President’s Note:

Summer is upon us and the 20th VBA Annual Meeting is right around the corner. Can you believe that this will be the VBA’s 20th Anniversary? The organization has grown by leaps and bounds over the past 20 years and I hope it continues that way for many many more. The final plans are coming together as I write this address for what should be a fantastic schedule of classes, vendor time, and networking opportunities. This year we will be at the beautiful Hilton Richmond Hotel & Spa in Short Pump.

We will kick off the meeting with the golf tournament on Wednesday the 18th at The Richmond Country Club. This is a member’s only club so if you are a golfer this may be one of your only chances to play this course.

The main meeting will start on Thursday the 19th with registration, a continental breakfast, and then a keynote address by Steven J. Yelton, P.E. We will have plenty of time to visit with our vendors and learn about all of the newest products as well as some great classes. We will have the very popular Newport HT50 class again this year as well as the return of Corinne Hoisington’s crowd pleasing computer related classes (Windows/Office, Mobile Devices). Again as of this writing some of the details are still being worked out but we are also planning a class on Hospira PCAs, Zoll R-Series Defibs, GE Fetal Monitors, Philips Monitor super user class, Summit Imaging-IU22/IE33 class, AAMI-Round Table "Clinical Engineering Career Ladder", Aramark-Biomed/IT Intergration session, IT Baseline for Healthcare Technology Management by John Knapp UVA-CE, Verathon-Bladder Scanner, and Measuring Cost of Service by Pat Lynch. Phew I hope I didn’t miss any. We will then have some social time with our vendors followed by dinner on your own.

Friday will kick off with registration, a continental breakfast, a keynote address by VBA founding member and long time supporter Mr. Ben Clark CIO at Centra Health in Lynchburg. Then we have vendor time before heading into the class sessions. Lunch on Friday will include our annual business meeting and award presentations. The meeting will wrap up between 4:00 and 5:00 depending on the class sessions you are attending.

As always we need your input to make the VBA a success. Please take some time to nominate someone for manager or biomed of the year. We also need nominations for the Board of Directors so if you would like to be on the board or want to suggest a good candidate for the board please let me or any board member know and we take it from there.

Please start making your plans now to attend the 20th VBA Annual Meeting.

Take care, god bless, and see you in Richmond,

Sincerely,

Greg Mika, VBA President
Welcome VBA Members to another annual conference and this year we invite you to join us at the Hilton in Richmond. Come help us celebrate our 20th Anniversary with fun and learning, meet new friends and put names to faces. This is an exciting year for us, as changes continue to challenge the way we do business we look forward to twenty more years of providing support to our members.

Our Keynote Speakers start us off each day discussing the state of Healthcare Technology Management. Ben Clark of Centra Health is the VP/CIO and a VBA founding member. Steve Yelton is a member of AAMI’s BoD and Technology Management Council. We’re pleased to have them both. Very excited about the training courses this year as well as the technology sessions and round table discussions presented by our guest speakers. We have a Covidien/Newport HT-50 Ventilator repair certification course, Zoll R-Series repair, Philips IU/IE troubleshooting and repair, GE Fetal monitors, Verathon Bladder Scanners, along with many other presenters and also Corinne is back to talk about what’s new with Microsoft Windows.

Our Vendors are back and ready to show you what’s new and answer any questions you may have regarding existing technology. A huge thanks to these folks for helping us make this happen. So please make plans to join us in Sept. with a golf outing Sept. 19th at the Richmond Country Club and then the meeting starts the 19th – 20th at the Richmond Hilton on Broad St.

Mark Seago – VBA Vice President and Annual Meeting Coordinator

**VBA Annual Meeting**

**Vendor Educational Session**

**The Evolution of Sales: Social Selling (No, it's not what you're thinking)**

You've probably heard by now that your buyers are 60-70% through the buying process before they even start speaking with salespeople. Buyers are engaging in online communities, asking questions from their peers to provide feedback on your products, and researching solutions prior to any sales conversations. Your buyers expect you to focus on relationships, not transactions...they expect you to know what's important to them and their institution...and they expect you to show that you care. This presentation will introduce you to the concept of "Social Selling" as a way to sell in this new world.

