



# Summer National Sales Meeting – Vet Systems

August 3 – 6, 2026  
Naples, FL

## Monday, August 3

Arrivals

7:00 – 9:00 pm Reception (Casual Attire)

Perry Hotel

## Tuesday, August 4

### Center/West Room @ Inc

6:45 am Shuttles Depart Perry Hotel

7:00 am Headshots

Inc Photo Studio

- Amy Higginbotham
- Jake Crosson
- Matt Haas
- Samantha Gourley
- Tim Hill
- Will Goes In Center

7:30 – 8:05 am Team Photo(s)

Palm Courtyard

8:05 – 8:15 am Meeting Kickoff

Bryan Toliver

8:15 – 8:45 am Vet Systems Strategy & Direction

Nina Kieves

8:45 – 9:10 am Sales Update

Bryan Toliver

9:10 – 9:30 am PM Update

Matt Houbre

9:30 – 10:00 am BP Next Updates/Training Q&A

Kevin Whitaker

**10:00 – 10:15 am BREAK**

10:15 – 10:45 am Salesforce

Jared Ganich

10:45 – 12:00 pm Good Morning Arthrex

Matt Haas

**12:00 – 1:00 pm Lunch @ Inc**

1:00 – 2:00 pm The Art of Sales

Matt Haas



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|                       |                                                                                                                                                                                                                                   |                                                                                                                                                                                            |
|-----------------------|-----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|--------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| 2:00 – 3:00 pm        | Sales Workshop – Achieving Quota                                                                                                                                                                                                  | RMs – Will                                                                                                                                                                                 |
| <b>3:00 – 3:15 pm</b> | <b>BREAK</b>                                                                                                                                                                                                                      |                                                                                                                                                                                            |
| 3:15 – 5:00 pm        | PM Table Rotations<br>4 Groups; 30 minutes each (2 hrs) <ol style="list-style-type: none"><li>1. Nano 2.0 – Nate</li><li>2. Synergy Power – Diego/Matt</li><li>3. OrthoLine (New + Old) – Wayne</li><li>4. Bio's – Tony</li></ol> | PM Team<br>Product Showcase <ul style="list-style-type: none"><li>○ Nate</li><li>○ Diego</li></ul> Center/West Room <ul style="list-style-type: none"><li>○ Wayne</li><li>○ Tony</li></ul> |
|                       | Team Q&A                                                                                                                                                                                                                          | All                                                                                                                                                                                        |
| 5:00 pm               | End of Day Q&A – RMs lead                                                                                                                                                                                                         | RMs                                                                                                                                                                                        |
| 5:30 – 6:00 pm        | Awards Reception                                                                                                                                                                                                                  | Product Showcase<br>Auditorium E                                                                                                                                                           |
| 6:00 pm               | Awards Dinner                                                                                                                                                                                                                     | A1                                                                                                                                                                                         |

## Wednesday, August 5

### Center/West Room @ Inc

|                         |                             |               |
|-------------------------|-----------------------------|---------------|
| 7:30 am                 | Shuttles Depart Hotel Perry |               |
| 8:00 – 8:30 am          | Sales Review for FY26       | Bryan Toliver |
| 8:30 – 9:15 am          | University Program          | Amy/Katelyn   |
| 9:15 – 10:00 am         | Find a Vet Website          | Bryan Wilson  |
| 10:00 – 10:30 am        | Single Day Labs/HCP Visits  | Ashley/Nina   |
| <b>10:30 – 10:45 am</b> | <b>BREAK</b>                |               |
| 10:45 – 11:15 am        | Agreements/Contracts        | Amy/Katelyn   |



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|                        |                                               |            |
|------------------------|-----------------------------------------------|------------|
| 11:15 – 12:00 pm       | Equine Strategy                               | Jim Litts  |
| <b>12:00 – 1:00 pm</b> | <b>Lunch @ Inc</b>                            |            |
| 1:00 – 3:00 pm         | Sales Workshop – Acquiring New Business       | RMs - Jake |
| 3:00 – 3:30 pm         | Arthrex Proud Store                           |            |
| 3:30 pm                | Meeting Adjourns – Depart to Hotel Perry      |            |
| 5:00 – 8:00 pm         | Team Building                                 |            |
|                        | Sports Challenge America – Bonita Springs     |            |
|                        | ○ SLT Shuttles <b>depart Perry at 4:45 pm</b> |            |

## Thursday, August 6

### Center/West Room @ Inc

|                         |                                      |        |
|-------------------------|--------------------------------------|--------|
| 7:30 am                 | Shuttles Depart Hotel Perry          |        |
| 8:00 – 9:00 am          | Sales Expectations/KPI's             | BT/RMs |
| 9:00 – 10:00 am         | Sales Workshop – Situational Selling | RMs    |
| <b>10:00 – 12:00 pm</b> | Regional Breakouts                   | RMs    |
|                         | ○ East: INC B-1108                   |        |
|                         | ○ West: INC B-1213                   |        |
|                         | ○ Central: Center/West Room          |        |
| <b>12:00 – 1:00 pm</b>  | <b>Lunch @ Inc</b>                   |        |
| 1:00 pm                 | Departures from <b>Innovation</b>    |        |



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## Shuttle Assignments

### Jake Crosson:

- Lisa
- Nikki
- TBD

### Will Goes In Center:

- Sam
- Tim
- Kathleen

### Matt Haas:

- Eric
- Anna
- Julia

### Amy Higginbotham:

- Jenoia
- Phil
- Giles

### Katelyn Kirk:

- Kendall
- Doug
- TBD

### Bryan Toliver:

- Ashley
- Jim
- TBD