

## COMPLETE YOUR TREATMENT PLAN

A medical treatment plan is not complete without the power of precisely formulated nutrition found in the complete line of Hill's® Prescription Diet® pet food. From arthritis to diabetes, discover the difference Hill's Prescription Diet pet foods can



make when you include them in your treatment plan.





# Welcome!

## 2009 WILD WEST VETERINARY CONFERENCE

### ★ Quality

Learn from world-renowned experts and your colleagues during a myriad of educational sessions. The Wild West Veterinary Conference attracts the best speakers in veterinary medicine and provides an outstanding educational experience for veterinarians, veterinary technicians, practice managers, office staff, students and more! With more than 500 hours of educational offerings, there's something for everyone: late night sessions, breakfasts and lunches with speakers, laboratories, symposiums and team-based training. The Wild West Veterinary Conference is THE place for veterinary education of the highest Quality!

### ★ Value

The City of Reno, Grand Sierra Resort and WWVC work in partnership to bring each participant the very best value to be found anywhere for continuing veterinary education.

The Grand Sierra Resort offers an incredible accommodation rate of \$89 for the Standard Rooms and \$107 for the Summit Rooms, with lots of extras for each WWVC attendee. Every attendee will receive complimentary in-room internet, health club access, one bowling pass, one discounted movie ticket, \$10 casino free play and two complimentary casino drink tickets and the resort and phone access fees have been waived.

### ★ Adventure

Reno is the perfect combination of both Old West and New West. Reno's western heritage is legendary and its reputation as a place to experience the adventures of the New West is unsurpassed. The location could not be better for it provides ample opportunity to fish or raft the Truckee River, climb the Sierra Nevada mountain range, hike Thomas Creek or spend a few days camping in the great out-of-doors.

**Quality. Value. Adventure.**

**Register Today!  
WildWestVC.org**

# CONTENTS

3	Exhibit Hours
3	Chuckwagon Breakfasts/Luncheons Description
3	3 Easy Ways to Register
4	Environmental & Good Health Initiatives
5	Conference at a Glance
6	Live Learning Center
7	Special Events & Activities
9	Special Programs & Symposia
11	Speakers
12	2009 Pre-Lab Lectures, Labs & Workshops
15	Veterinary Technician Academy
18	Front Office Academy
21	Conference Program
69	Exhibitors
70	General Conference Information
72	2009 Rabies Antibody Titer Testing
73	2009 Registration Form

## Sponsors



**Arizona Veterinary Medical Association: [azvma.org](http://azvma.org)**

**Nevada Veterinary Medical Association: [nevadavma.org](http://nevadavma.org)**



**Oregon Veterinary Medical Association: [oregonvma.org](http://oregonvma.org)**



# 3 EASY WAYS TO REGISTER

## ONLINE

Visit [WildWestVC.com](http://WildWestVC.com) for online registration.

Click on Conference Registration.

For online registrations, we accept American Express, MasterCard and Visa.

## FAX

Complete registration form and fax to **(703) 631-7258**.

For fax registrations, we accept American Express, MasterCard and Visa.

## MAIL

Complete registration form and mail to:

WWVC Registration Center  
11208 Waples Mill Road  
Fairfax, VA 22030

For mail registrations, we accept American Express, MasterCard, Visa and checks.

**Meal Functions** All FULL Registrations include access to the Live Learning Center, coffee breaks and lunch on the Exhibit Hall Floor on Friday and Saturday only.

**Titer Testing** Bring the Titer Testing form with you on Friday, October 16 for testing. Form on page 72.

**Proceedings** As part of the greening of the conference, all conference proceedings are available online. Proceedings will be available online after September 14 as part of the Live Learning Center. *You may order a Flash Drive of the proceedings for \$40 at the time of registration.* No proceedings will be printed for the conference.

**Chuckwagon Breakfasts/Luncheons** This very unique educational experience affords you the opportunity to spend an hour with one of our leading speakers in their specialty over breakfast or lunch, while earning 1 hour of extra CE. The sessions are small so there is plenty of time to learn from colleagues while discussing issues you face within your practice. Note: There is a separate registration fee – don't forget to sign up!

## Registration Hours

*Grand Salon*

Wednesday, October 14  
7:00 am – 7:00 pm

Thursday, October 15  
7:00 am – 7:00 pm

Friday, October 16  
7:00 am – 6:00 pm

Saturday, October 17  
7:00 am – 5:00 pm

Sunday, October 18  
7:00 am – 12:00 noon

## Exhibit Hall Hours

*Grand Ballroom and Summit Pavilion*

Thursday, October 15  
4:30 pm – 8:00 pm

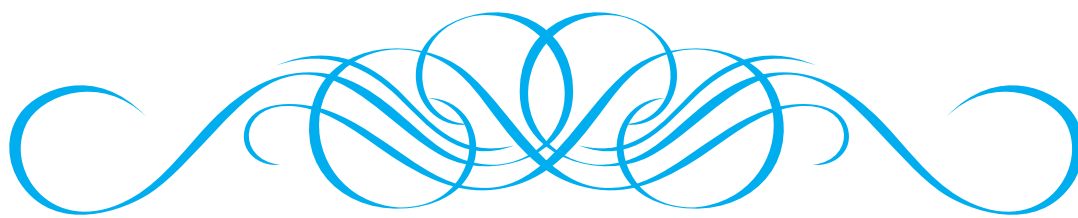
Friday, October 16  
10:00 am – 4:00 pm

Saturday, October 17  
9:00 am – 4:00 pm



INCLUDES:

- Full Conference Registration
- Access to Audio Conference Recordings and downloadable to your Mp3 player or iPod!
- Proceedings online in advance of the conference
- Express Check-in at Registration and more!



# ENVIRONMENTAL & GOOD HEALTH INITIATIVES

**The Wild West Veterinary Conference, in 2008, started raising the awareness about how to better protect the environment while attending the conference. What began with a few recycle bins will be expanded in 2009 to include other “green” events. In addition, we’ll offer ways to practice a healthy lifestyle while attending the conference. Over the next few years, you’ll see more and more “green” initiatives. This year’s conference pushes us forward.**

## PaperLESS



WWVC is reducing the amount of paper used at our conference. This is an effort both to be responsible toward the environment and to increase the quality and timeliness of the resources provided to participants. Electronic program materials and handouts will replace paper and will be accessible online before, during and after the conference on the website that is open only to you, the attendee.

Partnering with the Grand Sierra Resort, water bubblers will be provided in lieu of plastic bottles or cups. Water stations will be placed throughout the conference and recyclable paper cups or glassware will be used during the conference.

whitewater raft, or partake of any number of other outdoor activities that are easily accessible in and around Reno. We have provided contact information for several outdoor companies who will be happy to accommodate your needs for outdoor adventure.

## Be Active/ Stay Healthy



To encourage an active lifestyle while attending the conference, you may start both Friday and Saturday with an early morning Yoga class at the hotel or a walk/run along the Truckee River. These activities are free and open to all attendees and their guests, although we encourage pre-registration. The Grand Sierra Resort will partner with the WWVC by providing water and fruit following these events on both days.

We encourage everyone to go on a hike, catch a fish, ride a horse,

## Hotel Food Donations



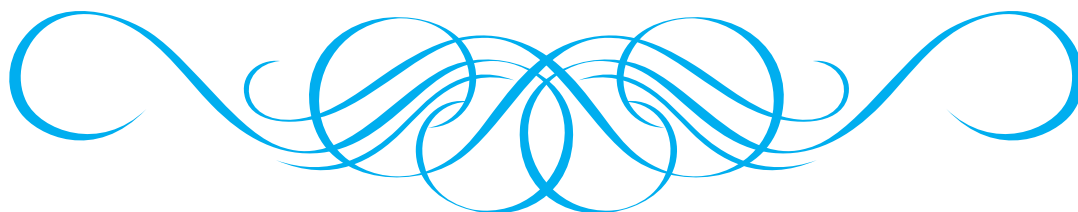
In keeping with its commitment to giving back to the community, Grand Sierra Resort regularly donates vegetables, fruits and non-perishable foods from events and through its annual food drive to benefit the Food Bank of Northern Nevada and area homeless shelters.

We are excited about these initiatives and hope that you will recognize our commitment to the betterment of our conference, events and environment. Please join us in our efforts.

## Recycling and Water Stations



While paper, plastic, and aluminum will always be a part of our everyday lives, we believe that reducing waste should always be a consideration. Recycle bins will be in use throughout the conference in multiple locations. Please be responsible and recycle what you can.



# CONFERENCE-AT-A-GLANCE



Schedule and times are subject to change.

## Wednesday OCTOBER 14

- 7:00 am – 7:00 pm Registration Open
- 7:00 am – 7:00 pm Internet Café Open
- 8:00 am – 7:00 pm Workshops, Pre-Lab Lectures and Late Shows
- 8:30 am – 4:45 pm **Front Office Academy**
- 8:30 am – 5:00 pm **Veterinary Technician Academy**
- 12:00 pm – 5:00 pm Annual Golf Tournament
- 12:30 pm – 5:30 pm CAPC Symposium
- 1:00 pm – 5:00 pm **The Changing Face of Veterinary Medicine Symposium:** Generational and Gender Economics: Baby Boomer Meets Gen X/Y: Practice, Pregnancy, Productivity  
Micaela Z. Shaughnessy, VMD
- 1:00 pm – 7:00 pm Exhibitor Move-in
- 7:00 pm – 8:30 pm **WWVC Leadership Institute:** Stay Grounded: Work and Play Balance in this Changing Economy featuring Bryan Dodge

Sponsored by



## Thursday OCTOBER 15

- 7:00 am – 7:00 pm Registration Open
- 7:00 am – 7:00 pm Internet Café Open
- 7:00 am – 3:00 pm Exhibitor Move-In
- 7:00 am – 8:30 pm Sessions, Workshops, Pre-Lab Lectures, Labs and Late Shows
- 8:30 am – 4:45 pm **Front Office Academy**
- 8:30 am – 5:00 pm **Veterinary Technician Academy**
- 12:00 pm – 1:00 pm Chuckwagon Lunch Sessions
- 4:00 pm – 5:30 pm Wildest Martini in the West Contest
- 4:30 pm – 8:00 pm President's Reception and Exhibit Hall Grand Opening
- 7:00 pm – 9:00 pm Friends of Bill W.

## Friday OCTOBER 16

- 6:30 am – 7:30 am Healthy Start—  
Yoga and Fun Walk/Run
- 7:00 am – 6:00 pm Registration Open
- 7:00 am – 6:00 pm Internet Café Open
- 7:00 am – 8:00 am Chuckwagon Breakfast Sessions

- 8:00 am – 8:30 pm Sessions, Workshops, Pre-Lab Lectures, Labs and Late Shows
- 10:00 am – 4:00 pm Exhibit Hall Open
- 11:45 am – 1:45 pm Lunch in the Exhibit Hall (registration required)
- 12:00 pm – 1:00 pm Chuckwagon Lunch Sessions
- 2:30 pm – 5:30 pm Titer Testing
- 7:00 pm – 9:00 pm Christian Veterinary Mission
- 7:00 pm – 9:00 pm Friends of Bill W.
- 7:00 pm – 10:00 pm Evening on the Town!

## Saturday OCTOBER 17

- 6:30 am – 7:30 am Healthy Start—  
Yoga and Fun Walk/Run
- 6:30 am – 8:30 am Christian Veterinary Mission Breakfast
- 7:00 am – 5:00 pm Registration Open
- 7:00 am – 5:00 pm Internet Café Open
- 7:00 am – 8:00 am Chuckwagon Breakfast Session
- 7:30 am – 8:30 am Exhibitor Appreciation Breakfast (All exhibitors welcome)
- 8:00 am – 8:30 pm Sessions, Workshops, Labs and Late Shows
- 9:00 am – 4:00 pm Exhibit Hall Open
- 11:45 am – 1:45 pm Lunch in the Exhibit Hall (registration required)
- 12:00 pm – 1:00 pm Chuckwagon Luncheon Sessions
- 12:00 pm – 2:00 pm Scientific Program Planning Committee Meeting
- 3:00 pm – 11:59 pm Exhibitor Move-Out
- 4:00 pm – 5:30 pm Wine Tasting at The Reserve
- 7:00 pm – 9:00 pm Friends of Bill W.
- 7:30 pm – 11:30 pm **Closing Party** with Special Guest Entertainer Dr. Kevin Fitzgerald and Whiskey Dawn!

Sponsored by



## Sunday OCTOBER 18

- 7:00 am – 12:00 pm Registration Open
- 7:00 am – 12:00 pm Internet Café Open
- 8:00 am – 11:30 am Sessions



# LIVE LEARNING CENTER

## ★ BEST VALUE ★ PACKAGE INCLUDES:

- ★ Full Conference Registration
- ★ Access to Conference Audio Recordings and Proceedings via the **WWVC Live Learning Center!**
- ★ Proceedings online in advance of the conference
- ★ Express Check-in at Registration *and more!*

**For only \$499**, experience the 2009 Wild West Veterinary Conference as it happens in Reno, wherever and whenever you want – captured LIVE from the event as released for inclusion by the speaker. Download to your iPod or Mp3 player for easy listening!

Listen to a motivating, informative address, or hear a compelling course you may have missed. This media offering is an excellent training tool and informational resource for missed sessions that can be referenced in the future.

**Saturday Night October 17**

**All attendees are invited AND admission is FREE!**

## CLOSING DANCE PARTY & COMEDY SHOW

Spend a hilarious evening with Dr. Kevin Fitzgerald on Saturday night and enjoy the music of Whiskey Dawn while you dance the night away!



All attendees invited to attend. Included in Registration fee! Light refreshments will be served compliments of the Grand Sierra Resort.

**NOT TO BE MISSED!**



**October 14 – 18, 2009  
Reno, NV  
WildWestVC.com**



Register online at [WildWestVC.com](http://WildWestVC.com) for educational sessions and special events.

# SPECIAL EVENTS & ACTIVITIES



## Wednesday OCTOBER 14 ● ● ● ●

### Annual Golf Tournament

**1:00 pm tee time**

The Wolf Run Golf Club promises to give you a unique and memorable playing experience, and the course is perfect for the occasional, but dedicated golfer! Wolf Run is nestled in the foothills of the Sierra Nevada Mountains with views of Reno below. All registrants are invited to join us at this year's tournament on Wednesday afternoon for an enjoyable

round of golf prior to the start of the conference. However, we must have a minimum of 20 to play!

Transportation, lunch, drink cart and prizes all are included in the fee of \$95 per person! Lunch will be served around 12 noon.



## Thursday OCTOBER 15 ● ● ● ●

### Wildest Martini in the West Contest

**4:00 pm – 5:30 pm**

Back by popular demand (and we hear folks have been testing concoctions all year) this fun class teaches us to prepare various types of martinis and pair them with food. In addition, participants are challenged to make the Wildest Martini (to be judged) of the Conference. The winning martini will be the featured drink at each bar/lounge throughout the Grand Sierra Resort during our stay. \$40 per person.

### President's Opening Reception

**4:30 pm – 8:00 pm**

This year's kick-off reception in the exhibit hall is bigger and better than ever. It provides a wonderful place to meet old friends and new while strolling through the exhibits. Heavy hors d'oeuvres, 2 complimentary drinks, desserts, music and more are planned for this event. Free to all registrants.

## Friday OCTOBER 16 ● ● ● ● ● ●

### Healthy Start to the Day

**6:30 am – 7:30 am**

#### *Yoga for Everyone*

Bring your towel, dress comfortably, and start your day off right with a 45-minute yoga class that promises to make the entire day better! Free but requires registration.

#### *Fun Walk/Run*

Meet friends in the hotel lobby at 6:30 am for a casual walk or run along the Truckee River trail. Maps and directions will be provided. No times, t-shirts, or prizes. Just a great way to get some exercise in an organized fashion. Fruit and water available afterwards. Free to all.

### Rabies Titer Testing

**2:30 pm – 6:30 pm**

Not exactly fun, but a great service provided by the WWVC. Bring the Titer Testing form provided on page 73 to the exhibit hall for testing on Friday afternoon.



### Evening in Reno

**7:00 pm – 11:00 pm**

Have you really seen downtown Reno? Hop on a bus right outside the Grand Sierra Resort and head downtown for great restaurants, casinos, art galleries, and events along the river. Check out WildWestVC.com for updates on happenings downtown. Walking tours, restaurant and event suggestions distributed in advance. \$10 per person.

Registrants are encouraged to book their own special outdoor activities by contacting one of the fine outfitters in the Reno area. October is a beautiful time for Lake Tahoe cruises, ATV tours, motorcycle trips, bicycling, fly fishing and perhaps white water rafting, depending on water levels. Contact these suggested outfitters to schedule your outdoor activities:

**Grand Sierra Adventures**, conveniently located in the lobby at the Grand Sierra Resort, is base camp for a variety of outdoor activities such as tours of Lake Tahoe and Virginia City, hiking, fly fishing, ATV tours either for the day or a half day.  
P: (775) 788-6986  
W: [grandsierraresort.com/amenities\\_and\\_services/adventure\\_desk](http://grandsierraresort.com/amenities_and_services/adventure_desk)

**Tahoe Adventure Company** specializes in kayaking on Lake Tahoe, mountain biking, hiking the Sierra Nevada and multiple sport trips for the day or a half day.  
P: (530) 913-9212  
W: [tahoeadventurecompany.com](http://tahoeadventurecompany.com)

**Wild Sierra** has a wide variety of trips and equipment rentals, specializing in biking and hiking tours.  
P: (866) 323-8928  
W: [wildsierra.com](http://wildsierra.com)



## Saturday OCTOBER 17 ● ● ● ●

### Healthy Start to the Day

6:30 am – 7:30 am

#### **Yoga for Everyone**



Bring your towel, dress comfortably, and start your day off right with a 45-minute yoga class that promises to make the entire day better! Free but requires registration.

#### **Fun Walk/Run**

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### Wine Tasting at The Reserve

4:00 pm – 5:30 pm

Taste wines from around the world at The Reserve at Grand Sierra Resort. Our own sommelier will guide us through a new world of wine tasting with unique food pairings while we relax in the lounge. \$40 per person.

### Closing Dance Party and Comedy Show

7:30 pm – 11:30 pm

Conclude the WWVC on Saturday night with a laugh and a great western band! Join Dr. Kevin Fitzgerald for a side-splitting comedy routine followed by live music, light refreshments, drinks and dancing! Come early and enjoy a cocktail prior to Fitzgerald's performance. Doors open at 6:30 pm. Show begins at 7:30 pm. Free to all Registrants.



**DR. KEVIN FITZGERALD**, comedian and veterinarian extraordinaire, is well-traveled and known around the world. Early on, he was a security guy for music men Barry Fey, Chuck Morris and Bill Graham. This led him to security details with big bands on international tours, most notably the Rolling Stones in '69, '72, '75, '78, '81 and '89. He's been a veterinarian for 26 years at VCA Alameda East Veterinary Hospital in Denver, and a stand-up comedian for 22 years. He's best known around the country for Animal Planet's reality series "Emergency Vets" and "E-Vet Interns," which aired from 1998-2008, filmed at Alameda East. Despite maintaining a busy practice, Kevin performs to rave reviews at nearly 100 corporate and fundraising events annually. He believes that laughter is an incredibly important part of everyday life, and that nobody could ever laugh too much. Come hear and see for yourself!

**Enjoy the music of band Whiskey Dawn and network with new and old friends alike!**



*Additional fee may apply to some programs.*

## Veterinary Technician Academy

**Wednesday, October 14 and  
Thursday, October 15  
8:30 am – 5:00 pm**

*Celebrate National Veterinary Technician Week by registering for WWVC's highly rated Veterinary Technician Academy.*

The Academy encompasses four Core Modules, two days of lectures and workshops, building on each other. This provides participants with the framework and study materials that, along with practical in-clinic experience, will enhance technical skills and knowledge. WWVC has designed these Core Modules to assist Veterinary Technicians in preparing for their state certification. Box lunches are provided each day to facilitate networking as well as further education. All four modules are presented each year and veterinary technicians may take one module per year until completed. Priority registration is given to returning technicians.

**Be sure to register early—registration is limited to 25 students per module.**

## Front Office Academy

**Wednesday, October 14 and  
Thursday, October 15  
8:30 am – 4:45 pm**

Register your front office personnel today and see the difference this training session can bring to your practice! By attending these sessions, your front office team will learn:

**The big picture** on effectively managing client service;

**Tips and tools** for preventing misunderstandings and problems;

**Techniques** for handling client problems when they occur;

**The new standard** of client care and what clients want;

**The latest research** on how clients feel about fees;

**How to manage** the total "client experience" to build loyalty and word-of-mouth referrals;

**Words** that work with clients.

**Register your front office personnel early—space is limited.**

## Changing Face of Veterinary Medicine Symposium

**Generational and Gender Economics:  
Baby Boomer Meets Gen X/Y: Practice,  
Pregnancy, Productivity**

**Wednesday, October 14  
1:00 pm – 5:00 pm**

Students, practice owners and associates join Micaela Z. Shaughnessy, VMD, as she leads a vibrant, thought-provoking and interactive discussion that will resonate with any and all who face the challenges of working with the changing face of veterinary medicine. It is becoming younger and its gender balance is changing.

