WELCOME

For decades, the AAVMC has convened this conference, a special gathering open only to member institution deans and invited guests. The meeting provides a venue where our association’s executive leaders can consider and address the issues, opportunities and challenges shaping the future of academic veterinary medicine. Thank you for being here. Please contact AAVMC Program Manager Leslie Wilson or any member of the AAVMC staff if we can assist you in any way.
**AGENDA:**
**THURSDAY, JANUARY 17**

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<th>Time</th>
<th>Event</th>
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<tr>
<td>8:00 a.m.</td>
<td><strong>BREAKFAST</strong></td>
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<td>8:30</td>
<td><strong>Board of Directors Meeting (Open Meeting)</strong></td>
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<td></td>
<td><em>Sunset Terrace</em></td>
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<td>12:30 p.m.</td>
<td><strong>LUNCH</strong></td>
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<td><em>Chickee</em></td>
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<td>2:00</td>
<td><strong>Industry Leadership Panel</strong></td>
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<td><em>Gulf Breeze South &amp; North</em></td>
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<td><strong>Calvin Johnson, AAVMC President — Moderator</strong></td>
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<td><strong>Joachim Hasenmaier, Member of the Board of</strong></td>
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<td><strong>Managing Directors, with responsibility for the Animal</strong></td>
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<td><strong>Health Business Unit, Boehringer Ingleheim</strong></td>
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<td><strong>Jesper D. Nordengaard, General Manager</strong></td>
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<td><strong>and Vice President, Hill’s Pet Nutrition</strong></td>
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<td></td>
<td><strong>Darryl Rawlings, Chief Executive Officer, Trupanion</strong></td>
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<td>4:00</td>
<td><strong>Meeting Adjourns</strong></td>
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<td>5:00</td>
<td><strong>Welcome Reception</strong></td>
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<td><em>Sponsored by Blue Pearl</em></td>
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<td><em>Ocean Lawn</em></td>
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## AGENDA:
### FRIDAY, JANUARY 18

8:00 a.m. **BREAKFAST**  
*Sunset Terrace*

9:00 **Introduction and Welcome**  
Dr. Phillip Nelson, AAVMC Past President

9:30 **Leadership Communication**  
Christopher Dorval, *Dorval Strategies, LLC*

10:30 **BREAK**

11:00 **Leadership Communication (continued)**  
Christopher Dorval

12:30 p.m. **LUNCH**  
*Ocean Lawn*

2:00 **Impact of Digital Technology on the Veterinary Profession**  
Christoph Bornschein, *CEO, TLGG Consulting*  
*Sponsored by Boehringer Ingelheim Animal Health*

3:00 **BREAK**

3:30 **Accreditation**  
Sheila Allen, *Senior Accreditation Advisor*

4:00 **Group Discussion: Hot Topics**

4:30 **Meeting Adjourns**

6:00 **Reception**  
*Sponsored by Royal Canin*  
*Ocean Lawn*

7:00 **Dinner**  
*Sponsored by Royal Canin*  
*Everglades Room*
AGENDA: SATURDAY, JANUARY 19

8:00 a.m.  BREAKFAST
Sunset Terrace

9:00  Consulting Policies and Other Outside Activities
What are some exemplary policies and practices for faculty to consult and participate in other outside activities? How do you enforce these policies, and what do you do when things go awry?
Carolyn Henry • Calvin Johnson • Paul Lunn • Ruby Perry

9:45  Campus Culture in a #MeToo Era
How has your campus community been impacted by sexual harassment and sexual assault? How do you engage faculty, staff and students to address these issues?
Douglas Freeman • Eleanor Green • Rustin Moore • Sue Tornquist

10:30  BREAK

11:00  Using Performance Evaluations to Build Organizational Culture
How do you use recognition programs and performance evaluations to build an organizational culture of choice? How do you prepare faculty and staff for performance evaluations? How do you coach and train department chairs and other evaluators?
Birgit Puschner • Mark Stetter • Lorin Warnick • Mark Markel

11:45  Announcements from the Floor and Wrap-up
Phillip Nelson

12:00 p.m.  Meeting Adjourns
Box lunches available
Dr. Joachim Hasenmaier has extensive experience in the animal health industry and is a member of Boehringer Ingelheim’s Board of Managing Directors with responsibility for the Animal Health Business Unit. He has served as a Member of the Board of Managing Directors since 2012.

From 2011 – 2012, he served as Corporate Senior Vice President Prescription Medicines (UK/Ireland, Nordics, Benelux, Canada, Australia/New Zealand) for Boehringer Ingelheim. From 2002-2011, he served Boehringer Ingelheim as Corporate Senior Vice President Animal Health.

Prior to those positions he served as Managing Director with Intervet (Akzo Nobel) in Brazil and as Managing Director with Hoechst Roussel Vet in Mexico. He also served as Head of Strategic Planning for Hoechst AG.

Hasenmaier holds a DVM degree and an MBA.
INDUSTRY LEADERSHIP PANEL

Jesper D. Nordengaard
Hill’s Pet Nutrition, Inc.

Jesper D. Nordengaard was named Vice President and General Manager, Hill’s U.S. in 2017. Prior to this position, Jesper served as Vice President of Global Marketing and Innovation providing the best, leading-edge pet nutrition technology, products, and expertise to pet parents, veterinary professionals, and other key pet nutrition influencers worldwide.