And no, Social Selling as I'm defining it, is not using social media tools like LinkedIn, Facebook, etc. It's something completely different. After all, how many of your buyers really and actively use social media? That's right, not many. You will learn how selling has and will continue to change, how the buying process hasn't changed at all, and most importantly, how you can use Social Selling to grow your sales today.

About Mark Deutsch:

Mark Deutsch has been in your shoes. As a 15-year plus, top-performing medical sales veteran, Mark knows exactly what it takes to sell in the C-Suite and the Surgical-Suite. He left direct medical sales in 2007 and has since provided sales and marketing consulting and he speaks hundreds of times every year on the topic. Mark also serves as the CEO of the largest professional business network in Virginia, BNI-Central Virginia, he is a co-author of the best seller "Building the Ultimate Network," and an advisor to more than a dozen companies, across a variety of industries.
Corrine Hoisington is returning to the VBA for more cutting edge info from Microsoft
You don’t want to miss this!!

Ready to Roll to Windows 8.1
Love to see the next latest and greatest? Join us in preparation for a coming out party of Windows 8.1 which totally changes the definition of a Windows operating system. Windows 8.1 has tossed out the concept of icons and moved to dramatic touch-centric tiles with a new user interface. So many new features including geo-location services, Windows apps, cloud computing tie-in, and multitasking enhancements change the very mission of what an operating system can do. So exciting to see Web-connected and Web-powered apps built using HTML5 and JavaScript that have access to the full power of the PC! Come check it out!

Tame the Next Version of Office 2013 & Office 365
Join us for a full in-depth tour of what is happening in the Office suite world – see Microsoft’s next-generation of Office which has been overhauled to include a new clean look that encompasses not just the traditional PC-based productivity suite, but also the Office servers (SharePoint and Lync), hosted online services (Office 365), various mobile apps, and more. See new features live such as the new Touch Mode that enlarges and spaces out UI elements—buttons, menus, and other controls—making them easier to tap with a finger. Get in line for the new vision including editing PDF documents, new spreadsheet quick analysis tools, new graphic options, and account logins.

Thank you so!
Corinne Hoisington
Central Virginia Community College
(434) 832-7682

VBA Annual Golf Tournament
Sept. 18, 2013
Richmond Country Club
12950 Patterson Ave. Richmond, Va

This year’s event will be sponsored by Medical Equipment Services of Va and will be held at Richmond Country Club. It is a 4 person Captains choice format. Each person must hit their shot, then team decides which is best and every one hits from that spot, that continues until you finish hole. You must use each players drive at least once per nine holes. There will be two closest to the pin and one longest drive hole, to be determined by Club. Each player may purchase (for $5 each) two Mulligan’s and one ladies tee to be used during event. Mulligans or Ladies tees cannot be used on Prize holes. Lowest score wins event, there will be prizes for first and second place. Door prizes will be awarded and all players’ names will be put in drawing for door prizes.
Virginia Biomedical Association
Annual Golf Tournament

Location: Richmond Country Club
Date: September 18, 2013
Arrival/Tee times: 11:30 / Shot Gun start at 12:30
Cost: $85.00 per person or $325 per team includes Golf Range balls small lunch before and dinner after , Mulligan’s and Ladies tees will be sold for $5 each (limit 2 Mulligan’s and 1 ladies tee)

Name: ____________________________                Phone: _____________________
Hospital, Company or Sponsor    __________________________________________
Players names        1.________________________     2.________________________
                       3.________________________     4.________________________

Make Checks payable to : Virginia Biomedical Association

Mail to: VBA
Annual Golf Tournament
PO Box 1958
Yorktown, Va, 23692
Or fax to 757-886-6614 att: Kevin B
Virginia’s Alternative Solutions Company

*Thanks to All VBA Members for their Continued Support*

For those still waiting to give us a try, find out why your colleagues choose MESV:

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- Perfusion Mounts

For Information call 800-717-5955
www.generalanesthesicservices.com
lynnelfisher@gas-worldwide.us

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# VBA 2013 Annual Meeting Schedule

The schedule is subject to change.