You will participate in the unique World Café/ Fish Bowl discussions as Dr. Shaughnessy raises a series of issues involving the economics of Baby Boomers meeting Gen X/Y, the economics of gender, and the impact they have on you as the face of our profession takes on a new look and energy.

Please join us for this dynamic afternoon of interactive presentation and discussion.



**Dr. Micaela  
Shaughnessy**

## WWVC Leadership Institute

**Stay Grounded: Work and Play  
Balance in this Changing Economy**

**Wednesday, October 14  
7:00 pm – 8:30 pm**

Bryan Dodge's authoritative leadership session inspires every audience. This one-of-a-kind program is both life-changing and entertaining. It will alter how you view all of your responsibilities and elevate you to a higher level of leadership. Bryan will teach you the three laws of leadership and how they affect every area of your life – from the practice/business setting to the soccer field. Join Bryan Dodge on Wednesday evening for this chance of a lifetime to learn how to balance it all and have fun! Everyone is invited to attend.



**Bryan Dodge**

## Team-Based Training Program for Veterinary Practices

**Friday, October 16**  
**8:00 am – 11:30 am**

Bring four key members from your practice to WWVC:

Front Office (registered for Front Office Academy – Wednesday and Thursday)

Veterinary Technician (registered in one of the four Core Technician Academy Tracks – Wednesday and Thursday)

Practice Manager (full conference registration)

Medical Director/Owner (full conference registration)



**Dr. Tom Catanzaro**

Participating practice team members receive Action Plans in advance to capture great ideas and get the most from this team-based education.

Each team will attend a dynamic, practice-changing, team-specific training session on Friday morning, followed by a practice-specific facilitated session to consolidate, brainstorm, and tailor individual Action Plans to a combined and sequenced Practice Plan. Each team will take away a jointly-facilitated Action Plan tailored to your own practice, including an implementation time line and key member buy-in.

**Dr. Tom Catanzaro** and **Dr. Thom Haig** will lead participants through this program.

No extra fee is associated with the program but pre-registration is required.



**Dr. Thom Haig**

## Chuckwagon Breakfasts/Luncheons

This very unique educational experience provides the opportunity to learn from an expert in a small group setting over breakfast or lunch. Chuckwagons are typically on scientific topics of a practical nature. *One hour of extra CE will be awarded for these sessions. Chuckwagon events must have 10 registrants to be held and the \$40 fee includes a meal.*

### Scientific Program Tracks

**COMPLEMENTARY & ALTERNATIVE MEDICINE**

**EXOTICS**

**FOOD/PRODUCTION ANIMAL**

**PRACTICE LEADERSHIP**

**SMALL ANIMAL**

**VETERINARY TECHNICIAN**

**WELLNESS & HUMAN –ANIMAL BOND**

Attend WWVC and earn up to 57 continuing education credits. All states in the US accept WWVC education sessions for CE credit. A special CE counter and instructions will be supplied to all veterinarians licensed in Texas.

**CE Credit**

# SPEAKERS



Rick Alleman, DVM, PhD, DABVP, DACVP  
University of Florida

Everett Aronson, DVM  
Columbia University

Rodney Bagley, DVM, DACVIM  
Washington State University

Melissa Bain, DVM, MS, DACVB  
University of California, Davis

Lora Ballweber, DVM, MS  
Colorado State University

Ella Bittel, DVM  
Buellton Veterinary Clinic

Mark Bohling, DVM, PhD, DACVS  
University of Tennessee

M. Joseph Bojrab, DVM, MS, PhD  
Consultant

Joy Borgman, MS, MHR  
University of Florida

Nan Boss, DVM  
Best Friends Veterinary Center

Dwight Bowman, MS, PhD,  
Cornell University

Nancy Brock, DVM, DACVA  
Veterinary Anesthesia Northwest

Lisa Brownlee, DVM, DACVIM  
Oregon State University

Rebecca Burwell, DVM, DACVO  
Eye Care for Animals

Seton Butler, DVM  
Veterinary Practice

Thomas Catanzaro, DVM, MHA, FACHE  
Veterinary Consulting International

Curt Coffman, DVM, FAVD, DADVC  
Arizona Veterinary Dental Specialists

Chrysanna Collatos, VMD, PhD, DACVIM  
High Desert Veterinary Service

Mark Cousins, DVM, DABVP  
Chateau Veterinary Hospital, The Cat Practice

Martin David, DVM, MS, DACVP  
Idexx Laboratories

Michael Dearmin, DVM, DACVS  
K9 Wellness Center

Dana Durrance, MA  
Veterinary Grief Specialist and Consultant

K. Jack Easley, DVM, MS, DABVP  
Equine Veterinary Practice

Scott Ford, DVM, DABVP  
Avian Specialty Veterinary Services of Alaska/  
Bird and Exotic Clinic of Seattle

Joni Freshman, DVM, MS, DACVIM, CVA  
Canine Consultations

Debbie Gair  
Bridging the Gap

Franklyn Garry, DVM, MS  
CSU Department of Clinical Sciences

Laurel Gershwin, DVM, PhD, DACVM  
University of California, Davis

Elise Gingrich, DVM, MPH  
Colorado State University

Jana Gordon, DVM, DACVIM  
Oregon State University

Chris Griffin, DVM, DABVP  
Griffin Avian and Exotic Veterinary Hospital

Craig Griffin, DVM, DACVD  
Animal Dermatology Clinic

Thom Haig, DVM  
Powell Animal Hospital

James Hawkins, DVM, PhD  
Parasitology Consultant

Wayne Hunthausen, DVM  
Animal Behavior Consultations

Douglas Jack, LL.B.  
Douglas C. Jack Law Office

Shelley Johnson, CVPM  
Company 42 LLC

Jody Kincaid, DVM  
Anthony Animal Clinic

John Koehm, DVM, FAVD  
Community Animal Hospital of Reno

Tess Kommedal, DVM  
University of California, Davis

Patricia Kortekaas, PT  
South Hills Physical Therapy

Butch KuKanich, DVM  
Kansas State University

Dan Lavach, DVM, MS, DACVO  
Eye Clinic for Animals

Michelle LeBlanc, DVM, DACT  
Rood and Riddle

John Maas, DVM, MS  
University of California, Davis

Kristin MacDonald, DVM, PhD, DACVIM  
University of California, Davis

Dennis Macy, DVM, MS, DACVIM  
Colorado State University

K. Gary Magdesian, DVM, DACVIM,  
DACVECC  
University of California, Davis

G. Kent Mangelson, CFP  
American Society for Asset Protection

Steve Martinez, DVM, MS, DACVS  
Washington State University

John Mattoon, DVM, DACVR  
Washington State University

Julie McMahon, LCT, VTS (Dentistry)  
Community Animal Hospital

Steven Mensack, VMD, DACVECC  
Consultant

Reuben Merideth, DVM, DACVO  
Eye Care for Animals

Robert Miller, DVM  
RMM Ranch

Jim Nash, MHA, CVPM  
Community Pet Hospital

Andrea Oncken, DVM, DACVECC  
Dove Lewis

Darren Osborne, MA  
Ontario Veterinary Medical Association

Sharon Patton, MS, PhD  
University of Tennessee

Michael Paul, DVM  
Companion Animal Parasite Council (CAPC)

Fred Pike, DVM, DACVS  
Veterinary Specialty Hospital

Jeffrey Rhody, DVM  
Lakeside Veterinary Center, LLC

Helen Roberts, DVM  
Aquatic Veterinary Services of WNY

Rick Schulkey  
Bridging the Gap

Heidi Shafford, DVM, PhD, DACVA  
Veterinary Anesthesia Specialists, LLC

Micaela Z. Shaughnessy, VMD, MS, PhD  
Author and Speaker

Johnny Slaughter, DVM  
Camden-Inner Harbor Veterinary Services/  
Photographer/Author

Nancy Smith, LVT, VTS (Dentistry)  
Community Animal Hospital

Ted Stashak, DVM, MS, DACVS  
Emeritus Professor

Amy Stone, DVM, PhD  
University of Florida

Steve Swoboda, DVM  
The Iams Company/P&G Pet Care

Jeff Thoren, DVM, ACC  
Gifted Leaders, LLC

Alice Villalobos, DVM, DPNAP  
Coast Pet Clinic of Hermosa Beach, Inc.

Beth Williams, PT, APT  
K9 Wellness Center

Dave Wilson, DVM, MS, DACVS  
University of Missouri

Tina Wismer, DVM, DABVT, DABT  
ASPCA Animal Poison Control Center

Margie Wood, MS  
Unlimited Options

# 2009 PRE-LAB LECTURES, LABS, & WORKSHOPS

## PRE-LAB LECTURE

**Wednesday** OCTOBER 14 ● ● ● ● ●

**5:00 pm – 7:00 pm**

### **Veterinary Photography for Profit and Protection**

CE: 2 Fee: \$0

Maximum Participants: Open

Open To: All Attendees

Speaker: Slaughter

The advantages and importance of documenting cases will be discussed. Participants will learn how to document them in the exam room, treatment area (dental suite) and surgical suite.

Further conversation with participants will cover why it's important to share images with clients after (or during) the procedure and the legal advantages of having photographic images of cases to substantiate claims. These can be used to defend treatment plan and showcase treatment successes for skeptical clients, post-surgery, post-treatment or post-mortem.

**6:30 pm – 9:30 pm**

### **Physical Therapy Workshop**

#### **Osteopathic Workshop Pre-Lab Lecture**

CE: 3 Fee: \$0

Maximum Participants: Open

Open To: All attendees

Speaker: Kortekaas

A pre-requisite to the lab session.

## LABORATORY

**Thursday** OCTOBER 15 ● ● ● ● ●

**8:30 am – 12:30 pm**

### **SA Ophthalmology**

#### **Ophthalmology Surgery Lab**

CE: 4 Fee: \$345

Maximum Participants: 12

Open To: Veterinarians

Speaker: Lavach

This lab will cover discussions about pain management for Ophthalmology Surgery topics. Each participant will then perform the surgical exercise on the cadavers. Surgical procedures will be demonstrated in which equipment will be needed by each participant. Reference the proceedings online for the necessary equipment and the ten topics to be addressed during this lab.

**9:00 am – 4:00 pm**

### **Physical Therapy Lab**

#### **Osteopathic Workshop (Prerequisite: Osteopathic Pre-Lab)**

CE: 6 Fee: \$395

Maximum Participants: 12

Open To: Veterinarians

Speaker: Kortekaas

See Page 33 for full details.

**1:30 pm – 4:30 pm**

### **Photography Workshop**

#### **How to Capture Quality Photography with Emphasis on Composition**

CE: 3 Fee: \$165

Maximum Participants: 20

Open To: All Attendees

Speaker: Slaughter

Participants will learn how to capture quality exam room, surgical (dental) suite, and treatment room images with special emphasis on composition and story-telling techniques. Each participant will bring ten of their best medical images (as prints) to share and discuss. The class will then break into groups. Each group will discuss photographs of medical cases and radiographs displayed in stations around the meeting room, rotating every quarter-hour so all participants can hone their photographic skills.

**6:30 pm – 8:30 pm**

### **Equine Dentistry**

#### **Hands-on Demonstration for Equine Oral Examination**

CE: 2 Fee: \$175

Maximum Participants: 20

Open To: Veterinarians

Speaker: Easley

Participants will take part in a hands-on demonstration of proper oral examination and use of equine dental equipment on live horses. This lab will be held off-site at the Comstock Large Animal Hospital. Transportation provided.

## PRE-LAB LECTURE

**6:30 pm – 8:30 pm**

### SA Ultrasound

#### SA Ultrasound Pre-Lab Lecture

CE: 2 Fee: \$0

Maximum Participants: Open

Open To: All Attendees

Speaker: Mattoon

An overview of important physics, instrumentation, artifacts and normal anatomy will be covered in preparation for the hands-on ultrasound laboratory.

**6:30 pm – 8:30 pm**

### SA Orthopedics

#### Orthopedics Pre-Lab Lecture

CE: 2 Fee: \$0

Maximum Participants: Open

Open To: All Attendees

Speaker: Pike

A pre-requisite to the lab session.

## LABORATORY

**Friday OCTOBER 16** ● ● ● ● ●

**8:30 am – 11:30 am**

### SA Radiology

#### SA Radiology Workshop – Interactive Thoracic Radiology

CE: 3 Fee: \$135

Maximum Participants: 24

Open To: Veterinarians

Speaker: Aronson

In this session the systematic approach to reading thoracic radiographs will be discussed. Emphasis will be placed on reviewing proper positioning and technique, evaluating the extrathoracic structures, trachea, mediastinum, and pleural space. To prepare participants to evaluate thoracic

radiographs, a concise overview of the systematic approach will be given. Participants will then be divided into small groups to team-interpret several radiographic cases. Toward the end of the session the entire group will be reassembled to discuss each case, emphasize the major concepts, construct a list of differential diagnoses, and identify additional radiographic projections that can lead to a definitive diagnosis.

**8:30 am – 11:30 am**

### SA Surgery

#### SA Head and Neck Surgery

CE: 3 Fee: \$445

Maximum Participants: 12

Open To: Veterinarians

Speaker: Bojrab

This lab will cover such procedures as cervical disc fenestration, total ear canal ablation, elongated soft palate surgery, everted lateral ventricle removal and stenotic nares repair. These are very practical procedures that every veterinarian can and should be able to do in a general practice.

**8:30 am – 11:30 am**

### Tech Dental Lab

#### Technician Dental Lab

CE: 3 Fee: \$135

Maximum Participants: 30

Open To: Veterinary Technicians and Students

Speaker: Koehm

The technician lab will consist of three sections— intraoral radiography, regional nerve blocks, and prophylaxis. It is highly recommended that participants attend the radiography lecture given the day prior to the lab.

**1:15 pm – 4:15 pm**

### SA Ultrasound

#### SA Ultrasound Intermediate

(Prerequisite: Ultrasound Pre-Lab)

CE: 3 Fee: \$325

Maximum Participants: 18

Open To: Veterinarians and Licensed Veterinary Technicians

Speaker: Mattoon

This laboratory is offered to those with some ultrasound experience. From those with little

experience to seasoned veterans, a ratio of three participants per instructor insures tailored individual instruction and ample hands-on scanning time. This lab will be held off-site. Transportation provided.

**1:30 pm – 4:30 pm**

**SA Radiology**

**SA Radiology Workshop – Lung Patterns**

CE: 3 Fee: \$135  
 Maximum Participants: 24  
 Open To: Veterinarians  
 Speaker: Aronson

The topic is “Reading Pulmonary Lung Patterns – What Do They Mean?” In this interactive workshop, participants will learn to identify the radiographic appearance of the common lung patterns and develop a differential diagnosis for the respective patterns. Following a discussion on identifying lung patterns,

participants will be divided into small groups to team-interpret several radiographic cases. After all the radiographs have been evaluated, the entire group will reassemble to discuss each case, emphasizing the lung pattern present. The group will then develop a logical list of differential diagnoses.

**1:30 pm – 4:30 pm**

**SA Orthopedics**

**SA Orthopedics External Fixator Lab**  
 (Prerequisite: Orthopedics Pre-Lab)

CE: 3 Fee: \$435  
 Maximum Participants: 16  
 Open To: Veterinarians  
 Speaker: Pike

## ATTENDEES ENJOY HOTEL EXTRAS

To celebrate the WWVC’s return to the Grand Sierra Resort, enjoy all the extras just for WWVC attendees!

- Complimentary internet service in guest rooms
- Express check-in for WWVC attendees
- Resort fee waived
- Complimentary telephone access in guest rooms
- Complimentary bowling pass per person
- Discounted movie pass for each person
- \$10 casino free play voucher for each attendee
- Two casino free drink vouchers for each person

Book your hotel accommodations by **September 11** and enjoy all the Extras! Call (800) 736-6386 and mention Wild West Veterinary Conference. Book online at [WildWestVC.com/content/hotel.asp](http://WildWestVC.com/content/hotel.asp).



Standard Room Rate	\$ 89
Summit Room	\$107
Veterinary Technician/Student Rate	\$ 39

*(Limited availability)*

**Deadline for discounted reservations is September 11, 2009. Room rates are for single occupancy and do not include taxes. A \$20 fee per person applies for additional guests in rooms.**



**October 14 – 18, 2009  
 Reno, NV  
 WildWestVC.com**

For details on sessions, please refer to the Veterinary Technician Academy abstracts starting on page 56.

**The Veterinary Technician Academy** encompasses four Core Modules, two days each of lectures and workshops, building on each other. Our goal is to provide veterinary technicians with the framework and study materials that, along with your practical in-clinic experience, will enhance your technical skills and knowledge. The WWVC has designed these Core Modules to assist veterinary technicians in preparing for their state certification. Each module, limited to 25 students, allows for interaction with your instructor and fellow students. Box lunches are provided each day to facilitate networking as well as further your education.

**CORE 1** Lays the groundwork for providing the BEST care for each and every patient. We focus on yearly wellness care and nutrition to prevent disease and ensure quality and quantity of life. We include behavior in our first module as it is still the number one reason pets are relinquished. The more we understand about what our patients are telling us, the better able we are to meet their needs.

**CORE 2** Focuses on basic patient assessment and nursing skills. We will build on those skills during an overview of anesthesia and anesthetic emergencies. The second part of Core 2 will be hands-on surgical preparation including aseptic technique, pack preparation and overview of small animal dentistry.

**CORE 3** Builds heavily on the previous modules and will focus on advanced diagnostics and disease processes. You will get hands on experience during the urinalysis and cytology workshops. You will learn about parasites, hosts, viruses and vectors and how they affect your patients...and how they can possibly infect you.

**CORE 4** Focuses on triage, fluid therapy, and cardiology. We will apply these materials in a hands-on CPR workshop. Our final day will bring us full circle. We will help you to recognize the symptoms of fatigue and burn out in this highly emotional field. We will make sure that you obtain the skills to take care of yourself so that you can take care of your patients and their humans for a very long time.

## VTA CORE 1 WEDNESDAY OCTOBER 14

**8:30 am – 10:00 am**

**Human – Animal Bond  
Where the Veterinary Profession  
is Going/Growing**

CE: 1.5 Speaker: Catanzaro

**10:30 am – 12:00 pm**

**Wellness Programs  
Basic Wellness-Aging Process;  
Age Appropriate Health Services**

CE: 1.5 Speaker: Catanzaro

**1:30 pm – 3:00 pm**

**Small Animal  
Patient Assessment**

CE: 1.5 Speaker: Bojrab

**3:30 pm – 5:00 pm**

**Behavior  
Making Your Job Easier (and Safer):  
Recognizing and Handling Aggressive Dogs**

CE: 1.5 Speaker: Bain

## VTA CORE 1 THURSDAY OCTOBER 15

**8:30 am – 10:00 am**

**Cytology  
Microscope Overview & Sample Collection**

CE: 1.5 Speaker: David

**10:30 am – 12:00 pm**

**Cytology  
Complete Blood Count**

CE: 1.5 Speaker: David

## VTA CORE 1 THURSDAY

continued

1:30 pm – 3:00 pm

### Cytology

#### Basic Cytology

CE: 1.5 Speaker: David

3:30 pm – 5:00 pm

### Cytology

#### Blood Chemistries

CE: 1.5 Speaker: David

## VTA CORE 2 WEDNESDAY OCTOBER 14

8:30 am – 10:00 am

### Anesthesia

#### Anesthetic Drug Update

CE: 1.5 Speaker: Shafford

10:30 am – 12:00 pm

### Anesthesia

#### Common Cardiovascular Complications

CE: 1.5 Speaker: Shafford

1:30 pm – 3:00 pm

### Anesthesia

#### Common Respiratory Complications

CE: 1.5 Speaker: Shafford

3:30 pm – 5:00 pm

### Anesthesia

#### Perio-operative Pain Management

CE: 1.5 Speaker: Shafford

## VTA CORE 2 THURSDAY OCTOBER 15

8:30 am – 10:00 am

### Orthopedic Surgery

#### Introduction to Surgery

CE: 1.5 Speaker: Martinez

10:30 am – 12:00 pm

### Orthopedic Surgery

#### Surgery Preparation Lab

CE: 1.5 Speaker: Martinez

1:30 pm – 3:00 pm

### Dentistry

#### Small Animal Tech, Vet Dentistry: Overview

CE: 1.5 Speaker: Smith

3:30 pm – 5:00 pm

### Dentistry

#### Selection and Care of Dental Instruments and Equipment

CE: 1.5 Speaker: Smith

## VTA CORE 3 WEDNESDAY OCTOBER 14

8:30 am – 10:00 am

### Radiology

#### Film Reading

CE: 1.5 Speaker: Mattoon

10:30 am – 12:00 pm

### Radiology

#### Introduction to Ultrasound: Physics, Image Production, and Equipment

CE: 1.5 Speaker: Mattoon

1:30 pm – 3:00 pm

### Cytology

#### The Complete Urinalysis

CE: 1.5 Speaker: David

3:30 pm – 5:00 pm

### Cytology

#### Advanced Cytology

CE: 1.5 Speaker: David

**VTA CORE 3 THURSDAY OCTOBER 15**

**8:30 am – 10:00 am**

**Parasitology**

**Parasitology: Diagnostics**

CE: 1.5 Speaker: Bowman

**10:30 am – 12:00 pm**

**Practice Leadership**

**Personalizing Your Practice Communication**

CE: 1.5 Speaker: Paul

**1:30 pm – 3:00 pm**

**Immunology**

**Cat and Dog Vaccines – One Disease at a Time**

CE: 1.5 Speaker: Stone

**3:30 pm – 5:00 pm**

**Immunology**

**General Immunology for the Ambitious Veterinary Technician**

CE: 1.5 Speaker: Stone

**VTA CORE 4 WEDNESDAY OCTOBER 14**

**8:30 am – 10:00 am**

**Triage**

**Triage: Worst May Not Be First**

CE: 1.5 Speaker: Mensack

**10:30 am – 12:00 pm**

**Fluid Therapy**

**Fluid Therapy- Options & Rational Administration**

CE: 1.5 Speaker: Mensack

**1:30 pm – 3:00 pm**

**Nursing Care**

**Nursing Care for the Critically Ill Patient**

CE: 1.5 Speaker: Mensack

▶ Regular, full registration includes *free* online access to all proceedings **30 days prior** to the conference. In keeping with our greening of the conference, **no proceedings book** will be printed in 2009. You may purchase the proceedings on a flash drive for an additional \$40.

