition on conference printed materials
  - Recognition at the conference opening session

- SUPPORTING | \$2,000**
- Recognition on conference printed materials
  - Recognition at the conference opening session

**OTHER SPONSOR OPPORTUNITIES**

CONFERENCE LANYARD ...	<b>SOLD OUT</b> ...	\$6,500
HOTEL KEY CARD .....		\$4,500
MOBILE APP .....		\$4,000

VISIT [WWW.UVSA.NET/EVENTS/ANNUAL-CONFERENCE](http://WWW.UVSA.NET/EVENTS/ANNUAL-CONFERENCE) FOR MORE INFORMATION.



UVSA, 3465 Box Hill Corporate Center Drive, Suite H, Abingdon, MD 21009  
phone 443-640-1040 fax 410-569-3340 web [www.uvsa.net](http://www.uvsa.net)

