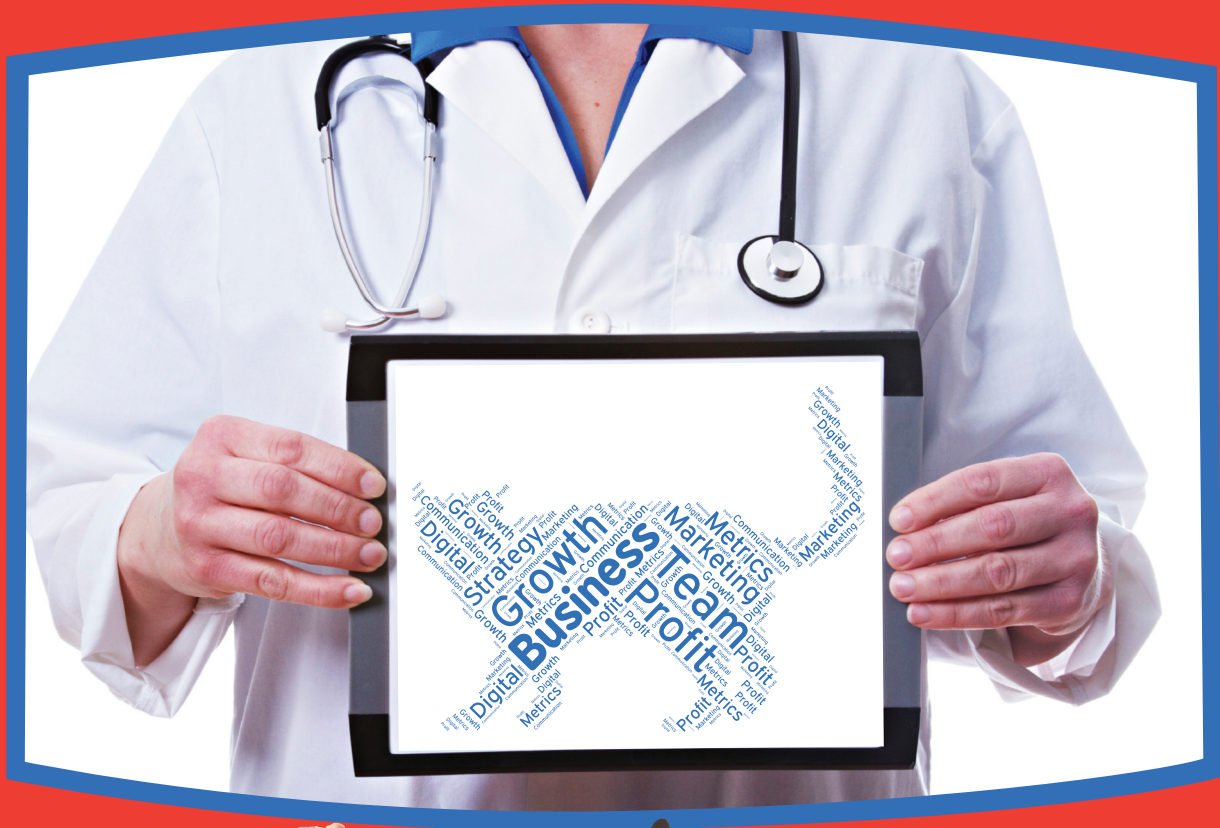




**AMERICAN ASSOCIATION OF FELINE PRACTITIONERS
2016 FELINE PRACTICE MANAGEMENT MEETING**

Feline-Focused Business Strategies



March 4-6, 2016
Hyatt Regency Resort, Lake Tahoe, NV



AMERICAN ASSOCIATION OF FELINE PRACTITIONERS 2016 FELINE PRACTICE MANAGEMENT MEETING Feline-Focused Business Strategies