**Proceedings**

**3:30 pm – 5:00 pm**

**CPCR**

**CPCR for the Emergency Technician**

CE: 1.5 Speaker: Mensack

**VTA CORE 4 THURSDAY OCTOBER 15**

**8:30 am – 10:00 am**

**Nutrition**

**Pet Food Labels: Reading Between the Lines**

CE: 1.5 Speaker: Swoboda

**10:30 am – 12:00 pm**

**Exotics**

**Getting In the Know with Exotics**

CE: 1.5 Speaker: Rhody

**1:30 pm – 3:00 pm**

**Grief and Compassion**

**Finding Words of Comfort**

CE: 1.5 Speaker: Durrance

**3:30 pm – 5:00 pm**

**Grief and Compassion**

**Compassion Fatigue: Helping the Helpers**

CE: 1.5 Speaker: Durrance

For details on sessions, please refer to the Front Office Academy abstracts starting on page 31.

**FOA WEDNESDAY OCTOBER 14**

**IMPROVING COMMUNICATIONS**

**8:30 am – 10:00 am**  
**Discover Four Styles of Behavior and Explore the General Preferences of Your Style**

CE: 1.5 Speaker: Gair

**8:30 am – 10:00 am**  
**Stellar Service: The Fine Art of Customer Care**

CE: 1.5 Speaker: Wood

**10:15 am – 11:45 am**  
**Understand How Others Interpret Your Behavior**

CE: 1.5 Speaker: Gair

**Stellar Service: The Fine Art of Customer Care**

CE: 1.5 Speaker: Wood

**1:30 pm – 3:00 pm**  
**Learn How to Recognize the Styles of Other People**

CE: 1.5 Speaker: Gair

**Stellar Service: The Fine Art of Customer Care**

CE: 1.5 Speaker: Wood

**3:15 pm – 4:45 pm**  
**Powerful Performance Appraisals – Feedback is a Gift**

CE: 1.5 Speaker: Schulkey

**Stellar Service: The Fine Art of Customer Care**

CE: 1.5 Speaker: Wood

**FOA THURSDAY OCTOBER 15**

**REDUCING AND MANAGING CONFLICT**

**8:30 am – 10:00 am**  
**Learn About Your Strengths and What Happens If They Are Overused**

CE: 1.5 Speaker: Gair

**Stellar Service: The Fine Art of Customer Care**

CE: 1.5 Speaker: Wood

**1:30 pm – 3:00 pm**  
**Dealing with Difficult Clients: Ways To Go From Oh No to WOW!**

CE: 1.5 Speaker: Schulkey

**Stellar Service: The Fine Art of Customer Care**

CE: 1.5 Speaker: Wood

**3:15 pm – 4:45 pm**  
**Learn How to Adapt Your Communication to Different Styles**

CE: 1.5 Speaker: Gair

**Stellar Service: The Fine Art of Customer Care**

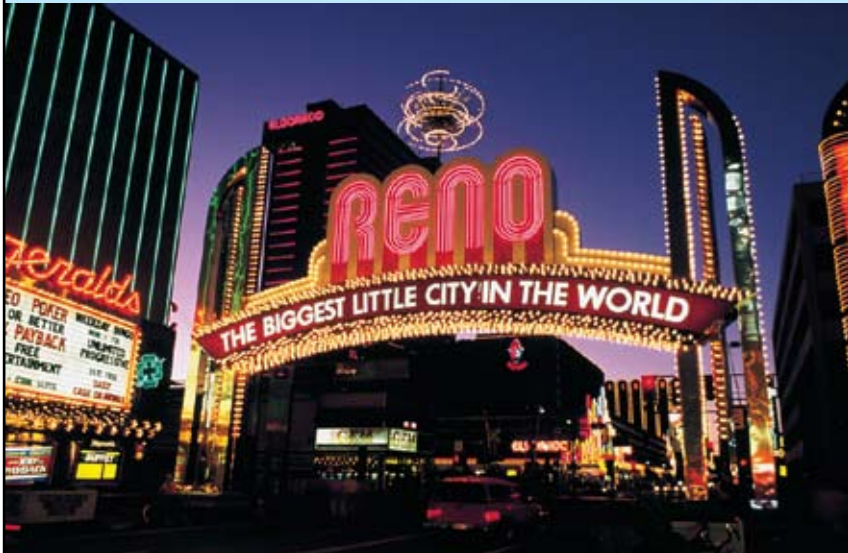
CE: 1.5 Speaker: Wood

WWVC offers registrants multiple chances to network and connect with their peers and colleagues in the profession. Lunch in the exhibit hall on Friday and Saturday, Thursday's President's reception and the Closing Party on Saturday night are all included in your registration fee! There are LOTS of opportunities to connect!

**Connect & Network**

EVERY DAY  
IS ACTION  
PACKED!

# Don't Miss the **WWVC SPECIAL EVENTS!**



## Wednesday

- Annual Golf Tournament
- **WWVC LEADERSHIP INSTITUTE:**  
Stay Grounded: Work and Play Balance  
in this Changing Economy featuring  
Bryan Dodge



## Thursday

- "Wildest Martini in the West" Contest
- President's Reception & Exhibit Hall  
Grand Opening\*

## Friday

- Healthy Start: Yoga & Fun Walk/Run\*
- Evening on the Town

## Saturday

- Healthy Start: Yoga & Fun Walk/Run\*
- Wine Tasting at The Reserve
- Closing Party with Dr. Kevin  
Fitzgerald and Whiskey Dawn\*



\*included in registration fee



October 14 – 18, 2009  
Reno, NV  
WildWestVC.com

Register online at [WildWestVC.com](http://WildWestVC.com) for educational sessions and special events.

**New and Exciting for 2009!**

## **INTEGRATED TEAM-BASED\* TRAINING PROGRAM FOR VETERINARY PRACTICES**

This integrated, team-based training program for veterinary practices is offered at no extra cost when your practice team is registered for the WWVC. This team-specific group training will be facilitated on **Friday morning, October 16** and led by **Dr. Tom Catanzaro and Dr. Thom Haig**.

**Sign up today and get your practice BACK In ACTION!**

*\*Team consists of doctor/owner, practice manager, front office personnel, and technician.*

**PRACTICE OWNERS:**  
*Bring your staff to WWVC and create a plan to take your practice to a new level!*



**October 14 – 18, 2009  
Reno, NV  
WildWestVC.com**

**Register online at [WildWestVC.com](http://WildWestVC.com) for educational sessions and special events.**

### **Celebrate National Veterinary Technician Week at the WWVC!**

NAVTA is proud to recognize veterinary technicians and the work that they provide to the profession. All registered technicians are invited to stop by the Vet Tech Lounge located on the exhibit floor.



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All sessions are available to any registered attendee, unless otherwise specified.

## CAPC SYMPOSIUM

Wednesday OCTOBER 14

### PARASITOLOGY

12:30 PM – 1:30 PM

#### Human Zoonotic Parasitic Diseases from Dogs and Cats

CE: 1.0

Speaker: Bowman

*Sponsored  
by CAPC*

Dogs and cats can sometimes serve as direct or indirect sources of zoonotic agents. When acting as a direct source, the parasites would be directly transmissible from the pet to the person. Fortunately, such cases are rare. As indirect sources, dogs and cats act as reservoirs of human-infecting agents that move into the soil or water and then make their way back into a human; they can also act as reservoirs of infections that are transferred to other animals (including humans) directly by arthropod vectors and they can act as indirect sources when they serve to bring disease agents or vectors from the environment into contact with a human being. Dogs and cats are important indirect sources of some parasites and are often blamed, but usually not guilty, of serving as direct or indirect sources of other parasites.

1:45 PM – 2:45 PM

#### The "Other" Parasitic Diseases of Dogs and Cats

CE: 1.5

Speaker: Ballweber

*Sponsored  
by CAPC*

Where do they come from, those pesky parasites infecting our dog and cat companions? For the coccidia, ascarids, hookworms and whipworms, often considered the routine parasites, dogs and cats are the reservoir hosts. However, for most tapeworms and many other parasites, the reservoir hosts are various types of wildlife. Understanding their biology and clinical presentations will enhance our ability to combat these infections.

3:00 PM – 4:00 PM

#### Death by Praziquantel: Tapeworm and Trematode Parasites of Dogs and Cats

CE: 1.0

Speaker: Ballweber

*Sponsored  
by CAPC*

Who are they? Where do they come from? How can they be treated? How can they be prevented? Although considered uncommon by many, tapeworm and trematode infections are often overlooked. In general, this occurs because of the use of inappropriate diagnostic techniques. Understanding the biology of these parasites, as well as proper diagnostic methods, will allow for proper use of praziquantel in their treatment.

4:15 PM – 5:30 PM

#### Tick-Transmitted Diseases of Dogs West of the Mississippi

CE: 1.5

Speaker: Bowman

*Sponsored  
by CAPC*

Tick-transmitted diseases vary in their distribution around the world and in the United States. In the western United States, the tick-transmitted diseases are similar to those in the east with major differences being: the lack of significant deer-associated Ehrlichiosis and Anaplasmosis in the west because of the lack of white-tailed deer and the lack of the lone-star tick *Amblyomma americanum* and Gulf Coast tick *Amblyomma maculatum*; the transmission of Lyme disease being associated with *Ixodes pacificus* as opposed to *Ixodes scapularis* that extends from the Atlantic coast through the Midwest; RMSF being much more common in the eastern United States than in the West; the continued presence in the west and surveillance for tularemia, caused by *Francisella tularensis*; and the presence of some western specific species of *Babesia* that affect the health of dogs (and people). These specific agents and their biology will be discussed.

Wednesday, Oct. 14 7:00 PM – 8:30 PM

#### WWVC LEADERSHIP INSTITUTE

Stay Grounded: Work and Play Balance in this Changing Economy featuring Bryan Dodge



## CHUCKWAGONS

*Chuckwagons are small breakfast or lunch sessions where attendees get to spend an hour up close with leading experts on a particular topic. These sessions have their own meal and are an additional \$40 each to attend.*

**Thursday** OCTOBER 15 ● ● ● ● ●

### ONCOLOGY

12:00 PM – 1:00 PM

#### Newer Drugs used in Cancer Patients

CE: 1.0

Speaker: Macy

### PRACTICE LEADERSHIP

12:00 PM – 1:00 PM

#### Protecting Your Practice from Embezzlement

CE: 1.0

Speaker: Schulkey

Having proper safeguards in place to protect a practice from embezzlement is critical to the practice's financial survival. Every day, every staff member has the "opportunity" to take/give away thousands of dollars from the practice, the hospital and clients in very easy ways. Often overlooked areas of opportunity include cash, credit, inventory of drugs and supplies, gifts from vendors, or identity theft of the clients, all of which can devastate a practice and the clients it serves. Attendees will learn proper safeguards to protect the financial health of their practice. Also covered are steps to take to test the systems in place and what to do if any type of embezzlement is occurring. Given current economic conditions, this program is a "must attend" for practice managers and practice owners.

**Friday** OCTOBER 16 ● ● ● ● ●

### DERMATOLOGY

7:00 AM – 8:00 AM

#### Drugs Used in Derm Patients

CE: 1.0

Speaker: Griffin, Craig



### IMMUNOLOGY

12:00 PM – 1:00 PM

#### Current Thinking on Vaccinations

CE: 1.0

Speaker: Gershwin

This session will be an informal discussion on the current recommendations for vaccination of dogs and cats. Available information on duration of immunity, current thinking on the usefulness of titer determination, and the immunological basis for vaccine decision making will be discussed. We will also consider some recent interesting information on adverse vaccine reactions and some guidance on the "to vaccinate or not" for potentially vaccine sensitive patients. This will be a structured but interactive discussion. So please come prepared to ask those questions that you have been wanting to have answered!

**Saturday** OCTOBER 17 ● ● ● ● ●

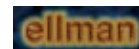
### SURGERY

7:00 AM – 8:00 AM

#### Diaphragmatic Hernia Discussion

CE: 1.0

Speaker: Bojrab



Also sponsored by  
Spectrum Surgical

Why do dogs and cats die during diaphragmatic hernia Surgery when all seems like it is going well?

### CARDIOLOGY

12:00 PM – 1:00 PM

#### Newer Cardiac Drugs for the Heart Patient

CE: 1.0

Speaker: MacDonald

This lecture will include common cardiac diseases and the selection of cardiac medications for those diseases, with emphasis on very basic pharmacology of the drugs that are relevant to the practicing veterinarian. There will be case-based presentations for selection of the drugs. Cases will include arrhythmias, heart failure, pulmonary hypertension, hypertension, feline HCM, +/- arterial thromboembolism.

### OPHTHALMOLOGY

12:00 PM – 1:00 PM

#### Current Ophthalmology Drugs and Their Use

CE: 1.0

Speaker: Merideth

## COMPLEMENTARY AND ALTERNATIVE MEDICINE

**Thursday** OCTOBER 15 ● ● ● ● ●

### **NUTRITION**

8:30 AM – 10:00 AM

#### **Nutrition as the Basis of Health**

CE: 1.5

Speaker: Kincaid

Defining health is key to medical care. What are our considerations as health care practitioners? How does nutrition factor into preventive and therapeutic programs for health care and maintenance?

10:15 AM – 11:45 AM

#### **Synthetic (chemical) Nutrition vs. Whole Food Nutrition.**

CE: 1.5

Speaker: Kincaid

This lecture reviews the functional differences between commercial supplements and food concentrates. It also covers the importance of proper farming and soil management in food production.

1:00 PM – 2:30 PM

#### **Protomorphology and Tissue Extracts:**

CE: 1.5

Speaker: Kincaid

Presentation and explanation of the use of growth factor extracts, called protomorphogens, as described by Dr. Royal Lee. Physiology and function of these nuclear sub units is covered, as well as their role in tissue healing and the control of growth. Discussion will also include the use of tissue cytosol extracts as a source of cellular nutrition different from glandulars.

2:45 PM – 4:15 PM

#### **Case Presentations**

CE: 1.5

Speaker: Kincaid

Clinical case presentations illustrate the data and principles put forth in the earlier lectures.

**Friday** OCTOBER 16 ● ● ● ● ●

### **NUTRITION**

8:30 AM – 10:00 AM

#### **The Enteric/Hepatic Inter-Relationship and its Support.**

CE: 1.5

Speaker: Kincaid

The module reviews physiology of digestion as it applies to nutrient absorption, immune modulation and leaky bowel syndrome. Nutritional support of the GI tract is covered. Hepatic physiology is reviewed and nutritional and herbal support of liver cases is presented.

10:15 AM – 11:45 AM

#### **Respiratory Support**

CE: 1.5

Speaker: Kincaid

Anatomy and physiology of the respiratory system is reviewed. Discussion of nutritional and herbal support for asthma, allergies, sinusitis and COPD is included.

1:00 PM – 2:30 PM

#### **Endocrine Support**

CE: 1.5

Speaker: Kincaid

Discussion of the inter-related function of the endocrine organs, their relationship to central control centers and nutritional support for endocrine cases will be covered. Conditions covered will include hypo and hyperthyroid, adrenal disease and diabetes.

2:45 PM – 4:15 PM

#### **Cancer: Its Origins, Prevention and Treatment**

CE: 1.5

Speaker: Kincaid

This module reviews theories of the functional origins of cancer and how nutritional and herbal therapy are used to reverse the degenerative trends of carcinogenesis.

## Saturday OCTOBER 17 ● ● ● ● ●

### ANIMAL HOSPICE

8:30 AM – 10:00 AM

#### Animal Hospice Care: A Paradigm on the Rise

CE: 1.5

Speaker: Bittel

A young yet rapidly growing field of specialization, animal hospice care, redefines what can be offered to our clients when facing a terminal diagnosis for their animal companion. For the veterinary profession, this might mean taking a new approach to the evaluation of not only when but also whether to euthanize on a case-by-case basis. The presentation includes an overview of the history and current approaches to animal hospice care in the US.

10:30 AM – 12:00 PM

#### Re-Evaluating Common Reasons to Euthanize

CE: 1.5

Speaker: Bittel

The term “hospice care” has been coined in the human field. Its principle of neither postponing nor hastening the dying process while providing best possible palliative care through a team approach is what clients’ expectations may well be based on when seeking out animal hospice services.

Until this field is covered in veterinary curriculums, it is up to personal effort to start bridging the gap to face the challenges and embrace the possibilities of supporting an animal patient closer toward or all the way through its own unique dying process, aiming to co-create a peaceful experience for all involved.

1:45 PM – 3:15 PM

#### Tackling Emotional Aspects in Animal Hospice Care

CE: 1.5

Speaker: Bittel

Emotions run high when a terminal diagnosis has been made; yet feelings of fear, grief, and being overwhelmed do not allow for the clarity that life-and-death decisions deserve. It proves invaluable for the client to have received education in end-of-life options well ahead of time as well as having established a multifaceted support system.

If animal hospice is chosen, the practitioner’s task is to shift from a curative approach to palliative care, remaining open for both possibilities; to guide the client along the way to having the animal die in its own good

time; or to perform euthanasia if the animal’s comfort cannot be maintained on an acceptable level.

3:45 PM – 5:15 PM

#### Practical Aspects of Animal Hospice Care

CE: 1.5

Speaker: Bittel

While well practiced in performing euthanasia, by far not every veterinarian had the opportunity to get familiarized with foundational hospice principles and their implementation. Recognizing the whole array of services needed for a fulfilling hospice experience leads us to seek an interdisciplinary team approach.

## EQUINE 1

## Thursday OCTOBER 15 ● ● ● ● ●

### EQUINE BEHAVIOR

8:00 AM – 9:30 AM

#### The Revolution in Horsemanship

CE: 1.5

Speaker: Miller

Beginning in the late nineteen seventies a revolution in horsemanship, originating in the Pacific Northwest of the USA, swept the world, changing horsemanship forever. It is essential that equine practitioners of veterinary medicine be aware of and understand this revolution. It will not only facilitate and make safer their daily contact with equine patients, but it also will improve relations with the horse owners, their clients.

9:45 AM – 11:15 AM

#### Understanding Equine Behavior

CE: 1.5

Speaker: Miller

In order to best handle horses, this session will help to understand the ten genetic aspects of their behavior.

12:45 PM – 2:15 PM

#### Creating Cooperative Patients

CE: 1.5

Speaker: Miller

In this session, we will discuss the chemical, physical and psychological means for creating cooperative patients.

2:30 PM – 4:00 PM

### **Safer Horsemanship**

CE: 1.5

Speaker: Miller

## **Friday** OCTOBER 16 ● ● ● ● ●

### **EQUINE WOUND MANAGEMENT**

8:00 AM – 9:30 AM

#### **Early Wound Management**

CE: 1.5

Speaker: Wilson

Horses have a very well-developed fight or flight mechanism and when anything happens to startle them, they often react first and think later. If they get caught in something such as a fence or barn wall, their first instinct is to leave, often without regard to whatever body part happens to be caught at the time. Therefore, the equine veterinarian is constantly faced with a variety of equine wounds. When presented with a naturally occurring wound, there are many factors to consider but the primary objectives are to preserve the life of the patient, to determine the extent of the wound, and to prevent or minimize infection. Appropriate knowledge of the 3-D anatomy, controlling infection, recognizing the appropriate closure method for the specific wound, and applying effective nursing care are instrumental in achieving optimum wound healing.

10:00 AM – 11:30 AM

#### **Management of Severely Infected Wounds**

CE: 1.5

Speaker: Wilson

See how severe infection of a wound most often indicates infection of a critical underlying structure. The presence of underlying infection is determined by evaluating the soft tissues surrounding the wound and by clinical evaluation of the horse. See the indicators of the underlying infection at the level of the wound and those indicators of underlying infection during clinical evaluation.

1:30 PM – 3:00 PM

#### **Management of Specific Body Injuries**

CE: 1.5

Speaker: Wilson

Injuries to the head are common in horses. Horses are inquisitive flight animals. This combination often leads to situations in which the horse places their head at risk, becomes startled, and then attempts to leave, often without moving their head appropriately to avoid injury.

Additionally, halters and other equipment can get caught on objects or actually cause injury. Lastly, the horse's environment may not be safe with protruding nails, wire and tin often contributing to the injury.

