



**MONDAY, JUNE 4**

**Colin Siren & Dr. Linda K. Lord**

**Overview of Merck Animal Health Veterinary Wellbeing study**

**| MARKETING & SALES SESSION**



It has recently been suggested that veterinarians have a high level of mental distress and as a result an elevated suicide rate. Compassion fatigue, student debt, modest incomes and burnout have been put forward as potential causes for negative mental health states. Multiple symposia have been held to examine

if there is a basis to this idea of poor veterinary practitioner mental health and to find solutions. Recently, Merck Animal Health partnered with Kynetec and others to conduct a study to determine if truly is a mental health crisis within the veterinary profession and to identify contributing factors.

**Dr. Garth Graham**

**Tomorrow's Veterinary Value Proposition - Keeping Pace Within the Pet Industry**

**| MARKETING & SALES SESSION**



Although the VCPR forms the legal basis for the veterinary profession, the interpersonal relationship between the veterinary team and the client is arguably much more important to quality medical practice. Today's veterinarian faces the challenge of delivering a cost intensive service, within a complex

multi-facility environment, to a client drowning in public opinions that challenge the investment required for veterinary care, and even the ethics of those that provide it. Customer segmentation, defining best-practice medicine, and investing in the customer experience are all key activities that can be

improved within the clinical environment. Using experience from his start-up business in pet telehealth, from both a client and clinic perspective, Dr Garth Graham will uncover what today's pet owner needs to appreciate their veterinarian and how our industry can get involved support this effort.

**Marty Seymour**

**Disruptors in Agriculture**

**| MARKETING & SALES SESSION**



Take a journey through the history of Canadian Ag and explore all the changes and advancements that have made Canadian Agriculture a leader in innovation. Audiences will be challenged to think about the future as they explore modern technologies and

future innovations in Robotics, 3D printing, and genomics and other cutting edge technologies. This talk will make listeners uncomfortable by challenging their thinking and forcing a deeper conversation to ask themselves, "Am I 'business ready' for the future??"

Sponsored by Farm Credit Canada



## Tony Chapman

| KEYNOTE

### Stop Telling Your Story and Become Part of Mine



Shift the conversation and consideration from a transactions sold on price, to a transformation valued on relevance. Tony Chapman's customized Keynote will inspire and motivate your audience with his cutting-edge insights, ideas and passion. In this 'Age of Noise' when so many brands, businesses and individuals are starving for attention and relevance, Chapman shows you how you can engage the 'head, heart and hands' of any audience – shape how they think, feel and buy.

To do so he takes your audience on an adventure to uncover and then master Storytelling, the most proven and potent platforms for engaging any audience but then adds a remarkable and game-changing twist.

He shows why your customers, employees or investors are the heroes of your story, how to identify the quest they are on, and the role you must play to help them get to where they need to go. From transaction to transformation, from telling

your story to becoming part of theirs.

Your audience is the hero, and the end game is their transformation. Your role is to matter to the lives and livelihood of the people that matter most to you. From telling your story to becoming part of theirs.

Sponsored by Royal Canin Canada



## Ron Bonnett

### CFA's Public Trust Mandate



The Canadian Federation of Agriculture (CFA) aims to achieve a thriving and sustainable agriculture sector in Canada. Earning and maintaining public trust in the agriculture sector is vital to the CFA and its members. Public trust is an issue shaping agriculture production - more and more it is recognised by all of industry and government that there is

a need for a coordinated response to concerns expressed by the Canadian public about how our food is grown and produced. Understanding the need for leadership on this important issue, the CFA and other partners from the agricultural value chain established a Public Trust Steering Committee to facilitate and coordinate the

efforts of agricultural producer organizations as policies and programs are developed. The CFA was formed in 1935 as a unified voice to speak on behalf of Canadian farmers. It represents producers of all commodities, who operate farms of all sizes. Through its members CFA represents approximately 200,000 Canadian farm families from coast to coast.

## Tony Chapman

| WORKSHOP

### Stop Telling Your Story and Become Part of Mine



In Disruptors, your audience is divided into teams. Each team is assigned a Business to Consumer or Business to Business product or service that disrupted the marketplace and achieved profitable share gain.

They must then apply the principles learned in the opening keynote – by identifying the Hero, Calling, Quest, Enabler, Desired Outcome and create a story to show how they achieved their success.