Jesper joined Colgate in 1997 as Assistant Brand Manager for the C-P Nordic Group. He progressed through various roles of increasing responsibility in the subsidiary, including Brand Manager - Fabric Care, Customer Marketing Manager, and Marketing Manager. Jesper later moved to GABA Germany as Marketing Director and was promoted to Marketing Director of the GABA Group in 2009. He was promoted to Director of the Oral Care CIC (Consumer Innovation Center) for Colgate Europe in 2011.

Jesper joined Hill’s in 2013, responsible for integrating consumer insights and science and technology expertise to drive innovation and new product success. He holds a Bachelor’s degree in Marketing from the Copenhagen Business School in Denmark.
Darryl Rawlings
Trupanion

As founder and CEO of Trupanion, Darryl Rawlings leads a company of more than 500 pet-loving professionals in the U.S. and Canada toward a singular goal: ensuring that pets receive the best veterinary care.

Trupanion covered its first pet in Canada in 2000 and expanded to the United States in 2008. Since expanding to the U.S., Trupanion has established itself as a market leader and now provides medical insurance for cats and dogs in the United States, Canada, and Puerto Rico. In July 2014, Darryl took this a step further, and led the company through an IPO. Trupanion is publicly traded on NASDAQ.

Rawlings founded and remains active with the North American Pet Health Insurance Association (NAPHIA), a professional organization working to advance the pet health industry and its quest to help provide high quality care for greater numbers of companion animals.

He is a graduate of the British Columbia Institute of Technology.
Christopher Dorval
Dorval Strategies, LLC

Christopher Dorval is President of Dorval Strategies, LLC, a Washington, DC-based firm that operates at the intersection of politics, policy and communications. The firm provides strategic and leadership communications, political counsel, crisis and issue management, media relations and marketing services to commercial, non-government and government entities in the U.S. and the global marketplace.

Dorval works with public and private sector leaders from around the world. He has worked with a variety of governments and multinational corporations, and served as a senior advisor at the U.S. Department of State for Secretary of State Hillary Clinton. He helped implement President Obama’s signature initiative in global health, leveraging the United States’ global health platform that provides over $8 billion dollars annually in services to millions of individuals in eighty countries.

Dorval is a graduate of the School of Foreign Service at Georgetown University and the Kennedy School of Government at Harvard University.
Christoph Bornschein
TLGG Consulting

Christoph Bornschein is one of the three founders and CEOs of the German digital business agency Torben, Lucie und die gelbe Gefahr. Founded in 2008, TLGG has developed into a 180-member agency sought after by international brands and corporations. The German Award for Online Communication has named TLGG “Agency of The Year” twice.

Berlin-born Bornschein serves and mentors global corporations and companies on the strategic and brand-focused implementation of social and digital technologies. He has authored numerous essays and articles on digital change and social media, and he’s a popular speaker at conferences and board meetings.

Before helping create TLGG, Christoph Bornschein worked in online marketing management with Frogster Interactive Pictures. He co-founded several startups, consulting on distribution, marketing and public relations. Before that, he studied law.
MEMBER INSTITUTIONS

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Atlantic Veterinary College at the University of Prince Edward Island [Canada]
Auburn University [United States]
Colorado State University [United States]
Cornell University [United States]
Iowa State University [United States]
Kansas State University [United States]
Lincoln Memorial University [United States]
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Massey University [New Zealand]
Michigan State University [United States]
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Ohio State University [United States]
Oklahoma State University [United States]
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Purdue University [United States]
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University of Pennsylvania [United States]
University of Queensland [Australia]
University of Sydney [Australia]
University of Tennessee [United States]
University of Wisconsin-Madison [United States]
VetAgro Sup [France]
Virginia-Maryland College of Veterinary Medicine [United States]
Washington State University [United States]
Western College of Veterinary Medicine at the University of Saskatchewan [Canada]
Western University of Health Sciences [United States]
AFFILIATE MEMBERS

Colleges of Veterinary Medicine
City University of Hong Kong
(Hong Kong)
Riphah International University College
of Veterinary Sciences (Pakistan)
Universidad Autonoma de
Nuevo Leon (Mexico)
Universidad Autonoma de
Tamaulipas (Mexico)
Seoul National University
(Republic of Korea)
St. Matthew’s University
(Cayman Islands)
United Arab Emirates University
(United Arab Emirates)
University of Adelaide (Australia)
University of Bristol (United Kingdom)
University of Tokyo (Japan)
University of Veterinary and Animal
Sciences Lahore (Pakistan)
University of Veterinary Medicine and
Pharmacy in Kosice (Slovak Republic)

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(United States)
South Dakota State University
(United States)
University of Arizona (United States)
University of Connecticut (United States)
University of Kentucky (United States)
University of Nebraska-Lincoln
(United States)

Departments of
Comparative Medicine
Massachusetts Institute of
Technology (United States)
Pennsylvania State University
(United States)
Stanford University (United States)
University of California, San Diego
(United States)
University of Michigan (United States)

Other
Angell Animal Medical Center
(United States)
MAP OF CONFERENCE FACILITY
The AAVMC would like to express its appreciation to the following sponsors for their support of this meeting:

- **Boehringer Ingelheim**
- **ROYAL CANIN**
- **bluepearl**

**Specialty + Emergency Pet Hospital**