Agenda at a Glance

Friday, March 4, 2016

5 CE Hours

7:00 - 7:30 am	Breakfast	Regency A
7:30 - 8:20 am	Key Trends in Veterinary Medicine: What You Need to Know to be Successful in the Future, Dr. Karen Felsted	Regency D
8:20 - 9:10 am	Is your Practice Profitable?, Dr. Karen Felsted	Regency D
9:10 - 9:30 am	Coffee & Snack Break	Regency A
9:30 - 10:20 am	Using your Feline Financial & Operating Metrics to Grow your Practice, Dr. Karen Felsted	Regency D
10:20 - 11:10 am	Bringing More Cats into your Veterinary Practice, Dr. Karen Felsted	Regency D
11:10 - 11:25 am	Pick my Brain Q&A, Dr. Karen Felsted	Regency D
11:25 - 4:30 pm	Free Time	
4:30 - 4:40 pm	Coffee Break	Regency A
4:40 - 5:30 pm	Creating the Best Feline Veterinary Team, Dr. Karen Felsted	Regency D
5:30 - 7:00pm	Reception on the Lake	Lakeside Ballroom C

Saturday, March 5, 2016

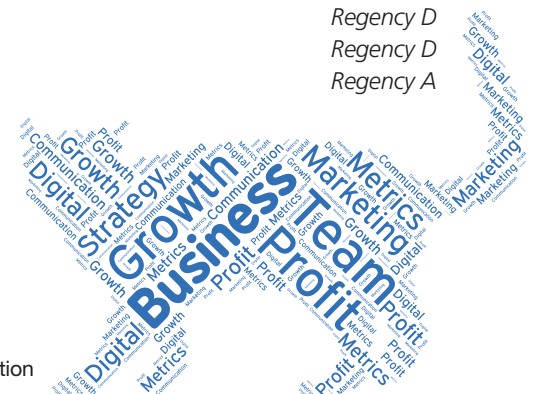
5 CE Hours

7:00 - 7:30 am	Breakfast	Regency A
7:30 - 8:20 am	Buying or Selling a Practice: What You Need to Know, Dr. Karen Felsted	Regency D
8:20 - 9:10 am	Using Discounts Effectively to Increase Revenue & Profits, Dr. Karen Felsted	Regency D
9:10 - 9:30 am	Coffee Break	Regency A
9:30 - 11:10 am	Feline Management Think-In Roundtable, Dr. Karen Felsted and Mr. Eric Garcia	Regency A
11:10 - 11:25 am	Coffee Break	Regency A
11:25 - 12:15 pm	Managing the Social Media Lion, Mr. Eric Garcia	Regency D
12:15 pm	Grab & Go Lunch & Free Time	Regency A

Sunday, March 6, 2016

5 CE Hours

7:30 - 8:00 am	Breakfast	Regency A
8:00 - 8:50 am	Communication in the Digital Age, Mr. Eric Garcia	Regency D
8:50 - 9:40 am	Successful Feline Marketing Strategies, Mr. Eric Garcia	Regency D
9:40 - 9:55 am	Coffee Break	Regency A
9:55 - 10:45 am	Successful Feline Marketing Strategies (Continued), Mr. Eric Garcia	Regency D
10:45 - 11:35 am	Using Mobile Technology to Increase Compliance & Build Loyalty with Cat Owners, Mr. Eric Garcia	Regency D
11:35 - 11:50 am	Coffee Break	Regency A
11:50 - 12:40 pm	Developing a Reputation Management Strategy, Mr. Eric Garcia	Regency D
12:40 - 1:00 pm	Pick my Brain Q&A, Mr. Eric Garcia	Regency D
1:00 pm	Grab & Go Lunch & Conference Conclusion	Regency A



Distinguished Faculty

Karen E. Felsted, CPA, MS, DVM, CVPM, CVA

Dr. Felsted is a CPA as well as a veterinarian and has spent the last 15 years working as a financial and operational consultant to veterinary practices and the animal health industry. She also spent three years with the National Commission on Veterinary Economic Issues as CEO. She has written an extensive number of articles for a wide range of veterinary publications and speaks regularly at national and international veterinary meetings. She is the past treasurer of VetPartners, a member of the Veterinary Economics' Editorial Advisory Board, a past member of the CVPM board of directors and the past treasurer of the CATalyst Council. In 2011, she was awarded the Western Veterinary Conference Practice Management Continuing Educator of the Year and in 2014, the VetPartners Distinguished Life Member Award.