## Wednesday September 18, 2013

<table>
<thead>
<tr>
<th>Time</th>
<th>Event</th>
<th>Location</th>
</tr>
</thead>
<tbody>
<tr>
<td>8</td>
<td>Golf Tournament and Boxed Lunch</td>
<td>Richmond Country Club</td>
</tr>
<tr>
<td>9</td>
<td>VBA Board Meeting</td>
<td>Short Pump Hilton</td>
</tr>
<tr>
<td></td>
<td>Vendor Set Up</td>
<td>Capital EFG</td>
</tr>
</tbody>
</table>

## Thursday September 19, 2013

<table>
<thead>
<tr>
<th>Time</th>
<th>Event</th>
<th>Location</th>
</tr>
</thead>
<tbody>
<tr>
<td>7</td>
<td>Registration</td>
<td>Capital EFG</td>
</tr>
<tr>
<td>8</td>
<td>Vendor Set Up</td>
<td>Capital EFG</td>
</tr>
<tr>
<td>9</td>
<td>Continental Breakfast</td>
<td>Capital A</td>
</tr>
<tr>
<td>10</td>
<td>Keynote Address: Steven J. Yelton, P.E.</td>
<td>Capital EFG</td>
</tr>
<tr>
<td>11</td>
<td>Exhibit Hall Open</td>
<td>Capital EFG</td>
</tr>
<tr>
<td>12</td>
<td>AAMI-Round Table “Clinical Engineering career ladder” (StevenYelton &amp; Patrick Barnat)</td>
<td>Capital EFG</td>
</tr>
<tr>
<td>13</td>
<td>Hospira-LifeCare PCA (Brooks Wade)</td>
<td>Capital A</td>
</tr>
<tr>
<td>14</td>
<td>Newport Medical-HT 50 (Dave Goodman)</td>
<td>Capital B</td>
</tr>
<tr>
<td>15</td>
<td>Zoll R Series</td>
<td>Capital C</td>
</tr>
<tr>
<td>16</td>
<td>GE-Fetal Monitor (Charles Baylor)</td>
<td>Capital D</td>
</tr>
<tr>
<td>17</td>
<td>Philips Medical-MP Monitor Super User (Brian Rodger)</td>
<td>Short Pump</td>
</tr>
<tr>
<td>18</td>
<td>Summit Imaging-JU22/IE33 (Kalie Robins)</td>
<td>Henrico B</td>
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<tr>
<td>19</td>
<td>Lunch Break</td>
<td>Capital EFG</td>
</tr>
<tr>
<td></td>
<td>Vendor Speaker (Mark Deutsch)</td>
<td>Capital EFG</td>
</tr>
<tr>
<td>20</td>
<td>Hospira-LifeCare PCA (Brooks Wade)</td>
<td>Capital A</td>
</tr>
<tr>
<td>21</td>
<td>Newport Medical-HT 50 (Dave Goodman)</td>
<td>Capital B</td>
</tr>
<tr>
<td>22</td>
<td>Zoll R Series</td>
<td>Capital C</td>
</tr>
<tr>
<td>23</td>
<td>GE-Fetal Monitor (Charles Baylor)</td>
<td>Capital D</td>
</tr>
<tr>
<td>24</td>
<td>Philips Medical-MP Monitor Super User (Brian Rodger)</td>
<td>Short Pump</td>
</tr>
<tr>
<td>25</td>
<td>Aramark-Biomed/IT Intergration (Jeff Kabachinski)</td>
<td>Henrico B</td>
</tr>
<tr>
<td>26</td>
<td>Happy Hour Reception with Door Prize</td>
<td>Capital EFG</td>
</tr>
</tbody>
</table>
# VBA 2013 Annual Meeting Schedule

The schedule is subject to change.