3:30 PM – 5:00 PM

#### **Management of Distal Limb Wounds**

CE: 1.5

Speaker: Wilson

A working knowledge of anatomy is very important to understand the severity and complexity of these wounds. Wounds distal to the carpus or tarsus are quite common. The wounds can often be career-ending and possibly life-threatening due to the lack of underlying soft tissue, the paucity of redundant skin, the slow rate of healing, the likely contamination of the wounds at the time of injury, the potential critical structures involved, and the potential for these wounds to form exuberant granulation tissue.

## **Saturday** OCTOBER 17 ● ● ● ● ●

### **EQUINE LAMENESS**

8:00 AM – 11:30 AM

#### **Lameness Diagnosis**

CE: 3.5

Speaker: Stashak

1. Visual aspects: Clinical case examples will be used to illustrate the asymmetries that can provide valuable insight in determining which limb and or limbs are involved in horses presenting for lameness evaluation.
2. Palpation and Manipulation: Selected palpation and manipulation techniques are helpful to decide which region of the limb is the likely cause of painful alteration in the horses gait. Emphasis will be placed on the technique of application and interpretation.
3. Diagnostic anesthesia: Emphasis will be placed on the site for injection, the amount of local anesthetic agent used and the interpretation of the anesthesia.

1:30 PM – 5:00 PM

#### **Current Concepts in the Diagnosis and Treatment of Selected Diseases of the Foot Region**

CE: 3.5

Speaker: Stashak

Diseases covered include: Laminitis, navicular syndrome, penetrating wounds, avulsion injuries of the hoof and fractures of the distal phalanx.

## EQUINE 1

continued

**Sunday** OCTOBER 18 ● ● ● ● ●

### EQUINE LAMENESS

8:00 AM – 11:15 AM

#### Current Concepts in the Diagnosis and Treatment of Selected Diseases of the Metacarpal/Metatarsal Region

CE: 3.5

Speaker: Stashak

This session will explore selected diseases to include: tendonitis, lameness associated with the proximal palmar/plantar regions (e.g. proximal suspensory ligament desmitis and carpal check ligament desmitis) and tendon lacerations. Case Studies will follow this session.

## EQUINE 2

**Thursday** OCTOBER 15 ● ● ● ● ●

### EQUINE DENTISTRY

8:00 AM – 9:30 AM

#### Past, Present and Future of Equine Dentistry

CE: 1.5

Speaker: Easley

A pictorial record of the progress of equine dentistry from medieval times to the present.

9:45 AM – 11:15 AM

#### Equine Dental Anatomy and Physiology of Mastication

CE: 1.5

Speaker: Easley

Recent research sheds new light on our understanding of the equine masticatory system. Basic knowledge of equine anatomic differences is essential for diagnosis and treatment.

12:45 PM – 2:15 PM

#### Equine Oral Examination Techniques/Equine Dental Disease

CE: 1.5

Speaker: Easley

A systematic approach to dental/oral examination and method of dental charting are crucial to establishing a correct diagnosis of dental disease and planning proper treatment.

2:30 PM – 4:00 PM

#### Equine Dental Extractions/Controversial Topics in Equine Dentistry

CE: 1.5

Speaker: Easley

Methods used to care for horses' teeth have been critically evaluated in scientific studies. Many techniques that were thought at one time to be of benefit have been called into question. Part 1 of this lecture will address topics such as bit seats, transverse ridges, wolf tooth removal, canine tooth reductions, and incisor reductions. Part 2 of this lecture will cover equine dental extraction techniques.



**Friday** OCTOBER 16 ● ● ● ● ●

### EQUINE REPRODUCTION – MARE MANAGEMENT

8:00 AM – 9:30 AM

#### How Do Our Breeding Soundness Examinations Compare?

CE: 1.5

Speaker: LeBlanc

Infertility can be related to anatomical, endocrine, or degenerative changes affecting the reproductive tract or due to a combination of the above factors. A thorough breeding soundness evaluation is needed to determine the cause and for formulating a management plan. This lecture will cover new and old diagnostic techniques used to identify the causes of infertility.

10:00 AM – 11:30 AM

#### What is New, What is Old and What Works in the Treatment of Post-Mating Induced Endometritis

CE: 1.5

Speaker: LeBlanc

The ability of a mare to quickly clear the debris and inflammation from her uterus after breeding is paramount for a viable pregnancy. Post-mating induced endometritis is the sequela if the contamination is not cleared quickly. Prolonged uterine inflammation invariably results in excessive mucus production and/or bacterial endometritis. While ecbolics have been the mainstay of treatment, new modes of therapy have been investigated and have resulted in improve pregnancy rates.

1:30 PM – 3:00 PM

### **Perinatal Problems**

CE: 1.5

Speaker: LeBlanc

A number of serious problems can occur in the last few months of gestation and immediately after foaling that may result in the death of the mare or her foal. These problems and their management will be presented in a case-based format.

3:30 PM – 5:00 PM

### **The Post Partum Mare**

CE: 1.5

Speaker: LeBlanc

The first week after foaling is a critical time in the mare's reproductive life as she can develop life-threatening diseases or problems that can interfere with her reproductive function. Early identification and rapid treatment are needed to prevent long-term complications. The most common postpartum problems and their management will be discussed in a case based format.

## **Saturday** OCTOBER 17 ● ● ● ● ●

### **EQUINE MEDICINE**

8:00 AM – 9:30 AM

#### **Update on MRSA in Horses – Part I What's New in Fluid Therapy? – Part II**

CE: 1.5

Speaker: Magdesian

This 90-minute session includes two distinct discussions.

The first 30 minutes of this session will be updates on MRSA in horses. Methicillin-resistant Staph Aureus has been the focus of much attention in the last few years. Horses are susceptible to subclinical colonization and infection with MRSA just as people are. This talk will review our current understanding of MRSA in horses, clinical signs, treatment and infection control.

The next 60 minutes will be the review of the advantages and disadvantages of different fluid types for horses. It will introduce a new and easy approach to fluid administration to horses.

10:00 AM – 11:30 AM

### **Pharmacologic Issues of Neonatal Foals**

CE: 1.5

Speaker: Magdesian

This session will focus on the unique physiologic features of the neonatal foals that apply to pharmacology. It will also review drug therapy and clinical use of antimicrobials in foals.

1:30 PM – 3:00 PM

### **Initial Stabilization of the Sick Neonatal Foal**

CE: 1.5

Speaker: Magdesian

This session will include a review of the initial triage of the critically ill foal, regardless of the diagnosis. It will emphasize a practical approach for the practitioner in the field and in a clinic setting.

3:30 PM – 5:00 PM

### **Update on Genetic Diseases in Quarter Horses and Related Breeds**

CE: 1.5

Speaker: Magdesian

This session will focus on the current knowledge of PSSM, HYPP, overo lethal white syndrome, HERDA, and malignant hyperthermia in horses. Clinical signs, treatment, long-term management, and genetic testing will be discussed.

## **Sunday** OCTOBER 18 ● ● ● ● ●

### **EQUINE MEDICINE**

8:00 AM – 9:30 AM

#### **Eliminating Pus: Treating Diseases Characterized by Abscess Formation/Purulent Drainage – Part I**

CE: 1.5

Speaker: Collatos

This is part one of a three-hour session devoted to the pathophysiology, diagnosis and treatment of disease processes characterized by the formation of large amounts of purulent material.

These two sessions will explore the diagnosis and treatment of diseases characterized by abscessation. Emphasis will be placed on pathophysiology and rational antimicrobial therapy as well as presenting advanced diagnostics with practical utility in a field setting. Diseases discussed will include Strangles, Pigeon Fever, pulmonary abscessation, umbilical abscessation and anaerobic abscesses.

## EQUINE 2

continued

9:45 AM – 11:15 AM

### **Eliminating Pus: Treating Diseases Characterized by Abscess Formation/Purulent Drainage – Part II**

CE: 1.5

Speaker: Collatos

This is part two of a three-hour session devoted to the pathophysiology, diagnosis and treatment of disease processes characterized by the formation of large amounts of purulent material.

These two sessions will explore the diagnosis and treatment of diseases characterized by abscessation.

Emphasis will be placed on pathophysiology and rational antimicrobial therapy as well as presenting advanced diagnostics with practical utility in a field setting. Diseases discussed will include Strangles, Pigeon Fever, pulmonary abscessation, umbilical abscessation and anaerobic abscesses.

## EXOTICS

### Thursday OCTOBER 15

#### REPTILES

8:30 AM – 10:00 AM

#### **Building an “Exotics” Practice**

CE: 1.5

Speaker: Griffin, Chris

This session will focus on finding a niche, marketing to more traditional veterinary practices, providing exceptional care – all without starving!

10:15 AM 11:45 AM

#### **Reptile Common Presentations: Reptiles and Amphibians**

CE: 1.5

Speaker: Griffin, Chris

Location, Location, Location! - and Food of course. Cases and examples will be provided during this discussion.

### Friday OCTOBER 16

#### REPTILES

8:30 AM – 10:00 AM

#### **Importance of Diagnostic Testing and Directed Therapy in Reptiles and Amphibians**

CE: 1.5

Speaker: Griffin, Chris

Not all herps are enrofloxacin deficient! Case presentations will be included.

#### SMALL MAMMAL

8:30 AM – 10:00 AM

#### **‘Weak Weasels’ along with ‘Sex and the Spayed Ferret’**

CE: 1.5

Speaker: Rhody

This session will be dedicated to discussing 2 of the most common problems in ferret medicine. The first part of the time will be spent discussing the differentials for the weak ferret. The second portion will be dedicated to an in-depth discussion of adrenal gland disease.

10:15 AM – 11:45 AM

#### **Go With Your Gut: An Insider’s Look at Rabbit Medicine**

CE: 1.5

Speaker: Rhody

Rabbits frequently present for lack of appetite, smaller or absent stools, soft stools, and general malaise. In this session we will discuss gastric stasis in rabbits and use it as a portal to discuss many, many aspects of rabbit medicine. Practitioners who see sick rabbits will not want to miss this session!

#### REPTILES

10:30 AM 12:00 PM

#### **Reptile Complex Cases for the Herp Veterinarian: When Is Typical Not Normal**

CE: 1.5

Speaker: Griffin, Chris

Case presentations will be discussed during this session.

## AVIAN

1:30 PM – 3:00 PM

### Managing Reproductive Behavior and Complications in Companion Parrots

CE: 1.5

Speaker: Ford

Reproductive physiology is complex in birds involving an array of nutritional, social, and environmental cues. In many pet bird situations there is a chronic, unintentional stimulation to be reproductively active. This can lead to medical and behavioral problems. Anatomy, physiology, reproductive cues, and behavioral and medical intervention are discussed.

## SMALL MAMMAL

1:30 PM – 3:00 PM

### Putting Things in Order: Rodentia

CE: 1.5

Speaker: Rhody

It is amazing how many of our small mammal patients are rodents. Guinea pigs, chinchillas, rats, mice, hamsters, gerbils, degus... In this session, biology, husbandry, and veterinary medicine will be combined to help participants walk away able to treat some of their clients' small friends.

## AVIAN

3:30 PM – 5:00 PM

### Avian Anesthesia, Analgesia, Surgery

CE: 1.5

Speaker: Ford

This session addresses analgesia, anesthesia, surgical support, and surgery in companion bird species. Common analgesics, life support measures, and anesthetic techniques are described for use in pet birds. There is a review of helpful avian surgical instruments. Some common surgical approaches and specific procedures are also discussed.

## SMALL MAMMAL

3:30 PM – 5:00 PM

### The Pitter-Patter of Little Paws

CE: 1.5

Speaker: Rhody

The adage about horses and zebras is a familiar one. This session compares hoof beats with paw-pats, looking at common and some uncommon presentations

of both common and uncommon conditions in a wide range of small mammal species. This session may also touch on some of the emerging diseases and controversies in small mammal medicine as they relate to diagnosis and therapy of patients.

**Saturday** OCTOBER 17 ● ● ● ● ●

## AVIAN

8:30 AM – 10:00 AM

### Raptor Medicine and Management

CE: 1.5

Speaker: Ford

This lecture discusses important highlights of raptor care that are important to the veterinarian who only sees raptors on an infrequent basis. Contexts of care, legal and ethical issues, husbandry, and basic medical care are covered.

## AQUATICS

8:30 AM – 10:00 AM

### The Aquatic Environment: Immersion

CE: 1.5

Speaker: Roberts

A basic introduction to aquatic patients, including water quality, life support systems, and common clinical presentations of environmental disorders in pet fish.

## AVIAN

10:30 AM – 12:00 PM

### Medicine and Management of Backyard Waterfowl and Poultry

CE: 1.5

Speaker: Ford

Pet poultry and waterfowl make up a significant part of the overall pet bird population. Traditionally, these species were bred for meat and egg production. As sentiments have changed and medical care has improved, the types of medical conditions seen and how we respond to them has also changed. A basic knowledge of backyard poultry and waterfowl is presented here with emphasis upon the most commonly seen conditions in small, backyard pet flocks not intended for human consumption. Emphasis is placed on nutrition, reproductive tract disease, pediatrics, and geriatric concerns.

## EXOTICS

continued

### AQUATICS

10:30 AM – 12:00 PM

#### Approaching Sick Fish: Grab a Glove

CE: 1.5

Speaker: Roberts

The lecture will discuss the basics of how to use a standard diagnostic approach and perform a minimum database workup for sick fish patients. Examples of common case presentations will be discussed.

1:45 PM – 3:15 PM

#### Anesthesia and Surgery in Pet Fish: Filleting not an Option

CE: 1.5

Speaker: Roberts

The lecture will cover the basics of sedation, anesthesia, and anesthesia monitoring in pet fish. Common surgical conditions will be explored using case examples.

3:45 PM – 5:00 PM

#### Common Clinical Diseases in Pet Fish: Something's Fishy

CE: 1.5

Speaker: Roberts

A discussion of the most common clinical diseases presented to the pet fish veterinarian.

## FOOD ANIMAL

### Thursday OCTOBER 15 ● ● ● ● ●

8:00 AM – 9:30 AM

#### Challenges to Newborn Calf Health and Survival

CE: 1.5

Speaker: Garry

Most of the causes of death reported by producers are infectious diseases, the most common being scours/diarrhea and respiratory problems. Because infectious diseases are the most prevalent calf health problems between birth and weaning, veterinarians and other dairy health advisors have placed considerable emphasis on vaccination strategies and colostrum administration as key features of calf management.

9:45 AM – 11:15 AM

#### Management of Newborn Calf Health

CE: 1.5

Speaker: Garry

It should be a common philosophy among dairy veterinarians that it is far preferable to get off to a good start and assure/maintain health than to make up for deficiencies later and treat disease. With these principles in mind, it is important to recognize that the overwhelming majority of all dairy calves delivered in the U.S. will be attended by dairy personnel rather than veterinarians. What takes place during a delivery and how calves are observed and treated after delivery will depend mainly upon the knowledge, skills, and focus of dairy personnel.

1:00 PM – 2:30 PM

#### Adult Dairy Cow Wellbeing and Mortality

CE: 1.5

Speaker: Garry

Dairy production systems in the US have changed considerably over the last several decades due to forces that promote economic efficiency of production and to scientific and technological advances that afford opportunities for change.

2:45 PM – 4:15 PM

#### Management of Dairy Cow Health

CE: 1.5

Speaker: Garry

Over the last several decades we have witnessed tremendous changes in dairy production systems. A traditional concept that the food animal practitioner could focus primarily on traveling to farms and treating diseased animals has long since been overshadowed by a more complex picture.

### Friday OCTOBER 16 ● ● ● ● ●

8:30 AM – 10:00 AM

#### Trichomonosis: Science, Medicine and Politics

CE: 1.5

Speaker: Maas

10:00 AM – 11:30 AM

#### BVD Birth Control

CE: 1.5

Speaker: Maas

1:30 PM – 3:00 PM

**Cow/Calf Issues: Beef Quality Assurance, Food Safety on the Ranch, Vaccine Considerations, Cattle Welfare**

CE: 1.5  
Speaker: Maas

3:30 PM – 5:00 PM

**Pinkeye Prevention and Treatment and Management of Other Common Diseases in Cow/Calf Operations**

CE: 1.5  
Speaker: Maas

**Saturday OCTOBER 17**

8:00 AM – 9:30 AM

**Parasites in Beef Cattle: Internal and External Flukes**

CE: 1.5  
Speaker: Hawkins

10:00 AM – 11:30 AM

**Diagnosis of Parasitism: How, When, What Does It Mean**

CE: 1.5  
Speaker: Hawkins

1:30 PM – 3:00 PM

**Latest Strategic Parasite Control in Cow/Calf, Stocker, Replacement Heifer, Feedlot**

CE: 1.5  
Speaker: Hawkins

3:30 PM – 5:00 PM

**Parasite Resistance in Beef Cattle, Diagnosis of Resistance, Treatment Strategies in the Face of Resistance**

CE: 1.5  
Speaker: Hawkins

**Sunday OCTOBER 18**

8:00 AM – 9:30 AM

**Parasites in Sheep and Goats**

CE: 1.5  
Speaker: Hawkins

9:45 AM – 11:15 AM

**Strategic Parasite Control in Sheep and Goats. Combating Resistance**

CE: 1.5  
Speaker: Hawkins

**FRONT OFFICE ACADEMY**

**Wednesday OCTOBER 14**

**IMPROVING COMMUNICATIONS**

8:30 AM – 10:00 AM

**Discover Four Styles of Behavior and Explore the General Preferences of Your Style**

CE: 1.5 Open to: Office Staff  
Speaker: Gair\*

We all know that people are different. But every once in a while, we experience this diversity in a way that's truly eye-opening and inspirational. Discover a new way to understand human differences. This module provides the basic foundation for that understanding through an engaging process.

8:30 AM – 10:00 AM

**Stellar Service: The Fine Art of Customer Care**

CE: 1.5 Open to: Office Staff  
Speaker: Wood

The 10 Commandments of Customer Care – Part I

10:15 AM – 11:45 AM

**Understand How Others Interpret Your Behavior**

CE: 1.5 Open to: Office Staff  
Speaker: Gair\*

A friendly smile to one person is a smug grin to another. Few of us realize how easily our actions can be misinterpreted. This session helps participants understand the diverse filters that others use to interpret their behavior. It also provides them with a non-threatening way to get important feedback from co-workers. Understanding this information can help avoid misunderstanding and build stronger relationships.

10:15 AM – 11:45 AM

**Stellar Service: The Fine Art of Customer Care**

CE: 1.5 Open to: Office Staff  
Speaker: Wood

The 10 Commandments of Customer Care – Part II

*\*Registrants for Front Office Academy will be sent a special email invitation prior to the conference to create a profile assessment prior to attending sessions offered by Debbie Gair.*

## FRONT OFFICE ACADEMY

continued

1:30 PM – 3:00 PM

### Learn How to Recognize the Styles of Other People

CE: 1.5 Open to: Office Staff

Speaker: Gair\*

People are complex. No exceptions. This material offers simple ideas that enable people to identify many of the most important and basic behaviors, needs and priorities of those around them. Participants learn how to quickly recognize the styles of other people and then use this knowledge to help build more effective relationships.

1:30 PM – 3:00 PM

### Stellar Service: The Fine Art of Customer Care

CE: 1.5 Open to: Office Staff

Speaker: Wood

Who Are Our Customers and How Do We Serve Them? – Part I

3:15 PM – 4:45 PM

### Powerful Performance Appraisals – Feedback is a Gift

CE: 1.5 Open to: Office Staff

Speaker: Schulkey

This presentation is focusing on the importance of performance appraisals and the positive impact they can make on developing team members into extremely valuable, highly motivated, client service professionals. By attending this program the audience will learn the impact of feedback (both positive and negative), how to gain participation in improving performance (if needed), and the roles that the supervisor and the manager must perform in the process.

3:15 PM – 4:45 PM

### Stellar Service: The Fine Art of Customer Care

CE: 1.5 Open to: Office Staff

Speaker: Wood

Who Are Our Customers and How Do We Serve Them? – Part II

## Thursday OCTOBER 15

### REDUCING AND MANAGING CONFLICT

8:30 AM – 10:00 AM

#### Learn About Your Strengths and What Happens If They Are Overused

CE: 1.5 Open to: Office Staff

Speaker: Gair\*

Everybody likes to succeed. When we find something we do well, we often find opportunities to use those abilities. This module helps participants learn about

the strengths that are associated with their styles and explore how these assets have helped them succeed in the past. They also discover how overusing these talents can actually hinder their success.

8:30 AM – 10:00 AM

### Stellar Service: The Fine Art of Customer Care

CE: 1.5 Open to: Office Staff

Speaker: Wood

Perfecting Communication and Conflict Management – Part I

10:15 AM – 11:45 AM

### Learn About Your Behavior When You Are in Conflict With Others

CE: 1.5 Open to: Office Staff

Speaker: Gair\*

Fight or Flight? In reality, there are more than just two responses to conflict. Each of us reacts to conflict in a unique way. This session helps participants understand their reactions to conflict and how these reactions affect those around them. It also helps them discover more constructive ways to deal with conflict.

