

2019 ALAA Roundtable Agenda
“Unleash the Power of Community”

THURSDAY, September 26th			
Time	Session	Location	
5:30pm – 6:30pm	Registration & Check In	2 nd Floor Reception	
6:30pm – 9:30pm	Welcome Dinner & Pupcake Wars Sponsored by NuVet (Sign Up Necessary to Attend)	2 nd Floor Reception	
FRIDAY, September 27th			
Time	Session	Speaker(s)	Location
8:30am -9:00am	ALAA Welcome	ALAA President	Ballroom, 2 nd Floor
9:00am – 9:15am	Surprise Gift Demo!	Surprise	Ballroom, 2 nd Floor
9:15m – 10:15am	Marketing in The Digital Age	Michael Myers	Ballroom, 2 nd Floor
10:15am – 10:30am	Trupanion Breeder Program	Harin Greer	Ballroom, 2 nd Floor
10:30am – 10:45am	BREAK		Outside of room
10:45am – 12pm	Marketing in The Digital Age	Michael Myers	Ballroom, 2 nd Floor
12pm – 1pm	LUNCH – Sponsored by Trupanion		Outside of room
1pm – 3:00pm	Databases & Diagnostic Protocols	Dr. Greg Keller	Ballroom, 2 nd Floor
3:00pm – 3:30pm	BREAK		Outside of room
3:30pm – 4:15pm	CHIC Program	Dr. Greg Keller	Ballroom, 2 nd Floor
4:15pm – 5:00pm	Photography 101	Whitney Chardoulais	Ballroom, 2 nd Floor
5pm	ADJOURN		

SATURDAY, September 28th

Time	Topic	Speaker(s)	Location
9am -10:30am	Marketing in The Digital Age	Michael Myers	Ballroom, 2 nd Floor
10:30am -10:45am	BREAK		Outside of room
10:45am – 11:30am	Legislative Issues & How to Protect Your Breeding Business	Dr. Marty Greer	Ballroom, 2 nd Floor
11:30am – 12pm	Supplementing & Your Pet's Health	Pat Kingsley, NuVet	Ballroom, 2 nd Floor
12pm – 1pm	LUNCH		Outside of room
1pm – 3:30pm	Reproduction & Neonatology	Dr. Marty Greer	Ballroom, 2 nd Floor
3:30pm – 3:45pm	BREAK		Outside of room
3:45pm – 5pm	Reproduction & Neonatology	Dr. Marty Greer	Ballroom, 2 nd Floor
5pm	ADJOURN		

SUNDAY, September 29th

Time	Topic	Speaker(s)	Location
9:00am -10:30am	Breeder Panel Q & A (How to select a breeding dog, potty systems, meds	Al Gordy, Pam McCarl, Maggie	Ballroom, 2 nd Floor

	to have on hand, where to order supplies, vaccination protocols, staffing, favorite products, weaning techniques, nutrition, reservation system, and working with difficult customers)	Palmlblad, Polly Viera and Carol Dean	
10:30am -10:45am	BREAK		Outside of room
10:45am – 12pm	Consultant Process & Changes Made in the ALAA -- ALAA MEMBERS ONLY CLOSED SESSION	Maria Fibiger	Ballroom, 2 nd Floor
12pm	ADJOURN		
Main session will adjourn at 10:30am to allow everyone to catch their flights back home. Lunch will be on your own. There will be a closed session at 10:45am for ALAA members concerning ALAA updates and processes given by Maria Fibiger that you do not want to miss!			

SPEAKER BIOS



Michael Myers, Associate Professor, University of Colorado Daniels College of Business

Michael Myers, associate professor, has been in the digital marketing industry for more than 18 years; he has been a consultant to the industry for well over a decade. Prior to consulting, he worked with digital marketing agencies including Blue Moon Digital, FreshCurrent and SpireMedia, creating value for clients such as Intuit, Tory Burch and Sony.

Myers has been teaching digital marketing at the Daniels College of Business for nearly a decade and has provided the latest in digital breakthroughs and instruction to his students,

encouraging them to learn by doing. Clients are an important part of Myers' teaching philosophy for that reason. He has a passion for digital marketing and enjoys helping students and clients work together to be successful in the ever-evolving digital ecosystem.

Myers is a Daniels alumnus, earning the International MBA in 2004. He also holds a Bachelor of Environmental Design from the University of Colorado Boulder.



Marty Greer, DVM, Director of Vet Services for Revival

Dr. Greer, Director of Vet Services at Revival, received her DVM in 1981 from Iowa State University after which she founded her own small animal clinic in Wisconsin. Dr. Greer specializes in Pediatrics and Reproduction and in 2002 opened the International Canine Semen Bank and became Penn-Hip Certified. In 2005, she was appointed by Governor Jim Doyle to a position on the Veterinary Examining Board of the Dept. of Safety and Professional Services, where she served for 8 years. In 2010 she graduated from Marquette Law School and practiced law part-time with her law partner at Animal Legal Resources LLC. She is active in the community as a member of the AVMA, NEWVMA, ASVBP, APDT, AAEP, SVME, ACSMA, The Society for Theriogenology and is on the Board of Directors for the Society for Veterinary Medical Ethics, American Veterinary Medical Law Association and the Society for Theriogenology. She is also president of the National Animal Interest Alliance.



Greg Keller, DVM, MS, DACVR, Chief of Veterinary Services for the Orthopedic Foundation for Animals

Dr. Keller has been with the OFA for over thirty years and initially screens every inbound radiograph for proper positioning and diagnostic quality. Dr. Keller received his Doctorate in Veterinary Medicine in 1973 and was in a small practice until he accepted the joined OFA as their Associate Director in 1987. He received the Masters degree in Veterinary Medicine and Surgery in 1990 and Diplomate status in the American College of Veterinary Radiology in 1994. He has served in many capacities within the OFA and has been on the forefront of the development of their robust database.



**Maria Fibiger, President & Senior Consultant
Three Dog Consulting, Inc.**

Maria and her consulting team at Three Dog Consulting, Inc. specialize in working with nonprofit organizations in the Growth stage who need to develop and implement an action plan to meet the ever-changing needs around organizational growth and build internal capacity. Maria has 15+ years of consulting practice and 25+ years of career experience in the nonprofit and public administration fields and has held top-level nonprofit management positions including Executive Director and Director of Membership/Development for a YWCA, Municipal Management Consultant/ Planner for the State of New York, and Regional Site Director of a large-scale Federal neighborhood revitalization project.

In addition to her career experience, Maria holds a Bachelor's Degree in Public Administration with an additional Certification in Nonprofit Management & Organizational Development. She is also a certified Master Consultant of the Nonprofit Lifecycles Institute, a designation held by less than 20 nonprofit consultants in the United States & Canada.



Whitney Chardoulia, Breeder & Professional Photographer

Whitney Chardoulia started her photography business in 2012 and specialized in portrait photography; mainly family, children and seniors. She also enjoyed teaching a "How to Shoot in Manual Mode" class. After starting her breeding business in 2014, she slowly phased out of portrait photography and started focusing on building her breeding business. In 2018 Whitney retired from portrait photography and today owns and operates Cedar Bend Labradoodles with her husband Andrew. She enjoys perfecting the art of pet photography and learning new tricks and tips to better photograph her dogs and puppies.