<table>
<thead>
<tr>
<th>Time</th>
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<th>Location</th>
</tr>
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<tbody>
<tr>
<td>7</td>
<td>Registration</td>
<td>Capital EFG</td>
</tr>
<tr>
<td>8</td>
<td>Continental Breakfast</td>
<td>Capital EFG</td>
</tr>
<tr>
<td>9</td>
<td>Keynote Speaker: Ben Clark CIO Centra</td>
<td>Capital EFG</td>
</tr>
<tr>
<td></td>
<td>Exhibit Hall Open</td>
<td>Capital EFG</td>
</tr>
<tr>
<td>10</td>
<td>Hospira-LifeCare PCA (Brooks Wade)</td>
<td>Capital A</td>
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<tr>
<td>11</td>
<td>Newport Medical-HT 50 (Dave Goodman)</td>
<td>Capital B</td>
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<tr>
<td>12</td>
<td>Zoll-R Series</td>
<td>Capital C</td>
</tr>
<tr>
<td>1</td>
<td>IT Baseline for Healthcare Technology Management (John Knapp, UVA-CE)</td>
<td>Capital D</td>
</tr>
<tr>
<td>2</td>
<td>Windows/Office, Mobile Devices (Corinne Hoisington)</td>
<td>Short Pump</td>
</tr>
<tr>
<td>3</td>
<td>Verathon-Bladder Scanner (Phil Smith)</td>
<td>Henrico B</td>
</tr>
<tr>
<td>4</td>
<td>Lunch Break and Business Meeting</td>
<td>Capital EFG</td>
</tr>
<tr>
<td>5</td>
<td>Vendor Breakdown</td>
<td>Capital EFG</td>
</tr>
<tr>
<td>6</td>
<td>Hospira-LifeCare PCA (Brooks Wade)</td>
<td>Capital A</td>
</tr>
<tr>
<td>7</td>
<td>Newport Medical-HT 50 (Dave Goodman)</td>
<td>Capital B</td>
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<tr>
<td>8</td>
<td>Zoll-R Series</td>
<td>Capital C</td>
</tr>
<tr>
<td>9</td>
<td>Pat Lynch-Measuring Cost of Service (Pat Lynch)</td>
<td>Capital D</td>
</tr>
<tr>
<td></td>
<td>Windows/Office, Mobile Devices (Corinne Hoisington)</td>
<td>Short Pump</td>
</tr>
<tr>
<td></td>
<td>Verathon-Bladder Scanner (Phil Smith)</td>
<td>Henrico B</td>
</tr>
</tbody>
</table>
We invite you to plan now to exhibit your products and services at the 2013 Virginia Biomedical Association 20th Annual Meeting on September 18th–20th at the Hilton Richmond Hotel & Spa, Short Pump, Richmond, Virginia. The VBA is celebrating our 20th Annual Meeting and we are excited for the opportunities to bring you, the VBA exhibitor. This event will prove to be worth while and productive for you and your team to attend and support.

This year’s theme, “20 Years of Supporting Medical Technology” will focus on Clinical Engineering best practices, performance, customer service, employee skills, and patient safety. The 2013 meeting will find opportune vendor display time with displays located in the geographically central meeting area, along with exciting educational opportunities to increase attendance and improve client interaction. Keynote addresses are scheduled on Thursday, and Friday morning to kick-off the conference each day. We recognize the value of vendor support and are targeting biomedical professionals throughout the Commonwealth of Virginia, North Carolina, Maryland and West Virginia. We are also planning a vendor’s only education lecture Thursday afternoon.

A limited number of exhibit spaces are available, complete with a 6’ table, skirting, and electrical power access will be available for exhibitors on a first come first serve basis. Over 7 hours of vendor exhibit time is scheduled. A complete schedule of classes will be forthcoming. Sponsorship opportunities are available for meal breaks and educational sponsorships. Please help with these sponsorships as this event is not possible without your support.

Hotel Information:

For hotel reservations, contact the

Hilton Richmond Hotel & Spa/Short Pump

12042 West Broad Street

Richmond, VA 23233

(800)445-8667, or (804)364-3600

Fax (804)525-6098
Registrants for the VBA Annual Meeting will receive our discounted conference rates:

**Reference the “Virginia Biomedical Association”.**

<table>
<thead>
<tr>
<th>DAY RATES</th>
<th>SINGLE OCC</th>
<th>DOUBLE OCC</th>
<th>TRIPLE OCC</th>
<th>QUAD OCC</th>
</tr>
</thead>
<tbody>
<tr>
<td>Room Rate</td>
<td>$140</td>
<td>$140</td>
<td>$150</td>
<td>$160</td>
</tr>
</tbody>
</table>

*Rates are available 3 days Prior and Post conference dates*

*Maximum occupancy is 4 individuals per room.*

Please make reservations as early as possible (but no later than 5:00PM August 28th) in order to receive the discounted rate. (Hotel Charges Not Included In Exhibitor Fee)

**Golf Tournament**

Please plan on joining us on **Wednesday, September 18th** to help kick off the meeting with our Golf Tournament at Richmond Country Club

([http://www.richmondcountryclubva.com](http://www.richmondcountryclubva.com))

Please register on the VBA website for the Golf Tournament.