10:15 AM – 11:45 AM

### Stellar Service: The Fine Art of Customer Care

CE: 1.5 Open to: Office Staff

Speaker: Wood

Perfecting Communication and Conflict Management – Part II

1:30 PM – 3:00 PM

### Dealing with Difficult Clients: Ways To Go From “Oh No” to “WOW!”

CE: 1.5 Open to: Office Staff

Speaker: Schulkey

Everyone dreads dealing with the difficult clients we must face. This program will help identify basic information that many “difficult clients” have in common, and more importantly how to correct many of the situations properly. Attendees will learn about the importance of dealing with the difficult clients, and resolving the situations to strengthen the relationship. A difficult client is still a client. They came in the door seeking care for their pet, and when they walk out they will be talking about your practice. Make sure that when they speak of your hospital, it is positive and will help you gain new clients.

1:30 PM – 3:00 PM

### Stellar Service: The Fine Art of Customer Care

CE: 1.5 Open to: Office Staff

Speaker: Wood

Difficult Situations and Counseling Clients at a Time of Loss – Part I

3:15 PM – 4:45 PM

### **Learn How to Adapt Your Communication to Different Styles**

CE: 1.5 Open to: Office Staff  
Speaker: Gair\*

Contrary to popular belief, people don't want to be treated the same. People are different and we need to take those differences into account while working on a team. This session shows how easy it is to undertake small changes that can make other people more comfortable. Let's bring it all together. Put the past 2 days' ideas into the big picture and plan to take action when you return to your work place.

3:15 PM – 4:45 PM

### **Stellar Service: The Fine Art of Customer Care**

CE: 1.5 Open to: Office Staff  
Speaker: Wood

Difficult Situations and Counseling Clients at a Time of Loss – Part II

## LABORATORY

**Thursday** OCTOBER 15 ● ● ● ● ●

### **SA OPHTHALMOLOGY**

8:30 AM – 12:30 PM

#### **Ophthalmology Surgery Lab**

CE: 4 Open to: Veterinarians  
Maximum Participants: 12  
Speaker: Lavach

This lab will cover discussions about pain management for ophthalmology surgery topics. Each participant will then perform the surgical exercise on the cadavers. Surgical procedures will be demonstrated in which equipment will be needed by each participant. Reference the proceedings online for the necessary equipment and the ten topics to be addressed during this lab.

### **PHYSICAL THERAPY LAB**

9:00 AM – 4:00 PM

#### **Osteopathic Workshop (Prerequisite: Osteopathic Pre- Lab)**

CE: 6 Open to: Veterinarians  
Maximum Participants: 12  
Speaker: Kortekaas

The emphasis of this workshop is to discover the art of finding the area of greatest restriction in our animals. Learn how to restore the endocrine, musculoskeletal

and visceral systems after the impact of gluten. Release the glued down tissues in the body. Acquire energy engagement and indirect mobilization techniques for the lumbar-pelvis and cervical area in response to the gluten impact. Osteopathic (hands-on) techniques are the KEY to encourage the body to heal itself by using the body's own intrinsic forces and corrective mechanisms.

### **PHOTOGRAPHY WORKSHOP**

1:30 PM – 4:30 PM

#### **How to Capture Quality Photography with Emphasis on Composition**

CE: 3  
Maximum Participants: 20  
Speaker: Slaughter

Participants will learn how to capture quality exam room, surgical (dental) suite, and treatment room images with special emphasis on composition and story-telling techniques. Each participant will bring ten of their best medical images (as prints) to share and discuss. The class will then break into groups. Each group will photograph medical cases and radiographs displayed in stations around the meeting room, rotating every quarter-hour so all participants can hone their photographic skills.

### **EQUINE DENTISTRY**

6:30 PM – 8:30 PM

#### **Hands-on Demonstration for Equine Oral Examination**

CE: 1.5 Open to: Veterinarians  
Maximum Participants: 24  
Speaker: Easley



This is a hands-on demonstration of proper oral examination and use of equine dental equipment on live horses. This lab will be held off-site at the Comstock Large Animal Hospital. Transportation provided.

**Friday** OCTOBER 16 ● ● ● ● ●

### **SA RADIOLOGY**

8:30 AM – 11:30 AM

#### **SA Radiology Workshop - Interactive Thoracic Radiology**

CE: 3 Open to: Veterinarians  
Maximum Participants: 24  
Speaker: Aronson

In this session we will discuss the systematic approach to reading thoracic radiographs. Emphasis will be placed on

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## LABORATORY

continued

reviewing proper positioning and technique, evaluating the extrathoracic structures, trachea, mediastinum, and pleural space. To prepare participants to evaluate thoracic radiographs, a concise overview of the systematic approach will be given. Participants will then be divided into small groups to team-interpret several radiographic cases. Toward the end of the session the entire group will be reassembled to discuss each case, emphasize the major concepts, construct a list of differential diagnoses, and identify additional radiographic projections that can lead to a definitive diagnosis.

## SA ORTHOPEDICS

8:30 AM – 11:30 AM

### SA Orthopedics Cruciate/Patellar Luxation Repair Lab (Prerequisite: Orthopedics Pre-Lab)

CE: 3 Open to: Veterinarians  
Maximum Participants: 16  
Speaker: Pike

## SA ULTRASOUND

9:00 AM – 12:00 PM

### SA Ultrasound Basics (Prerequisite: Ultrasound Pre-Lab)

CE: 3 Open to: Veterinarians  
Maximum Participants: 18  
Speaker: Mattoon



This laboratory is offered to beginning ultrasonographers. No experience is necessary! With only three participants per instructor, this course is designed to maximize hands-on scanning time. Instruction will be tailored to meet the needs of each participant, regardless of experience. This lab will be held off-site.

## SA ULTRASOUND

1:15 PM – 4:15 PM

### SA Ultrasound Intermediate (Prerequisite: Ultrasound Pre-Lab)

CE: 3 Open to: Veterinarians  
Maximum Participants: 18  
Speaker: Mattoon



This laboratory is offered to those with some ultrasound experience. From those with little experience to seasoned veterans, a ratio of three participants per instructor insures tailored individual instruction and ample hands-on scanning time. This lab will be held off-site.

## SA RADIOLOGY

1:30 PM – 4:30 PM

### SA Radiology Workshop - Lung Patterns

CE: 3 Open to: Veterinarians  
Maximum Participants: 24  
Speaker: Aronson

The topic is "Reading Pulmonary Lung Patterns – What Do They Mean?" In this interactive workshop, participants will learn to identify the radiographic appearance of the common lung patterns and develop a differential diagnosis for the respective patterns. Following a discussion on identifying lung patterns, participants will be divided into small groups to team-interpret several radiographic cases. After all the radiographs have been evaluated, the entire group will reassemble to discuss each case, emphasizing the lung pattern present. The group will then develop a logical list of differential diagnoses.

## SA ORTHOPEDICS

1:30 PM – 4:30 PM

### SA Orthopedics External Fixator Lab (Prerequisite: Orthopedics Pre-Lab)

CE: 3 Open to: Veterinarians  
Maximum Participants: 16  
Speaker: Pike

Saturday OCTOBER 17 ● ● ● ● ●

## SA RADIOLOGY

8:30 AM – 11:30 AM

### SA Radiology Workshop - Abdominal Patterns

CE: 3 Open to: Veterinarians  
Maximum Participants: 24  
Speaker: Aronson

This session will cover the systematic approach to reading abdominal radiographs. Areas to emphasize include positioning and technique, overall abdominal detail, and the size, shape, and location of the abdominal organs. To prepare participants to evaluate abdominal radiographs, a concise overview of the systematic approach will be given. Participants will then be divided into small groups to team-interpret several radiographic cases. After each group has completed their evaluation, the entire group will reassemble to discuss each case, emphasize the major concepts, construct a list of differential diagnoses, and identify additional radiographic views or special procedures that could lead to a definitive diagnosis.



## FELINE MEDICINE

6:30 PM – 8:30 PM

### Disaster Management: Hell and High Water

CE: 2.0

Speaker: Cousins

How does a veterinary hospital survive both micro- and macro-economic disasters? This presentation describes the comparisons and contrasts between a deadly fire and Hurricane Katrina which both impacted one small veterinary hospital in New Orleans. The topic takes the attendees through the economic and psychological effects of these two different practice-killing disasters.

## ORTHOPEDIC SURGERY

6:30 PM – 8:30 PM

### Multimodal Management of Osteoarthritis: Treating the Individual Patient

CE: 2.0

Speaker: Martinez

The successful management of osteoarthritis beyond just pharmaceutical treatment will be presented. Gait analysis will also be reviewed.

## EQUINE BEHAVIOR

6:30 PM – 8:30 PM

### How I Built the Largest General Practice Group in the USA Starting as a Mom and Pop House Call Practice

CE: 2.0

Speaker: Miller

A 30-year amiable partnership on a successful practice: what I did do, and what I did not do.

## EXOTICS

6:30 PM – 8:30 PM

### From Basics to Clinical Tips and Pearls

CE: 2.0

Speaker: Rhody

This session is designed for the veterinarian who wants to learn or review the basics but wants more as well. It covers the most common small mammals seen in clinical practice. Sprinkled into this discussion are some valuable practice tips and clinical pearls gleaned from 25 years of clinical practice.

## PRACTICE LEADERSHIP

6:30 PM – 8:30 PM

### Developing Outstanding Staff Members – Application Review, Interviewing Skills, Orientation, and Phase Training New Employees

CE: 2.0

Speaker: Schulkey

Too often new employees are hired and ultimately do not measure up to a practice's expectations. This program will guide attendees from reviewing applications, to interviewing, hiring, the importance of a formal orientation to the new practice, and the importance of phase training new employees to meet the standards of the practice. Better quality employees will equal better medical care for patients and better service for clients. The quality of the employees often is missed in the selection process or in the first days of their employment. Participants will learn to change the process to improve their practice.

## PRACTICE LEADERSHIP

7:30 PM – 9:30 PM

### Lawsuit Protection, Tax Reduction and Estate Planning for Veterinarians

CE: 2.0

Speaker: Mangelson

These topics are covered:

How veterinarians can protect 100% of their professional and personal assets from lawsuits; Five strategies veterinarians can use to reduce their income taxes each year; Legal strategies veterinarians can use to eliminate the capital gains tax on the sale of a business, real estate, or other assets; Tools veterinarians can use to pass assets to heirs tax free; How to avoid the most common asset protection mistakes made by veterinarians and their advisors.



## PHOTOGRAPHY

7:30 PM – 9:30 PM

### Photographic Tips and Techniques for Better Imagery and Communication

CE: 2.0

Speaker: Slaughter

This lecture will share some of the new approaches of image capture, retrieval and display for client communication, record documentation and presentation. Examples of these 'gadgets' will be on display for attendees to use and consider how they will be advantageous for their hospital setting.

## EXOTICS

6:30 PM – 8:30 PM

### Avian Case Reports

CE: 2.0

Speaker: Ford

The cases represent a spectrum of medical problems seen in avian practice. Preliminary lists of problems and their associated differential diagnoses will be created in order to work through the cases interactively.

## EQUINE MARE MANAGEMENT

6:30 PM – 8:30 PM

### Case Management of Uterine Infections and Hormonal Management of The Mare

CE: 2.0

Speaker: LeBlanc

A lively interactive discussion of cases based on the information presented earlier in the day will be presented.

## RADIOLOGY

6:30 PM – 8:30 PM

### Diagnostic Imaging Modalities: How Do I Choose the Appropriate Test?

CE: 2.0

Speaker: Mattoon

The goal of the session is to provide a brief overview of the strengths and weaknesses of the available imaging modalities. Radiology and ultrasound are the mainstays of veterinary imaging and are routinely used. Computed tomography (CT) and magnetic resonance imaging (MRI) have become more common in the profession yet can hardly be called routine procedures. This session is meant to be as interactive as possible, so participants should be ready to share questions and various scenarios that they have encountered.

**SECUROS**



## OPHTHALMOLOGY

6:30 PM – 8:30 PM

### Equine Ophthalmic Examination Techniques and Corneal Diseases

CE: 2.0

Speaker: Merideth

Participants will sharpen their equine ophthalmic examination and diagnostic skills and improve their confidence in approaching patients' ophthalmic diseases. This presentation will then include a review and discussion of equine corneal diseases.

## FRONT OFFICE

6:30 PM – 8:30 PM

### Client Service Basics and Advanced "Serve the Clients, Serve the Pets and Survive the Recession"

CE: 2.0

Speaker: Schulkey

The session will begin with basic client service introductions for every position within a veterinary hospital. Participants will be taught the steps to take to improve the level of client service that they offer. Excellent client service equals healthy relationships with pet owners and good business. Yet many businesses are crippled with poor client service and no direction for improvements. This program will help gain buy-in for every member of the staff to take an active role in making clients service their mission. This program is appropriate for every member of the practice.

## IMMUNOLOGY SMALL ANIMAL

6:30 PM – 8:30 PM

### Immunology for General Practitioners

CE: 2.0

Speaker: Stone

Understanding the four basic (or not so basic) parts of the immune response is crucial to keeping animals healthy. The responses to invasion by material that the body understands as foreign (non-specific, specific, augmentation and memory) are the mechanisms by which animals are able to fight infection, effectively be immunized and also have many aberrant immunologic illnesses. Once clear, these concepts can be valuable in making diagnostic, treatment and preventative health plans for each patient.

LATE SHOW

continued

## Saturday OCTOBER 17 ● ● ● ● ●

*CVPM Approved by Veterinary Hospital Managers Association*

6:30 PM – 8:30 PM

### **“What Do I Do?”**

CE: 1.5

Speaker: Nash

You get a frantic call from a colleague who asks this very question. What is your answer? Through a facilitated discussion and group learning, participants will complete a case study that addresses all CVPM tasks. Work with classmates to establish the best answer for the troubled friend and have fun learning from everyone!

## PRACTICE LEADERSHIP 1

## Thursday OCTOBER 15 ● ● ● ● ●

*CVPM Approved by Veterinary Hospital Managers Association*

8:00 AM – 9:30 AM

### **Management/Leadership – The Professional Development of You**

CE: 1.5

Speaker: Johnson

This session will review current definitions of various management positions within veterinary hospitals as well as identify important domains of knowledge essential to those positions. With that in tow, participants will explore the planning and navigation of career pathways for managers and leaders who are interested in growing their practice and enriching their professional development. In this session, participants should be prepared to contemplate their professional goals and get ready to write their timeline! This is the fear-free zone.

9:45 AM – 11:15 AM

### **Marketing – This Is More Than Just a Reminder**

CE: 1.5

Speaker: Johnson

This session is a must-see for participants who want to gain perspective on how creating healthy marketing approaches for their practice can help them grow professionally. In this session, participants will review the key components of the VCPM prep focus for marketing. From this, they will gain insights on how they can realize benefits for all stakeholders of the practice. Marketing is an interactive domain in veterinary practice management. This session will demonstrate how to make marketing come alive!

1:15 PM – 2:45 PM

### **Organization of Practice – Numerical, Alphabetical or Chronological...**

CE: 1.5

Speaker: Johnson

A phone list and calendar may be all of the organization one starts with as a manager. Many managers have not had the benefit of a predecessor and face important organization questions and issues every day. This session can be an introduction, review or knowledge enhancement to identify key components of practice organization as focused on by CVPM potentials. The take-aways from this session will include useful tips that will help keep participants from reinventing the wheel on organization, letting them get to work!

3:00 PM – 4:30 PM

### **Legal/Confidentiality – “You Can’t Say That!”**

CE: 1.5

Speaker: Johnson

This session will cover the basics and beyond regarding what all managers must know about confidentiality in a veterinary practice. Participants will learn how and where to find resources to understand and create legal confidentiality records and protocols for the employees, clients and patients of their practice. They will be inspired to beef-up their protocols and learn how others have brought their teams up to speed on how to professionally navigate potentially delicate situations

## Friday OCTOBER 16 ● ● ● ● ●

*CVPM Approved by Veterinary Hospital Managers Association*

8:00 AM – 9:30 AM

### **Practice Culture...Plant the Seeds**

CE: 1.5

Speaker: Nash

9:45 AM – 11:15 AM

### **Cultivate Your Culture!**

CE: 1.5

Speaker: Nash

1:15 PM – 2:45 PM

### **Selection – The Cultural Impact**

CE: 1.5

Speaker: Nash

3:00 PM – 4:30 PM

### **Now – Keep ‘Em**

CE: 1.5

Speaker: Nash

## Saturday OCTOBER 17

CVPM Approved by Veterinary Hospital Managers Association

8:00 AM – 9:30 AM

### Law & Ethics – “Do I Really Need to Know That?”

CE: 1.5

Speaker: Nash

9:45 AM – 11:15 AM

### Finance – The Basics and Beyond

CE: 1.5

Speaker: Nash

1:15 PM – 2:45 PM

### “What Does Culture Have to Do with Money?”

CE: 1.5

Speaker: Nash

3:00 PM – 4:30 PM

### You Learned It...Now Use It!

CE: 1.5

Speaker: Nash

## PRACTICE LEADERSHIP 2

## Thursday OCTOBER 15

### LEGAL

8:00 AM – 9:30 AM

#### Informed Consent to Treatment

CE: 1.5

Speaker: Jack

Understand the legal obligation to obtain consent from the owner, obtaining and recording consent and the privilege of proceeding without consent in an emergency.

9:45 AM – 11:15 AM

#### Veterinary Medical Records Management

CE: 1.5

Speaker: Jack

This is a review of the minimum standards for record-keeping and some tips on effective medical records management.

1:15 PM – 2:45 PM

#### Malpractice Avoidance

CE: 1.5

Speaker: Jack

Discussion includes the evolution of claims for veterinary malpractice and strategies to avoid claims.

3:00 PM – 4:30 PM

#### Practice Strategies for Challenging Economic Times

CE: 1.5

Speaker: Jack

This presentation features an outline of some management strategies that one might employ to deal with a downturn in the economy.

## Friday OCTOBER 16

### WORLD CAFÉ

8:00 AM – 9:30 AM

#### Who Do You Trust? Fostering Collaboration and Team Productivity

CE: 1.5

Speaker: Thoren

At the very heart of a high-functioning, unified team is trust. Without trust individuals tend to self-serve and compete. Where is the level of trust within your

## Sunday OCTOBER 18

8:00 AM – 9:45 AM

### Leading the Way: Team Training Programs

CE: 1.5

Speaker: Boss

One of the hallmarks of good medicine is consistency of care. A patient should not receive a greater or lesser level of care simply because they saw one team member instead of another. This sounds simple in theory but the delivery is sometimes difficult. How can everyone get to where they are on the same page and practicing at the same high level? Participants will learn how to develop medical protocols and a training program that will work for them.

9:45 AM – 11:15 AM

### Performance Evaluation and Goal Setting for Employees

CE: 1.5

Speaker: Boss

Regular performance evaluations help keep team members moving in the right direction. Help employees set goals for their own achievements and develop a system for performance evaluations. 50% of our medical knowledge outdates in 3-5 years. We have to renew 10-15% of what we know every year to keep current. Skill in training and leveraging people is becoming more and more critical to the financial health of a hospital, and to the medicine we practice.

## PRACTICE LEADERSHIP 2 continued

team? Are you paying a “trust tax” that keeps you from reaching your full potential? Or are you reaping a “trust dividend” as a result of a trustful work environment that translates into high morale, open and honest communication, and excellent results?

Come participate in an interactive and engaging dialogue process where you’ll learn new approaches for building trust and collaboration. Plan to share best practices and benefit from the experience and wisdom of your peers and fellow participants.

9:45 AM – 11:15 AM

### **Entitlement vs. Accountability - Strategies to Develop Personal Responsibility**

CE: 1.5

Speaker: Thoren

Who wouldn’t want every single person in their workplace to take the initiative to meet challenges and solve problems? Because of our experiences in mostly hierarchical environments, we learn to take few risks and wait on the person with the title or leadership role for guidance. Developing fully engaged team members is possible when you undertake the long-term effort to foster a climate in which employees feel free to think, problem-solve, innovate, and express their opinions.

Join us and explore how you can move your team towards accountability and personal responsibility. In this participative workshop, we’ll use a process of focused inquiry to foster collective insight and learning.

1:15 PM – 2:45 PM

### **Overcoming Negativity and Using Strengths-Based Thinking to Improve Team Performance**

CE: 1.5

Speaker: Thoren

In school and at work, we’ve all had many years of practice in the art of problem-solving. By contrast, we’ve had relatively little practice looking for what works and finding ways to do more of that. It never occurs to us that when we do more of what works, the stuff that doesn’t work goes away. And building on our strengths is far more motivating and effective than looking for what doesn’t work and doing less of it.

Humans and human systems move in the direction of the questions we ask and what we choose to focus on. As a group we’ll explore how changing our focus can lead to more positive results.

3:00 PM – 4:30 PM

### **Becoming a Conflict-Competent Leader**

CE: 1.5

Speaker: Thoren

The ability to effectively deal with conflict ranks among the most essential leadership skills. But when it comes to difficult conversations and confrontations, we’re all experts at avoiding them (or, at least, handling them poorly). Many leaders - especially when facing challenging conversations - employ communication strategies that produce unintended consequences and undermine their ability to lead.

Learn to become more conflict-competent as you consider some effective strategies for facing challenging conversations and also benefit from the collective skills and experience of fellow attendees.

