



Monthly Conference Call Minutes
October 28, 2024
Zoom Meeting

<https://osu.zoom.us/j/91717334478?pwd=Zr2kbWVlVPaMm3bW8SbvoVx1NbfXx.1>

Attending- Heidi Kramer, Karen Johnson, Julie Bogan, Laura Zimbrick, Monika Blackwell, Carly Zeiger, Kay Glaser and Tim King

1. Welcome

Tim welcomed the committee, discussed Homecomings.

2. Conference Planning Committee Update - Monika/Laura/Karen

a. Conference Sponsorships-

We have Purina as a sponsor at the platinum level. Heidi met with Zoetis, possible sponsor. Tim talked to Harvey at Zoetis too. Monika sent a letter to Hills and CareCredit. Care Credit is giving discretionary dollars to hospitals who are referring enough clients. Kay is reaching out to Trupanion and Blue Pearl. Laura has reached out to Chewy, and we have reached out to Boehringer Ingelheim.

b. Keynote Speakers-

Possible speakers are Lynne Wester, Kishshana Palmer (but not Juneteenth focused) and Chris Anderson, the TED Talk, but he is pricey.

c. Splitting into tracks and sub-committees-

The conference committee is building sub committees to better cover all tracks. Looking for more topics on leadership, that are research oriented, and other topics we have not explored well. Maybe info on CFRE, possibly data analysts, mining clients etc.

3. Engagement and Outreach Committee Update - Carly

a. Update from October Zoom-

October's call was recorded. Resonant Hearts-Aaron Phaneuf, Colorado State talked about the bonds between clinicians and grateful clients. Good workshop, thinking outside the box. How to work with clinicians in engaging with client donors. It was recorded.

b. Upcoming Monthly Engagement Zooms

November will Dr. Carl Southern who was a keynote in Denver. Follow up on his keynote talk. No call in December. January will be a town hall like session.

c. AVAP Vet Conference Breakfasts-

AVAP Breakfasts-ACVP, five responses, but it is hard to sync schedules so it will be small. AAEP- something going out soon. VMX- is a big one, something going out soon. WVC will follow soon.

4. Marketing and Communications Committee Update- Tim

Tim stated Alyson Burke and Ginger Guttner have had a few problems getting going. They have met with intern Hannah, and things are taking shape. We need to get the conference information up and running on the web page.

5. Budget Update – Karen

Karen says if we change the conference fee structure, we can afford a few higher cost speakers. We are now paying for PheedLoop and will be adding Microsoft Teams next month. Still trying to find a social reception space that is economical. Pheedloop is all set up.

6. Other Business-

a. AVAP/AAVMC Survey- Tim

Sent out the survey to the committee. Please send edits. The survey is a piece to what Ohio State is doing for its proposal for AAVMC.

7. Open Forum-

a. Nothing to report.

8. Adjourn

Next meeting: AVAP Business Meeting is November 25, 2024