

Bostrom Announces New Client: Wild West Veterinary Conference

Wild West Veterinary Conference selects Bostrom as its partner for full-service management to handle education and scientific programming, exhibit sales, marketing, and accounting.

CHICAGO – March 1, 2009 – Bostrom, a leading professional services firm specializing in not-for-profit management, announced its acquisition of the Wild West Veterinary Conference (WWVC). The conference offers educational seminars, workshops and labs near an exhibition marketplace all under one roof and features top veterinarians and industry leaders including respected researchers who will provide more than 300 Continuing Education classes, workshops and labs.

Dee Ann Walker, CAE, who will serve as WWVC's Executive Director, has more than 25 years of experience in for profit and non-profit management. She served as the Executive Director of the Tennessee Veterinary Medical Association and more recently the American Board of Veterinary Practitioners. "I am thrilled to be working with the veterinary profession again and am eager to help get the word out about the incredible learning opportunity provided by the WWVC."

Bostrom's goal is to meet the WWVC's vision of distinguishing the conference as a premier forum for providing innovative solutions to real issues in contemporary veterinary medicine. "This is a conference where veterinarians and other industry professionals can meet one-on-one with manufacturers and other industry-leading companies to learn about and experience the latest products and services for their practices," states Donna Jarvis-Miller, CMP, the WWVC's new Director of Exhibits and Sponsorship. Donna has more than 15 years of experience in advertising, marketing, tradeshow sales and management, and conference planning for both for profit and non-profit organizations. Bostrom's management team plans to meet, if not exceed WWVC's mission of providing a distinctive and friendly experience for animal-care professionals that emphasizes educational excellence, promoted the stewardship of animals, fosters industry partnerships, and embraces diversity within the profession.

"I greatly appreciate Bostrom's enthusiasm and excitement about the WWVC. In the end, I think that energy and Bostrom's ability to innovate is what really pushed this decision home," stated Dr. Matt Fricke, President of WWVC. "Bostrom is thrilled to be partnering with the veterinary profession to provide exceptional opportunities to network with key industry leaders, participate in top-notch educational sessions, and browse an industry marketplace to keep up with the latest and greatest products and services that can grow their practices" said Randy Lindner, Bostrom's President.

About Bostrom

Celebrating 75 years of client success providing advantages to clients, Bostrom is a professional services firm offering consulting, outsourcing, and association management services to not-for-profit organizations. We remain on the cutting edge with a simple mission: To manage and grow successful not-for-profit organizations, such as trade associations and professional societies, and enhance value for clients through trust, experience, and personalized service and solutions. We either serve as their headquarters or handle services like accounting, IT, or meetings. We also have a consulting group that handles strategic planning, organizational assessments and branding. For more information on the Bostrom Advantage, visit www.bostrom.com.

About WWVC

The Wild West Veterinary Conference (WWVC) offers a great educational value for veterinarians, technicians, practice managers and students seeking innovative, practical solutions in their continuing education. For more information on the Wild West Veterinary Conference, visit www.wildwestvc.com or call (202) 712-9043.