## **Saturday** OCTOBER 17 ● ● ● ● ●

8:00 AM – 9:30 AM

### **Staff and Doctor Mentoring (Training)**

CE: 1.5

Speaker: Haig

To get staff and associate doctors more productive requires a formal training program. Time must be set aside, off the books, for these programs to be effective. Team and training are mentioned in the new AAHA standards in the patient care section alone 23 times! Medical records are the central communication tool. In hospital career progression, what employees want, job duties, and efficient scheduling using staff are all discussed.

9:45 AM – 11:15 AM

### **Hospital Teams and Staff Scheduling**

CE: 1.5

Speaker: Haig

Staffing your hospital effectively and establishing zones of responsibility will result in maximum efficiency and production. An effective sample training program to implement the zones is presented. Training both staff and doctors to use the system is required! The use of role playing as a tool is also discussed.

1:15 PM – 3:00 PM

### **Staff Utilization for Increased Efficiency**

CE: 1.5

Speaker: Haig

Building upon the first two presentations, you combine training, zoning, and scheduling to make your hospital produce more efficiently. A system of appointment

scheduling is demonstrated in various hospital settings. Common disruptions to scheduling and some options to handle them are presented. This system also improves staff morale and retention.

3:00 PM – 4:30 PM

### **Standards of Care Versus Options**

CE: 1.5

Speaker: Haig

Standards of care are certainly important for client, staff, and doctor communication. Defining the difference between standards of care and optional protocols is important. In the current economic climate, it is also important to communicate options in healthcare plans to open discussion of clients' financial abilities. "My way or the highway" attitudes could be detrimental to practice liquidity and value.

## **PRACTICE LEADERSHIP 3**

**Thursday** OCTOBER 15 ● ● ● ● ●

8:00 AM – 9:30 AM

### **Temperament Development Workshop**

CE: 1.5

Maximum Participants: 40

Speaker: Borgman\*

Recognizing and Understanding Personality Differences in the Workplace.

*\*Registration required to receive the Awareness Workbook for the course.*

Why do people do what they do? This interactive workshop provides tools to understand individual motivations for behavior, and addresses reactions to the changing environments presented in the veterinary workplace. Introducing the Spectrum Temperament Development Awareness model of personality assessment, we explore four temperaments and two interaction preferences in a positive, colorful, quickly learned, and easily applied model of self-awareness. This knowledge base provides a simple but effective perspective of understanding and application of this model that will bring improved communications and harmony with staff, clients, family and acquaintances.

**Sunday** OCTOBER 18 ● ● ● ● ●

8:00 AM – 9:30 AM

### **Associate Compensation and the VIN Veterinary Salary Survey**

CE: 1.5

Speaker: Haig

Veterinary compensation is a very confusing area of debate. There truly are no absolute standards. Definitions of various terms, negotiable and variable differences between owners and associates are presented. General information on national averages and the variety of ways folks report production, salary, and benefits are included in the survey. Ways to find region-specific information and some interesting international information are also included.

9:45 AM – 11:15 AM

### **Keys to Leadership Success: Self-Leadership with Veterinary Applications**

CE: 1.5

Speaker: Borgman

This workshop brings theory, experience, and practice together as we explore characteristics of leadership and discuss the differences between leadership and management in the veterinary environment. Working individually and/or in small groups, participants will identify personal leadership strengths and challenges, and create an individual plan of action for self-leadership and leadership of others.

9:45 AM – 11:15 AM

### **VIN Staff Wage Survey**

CE: 1.5

Speaker: Haig

The latest VIN survey covers all of your staff wages, salaries and benefits, including managers'. The large variation in wages and wide range of benefits will be discussed. National averages are presented along with details on obtaining more regional information. If significant numbers are received, some international data will also be shown.

1:15 PM – 2:45 PM

### **Working with Difficult People**

CE: 1.5

Speaker: Borgman

Why do difficult people do what they do? Because that is how they get what they want! What can we do? We can change the way we react so their strategy doesn't work. Participants will learn to pinpoint problematic behaviors, examine the relationship, determine the cost,

## PRACTICE LEADERSHIP 3 continued

and apply techniques that work to help move forward with more successful interactions with clients and team members. Results will include a more pleasant, productive, and balanced work environment.

3:00 PM – 4:30 PM

### **Strategies for Stress Management**

CE: 1.5

Speaker: Borgman

Stressors unique to each temperament have triggers that prove to be a challenge to their style. Identify seven areas of stress in the veterinary workplace and develop coping strategies that bring relief. Participants will recognize the impact of positive as well as negative stress, choose their own approach to stress management, and discover ways to minimize the most stressful situations. If you are in charge, stress won't be!

## Friday OCTOBER 16 ● ● ● ● ●

*CVPM Approved by Veterinary Hospital Managers Association*

8:00 AM – 9:30 AM

### **Top Ten Ways to Survive and Thrive in a Recession**

CE: 1.5

Speaker: Osborne

Taking proactive measures to combat the recession can protect your bottom line. The top ten solutions presented will help you immediately and give you some insight on how to make your practice stronger for years to come. The checklist includes budgeting, setting appropriate fees, marketing yourself, financial accountability and production systems.

9:45 AM – 11:15 AM

### **Take Charge of the Changing Economy: Budgeting for Success**

CE: 1.5

Speaker: Osborne

Going through a financial statement line item by line item is about as much fun as getting your teeth cleaned. Budgeting will be presented using real life stories with actual veterinary hospitals and actual numbers so participants can see firsthand how the process works.

1:15 PM – 2:45 PM

### **Client Satisfaction: What Is Important to Your Clients?**

CE: 1.5

Speaker: Osborne

Finding out what your clients really want will shock some. Too many veterinarians rely on their clinical skills to get them through the day. Your clients expect clinical perfection from everyone – what they are looking for from you is empathy, affection for their pet and a relationship. Clients will leave a veterinary hospital but they will not leave a relationship.

3:00 PM – 4:30 PM

### **Smoke and Mirrors: How Necessary Is Technology? How Much Is Your Laser or Digital X-Ray Really Costing You?**

CE: 1.5

Speaker: Osborne

Is the quest for new technology necessary or are we all getting caught up in an arms race? Real-life stories will be presented to show how much your new equipment really costs. The economic costs and benefits of lasers, digital x-ray, dental equipment, ultrasound and lab equipment will be presented with break-even numbers.

## Saturday OCTOBER 17 ● ● ● ● ●

8:00 AM – 9:30 AM

### **Leading the Way: Your Practice Culture**

CE: 1.5

Speaker: Boss

An organizational culture consists of the values, beliefs, traditions, attitudes and behavior in a practice. It's stories about "how we do things around here." It is maintained and carried out by everyone who works there. In a good workplace culture there are goals to work on and a passion for continuous improvement, a balance between relationships and goals, and collaboration and support while working and learning together. Learn how to create such a culture.

9:45 AM – 11:15 AM

### **Leading the Way: Strategic Planning for Your Practice**

CE: 1.5

Speaker: Boss

Goals and plans are some of the most important things in business. The goals you are setting now will count a great deal in the future. Goals determine who you are going to be. We aren't that good at planning and organizing in veterinary medicine, yet growth requires

adjustment of roles and changes in policies, procedures and expectations. Planning the process carefully and thoughtfully makes it go a whole lot better.

1:15 PM – 2:45 PM

### **Leading the Way: Change Management**

CE: 1.5

Speaker: Boss

Life is a series of attempts to resist change and then, after incorporating change, to resist the next change. Change always produces anxiety, which often presents itself as un-team-like or unprofessional behavior. It's the job of the managers and leaders in the practice to plan and implement change, meaning that we also need to manage our team's behavior during the process. Learn how to be more effective at getting big things accomplished in your practice.

3:00 PM – 4:30 PM

### **Leading the Way: Coaching and Mentorship**

CE: 1.5

Speaker: Boss

Coaching and mentoring skills include setting up goals for individual employees, learning about communications styles and how they impact trainer and trainee, and keeping employees motivated and learning, year after year. What amount of time is appropriate for getting a new employee up and running? How do you best utilize that time? What should you expect at 30, 60 or 90 days on the job? How should you mentor a new graduate veterinarian or technician?

**PRE-LAB**

**Wednesday** OCTOBER 14 ● ● ● ● ● ●

### **PRE-LAB LECTURE**

5:00 PM – 7:00 PM

### **Veterinary Photography for Profit and Protection**

CE: 2.0

Speaker: Slaughter

The advantages and importance of documenting cases will be discussed. Participants will learn how to document them in the exam room, treatment area (dental suite) and surgical suite. Further conversations will cover why it's important to share these images with clients after (or during) the procedure and the legal advantages of having

.jpg images of cases to substantiate claims, defend treatment plans and showcase treatment successes for skeptical clients, post-surgery, post-treatment, or postmortem.

**Thursday** OCTOBER 15 ● ● ● ● ● ●

### **PHYSICAL THERAPY WORKSHOP**

5:00 PM – 8:00 PM

### **Osteopathic Approach to Canine Musculoskeletal Dysfunctions**

CE: 3.0

Speaker: Kortekaas

In osteopathy, understanding the body's anatomy (form) and its relationship to function are critical for diagnosis,

treatment, and rehabilitation. We will cover the use of state-of-the-art, 3-D technology, spinal and pelvic mechanics, the complex gait, and diaphragm dysfunctions. The nutritional impact of gluten upon the endocrine, musculoskeletal and visceral system will also be explored.

### **SA ULTRASOUND**

6:30 PM – 8:30 PM

### **SA Ultrasound Pre-Lab Lecture**

CE: 2.0

Speaker: Mattoon



An overview of important physics, instrumentation, artifacts and normal anatomy will be covered in preparation for the hands-on ultrasound laboratory.

### **SA ORTHOPEDICS**

6:30 PM – 8:30 PM

### **Orthopedics Pre-Lab Lecture**

CE: 2.0

Speaker: Pike

This lecture is a pre-requisite to the lab session.

## SMALL ANIMAL

Thursday OCTOBER 15 ● ● ● ● ●

### WOUND MANAGEMENT: VWMS

8:30 AM – 10:00 AM

#### Protect Your Work!

CE: 1.5

Speaker: Bohling



Many times veterinarians invest a lot of time and creative energy (and the client's money) into a reconstructive procedure, only to have the patient destroy what they have worked so hard for. This lecture examines the principles of good bandaging and other measures designed to protect this handiwork from patients. It uses case material to demonstrate how these principles are applied or misapplied.

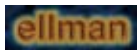
### SURGERY

8:30 AM – 10:00 AM

#### Surgery of the Upper Airway Including Trachea

CE: 1.5

Speaker: Bojrab



Also sponsored by  
Spectrum Surgical

A discussion of upper respiratory disease including trachea in dogs, this presentation will cover the pathophysiology and surgery of upper airway disease and the management of these animals before and after surgery.

### REPRODUCTION

8:30 AM – 10:00 AM

#### Bad Bugs, Bad Bugs, What'cha Gonna Do?

CE: 1.5

Speaker: Freshman

Infectious disease plays a big role in reproduction – or its failure. What's the latest on canine brucellosis? What can be done about breeders or stud owners who require a pre-breeding culture? Is mycoplasma a scary monster? What about canine herpes virus – can it be treated or prevented? All these questions and more will be answered as this topic is explored.

### DERMATOLOGY

8:30 AM – 10:00 AM

#### Check Skin. You've Got 15 Minutes

CE: 1.5

Speaker: Griffin, Craig



General practitioners often ask how to deal with chronic itchy dogs when they only have 15 minutes. Participants will learn how to deal with this common and often frustrating scenario. They will find out how to make this a successful visit for themselves, the client and the itchy dog.

### BEHAVIOR

8:30 AM – 10:00 AM

#### Helping Owners with Puppy, Kitten and Adolescent Behavior Problems

CE: 1.5

Speaker: Hunthausen

Participants will learn how to keep pets in the home and their Practice by helping families address behavior problems that can result in relinquishment. This session will include a discussion of how to prevent and address behavior problems common to young pets. Topics will include principles of shaping behavior, play biting, destructive behavior, unruliness, socialization and more.

### ONCOLOGY

8:30 AM – 10:00 AM

#### Recognized Causes of Cancer in Dogs and Cats

CE: 1.5

Speaker: Macy



Hormones, magnetic fields, pesticides, trauma, solar radiation, obesity and vaccines that may cause or prevent cancer or may be used for the treatment of cancer in pets. Vaccines have reduced the incidence of feline leukemia virus by half in the last twenty years; however, it is one of two vaccines that is most frequently linked to soft tissue sarcomas in cats. New vaccine technology has resulted in non-adjuvanted vaccines that will likely reduce the risk of this complication for both rabies and leukemia vaccines in cats. New vaccine technology has also brought us the DNA vaccines, one of which is now being used to treat melanoma in dogs and will soon be used in people.

### PARASITOLOGY

8:30 AM – 10:00 AM

#### TBA

CE: 1.5

Speaker: Patton

## WOUND MANAGEMENT: VWMS

10:15 AM – 11:45 AM

### Care of the Burned Patient

CE: 1.5

Speaker: Bohling



Burns, although fairly uncommon, can be among the most challenging of all wounds to treat. This lecture examines the physiology of burn wounds at the local and systemic level, and gives recommendations for comprehensive care for the burned patient.

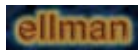
## SURGERY

10:15 AM – 11:45 AM

### Hernia Surgery Including Inguinal, Diaphragmatic, and Perineal

CE: 1.5

Speaker: Bojrab



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Herniorrhaphy – inguinal, perineal, diaphragmatic – hernia repair will be discussed, including all the dos and don'ts of hernia surgery and how to make it successful. A discussion of the etiology will help answer clients' questions regarding cause, prognosis, reoccurrence and recovery.

## REPRODUCTION

10:15 AM – 11:45 AM

### Timing IS Everything – Ovulation Timing, That Is

CE: 1.5

Speaker: Freshman

Ovulation timing – it's the key to success in breeding. There are many options - vaginal cytology, progesterone, LH testing, vaginoscopy – and then the breeder suggests more ideas! This session will look at the science and fun of ovulation timing – how to make it work for natural, fresh, chilled, and even frozen semen breedings.

## DERMATOLOGY

10:15 AM – 11:45 AM

### Managing the Chronic Itchy Dog

CE: 1.5

Speaker: Griffin, Craig



The simple things are ruled out and that allergic dog remains. What are the options and how best can these cases be handled?

## BEHAVIOR

10:15 AM – 11:45 AM

### Canine Elimination Behavior: Training Puppies and Treating Adults

CE: 1.5

Speaker: Hunthausen

In the first part of the session, attendees will learn some great tips to help clients housetrain their puppies. This will be followed by a presentation on how to systematically work through problems involving unacceptable elimination behavior in the home. Consideration will be given to the medical workup, history taking, the behavioral diagnosis, and treatment protocols for a variety of housesoiling problems.

## ONCOLOGY

10:15 AM – 11:45 AM

### Advances in Cancer Treatment and Diagnostics for Pet Animals

CE: 1.5

Speaker: Macy



Veterinary cancer diagnostics have also advanced in the last decade. Dogs with bladder cancer and cystitis often present with similar signs. The bladder tumor antigen test often allows the veterinarian to rule out the patients with less serious causes, thus saving time and avoiding unnecessary additional diagnostics. The new PCR based diagnostics for canine lymphoma is now available for use for general practitioners. The use of high tech diagnostics such as CT have now been demonstrated in dogs and cats to be far more sensitive means of staging cancer in animals than traditional plain radiography. Not all the advances in diagnostics have been high tech. A recent study has found in-house fine needle aspiration cytology to be as good as lymph node removal in staging cancer in dogs and cats. New treatments and critical evaluation of old treatment have changed the way we treat mast cell disease and lymphoma in dogs. The new melanoma vaccine provides state-of-the-art treatment not yet available in people for dogs. New drugs have reduced the complications of extravasations of a widely used chemotherapeutic agent.

## PARASITOLOGY

10:15 AM – 11:45 AM

### TBA

CE: 1.5

Speaker: Patton

## SMALL ANIMAL continued

### WOUND MANAGEMENT: VWMS

1:00 PM – 2:30 PM

#### Chronic Wounds

CE: 1.5

Speaker: Bohling

Chronic and/or non-healing wounds are a source of frustration for veterinarians and clients alike. This lecture takes a systematic approach to the diagnosis and treatment of chronic wounds with an emphasis on tailoring treatment to meet the needs of the situation.



### SURGERY

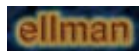
1:00 PM – 2:30 PM

#### Surgery of the Urogenital System – Part I

CE: 1.5

Speaker: Bojrab

This presentation is planned for the practicing veterinarian and will include such topics as renal and cystic calculi, ureteral and urethral disease, feline urethral obstructive syndrome, male and female genital disease as well as an all new prostate procedure.



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### REPRODUCTION

1:00 PM – 2:30 PM

#### Ready or Not, Here They Come – Managing Dystocia and Neonatal Resuscitation

CE: 1.5

Speaker: Freshman

Every veterinarian's nightmare: "Doc, she needs a C-section - I know it's time." How can a doctor be sure? The last outcome he wants is unfinished puppies or kittens. This session will look at the science and some real cases and how to manage them. How can those new babies be awakened? Here's new information that makes it easier and more successful – this can be one of the most fun parts of practice.

### DERMATOLOGY

1:00 PM – 2:30 PM

#### Skin Infections Update

CE: 1.5

Speaker: Griffin, Craig

Skin infections are the most common dermatology problem seen in practice. Participants will learn what is new and how scared of MRSA they and their clients should be. They will find out what of the new and the best of the old they should know about dealing with Pyoderma and Malassezia.



### BEHAVIOR

1:00 PM – 2:30 PM

#### Treatment of Fears and Phobias

CE: 1.5

Speaker: Hunthausen

Fear can contribute to a variety of behavior problems including aggression, destruction and asocial behavior. During this session, a variety of fear-related behaviors (fear of people, fear of loud noises, thunderstorm phobia) will be considered as well as their etiologies. Common sense approaches to behavior modification, pharmacologic protocols and prevention will be discussed.

### ONCOLOGY

1:00 PM – 2:30 PM

#### Clinical Management of Common Tumors: Dog and Cat – Part I

CE: 1.5

Speaker: Macy

Mast cell tumors, mammary tumor, anal sac adenocarcinoma, lymphomas, osteosarcomas, skin tumors, Bowens disease, fibrosarcomas, etc., will be discussed.



### PARASITOLOGY

1:00 PM – 2:30 PM

#### TBA

CE: 1.5

Speaker: Patton

### WOUND MANAGEMENT: VWMS

2:45 PM – 4:15 PM

#### Wounds and Wound Management in Exotic Species

CE: 1.5

Speaker: Bohling

This is an overview of what is known about wound healing in non-domestic species, including some different approaches to managing wounds in zoo, pet exotic, and wildlife patients, with emphasis on case material for application of wound management principles.



### SURGERY

2:45 PM – 4:15 PM

#### Surgery of Urogenital System – Part II

CE: 1.5

Speaker: Bojrab

This presentation is planned for the practicing veterinarian and will include such topics as renal and



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cystic calculi, ureteral and urethral disease, feline urethral obstructive syndrome, male and female genital disease as well as an all new prostate procedure.

## REPRODUCTION

2:45 PM – 4:15 PM

### The Agility Dog – What Every Veterinarian Needs to Know

CE: 1.5

Speaker: Freshman

Veterinarians are seeing them - whether they know it or not. Dog agility is the fastest growing dog sport in the USA. From regular folks wanting to have fun with their dogs to world class and world team competitors – there is a huge range of agility teams. Participants will learn how to help folks select puppies and how to help the dogs stay safe and healthy in this sport. Owners are always looking for a DVM who understands their sport dog needs. And the dogs need veterinarians to keep their owners from asking too much of them. Here's a good place to bone up!

## DERMATOLOGY

2:45 PM – 4:15 PM

### Chronic Ears, The Challenge and Practice Builder

CE: 1.5

Speaker: Griffin, Craig

Chronic ear disease is extremely frustrating and leads to many clients changing veterinarians. Participants will learn how to deal with these cases and turn them into practice builders.



## BEHAVIOR

2:45 PM – 4:15 PM

### Common Sense Approaches to Feline House Soiling Problems

CE: 1.5

Speaker: Hunthausen

House soiling is the most common behavior problem for which cat owners seek help. This presentation will include a systematic approach to house soiling that can be used to formulate a diagnosis, prognosis and reasonable treatment plan. Pharmacological, environmental and behavior modification options will be discussed.

## ONCOLOGY

2:45 PM – 4:15 PM

### Clinical Management of Common Tumors: Dog and Cat – Part II

CE: 1.5

Speaker: Macy



Mast cell tumors, mammary tumor, anal sac adenocarcinoma, lymphomas, osteosarcomas, skin tumors, Bowens disease, fibrosarcomas etc. will be discussed.

## PARASITOLOGY

2:45 PM – 4:15 PM

TBA

CE: 1.5

Speaker: Patton

**Friday** OCTOBER 16 ● ● ● ● ●

## SHELTER MEDICINE

8:30 AM – 10:00 AM

### Dealing with Diarrhea in Shelter Animals

CE: 1.5

Speaker: Gingrich

Diarrhea is a common problem encountered in the shelter environment. There can be a variety of causes; however, it can often be difficult to come to a definitive diagnosis and determine the proper course of treatment. This lecture will cover the potential causes of diarrhea, screening and control measures, and treatment strategies.

