

VetPartners™

President Message January 2023

Happy New Year VetPartners members! I hope you all had a restful holiday season and enjoyed your time with friends and family.

My year began with an unexpected trip back to my hometown for the funeral of a friend. He was diagnosed with early onset Alzheimer's and passed away after a one year stay in assisted living. As I sat at Steve's service I was struck by the outpouring of appreciation for what he had given to others throughout his 62 years. For 30 years he was a police officer and had helped mentor many young officers in their first year of service. But he was also known for his kindness and how he sought to help people when he was called to a scene rather than just seek to make an arrest. Not only did he have the love of his close friends and family but as he walked through life he made such an impression on the people he encountered along the way that they too sang his praises. He made a difference.

This led me to consider the members of our association. I know many of you well and call you friends but I also know that, like Steve, ***you make a difference.***

By sharing your expertise, creating content, building databases, sharing benchmarks and guiding your clients and customers you are all making your mark on the profession but even more importantly you are helping PEOPLE. As a young practice manager, I would have never been successful running my practices without the education you offered through your writing and presentations. I still rely heavily on you to keep me updated on everything from mentorship programs, new technologies, wellbeing and shifting financial benchmarks. I know many managers and practice owners count on you just as I do. You are a lifeline to so many.

Since this will be my last President's newsletter I hope that I too have made a difference. As a manager to my core, I tried to leverage the great talent of our members to better hone in and manifest our mission and purpose. Together we are building a future where VetPartners is better positioned to help members reach their goals of advanced education, broadening their perspective beyond their own company and building a powerful network of connections they can bring to the table for their business and their clients.

With input from the Board and some guidance from Capitol Hill, we created our "story" framework. We began an all-committee chair monthly meeting where we now have the greatest inner-committee collaboration and focus we have ever had. Our projects are all working together rather than in isolation.

The majority of our members are on our Slack channel and are using it to share events and ask questions. Communication between members is easier than ever.

Young talent has stepped up and into leadership roles. Our Nominating Committee gave us outstanding candidates and tough choices **but I am excited to welcome Robin Brogdon as President, Monica Dixon Perry as VP, Andrea Crabtree as Director and Jimmy Bell as Treasurer to the Board.** *Deep gratitude to Gina Fortunato, Glen Hanner and Robert Sanchez as they end their terms.* It has been a pleasure working with you. This election we had a record number of members vote!

Our meeting format has been completely revamped and moved away from the day long keynote speaker to a multitude of expert panels, short but powerful lectures and Late Breaking News sessions that better suit the diverse interests of our members.

- Our **Opportunities committee** instantly replaced a major sponsor with **Pet's Best Insurance** and we welcome them to our fold. This committee also completely revamped our sponsorship packages and offerings, recognizing that small startups would like to have our attention too.
- **Communications Committee** is combing our website a page at a time to optimize it for clarity, ease of use and to support our Storybrand. Look for our new video!
- **Membership** has done an outstanding job welcoming our new members, supporting them in their introduction to the association and creating the **Ambassador Award** for the member who invites the greatest number of new members to the association. ***This starts NOW so get to inviting!*** You win a year's free membership!
- **Program** has worked a **Miracle** in just a few short months by creating another amazing meeting for us in February. *Make sure you check out the schedule and speaker topics on the website.* We already have over 45 members registered as of Jan 4th!
- **Ethics** has made the complaint process more "user friendly" and now are focused on creating standard protocols for the investigation itself.
- **Tech SIG** has a new leader with Diane Eigner stepping into the role. Look for great things!
- **Valuation Council** as always shares information found nowhere else and they are going to present their latest findings at our Annual meeting.
- **Practice management** is keeping their work a secret but look for good things. 😊
- **The Board** also created the Volunteer of the Year Award to recognize those members who give it their all and then some to support our organization. We are also revising our strategic plan with the new Storybrand focus on serving and guiding our members.

Reading all this makes me equally tired and excited. It was a busy year!

My work with the Board continues as Past President and I know that Robin will be an outstanding leader for our Association. Thank you to all who helped me this past year. **Let's keep making a difference together!**

Best wishes,

Debbie Boone, CVPM

President