Eric D. Garcia, SimplyDone Tech Solutions

IT expert. Digital marketer. Industry thought leader. When it comes to helping veterinary practices streamline their technology and attract and retain clients, Eric Garcia has a proven track record of educating the industry and producing results. Eric is an IT and Digital Marketing consultant working exclusively with veterinary practices. In addition to a long list of satisfied clients, Garcia's work has been recognized throughout the industry. He speaks regularly at conferences all throughout the world.

Sponsors

The AAFP would like to recognize and thank the following companies for their sponsorships.

Please contact AAFP Headquarters at info@catvets.com for sponsorship opportunities.

Sponsoring Dr. Karen Felsted's lectures on Friday,
Reception on the Lake, Conference Proceedings, and Hotel Key Cards



Sponsoring Mr. Eric Garcia and the Saturday Breakfast



Sponsoring the Conference Padfolio and Pen



Sponsoring the Friday Breakfast




Agenda



2016 FELINE
PRACTICE
MANAGEMENT
MEETING

Friday, March 4, 2016

- 7:00 - 7:30 am** **Breakfast** Sponsored by  **ROYAL CANIN**
- 7:30 - 8:20 am** **Key Trends in Veterinary Medicine: What You Need to Know to be Successful in the Future** Sponsored by  **Boehringer Ingelheim**
Dr. Karen E. Felsted, CPA, MS, DVM, CVPM, CVA
Revenue and pet visit growth continues to be anemic in many practices. According to a new pet owner study from the Partners for Healthy Pets, pet owners are even more concerned about cost and more comfortable stretching out veterinary visits than they were four years ago. There have been many changes in the veterinary profession and in pet owner expectations, especially concerning feline medicine and cat owners. Understanding these trends and identifying changes practices can make to be successful is critical going forward.
- 8:20 - 9:10 am** **Is your Practice Profitable?** Sponsored by  **Boehringer Ingelheim**
Dr. Karen E. Felsted, CPA, MS, DVM, CVPM, CVA
The gold standard measure of a practice's financial success is the operating profit margin. Unfortunately, the "bottom line" in an income statement or tax return almost never indicates the true profitability of a practice due to differences in tax strategies and accounting methodologies. Since this profitability drives the value of a practice and is essential to making good operating decisions, an analysis of true profitability is critical. Analysis of decisions is also a key factor to revisit after implementation.
- 9:10 - 9:30 am** **Coffee & Snack Break**
- 9:30 - 10:20 am** **Using your Feline Financial & Operating Metrics to Grow your Practice** Sponsored by  **Boehringer Ingelheim**
Dr. Karen E. Felsted, CPA, MS, DVM, CVPM, CVA
One of the oldest clichés is that you "can't manage what you can't measure." Counting the paperclips on a regular basis would be ridiculous but in this lecture, we will discuss the critical metrics every practice must review each month. Knowing your profit margin isn't enough, you also must understand what drives the profitability and how to review the success (or not) of programs implemented in your practice.
- 10:20 - 11:10 am** **Bringing More Cats into your Veterinary Practice** Sponsored by  **Boehringer Ingelheim**
Dr. Karen E. Felsted, CPA, MS, DVM, CVPM, CVA
Much of the growth potential in practice visits, revenue, and profits is related to an increase in cat visits. Cats have never liked visiting the veterinary practice and their owners have given up. What can you do to build a more cat-friendly practice, increase visits, and help owners help their cats?
- 11:10 - 11:25 am** **Pick my Brain Q&A** Sponsored by  **Boehringer Ingelheim**
Dr. Karen E. Felsted, CPA, MS, DVM, CVPM, CVA
Have another question for Karen? Now is your time to ask her!
- 11:25 - 4:30 pm** **Free Time**
- 4:30 - 4:40 pm** **Coffee Break**
- 4:40 - 5:30 pm** **Creating the Best Feline Veterinary Team** Sponsored by  **Boehringer Ingelheim**
Dr. Karen E. Felsted, CPA, MS, DVM, CVPM, CVA
Having the right team is number one on everyone's wish list and is critical to increasing the bond with clients. Creating an efficient, productive, and polished team starts with the interview process—80% of employee turnover is attributed to poor hiring. Of course, once you hire them, you need to keep them—losing an employee is an expensive experience. What can you do to retain valuable employees? Employees generally leave jobs because they don't get an opportunity to learn and grow or because they are managed poorly.
- 5:30 - 7:00 pm** **Reception on the Lake** Sponsored by  **Boehringer Ingelheim**