Visit us on the web at: [www.vabiomed.org](http://www.vabiomed.org)

**Event Registration (By Mail, or Online)**

Register by form (Attached below):

Please complete the enclosed vendor registration form and submit with the appropriate fees by September 1, 2013.

Checks made payable to Virginia Biomedical Association.

Send completed form and check to:

Virginia Biomedical Association

P.O. Box 1958

Yorktown, VA 23692-9998

“Or”

Register Online:

Registration, sponsorships, and payments can be made online:

[www.vabiomed.org](http://www.vabiomed.org)

Payments can be processed through Paypal. Paypal accepts Credit Card payments.

**VBA Tax ID 54-1719004**

We are excited to celebrate the VBA’s 20th annual meeting and we look forward to seeing you in Richmond! Thank you for your continued support of the VBA. If you have any questions, please contact me.

Sincerely,

Shannon Grimm
Exhibit Table Details
*Central location in Meeting Room
*Display table with skirting (6ft X 30in)
*Access to electrical power. (If needed, the Exhibitor must provide Power cords and strips. The Hotel can provide for a fee of $10 for a cord and $15 for a strip per day, to be paid by the exhibitor)
*Two chairs
*Free link to vendor website on VBA web
*Meals for two days for two representatives (light breakfast and lunch for Thursday and Friday)
  *Additional meals for Representatives are $40.00 per day.
*Company Logo and website Advertisement in Quarterly Newsletter (color copy)
*Company Logo and website Advertisement in Meeting Program (black and white copy)
*Exhibit fee includes 2013 corporate membership,
*Price- $525.00

Sponsorship Opportunities
Meal & Break sponsorship: $250.00
  Recognition throughout the meeting, in the Meeting Program and in our Quarterly Newsletter.
Advertising in Annual Meeting program: $150.00
  Full page advertisement in one of three locations- inside front, inside back and back cover (black and white copy).
Golf (Team of 4) Sponsor $325.00, or $85 per individual
  Recognition at Golf Tournament, in Meeting program and in the Quarterly Newsletter.
Academic/Scholarship donation- Any Amount
  Any amount is welcome and greatly appreciated.
Door Prizes-
  Please consider donating door prizes to be distributed during the show

Exhibit Space Setup
Set up can begin at 6pm-11:30pm on September 18th. Set up can also take place from 6:00am – 7:30am September 19th. Due to keynote speaker commencing at 8:00am, there will be no set up between 8:00-9:00am. Exhibit space will be secured during non-vendor periods.

Deliveries
Packages are not to arrive any earlier than 3 days prior to the event. There will be a $125 fee per pallet at the exhibitor’s expense (Hotel does not have a pallet jack).

All packages are to be delivered to:
Hilton Richmond Hotel & Spa/Short Pump
Attn: Event Management Department
12042 West Broad Street
Richmond, VA 23233
HOLD FOR: Virginia Biomedical Association/Greg Mika
Date of Meeting/Total Number of Boxes (ie.1 of 4)

AD COPY
Please note: All Logos, Websites, and Ad Copies must be submitted in electronic format in high resolution to insure good image quality by August 1, 2013 to Lee Gilley, Centra Health, 434-200-3870, lee.gilley@centrahealth.com. All ads in the Meeting Program will be black and white and ads in the Quarterly Newsletter will be color if desired.

**The VBA annual meeting could not be made possible without vendor support. We have reduced the amounts for meal and break sponsorships with hopes that more vendors will be able to help with smaller amounts to make this event a success. Please help support the success of the annual meeting with these sponsorships.**
Vendor/Exhibitor Registration Form

Company/Organization: ________________________________________________________________

Business Address: _____________________________________________________________________

Phone (please include ext. and /or voice mailbox): _________________________________________

Fax: ____________________________ Email: ________________________________________________

Person to Receive correspondence: _____________________________________________________

Email for Person to Receive correspondence: ____________________________________________

Address (if different from above): ______________________________________________________

Company Name for Exhibit: ____________________________________________________________

Specific neighbor: _______________________________  Do not place me near: __________________

<table>
<thead>
<tr>
<th>Name of Attendee(s)</th>
<th>Email</th>
<th>Title/Position</th>
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<tbody>
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<td>1.</td>
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</tbody>
</table>

AMOUNTS DUE

- Exhibit Table Fee ......................... [ ] $ 525.00
- Meal & Break Sponsor.................... [ ] $ 250.00
- Advertisements........................... [ ] $ 150.00
- Golf Sponsor.............................. [ ] $ 325.00
- Academic donation....................... [ ] ________
- Additional Meals (per day)............. [ ] $ 40.00

TOTAL $___________

Total Enclosed $___________
Seeking Nominations for VBA Biomed of the Year 2013!