## FELINE MEDICINE AND CLINICAL PATHOLOGY

8:30 AM – 10:00 AM

### Challenging Cases in Feline Medicine

CE: 1.5

Speaker: Alleman



Feline patients present with many diagnostic and therapeutic dilemmas that are peculiar to the cat. This series will present cases where diagnoses were challenging and present clinical and laboratory findings particular to the feline patient.

## SMALL ANIMAL continued

### NEUROLOGY

8:30 AM – 10:00 AM

#### **Dogs and Cats That Look and Act “Unusual”**

CE: 1.5

Speaker: Bagley

Clinical evaluation of the animal with postural, behavior, and involuntary movement abnormalities will be discussed in a case-based format. Clinical interpretation of abnormalities such as head tilts, rolling, falling, behavior problems and seizures will be emphasized through case-based video examples. Discussion will feature cranial nerve abnormalities including vestibular disease. Determination of the presence of a seizure disorder versus other episodic abnormalities will be reviewed. Clinical evaluation and treatment of seizing animals and new disease aspects will be discussed.

### DENTISTRY

8:30 AM – 10:00 AM

#### **Major Extractions: Indications, Instruments, Techniques**

CE: 1.5

Speaker: Coffman

General extraction techniques, as well as surgical techniques for canine, premolar and molar teeth will be presented. The proper instruments and equipment will also be discussed.

### ORTHOPEDIC SURGERY

8:30 AM – 10:00 AM

#### **Is it Orthopedic or Neurologic Disease? Elbow Dysplasia: Diagnosis and Treatment – Part I**

CE: 1.5

Speaker: Martinez

Determining the presence of orthopedic or neurologic disorders in the dog can be a challenge for the practitioner. This lecture will review the clinical features that help to discern between the two disease processes. This lecture will review and discuss the steps for diagnosing and treating elbow dysplasia in the dog.

### CRITICAL CARE

8:30 AM – 10:00 AM

#### **The Bleeding Patient**

CE: 1.5

Speaker: Oncken

This session will cover the basic approach to the patient who presents with hemorrhage, external or into a body cavity. We will focus on initial triage, physical examination, differential diagnoses, and emergency therapeutic options.

### NEUROLOGY

10:30 AM – 12:00 PM

#### **Dogs and Cats that Shake, Rattle and Roll**

CE: 1.5

Speaker: Bagley

This session will be a continuation of the clinical evaluation of the animal with postural, behavior, and involuntary movement abnormalities and it will be discussed in a case-based format. Clinical interpretation of abnormalities such as head tilts, rolling, falling, behavior problems and seizures will be emphasized through case-based video examples. Discussion will include cranial nerve abnormalities including vestibular disease. Determination of the presence of a seizure disorder versus other episodic abnormalities will be reviewed. Clinical evaluation and treatment strategies of seizing animals will also be discussed.

### OPHTHALMOLOGY

10:30 AM – 12:00 PM

#### **Small Animal Corneal Diseases**

CE: 1.5

Speaker: Burwell

It can be challenging to identify and treat corneal diseases. This presentation will break down frequent problems found in small animals, using a common-sense approach to formulate treatment plans.

### DENTISTRY

10:30 AM – 12:00 PM

#### **Diagnosis and Treatment of Common Periodontal and Orthodontic Problems**

CE: 1.5

Speaker: Coffman

Periodontal disease is the most common oral disease in dogs and cats. Diagnosis and Treatment of periodontal disease will be discussed. Orthodontic problems are

commonly overlooked in general small animal practice. Basic bite evaluation techniques will be presented in order to recognize common malocclusions.

## FELINE MEDICINE AND CLINICAL PATHOLOGY

10:30 AM – 12:00 PM

### Feline Vaccinal Sarcomas

CE: 1.5

Speaker: Cousins

This presentation will focus on the historical and pathophysiological implications of the injection site sarcoma issue in feline medicine and how this concept should relate to a veterinarian trying to develop a strong feline practice.

## SHELTER MEDICINE

10:30 AM – 12:00 PM

### Preventing Zoonoses in the Shelter Environment

CE: 1.5

Speaker: Gingrich

There are numerous potential zoonoses that can be encountered in the shelter environment. It is important that all staff and volunteers be made aware of them. This lecture will discuss the most common zoonotic pathogens encountered in shelters and what education should be provided to the staff and public regarding these pathogens.

## ORTHOPEDIC SURGERY

10:30 AM – 12:00 PM

### Elbow Dysplasia: Diagnosis and Treatment – Part II

CE: 1.5

Speaker: Martinez

This lecture will be a continuation of Elbow Dysplasia Part 1 and a discussion of select shoulder diseases of the dog - diagnosis and treatment. Shoulder disease can be extremely difficult to diagnose as an orthopedic disease in the dog. This lecture will review the diagnostic steps and the current treatment options for selected shoulder diseases in the dog.

## CRITICAL CARE

10:30 AM – 12:00 PM

### How Blood Clots and Why We Care

CE: 1.5

Speaker: Oncken

This session we will focus on blood clotting, from the initial platelet plug through the entire coagulation cascade. The basic understanding of the mechanism behind blood clotting will help us with our diagnosis and treatment of different clotting disorders.

## NEUROLOGY

1:45 PM – 3:15 PM

### Short and Choppy? Long and Loopy? – Part I

CE: 1.5

Speaker: Bagley

Clinical evaluation of the animal with gait disorders and movement abnormalities will be discussed in a case-based format. Clinical evaluation of gait and walking will be emphasized through case-based video examples. Discussion will include abnormalities such as lameness, ataxia, hypermetria, and paresis, as well as the importance of step distance evaluation. A Clinical approach to the paralyzed animal will also be discussed. Newly recognized or understood diseases will be discussed as well as more common disease processes.

## OPHTHALMOLOGY

1:45 PM – 3:15 PM

### Glaucoma: Current Thoughts and Therapies

CE: 1.5

Speaker: Burwell

Knowledge of anatomy and physiology will aid practitioners in clarifying the types of glaucoma in order to approach their cases with confidence.

## DENTISTRY

1:45 PM – 3:15 PM

### What's New? An Update on Newer Dental Treatments

CE: 1.5

Speaker: Coffman

This presentation will highlight current techniques in oral surgery and medicine, periodontics, endodontics, and feline dentistry.

## SMALL ANIMAL continued

### FELINE MEDICINE AND CLINICAL PATHOLOGY

1:45 PM – 3:15 PM

#### Feline Heartworm Disease and the Zen of Cats

CE: 1.5

Speaker: Cousins

The prevalence, pathophysiology, diagnosis, and prevention of feline heartworm disease and how this should relate to feline practice will be discussed. The concept of “good medicine equals good business” will be shown to be central in development of a strong feline component of any small animal practice.

### SHELTER MEDICINE

1:45 PM – 3:15 PM

#### Happy Pets – How to Enrich the Shelter Environment

CE: 1.5

Speaker: Gingrich

The barren environment of many shelters does not provide adequate stimulation for the resident animals. This can lead to stress in all animals and the development of behavioral problems in animals sheltered for long periods of time. Providing basic enrichment can greatly improve the lives of shelter animals. This lecture will cover a variety of enrichment options that can be used in the shelter.

### ORTHOPEDIC SURGERY

1:45 PM – 3:15 PM

#### Cranial Cruciate Ligament Disease and Meniscal Tears: Diagnosis and Treatment

CE: 1.5

Speaker: Martinez

New findings regarding pathogenesis and treatment considerations for cranial cruciate ligament disease and meniscal tears will be discussed.

### CRITICAL CARE

1:45 PM – 3:15 PM

#### When Blood Doesn't Clot and Disorders of Secondary Hemostasis – Part I

CE: 1.5

Speaker: Oncken

Platelet disorders, both low platelet numbers and abnormalities in platelet function, are relatively common in veterinary medicine. This session will include a discussion of disorders of platelets, including differential diagnoses, diagnostic tests, and therapeutic options.

### CLINICAL PATHOLOGY

3:45 PM – 5:15 PM

#### How do I Use Cytology to Diagnose Neoplasia and Predict Tumor Behavior?

CE: 1.5

Speaker: Alleman



Is there more to interpreting cytology than what is seen in the microscope? This interactive presentation describes the cytological features of common neoplasms where the cytological appearance, location of the lesion, species and breed can have an impact on how the cytology is interpreted with regard to the expected behavior of the tumor.

### NEUROLOGY

3:45 PM – 5:15 PM

#### Short and Choppy? Long and Loopy? – Part II

CE: 1.5

Speaker: Bagley

This session will be a continuation of the clinical evaluation of the animal with gait disorders using a case-based format. Clinical evaluation of gait and walking will be emphasized through case-based video examples. The effect of various neurologic and non-neurologic disorders on gait will be reviewed. Differential diagnosis of neurologic versus non-neurologic causes of gait abnormalities will be included. Newly recognized or understood diseases will be discussed as well as more common disease processes.

### OPHTHALMOLOGY

3:45 PM – 5:15 PM

#### Diseases of Small Animal Eyelids

CE: 1.5

Speaker: Burwell

Eyelids are vitally important to the health of patients' eyes. This presentation is a practical approach to evaluating and treating diseases of the eyelids. From structural and functional abnormalities to masses and inflammatory processes, participants will learn how to manage the outermost ophthalmic diseases.

### DENTISTRY

3:45 PM – 5:15 PM

#### Interpretation of Dental Radiographs

CE: 1.5

Speaker: Coffman

A step-by-step technique for interpretation of dental radiographs will be presented, followed by an interactive film reading session.

## SHELTER MEDICINE

3:45 PM – 5:15 PM

### Shelters and Science – How to Help Advance Shelter Medicine

CE: 1.5

Speaker: Gingrich

Shelters provide a suitable environment to help veterinarians gain new perspectives on disease prevention and control as well as new treatment options for old diseases. However, many shelters are often restricted in the type of research they may be able to assist with. This lecture will discuss how to work with industry and university organizations to benefit both the “researchers” and the shelter animals.

## ORTHOPEDIC SURGERY

3:45 PM – 5:15 PM

### Management of Hip Dysplasia: Treating the Dog and Not the Radiograph

CE: 1.5

Speaker: Martinez

This session will look at treating the dog, not the radiograph, and the management of fracture complications. Although hip dysplasia is a common radiographic finding in the dog, its clinical presentation can be quite variable. A new philosophy concerning treatment of hip dysplasia will be presented.

## CRITICAL CARE

3:45 PM – 5:15 PM

### When Blood Doesn't Clot and Disorders of Secondary Hemostasis – Part II

CE: 1.5

Speaker: Oncken

What happens when the coagulation cascade no longer cascades? This session will focus on different coagulation disorders, both inherited and acquired; how to definitively diagnose the problem and therapeutic options.

**Saturday** OCTOBER 17 ● ● ● ● ●

## CLINICAL PATHOLOGY

8:30 AM – 10:00 AM

### How Do I Interpret the CBC Findings in My Patient

CE: 1.5

Speaker: Alleman



This interactive presentation discusses the intricacies of interpreting the quantitative values in the CBC with

emphasis on changes associated with common clinical abnormalities.

## ENDOCRINOLOGY

8:30 AM – 10:00 AM

### Hypoadrenocorticism

CE: 1.5

Speaker: Brownlee

This session will include a review of characteristics of the disease in dogs, with focus on the atypical form of the disease. Case examples will be used to illustrate some points about the disease.

## IMMUNOLOGY & VACCINOLOGY

8:30 AM – 10:00 AM

### Vaccines, Titers, and Evaluation of Duration of Immunity

CE: 1.5

Speaker: Gershwin



This lecture will focus on comparing the different types of vaccines (killed, subunit, modified live virus, vectored, recombinant). Use of adjuvants, assay suitability for differentiation between a vaccine-induced antibody response and an infection-induced response, and the difference between methods of antibody detection, e.g., ELISA versus virus neutralization, will be covered.

## SHELTER MEDICINE

8:30 AM – 10:00 AM

### Herd Health and Population Management

CE: 1.5

Speaker: Kommedal

Population management is the foundation for making improvements in all other areas of health and welfare. In this lecture we will focus on current and historical shelter population dynamics, capacity for animal housing and care, animal day cares and length of stay, co-mingling, and management plans for decision making.

## PHARMACOLOGY

8:30 AM – 10:00 AM

### Antiemetic Drug Therapy: Comparison of New and Old Drugs

CE: 1.5

Speaker: KuKanich

**SMALL ANIMAL** continued

## RADIOLOGY

8:30 AM – 10:00 AM

### Imaging of the Thorax – Part I

CE: 1.5

Speaker: Mattoon

A practical approach to interpretation of thoracic disease will be presented emphasizing fundamental principles and interesting case examples. The focus will be on radiology.



## ANESTHESIA

8:30 AM – 10:00 AM

### Local Anesthetics: Effective Analgesics

CE: 1.5

Speaker: Brock

Participants will learn how to implement practical and effective local anesthetic techniques for analgesia.

## CLINICAL PATHOLOGY

10:30 AM – 12:00 PM

### Case Challenges in Diagnostic Veterinary Medicine

CE: 1.5

Speaker: Alleman

These are interactive case presentations where the laboratory data (hematology, clinical chemistry, urinalysis and specialized testing) evaluation of the patient was critical in the diagnosis and management of the disease. The pathophysiology behind some of the laboratory findings may be briefly discussed.



## ENDOCRINOLOGY

10:30 AM – 12:00 PM

### Parathyroid Diseases

CE: 1.5

Speaker: Brownlee

This session will focus on review of calcium metabolism, followed by characteristics of parathyroid diseases in dogs and cats, including both hypoparathyroidism and hyperparathyroidism.

## IMMUNOLOGY & VACCINOLOGY

10:30 AM – 12:00 PM

### Immunology Update

CE: 1.5

Speaker: Gershwin

The field of immunology has undergone rapid change during the last decade. This lecture will focus on what is known about the immune response, including recent developments on the function of Toll-like receptors in the innate host defense system and the role of regulatory T cells in allergy and autoimmunity.



## SHELTER MEDICINE

10:30 AM – 12:00 PM

### Doing the Numbers: Tracking Animal Health in Shelters

CE: 1.5

Speaker: Kommedal

Shelter metrics are used most often to help identify challenges that must be overcome or to evaluate progress in reaching goals of reducing euthanasia for shelter animals in a community. Infectious disease control has great importance in the shelter environment.

## PHARMACOLOGY

10:30 AM – 12:00 PM

### The "All Natural" Drugs You May Already Be Using

CE: 1.5

Speaker: KuKanich

## RADIOLOGY

10:30 AM – 12:00 PM

### Imaging of the Thorax – Part II

CE: 1.5

Speaker: Mattoon

A practical approach to interpretation of thoracic disease will be presented emphasizing fundamental principles and interesting case examples. The focus will be on radiology.



## ANESTHESIA

10:30 AM – 12:00 PM

### Anesthetic Concerns for Senior Pets

CE: 1.5

Speaker: Brock

Participants will gain an understanding of geriatric physiology that affects anesthetic management.

## IMMUNOLOGY

10:30 AM – 12:00 PM

### Innovations in Vaccinations

CE: 1.5

Speaker: Stone

The purpose of vaccination is to enhance a targeted immune response to protect an animal against infectious disease or other undesired immune response. Immunoprophylaxis is used to prevent bacterial, viral, and other pathogens. Several of the technologies discussed in this lecture have been in use for many years; however, with the reemergence of diseases in the present world climate and the possible adverse events now associated with vaccination, understanding the spectrum of vaccine types may be useful to veterinarians.

## CLINICAL PATHOLOGY

1:45 PM – 3:15 PM

### Case Challenges in Canine Vector-Borne Diseases – Part I

CE: 1.5

Speaker: Alleman



These interactive case presentations will review the current concepts associated with diagnosis and management of the emerging vector-borne pathogens of the canine, including Ehrlichia, Anaplasma, Borellia, Bartonella, and Babesia.

## ENDOCRINOLOGY

1:45 PM – 3:15 PM

### Rare Endocrinopathies

CE: 1.5

Speaker: Brownlee

This session will highlight some of the endocrinopathies in dogs and cats that are currently considered to be rare, some of which may be missed without a high enough index of suspicion for the disease.

## IMMUNOLOGY & VACCINOLOGY

1:45 PM – 3:15 PM

### Hypersensitivity Disorders

CE: 1.5

Speaker: Gershwin



This session is suitable for both large and small animal Practitioners, as examples will be taken from both large and small animals. The classification of hypersensitivity disease based on immune mechanism will be reviewed and examples of types I, II, III, and IV will be presented. Appropriate assays for diagnosis and detection of

hypersensitivity disease will be discussed. Feline asthma and anaphylactic shock will be covered as examples of type I hypersensitivity. Autoimmune disease with type II and III pathogenesis will be included.

## SHELTER MEDICINE

1:45 PM – 3:15 PM

### Private Practice and Shelter Medicine

CE: 1.5

Speaker: Kommedal

This session will address the reasons why animals are brought to shelters, and what can be done about it.

## PHARMACOLOGY

1:45 PM – 3:15 PM

### Opioids: New Information on Old Drugs and Future Formulations

CE: 1.5

Speaker: KuKanich

## CARDIOLOGY

1:45 PM – 3:15 PM

### Current Strategies on Diagnosis and Treatment of Feline Cardiomyopathy

CE: 1.5

Speaker: MacDonald

Feline heart disease is common and often elusive to diagnose. Diagnosis of heart disease can be challenging, since cats are often asymptomatic and may not have significant abnormalities on routine diagnostic tests. Likewise, diagnosis of congestive heart failure can be very challenging in cats, since they may develop atypical pulmonary patterns and may not have overt auscultation abnormalities. This lecture will discuss the diagnosis and treatment of the five feline cardiomyopathies: hypertrophic cardiomyopathy, idiopathic cardiomyopathy, restrictive cardiomyopathy, dilated cardiomyopathy, and arrhythmogenic right ventricular cardiomyopathy.

## RADIOLOGY

1:45 PM – 3:15 PM

### Practical Imaging of the Gastrointestinal Tract

CE: 1.5

Speaker: Mattoon

Emphasis will be on practical imaging of the gastrointestinal tract, featuring key radiographic signs and the ultrasound appearance of common diseases. Case-based material will show the complimentary nature of radiology and ultrasound and underscore the applicability and limitations of both modalities.



**SMALL ANIMAL** continued

## CLINICAL PATHOLOGY

3:45 PM – 5:15 PM

### Case Challenges in Canine Vector-Borne Diseases – Part II

CE: 1.5

Speaker: Alleman



These interactive case presentations will review the current concepts associated with diagnosis and management of the emerging vector-borne pathogens of the canine, including Ehrlichia, Anaplasma, Borellia, Bartonella, and Babesia.

## ENDOCRINOLOGY

3:45 PM – 5:00 PM

### Current Concepts in Canine Hyperadrenocorticism

CE: 1.5

Speaker: Brownlee

This session will include a review of characteristics of the disease in dogs, followed by current topics/controversies relating to the disease. There will be case examples used to illustrate some key points.

## IMMUNOLOGY & VACCINOLOGY

3:45 PM – 5:15 PM

### Evaluation of the Immune System

CE: 1.5

Speaker: Gershwin



This session is suitable for both large and small animal practitioners. The assays available to assist in diagnosis of disorders of innate and acquired immune responses will be covered, with emphasis on a strategy to pinpoint both primary and secondary immune deficiency. Case examples will be included.

## SHELTER MEDICINE

3:45 PM – 5:15 PM

### Cat in the Box: Rethinking Cat Management in Shelters

CE: 1.5

Speaker: Kommedal

Cats often receive less attention in shelters as their signs of stress are often less visible. When stressed they often choose social withdrawal and inhibition of behavior.

## PHARMACOLOGY

3:45 PM – 5:15 PM

### Veterinary Clinical Pharmacology Myths: My Top 10

CE: 1.5

Speaker: KuKanich

## CARDIOLOGY

3:45 PM – 5:15 PM

### New Perspectives on Diagnosis and Treatment of Canine Congestive Heart Failure

CE: 1.5

Speaker: MacDonald

This comprehensive lecture will cover the different tools for diagnosis of heart failure in dogs, including brain natriuretic peptide biomarker and all the most current studies of heart failure treatment in dogs. Treatment options for chronic heart failure, acute heart failure, and refractory heart failure will be discussed.

## RADIOLOGY

3:45 PM – 5:15 PM

### Practical Imaging of the Urinary Tract



CE: 1.5

Speaker: Mattoon



Participants will learn about key radiographic signs and ultrasound features associated with urinary tract disease. The role of ultrasound, radiography and contrast radiography in the workup of urinary tract disease will be well illustrated.

**Sunday** OCTOBER 18 ● ● ● ● ●

## INTERNAL MEDICINE

8:30 AM – 10:00 AM

### Not Another Dog with Elevated Liver Enzymes! Inflammatory Liver Diseases in the Dog

CE: 1.5

Speaker: Gordon

The goal of this session will be the understanding of the pathophysiology, diagnosis and treatment of inflammatory liver disease in the dog. The focus will be on acute and chronic active hepatitis

## CARDIOLOGY

8:30 AM – 10:00 AM

### What's Your Rhythm?

CE: 1.5

Speaker: MacDonald

This session will cover analysis and treatment of cardiac arrhythmias. The basics of ECG interpretation will begin the lecture, followed by ECG examples of the main bradyarrhythmias and tachyarrhythmias and discussion of appropriate treatment. This talk is appropriate for technicians and veterinarians. It is designed to have audience participation for evaluation of the arrhythmias and, if indicated, copies of the ECG's could be made depending on the number of participants.