Saturday, March 5, 2016

7:00 - 7:30 am **Breakfast**

Sponsored by **IDEXX**
LABORATORIES

7:30 - 8:20 am **Buying or Selling a Practice: What You Need to Know**

Dr. Karen E. Felsted, CPA, MS, DVM, CVPM, CVA

Buying or selling a veterinary practice can be difficult logistically, financially, and emotionally. The hardest part is often just knowing where to start. This seminar covers the entire process including identification of potential sellers or buyers, what you need to know about practice valuation, and more. Topics specific to feline-only practices or creating/developing a feline focus in a general practice will be included.

8:20 - 9:10 am **Using Discounts Effectively to Increase Revenue & Profits**

Dr. Karen E. Felsted, CPA, MS, DVM, CVPM, CVA

Discounts done well are an effective marketing strategy utilized by many successful businesses and a way of increasing both revenue and profits. However, the key is to design and use them effectively; in order to achieve the goals you set.

9:10 - 9:30 am **Coffee Break**

9:30 - 11:10 am **Feline Management Think-In Roundtable**

Dr. Karen E. Felsted, CPA, MS, DVM, CVPM, CVA; Mr. Eric Garcia

A short presentation, led by Dr. Karen Felsted and Eric Garcia, will cover three topics:

- Practice Profitability
- From a Cat's Perspective: Small Changes with Big Impact
- Marketing to Cat Owners

Attendees will use the presentation as a springboard for lively roundtable discussions where even more learning and sharing can continue. In order to make this session as engaging as possible, attendees will break into table groups where the topical areas above will be discussed. This will be a valuable and exciting venue to explore innovative strategies, share your experiences, and learn from your colleagues. A summary of ideas will be shared at the end of the session.

11:10 - 11:25 am **Coffee Break**

11:25 - 12:15 pm **Managing the Social Media Lion**

Mr. Eric Garcia

Sponsored by **IDEXX**
LABORATORIES

In this session we will explore a social media management plan for veterinary practices that will help you organize your social media channels, develop content and a posting time line, and set goals. Learn how to make your practice known in the community by effectively using social media channels. Finally, we will review how you can use social media to engage cat owners, increase compliance, and generate revenue.

12:15 pm **Grab & Go Lunch & Free Time**

Hitting the slopes or enjoying some of Lake Tahoe's attractions? Lunch will include to-go containers in case you want to take it with you and get a jump start on your afternoon. You can also enjoy lunch in the ballroom and spend a little more time mingling with your colleagues.

Agenda



2016 FELINE
PRACTICE
MANAGEMENT
MEETING

Sunday, March 6, 2016

7:30 - 8:00 am **Breakfast**

8:00 - 8:50 am **Communication in the Digital Age**
Mr. Eric Garcia

Sponsored by **IDEXX**
LABORATORIES

Web technology has always been there to help us communicate with clients but we do not always use it to its full capacity. All generation of clients rely on web technology to communicate with others as a way of life. In this session we will learn how to properly communicate vital information to cat owners. By using your website, text messages, email, social media, and pet portals you can change the way you communicate with your clients and become an effective communicator.