In order to recognize individuals who have contributed significantly to the field of Biomedical Engineering, the Virginia Biomedical Association's board of directors chooses a "Biomed of the Year" at each annual meeting. This person is chosen from nominees submitted by VBA members. If you know a Biomed who deserves this recognition, please send in your nomination. The 2013 "Biomed of the Year" will be announced at the 2013 annual meeting and will receive a plaque and a check for $500.00, as well as recognition for a job well done.

Rules:
1. Explain in 250 words or less why your nominee should be Biomed of the Year.
2. Please include your nominee's job title, employer and work location.
3. VBA Directors and officers are not eligible for nomination.
4. Nominations must be received at least two weeks before the start of the V.B.A. annual meeting.
5. The winning nominee will be announced at the annual meeting
6. The Biomed of the Year will receive a plaque and $500.00
7. Submit nominations by: September 6, 2013
   Mail: Virginia Biomedical Association, P.O. Box 1958, Yorktown, VA 23692 or
   E-Mail: webmaster@vabiomed.org
   On-Line form: Biomed of the Year Nomination

Please provide the following information about your nominee:

Full Name______________________________________________________________
Position or Title__________________________________________________________

Seeking Nominations for VBA Manager of the Year 2013!

In order to recognize Managers who have contributed significantly to the field of Biomedical Engineering, the Virginia Biomedical Association's board of directors chooses a "Manager of the Year" at each annual meeting. This person is chosen from nominees submitted by VBA members. If you know a Biomedical Manager who deserves this recognition, please send in your nomination. The 2013 "Manager of the Year" will be announced at the 2013 annual meeting and will receive a plaque and a check for $500.00, as well as recognition for a job well done.

Rules:
1. Explain in 250 words or less why your nominee should be Manager of the Year.
2. Please include your nominee's job title, employer and work location.
3. VBA Directors and officers are not eligible for nomination.
4. Nominations must be received by the week before the start of the V.B.A. annual meeting.
5. The winning nominee will be announced at the annual meeting
6. The Manager of the Year will receive a plaque and $500.00
7. Submit nominations by: September 6, 2012
   Mail: Virginia Biomedical Association, P.O. Box 1958, Yorktown, VA 23692 or
   E-Mail: webmaster@vabiomed.org
   On-Line form: Biomed of the Year Nomination

Please provide the following information about your nominee:

Full Name______________________________________________________________
Position or Title__________________________________________________________
The VBA Needs You

To Nominate Yourself or Someone you know for the VBA Board of Directors and to vote at the Annual Meeting in September

Send an e-mail to staff@vabiomed.org with nominations and upon approval from the nominee the names will be added to the ballot.

VBA Directory & Website Note

The VBA website is the one location to keep up on the latest with your Biomedical Society. Also, you can login with your email address (the one you received this newsletter with) and update your profile information. You can also choose which information in your profile is or is not viewable to other members when they query the membership directory. Your profile is also the information that we use to keep you updated on the latest events and membership news for the VBA.

www.vabiomed.org

Upcoming Events

VBA Board of Directors - Planning Sessions, Teleconferences—dates to be announced. If you are interested in sitting in on these please contact Greg Mika, VBA President for announced dates and times.

VBA Annual Meeting - September 18, 2013, 6 PM @ the Hilton @ Shortpump, Richmond, VA

VBA Annual Meeting - “2013 - September 18-20, 2013 at the Hilton Richmond Hotel @ Shortpump in Richmond, VA. Check the VBA Website often for updates and changes.
SO DO WE.
You know GCX. Since 1971, we’ve been designing and building mounting solutions for medical environments exclusively. We always work directly with hospitals—we’re the people who sell, implement, and support your equipment.

This gives us uncommon insight into your needs as well as a singular ability to meet them.