Sponsored by Royal Canin Canada



## Panel

### Animal Health Leadership In a Canadian Context



#### Byron Beeler

Facilitator

Leadership in the Canadian animal health market is distinct. Our small market size, regional culture and regulatory framework that

spans multiple jurisdictions adds to our unique nature. Taken as a whole, Canadians have been described as collaborative and culturally diverse. These factors together provide challenges and opportunities that leaders need to consider to be

successful in Canada. Facilitated by Byron Beeler, a Past Chair of CAHI and former animal health company business head, our panel of will discuss their perspectives on what successful leadership looks like in a Canadian context.

#### Diane Bourassa

General Manager of Vétuquinol Canada



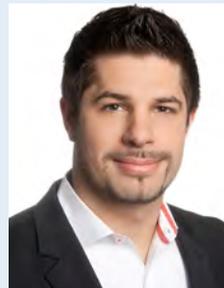
#### Dr. Jair Garcia

Senior VP Canada & Northern Latin America for Zoetis



#### Sebastian Kuzmierczyk

Vice President and General Manager, Bayer Inc. / Animal Health Canada



#### Dr. Tina Hunt

General Manager of Elanco Canada



## Carel du Marchie Sarvaas

### Global animal health trends & what they mean



Market, product, consumer and regulatory trends – both negative and positive - are changing the animal health world. What are the most impactful trends and how do and will they influence the animal health world.

---

## Dr. Aaron Massecar

Veterinary Medicine - Where is it Headed?

---



Dr. Aaron Massecar is the Executive Director for the Veterinary Innovation Council, the Senior Vice President of Learning at NAVC, a co-founder of Drip.Vet, and a faculty member of the College of Veterinary Medicine at Texas A&M. He is a published author (Ethical Habits), speaker, coach, consultant, and project manager.

He is currently directing a telehealth project for VIC. The project focuses on the impact of telehealth tools on veterinary practitioners. This involves assessing

practices, benchmarking, and implementation of tools, all the while providing reviews of new and emerging technologies.

Dr. Massecar is also on faculty at Texas A&M and is helping develop the Veterinary Entrepreneurship Academy, a program to bring Students, Startup Companies, Faculty, and Practicing Veterinarians together. These student internships help train students in startup business principles and companies in creating tools that are custom built for veterinarians. This program

will be expanding in the fall to include resources for startups. He is also managing the Veterinary Innovation Summit at Texas A&M.

Dr. Massecar's work in the veterinary profession was spurred by marrying into the profession; his wife is a shelter veterinarian at the Houston SPCA. This opportunity gave him the ability to focus his efforts on two things he is very passionate about: animal welfare and the human-animal bond.

---

**WEDNESDAY, JUNE 6**

---

## Craig Thorn

NAFTA and its Implications for Animal Health

---



Negotiators for the three parties to the NAFTA are working around the clock to reach an agreement before the end of May. Failure to meet that deadline is likely to lead to a considerable delay, as the focus shifts to elections and possible changes in government.

Whether the negotiators are successful or not, the outcome of the May talks will have important implications for the animal health industry.

Sponsored by  
Merck Animal Health Canada



---

## Dr. Karen Hand

Disruptive Technology

---



Digital Transformation is a characterization of the ongoing evolution of organizations through the increasingly interconnected nature of our society, business and technology. It is delivering profound (and potentially disruptive) impacts by enabling innovative business

opportunities (products, distribution, supply chains and ecosystems) and innovative solutions to societal challenges related to our environment, health, productivity and resource allocation. Digital Transformation affects all sectors, public and private; the

ability of Canadian Agri-Food to identify opportunities and challenges will determine our future as either leaders or followers in the global marketplace.

---

## Dr. Owen Roberts

Simplifying Science

---



A key to simplifying science is to first get people interested in science – the headline and photo, then the content. It's a package. Fortunately, in agriculture, that's getting more possible all the time, as readers, listeners and viewers' interest in the link between agriculture and food grows.

Agricultural journalist Owen Roberts at the University of Guelph will relate his experiences in simplifying science, including details of a 21-week project called The New Farm he wrote last summer for The Toronto Star and Metro News, reaching 3.5 million a week.

---

## Amanda Ploughman

Social Media, Branding & Building Trust

---



The relationship between brands and consumers has never been more complicated. Traditionally, advertisers have focused on the proverbial “right message, to the right person, at the right time,” using mass media to reach broad demographics. That became more complicated with the shift to more digital

and social media. Now, demographics play a secondary role to communities, or tribes, of like-minded people. This means brands need to connect on not just the functional service level of their product but on a higher, more purposeful level. To be a successful company or

brand, Purpose is now as important as profit. Shifting from mass advertising, to the one-to-one conversations, made achievable through digital and social platforms, allows brands to bring their Purpose to life, all while building connections and trust with their consumers.