8:50 - 9:40 am **Successful Feline Marketing Strategies**
Mr. Eric Garcia

Sponsored by **IDEXX**
LABORATORIES

Become a marketing genius by learning how to implement the three elements of a successful marketing strategy: 1st) attract new clients and measure success, 2nd) measure client satisfaction and determine client-bonding rates, and 3rd) implement targeted marketing and communication campaigns to ensure clients keep coming back. Learn techniques on how to execute the ultimate marketing strategy in your practice. Feline case studies and examples will be provided.

9:40 - 9:55 am **Coffee Break**

9:55 - 10:45 am **Successful Feline Marketing Strategies (Continued)**
Mr. Eric Garcia

Sponsored by **IDEXX**
LABORATORIES

10:45 - 11:35 am **Using Mobile Technology to Increase Compliance & Build Loyalty with Cat Owners**
Mr. Eric Garcia

Sponsored by **IDEXX**
LABORATORIES

The average veterinarian will make a minimum of five recommendations to an owner in a 30-minute appointment. These recommendations do not often stick with cat owners due to a lack of understanding and the feeling of being overwhelmed. What can you do to increase compliance after making recommendations? Learn about new and exciting mobile digital tools to make your recommendations stick while building client loyalty. Items to be discussed: a app for pet owners that comes from your practice, tablets, YouTube videos, mobile texting, Pet Health Network 3D, and more!

11:35 - 11:50 am **Coffee Break**

11:50 - 12:40 pm **Developing a Reputation Management Strategy**
Mr. Eric Garcia

Sponsored by **IDEXX**
LABORATORIES

It's frightening but true—although it takes years to build your reputation (both online and offline), it takes only moments for a negative online review to destroy it. Help happy feline clients spread their accolades for your practice through online reviews. Engage negative reviewers with honest, transparent, and timely responses and earn back respect and goodwill. In this session, discover how to develop a reputation management plan for your practice. It is time to navigate the world of online reviews!

12:40 - 1:00 pm **Pick my Brain Q&A**
Mr. Eric Garcia

Sponsored by **IDEXX**
LABORATORIES

Have another question for Eric? Now is your time to ask him!

1:00 pm **Grab & Go Lunch & Conference Conclusion**

Hitting the slopes or have to get to the airport? Lunch will include to-go containers in case you want to bring it with you. You can also enjoy lunch in the ballroom and have a bit more time with your colleagues.



Why Should I Attend?

Come to gorgeous Lake Tahoe for the New Feline Practice Management Meeting concentrating on Feline-Focused Business Strategies led by expert speakers. Attendees will be updated and informed through lectures and an interactive workshop. Seasoned practice owners, associates, and practice managers will gain understanding and techniques to implement new ideas, use your clinic metrics in decision making, unlock your true feline potential, increase effective communication with cat owners, develop your feline marketing, and more.

Continuing Education Credits

This conference has been submitted (but not yet approved) for 15 hours of continuing education credits in jurisdictions which recognize AAVSB RACE approval; however participants should be aware that some boards have limitations on the number of hours accepted in certain categories and/or restrictions on certain methods of delivery of continuing education. Contact AAFP Headquarters for further information at info@catvets.com. Once obtained, the program approval number will be listed on the conference website at www.catvets.com/education/

General Conference

Day 1: Friday, March 4, 2016 - 5.0 CE hours

Day 2: Saturday, March 5, 2016 - 5.0 CE hours

Day 3: Sunday, March 6, 2016 - 5.0 CE hours

Note: Conference registration is limited to 200 registrants.

Registration

Early Bird Registration: The early bird deadline is **Friday, February 5, 2016.**

	BY 2/5/16	AFTER 2/5/16
Full Three Day Registration		
AAFP Members	\$525	\$625
Non-Members	\$625	\$725
Veterinary Tech/Practice Manager Members	\$195	\$250
Veterinary Tech/Practice Manager Non-Members	\$250	\$275
Students	\$ 50	\$ 70
One Day Registration		
AAFP Members	\$195	\$225
Non-Members	\$240	\$275

Cancellation Policy

Cancellation must be received in writing either via fax to (908) 292-1188 or email to info@catvets.com. Cancellations received by Friday, February 5, 2016 will receive a refund minus a \$50.00 administrative fee. Cancellations received after Friday, February 5, 2016 will not be eligible for refunds. Please note that if you cancel your conference registration, it does not constitute cancellation of your hotel reservation.

Conference Proceedings

Proceedings Notes are provided to each attendee in two formats:

- Online Proceedings:** Each registered attendee will receive an email approximately 3 weeks prior to the event with complimentary online access to the conference proceedings on the AAFP website. You **MUST** print these notes out if you want the proceeding notes onsite. A printed proceedings book will not be available for purchase for this meeting.
- USB Flash Drive:** Boehringer Ingelheim will graciously provide all attendees with a USB Flash Drive, containing the proceedings for the conference.

Consent to Use Photographic Images

Registration and attendance at, or participation in, the AAFP Conference and other activities constitutes an agreement by the registrant to AAFP's use and distribution (both now and in the future) of the registrant or attendee's image or voice in photographs, videos, electronic reproductions, marketing efforts and materials, and audiotapes of such events and activities.

Dressing in layers is recommended due to room temperature variations.

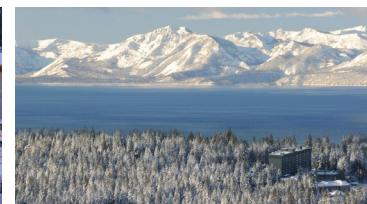
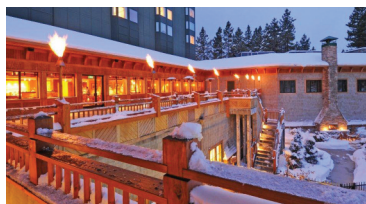
Conference Hotel Information

Hyatt Regency Lake Tahoe Resort

111 Country Club Drive
Incline Village, NV 89451

March 4 – 6, 2016

Online Reservations: www.catvets.com/education/



The Hyatt Regency Lake Tahoe Resort is situated on North America's largest alpine lake and offers a luxurious design styled in the tradition of a magnificent grand lodge. Lake Tahoe is surrounded by the Sierra Nevada mountains which makes for gorgeous views not seen anywhere else. After the sessions are over, there will be plenty of activities both inside and outside the hotel including skiing/snowboarding, snow tubing, snowmobiling, snowshoeing, lake cruises, spa services, a casino, and more! We guarantee you will enjoy the magnificent views, exciting activities, and fabulous dining Lake Tahoe has to offer. We suggest you make your reservation early. Since conference registration is limited to 200 participants, hotel rooms are limited as well.

The AAFP is pleased to offer special rates for this conference. The **group rate is only available until Friday, February 5, 2016**, and subject to availability. Reservations made after Friday, February 5, 2016 may not be guaranteed the group rate. If you call to make your reservations, you must refer to the Group Code: "American Association of Feline Practitioners."

Run of House Room Rates: \$189.00 Single/Double Occupancy Rate

**Room rates are quoted exclusive of applicable state and local taxes or applicable service, or hotel specific fees in affect at the hotel at the time of the meeting.*

Check-in time: 4:00 pm Check-out time: 11:00 am

Room Rate Includes:

- Reduced resort fee of \$15 per room, per night which includes:
 - Welcome glass of champagne
 - Complimentary access to 24-hour fitness center
 - Complimentary self and valet parking
 - Complimentary Ski Valet (to Diamond Peak Ski Resort and Northstar Ski Resort)
 - \$5.00 Casino Match Play coupon
 - Heated pool
 - Private Beach Access
- Complimentary internet access in guestrooms
- No early departure fees

Traveling to the Conference

Airport: Reno/Tahoe International Airport

Phone: (775) 328-6400

Website: www.renoairport.com

Distance: 34 miles/50 minutes

Transportation:

- Estimated taxi fare: \$100-120 one way
- North Lake Tahoe Express Bus: Airport Mini Bus picks up at the Reno/Tahoe Airport and drops off at multiple places, one being the Hyatt Regency Lake Tahoe. Departure times are 2:00pm, 6:00pm and 10:30pm and reservations are needed 24 hours in advance. Depending on how many people you have the cost is between \$32-\$50 per person. Travel time is between an hour to an hour and a half depending on the drop-off location. They are located in Baggage Claim behind the rental car counters between doors A & B.
- Car rentals: There are nine different car rental companies that you can rent a car from directly at the airport. All of these rental car companies counters are located at baggage claim. For more information, visit <http://www.renoairport.com/tofrom-airport/rental-cars>.

Visit www.catvets.com/education/ for additional travel information.



AMERICAN ASSOCIATION OF FELINE PRACTITIONERS 2016 FELINE PRACTICE MANAGEMENT MEETING Feline-Focused Business Strategies

March 4-6, 2016 Hyatt Regency Resort Lake Tahoe, NV

REGISTRATION FORM

If you have any questions, please call (800) 874-0498 / (908) 359-9351 or email info@catvets.com

EASY REGISTRATION:

1. **Online** Registration, visit the AAFP website, www.catvets.com.
2. **Fax** this form to (908) 292-1188.
3. **Mail** this form with check to AAFP, 390 Amwell Road, Suite 402, Hillsborough, NJ 08844.

NAME	WORK PHONE
PRACTICE / COMPANY	EMAIL (required to receive confirmation and proceedings login)
MAILING ADDRESS	
Check One: <input type="checkbox"/> Practice Owner <input type="checkbox"/> Associate Veterinarian <input type="checkbox"/> Technician <input type="checkbox"/> Hospital Manager <input type="checkbox"/> Office Staff <input type="checkbox"/> Student <input type="checkbox"/> Other _____	EMERGENCY CONTACT NAME & PHONE NUMBER
<input type="checkbox"/> First-time Attendee <input type="checkbox"/> Dietary Restrictions/Food Allergy: _____ <input type="checkbox"/> ADA Accommodation: _____ <input type="checkbox"/> ISFM Member #: _____	
How did you hear about us? _____	

CONFERENCE REGISTRATION

GENERAL CONFERENCE	BY 2/5/16	AFTER 2/5/16	TOTAL COST
Full Three-Day Registration			
AAFP Members	\$525.00	\$625.00	\$ _____
Non-Members	\$625.00	\$725.00	\$ _____
Vet Techs/Practice Manager Members	\$195.00	\$250.00	\$ _____
Vet Techs/Practice Manager Non-Members	\$250.00	\$275.00	\$ _____
Students	\$ 50.00	\$ 70.00	\$ _____
One-Day Registration			
AAFP Members	\$195.00	\$225.00	\$ _____
Non-Members	\$240.00	\$275.00	\$ _____

Attending on: Friday, March 4, 2016 Saturday, March 5, 2016 Sunday, March 6, 2016

Note: Conference registration is limited to 200 registrants.

PAYMENT INFORMATION

AAFP Federal Tax ID 43-1397996

REGISTRATION TOTAL: \$ _____

Check will be mailed Credit Card: Visa MasterCard American Express Discover

Credit Card Number: _____ Expiration Date: _____

Name on Card: _____ Signature: _____

Checks are payable to "AAFP." Payments must be drawn in US Funds.
AAFP, 390 Amwell Road, Suite 402, Hillsborough, NJ 08844