## OPHTHALMOLOGY

8:30 AM – 10:00 AM

### Geriatric Ocular Disorders: New Tricks for Old Dogs

CE: 1.5

Speaker: Merideth

Thanks to ever improving nutrition and health care, the population of geriatric patients is probably increasing. This lecture will address common ocular ailments noted in our geriatric friends and update participants on the recent developments in cataract surgery.

## ANESTHESIA

8:30 AM – 10:00 AM

### Anesthesia for Dental Procedures

CE: 1.5

Speaker: Brock

Participants will gain an understanding of unique anesthetic concerns for dental patients.

## IMMUNOLOGY

8:30 AM – 10:00 AM

### A Wellness Approach to Dentistry

CE: 1.5 Open to:

Speaker: Stone

Since every vaccine is no longer given each year, attention can be focused on other issues, i.e., dentistry, at the examination visits. It is known that periodontal disease can cause chronic pain and affect other organ systems in the body. Thus, owners should be taught that by keeping the pet's mouth well they could be avoiding costly problems in the future. Educated patients are willing to invest in the appropriate dental maintenance tools and practices.

## INTERNAL MEDICINE

10:15 AM – 11:45 AM

### Not Another Yellow Cat! Inflammatory Liver Diseases in the Cat

CE: 1.5

Speaker: Gordon

The goal of this session will be the understanding of the pathophysiology, diagnosis and treatment of inflammatory liver disease in the cat. The focus will be on lymphocytic cholangiohepatitis /cholangitis and suppurative cholangiohepatitis.

## CARDIOLOGY

10:15 AM – 11:45 AM

### Essentials of Echocardiography

CE: 1.5

Speaker: MacDonald

This lecture will discuss the basic echocardiographic techniques and principles with normal images on 2-D, color flow, pulsed wave, and continuous wave Doppler. Normal images will be contrasted by images of cardiac abnormalities (myxomatous valve degeneration, infective endocarditis, dilated cardiomyopathy, hypertrophic cardiomyopathy, subaortic stenosis, pulmonic stenosis). Evaluation of diastolic function including tissue Doppler imaging will also be included.

## OPHTHALMOLOGY

10:15 AM – 11:45 AM

### Ocular Wellness Examination for Puppies and Kittens: What to Look for First

CE: 1.5

Speaker: Merideth

Establishing a baseline for patients is of paramount importance. This session will review the fundamentals of a thorough ocular examination and establish a foundation of what is normal. Particular attention will be paid to diseases that may be seen in the youngest patients.

## ANESTHESIA

10:30 AM – 12:00 PM

### Anesthesia Protocol Pearls

CE: 1.5

Speaker: Brock

Participants will take home practical tips for creating anesthesia protocols in the practice.

**SMALL ANIMAL** continued

## IMMUNOLOGY

10:30 AM – 12:00 PM

### A Wellness Approach to Vaccination

CE: 1.5  
Speaker: Stone

The way that veterinary professionals approach vaccination is moving away from the fixed method of the past and changing to an individualized approach based on general guidelines. This means that the perceived value of the annual or biannual office visit needs to move away from the vaccination and mold into the physical exam.

## SYMPOSIUM

### Thursday OCTOBER 15

1:00 PM – 5:00 PM

### Changing Face of Veterinary Medicine Symposium - Generational and Gender Economics: Baby Boomer Meets Gen X/Y: Practice, Pregnancy, Productivity

CE: 4.0  
Speaker: Shaughnessy  
Fee-based.

Thursday, Oct. 15 7:30 PM – 9:30 PM

### LAWSUIT PROTECTION, TAX REDUCTION AND ESTATE PLANNING FOR VETERINARIANS

How veterinarians can protect 100% of their professional and personal assets from lawsuits. Five strategies veterinarians can use to reduce their income taxes each year. Legal strategies veterinarians can use to eliminate the capital gains tax on the sale of a business, real estate, or other assets. Tools veterinarians can use to pass assets to heirs tax free. How to avoid the most common asset protection mistakes made by veterinarians and their advisors.

Speaker: G. Kent Mangelson, CFP



## TEAM-BASED CURRICULUM

### Friday OCTOBER 16

### THE PRACTICE SUCCESS PRESCRIPTION

8:00 AM – 9:00 AM

#### Team-Based Veterinary Healthcare Delivery

CE: 1.5 Open to: Practice team members (4)  
Speaker: Catanzaro

This is part one of the team-based curriculum addressing Veterinary Healthcare Delivery. This session will be followed by a 45-minute facilitated breakout session for the practice team action planning.

10:15 AM – 11:15 AM

#### Team-based Veterinary Healthcare Delivery - Options in Delivery

CE: 1.5 Open to: Practice team members (4)  
Speaker: Haig

This session will use the Blackwell, Wiley text, "Veterinary Healthcare Services: Options in Delivery" and will describe how effective programs can be tailored to the practice team for enhanced client access. This session will be followed by a 45-minute facilitated breakout session for the practice team action planning.

## VETERINARY TECHNICIAN ACADEMY CORE 1

### Wednesday OCTOBER 14

### HUMAN – ANIMAL BOND

8:30 AM – 10:00 AM

#### Where the Veterinary Profession is Going/Growing

CE: 1.5 Open to: Veterinary Technicians  
Speaker: Catanzaro

To know where you are going, you must first know where you are. To find the right path, you should know the paths that have been tried previously. This session presents a thumbnail sketch of what was, what is, and what may be coming down the road for general practice veterinary practices. This session will explore, in an overview methodology, a look at the staff positions, jobs, and duties starting to emerge in companion animal practices, with a minor look at mixed animal and specialty/emergency practice staffing demands. It is an exciting and diversified time in veterinary medicine, and the staff role is gaining in

importance every day; this session will provide an inside look at the cutting edge systems that are emerging.

## WELLNESS PROGRAMS

10:30 AM – 12:00 PM

### Basic Wellness-Aging Process; Age Appropriate Health Services

CE: 1.5 Open to: Veterinary Technicians  
Speaker: Catanzaro

This session will cover exams (2 per year for life), parasite prevention and vaccinations.

## SMALL ANIMAL

1:30 PM – 3:00 PM

### Patient Assessment

CE: 1.5 Open to: Veterinary Technicians  
Speaker: Bojrab

This session for technicians will address physical examinations regarding the following patient areas for assessment: head and neck, anal and caudal area, abdominal area, chest area, legs, spine and bone structure.



Also sponsored by  
Spectrum Surgical

## BEHAVIOR

3:30 PM – 5:00 PM

### Making Your Job Easier (and Safer): Recognizing and Handling Aggressive Dogs

CE: 1.5 Open to: Veterinary Technicians  
Speaker: Bain

This seminar will give tips and techniques to help keep technicians and their fellow employees and owners safe. Equally important, these are techniques that will not instill undue fear or anxiety during handling, but will demonstrate to clients how to humanely handle their pets.

**Thursday** OCTOBER 15 ● ● ● ● ●

## CYTOLOGY

8:30 AM – 10:00 AM

### Microscope Overview & Sample Collection

CE: 1.5 Open to: Veterinary Technicians  
Speaker: David

The first part of this presentation will cover the specific parts, special adjustments, and maintenance and care of a microscope, as well as the concepts of oil immersions, type of stains and staining procedures. The second part will cover safety reminders regarding sample collection as well as collection methods, sample handling and slide preparation for blood and urine specimens. Sample storage and transport and collection tubes

and containers for blood and urine specimens will be discussed also.

10:30 AM – 12:00 PM

### Complete Blood Count

CE: 1.5 Open to: Veterinary Technicians  
Speaker: David

This presentation will cover common complete blood count values and morphologic features used to evaluate and interpret red blood cells, white blood cells, and platelet parameters with the aid of case studies.

1:30 PM – 3:00 PM

### Basic Cytology

CE: 1.5 Open to: Veterinary Technicians  
Speaker: David

This presentation will cover safety reminders regarding sample collection and will share the presenter's experiences in the use of cytology including collection methods, slide preparation techniques, and interpretation. Sample storage and transport for cytologic specimens will be discussed also. Finally, the characteristics of selected ear, blood, and skin cytologic findings will be introduced and case studies will be presented.

3:30 PM – 5:00 PM

### Blood Chemistries

CE: 1.5 Open to: Veterinary Technicians  
Speaker: David

This presentation will cover common and miscellaneous chemistry values to evaluate and interpret various body organs including kidneys, liver, pancreas, gastrointestinal tract, muscle, etc. Case studies will also be presented.



**Wednesday** OCTOBER 14 ● ● ● ● ●

## ANESTHESIA

8:30 AM – 10:00 AM

### Anesthetic Drug Update

CE: 1.5 Open to: Veterinary Technicians  
Speaker: Shafford

This session will review desirable and undesirable effects of new anesthetic and analgesic drugs.

## VETERINARY TECHNICIAN ACADEMY CORE 2

continued

10:30 AM – 12:00 PM

### **Common Cardiovascular Complications**

CE: 1.5 Open to: Veterinary Technicians  
Speaker: Shafford

Participants will learn how to prevent, recognize and treat the adverse cardiovascular effects of anesthesia.

1:30 PM – 3:00 PM

### **Common Respiratory Complications**

CE: 1.5 Open to: Veterinary Technicians  
Speaker: Shafford

Participants will learn how to prevent, recognize and treat the adverse respiratory effects of anesthesia.

3:30 PM – 5:00 PM

### **Perioperative Pain Management**

CE: 1.5 Open to: Veterinary Technicians  
Speaker: Shafford

Identify and understand opportunities for preventing and treating perioperative pain.

## Thursday OCTOBER 15 ● ● ● ● ●

### **ORTHOPEDIC SURGERY**

8:30 AM – 10:00 AM

#### **Introduction to Surgery**

CE: 1.5 Open to: Veterinary Technicians  
Speaker: Martinez

10:30 AM – 12:00 PM

#### **Surgery Preparation Lab**

CE: 1.5 Open to: Veterinary Technicians  
Speaker: Martinez

This will be a hands-on session to teach veterinary technicians how to gown, glove, prep, etc., for surgery.

### **DENTISTRY**

1:30 PM – 3:00 PM

#### **Small Animal Tech, Vet Dentistry: Overview**

CE: 1.5 Open to: Veterinary Technicians  
Speaker: Smith

Veterinary technicians play important roles in the field of veterinary dentistry. Periodontal disease is the #1 disease in dogs and cats and is therefore an area where

a technician has the ability to make a difference, not only in level of expertise but in the quality of life issues for their patients. This lecture will cover the basics of dentistry from anatomy to prophylaxis technique, radiology and periodontal disease, continuing through to the importance of home care and client compliance.

3:30 PM – 5:00 PM

#### **Selection and Care of Dental Instruments and Equipment**

CE: 1.5 Open to: Veterinary Technicians  
Speaker: Smith

This lecture will cover the array of veterinary dental equipment available and what is needed to function effectively and efficiently in the dental suite. The veterinary technician is largely responsible for the upkeep of the equipment used and is expected to maintain the quality, availability and efficiency of the instruments and machinery needed to provide high quality dentistry. If equipment is not functional, then neither is the person providing the service and standard of care is compromised. It is important to learn the equipment and how to maintain it properly.

## VETERINARY TECHNICIAN ACADEMY CORE 3

## Wednesday OCTOBER 14 ● ● ● ● ●

### **RADIOLOGY**

8:30 AM – 10:00 AM

#### **Film Reading**

CE: 1.5 Open to: Veterinary Technicians  
Speaker: Mattoon

Interesting imaging cases will be presented to demonstrate the principles of radiology. Disease processes, artifacts and positioning tips will also be discussed. Participants are encouraged to test their mettle and have some fun!

10:30 AM – 12:00 PM

#### **Introduction to Ultrasound: Physics, Image Production, & Equipment**

CE: 1.5 Open to: Veterinary Technicians  
Speaker: Mattoon

Ultrasound is an imaging modality that is highly dependent on the expertise of the sonographer. Learning to optimize the use of the equipment can

be a challenging and daunting task to the inexperienced person. This introductory seminar will cover the basics of how ultrasound works, instrumentation, artifacts, and will include many normal and abnormal images.

## CYTOLOGY

1:30 PM – 3:00 PM

### The Complete Urinalysis

CE: 1.5 Open to: Veterinary Technicians  
Speaker: David

This presentation will cover the complete urinalysis including: the physical exam, the chemical exam, the specific gravity and the sediment (microscopic) exam. This will help participants master the identification of the various cellular components, casts, crystals and miscellaneous findings encountered in the urine sediment exam. Proper urine collection methods, handling and storage will be discussed also.

3:30 PM – 5:00 PM

### Advanced Cytology

CE: 1.5 Open to: Veterinary Technicians  
Speaker: David

This presentation will provide a quick review of basic cytology and a detailed description of cytologic criteria of malignant neoplasms. This will also present the specific characteristics of 10 common types of cytology cases encountered in private practice with the aid of case studies.

**Thursday** OCTOBER 15 ● ● ● ● ●

## PARASITOLOGY

8:30 AM – 10:00 AM

*Sponsored  
by CAPC*

### Parasitology: Diagnostics

CE: 1.5 Open to: Veterinary Technicians  
Speaker: Bowman

The examination of fecal samples for parasite eggs and cysts requires several basic skill sets. The first requirement is sample collection and submission. Second, is sample preparation. The third is familiarity with the microscopic examination of samples. Finally, a familiarity with what one is looking for in a sample is important. In this presentation, time will be spent on microscopy and the advantages of centrifugation and the value of different centrifugation solutions. The presentation will also include a review of the common parasites of dogs and cats and an identification quiz of parasites and artifacts present in canine and fecal samples.

## PRACTICE LEADERSHIP

10:30 AM – 12:00 PM

*Sponsored  
by CAPC*

### Personalizing Your Practice Communication

CE: 1.5 Open to: Veterinary Technicians  
Speaker: Paul

Veterinary technicians and office personnel are no longer restricted to the roles of receptionists and patient care support staff. The veterinary healthcare team has a greater and greater role for non-veterinarians as communicators, educators and sources of medical advice and recommendations. Frequently the veterinarian is too busy or not sufficiently motivated to spend time with clients discussing anything other than the presenting issue of the patient.

The role of communicating recommendations and advocating for compliance falls increasingly on the veterinary support staff. This presentation will help participants develop tools for improved communications and personalization of their message.

## IMMUNOLOGY

1:30 PM – 3:00 PM

### Cat and Dog Vaccines - One Disease at a Time

CE: 1.5 Open to: Veterinary Technicians  
Speaker: Stone

Vaccination is a medical procedure with benefits and risks. It is the responsibility of the veterinary professional to be current on vaccine information in order to help clients balance protection with possible adverse reaction. Animal vaccination protocols should be tailored to the pet, based on health status and risk factors. It is important to understand the likely infectious diseases that patients will encounter and how to prevent clinical illness from them.

3:30 PM – 5:00 PM

### General Immunology for the Ambitious Veterinary Technician

CE: 1.5 Open to: Veterinary Technicians  
Speaker: Stone

The concepts of immunology can often be overwhelming with its details and contradictions. This session will focus on the big picture. This is crucial because one of the immune system's primary components is remembering past encounters with "opponents" to protect the patient from disease. Additionally, if this network malfunctions, it can be very difficult to understand where the assault on the patient is coming from in order to treat it (for example: autoimmune disease, cancer).

## VETERINARY TECHNICIAN ACADEMY CORE 4

Wednesday OCTOBER 14 ● ● ● ● ●

### TRIAGE

8:30 AM – 10:00 AM

#### **Triage: Worst May Not Be First**

CE: 1.5 Open to: Veterinary Technicians  
Speaker: Mensack

Triage is a process of prioritizing patients based on the severity of their condition so as to treat as many as possible when resources are insufficient for all to be treated immediately. The triage process may start on the telephone, continue during transport (simple triage) and end after a brief assessment and potential initiation of life-saving treatment. The triage process and initial emergent treatment of common emergency presentation will be discussed.

### FLUID THERAPY

10:30 AM – 12:00 PM

#### **Fluid Therapy – Options & Rational Administration**

CE: 1.5 Open to: Veterinary Technicians  
Speaker: Mensack

The use of fluid therapy is one of the basic treatments for many hospitalized patients (and outpatients). The proper use of fluids can be very beneficial and even life saving. However, just as with any other medication, the inappropriate or injudicious use of fluids can lead to detrimental and even tragic outcomes. This presentation discusses the proper use of fluid therapy as part of the treatment of many medical and surgical conditions. Fluid physiology, fluid types, rational administration, monitoring, and discontinuation will be discussed.

### NURSING CARE

1:30 PM – 3:00 PM

#### **Nursing Care for the Critically Ill Patient**

CE: 1.5 Open to: Veterinary Technicians  
Speaker: Mensack

Nursing care for critically ill patients goes well beyond administering medications, monitoring fluid therapy, obtaining laboratory samples, and taking care of their basic needs. Care of the recumbent patient, respiratory therapy, care of indwelling devices, physical therapy, and pain recognition will be discussed.

### CPCR

3:30 PM – 5:00 PM

#### **CPCR for the Emergency Technician**

CE: 1.5 Open to: Veterinary Technicians  
Speaker: Mensack

Veterinary technicians play important roles when performing cardiopulmonary cerebral resuscitation (CPCR) on patients. How to perform effective basic closed chest and open chest CPCR, adjuncts to CPCR, monitoring effectiveness of CPCR, and drugs used in CPCR will be reviewed. The current controversies in CPCR will be discussed. Advanced CPCR will be addressed.

Thursday OCTOBER 15 ● ● ● ● ●

### NUTRITION

8:30 AM – 10:00 AM

#### **Pet Food Labels: Reading Between the Lines**

CE: 1.5 Open to: Veterinary Technicians  
Speaker: Swoboda

“What should I feed ‘Spot?’” or “Do you think the food I’m feeding ‘Fluffy’ is right for her?” These are common Questions asked of veterinarians and veterinary technicians. A working knowledge of how pet foods are regulated in the U.S. and a good understanding of nutrients and ingredients and the benefits of high-quality nutrition is important in giving sound advice to clients. This presentation is intended as an introduction into those areas and as a foundation for discussions with clients.

### EXOTICS

10:30 AM – 12:00 PM

#### **Getting In the Know with Exotics**

CE: 1.5 Open to: Veterinary Technicians  
Speaker: Rhody

You cannot help your patient if you do not know them. This session is designed to get you going in small mammal medicine. We will cover the basics and some intermediate topics that will allow you to feel comfortable with your next small mammal patient.

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## GRIEF AND COMPASSION

1:30 PM – 3:00 PM

### Finding Words of Comfort

CE: 1.5 Open to: Veterinary Technicians  
Speaker: Durrance

When clients are euthanizing a beloved pet, they experience feelings of loss and grief that can be overwhelming. This 90-minute session will provide strategies for how to effectively support a client during euthanasia and how to comfort pet owners after the pet has died. Topics covered include characteristics of grief, euthanasia logistics and protocols, and overall grief support. Strategies for how to refer clients to outside support will also be covered.

3:30 PM – 5:00 PM

### Compassion Fatigue: Helping the Helpers

CE: 1.5 Open to: Veterinary Technicians  
Speaker: Durrance

Supporting clients with difficult emotions can be very draining. When repeatedly exposed to stressful emotions (such as grief), the helpers start to absorb and become affected by the pain and stress of their clients (known as compassion fatigue). This 90-minute session will provide information about compassion fatigue and what current leading experts think about it. Topics covered include recognizing the symptoms and signs of compassion fatigue, understanding how it affects veterinary professionals, and what can happen if this fatigue is not addressed. Strategies for stress management and self-care will also be covered.

10:00 AM – 11:30 AM

### What Do Monthly Heartworm Preventatives Do?

CE: 1.5 Open to: Veterinary Technicians  
Speaker: Bowman

These products keep dogs from developing heartworm infections with worms living within major blood vessels of the lung. In cats, they prevent heartworm associated respiratory disease (HARD) and the development of worms that can live in the pulmonary arteries or migrate to ectopic sites. This is the major reason for their development and the goal of their administration. These products have since been formulated to do more than simply prevent heartworm disease. Some kill internal or ectoparasites, and some kill larval fleas. There are also some differences as to whether or not they kill various larval development stages of the parasites present in the intestine at the time of treatment. However, the products all work to prevent heartworm disease and treat other parasite infections. The part of all these products with activity against heartworms infection have the same basic structure of a macrocyclic lactone and similar modes of action on the developing heartworm larvae.

## BEHAVIOR

1:30 PM – 3:00 PM

### Myths in Animal Behavior

CE: 1.5 Open to: Veterinary Technicians  
Speaker: Bain

This seminar will address controversies in the scope of public interest, as well as within the practice of veterinary medicine.



3:30 PM – 5:00 PM

### Bringing Home Baby: Kids and Pets

CE: 1.5 Open to: Veterinary Technicians  
Speaker: Bain

These times are both exciting and stressful for pet owners. This seminar will give practical tips and techniques to pass on to clients on how to safely help all family members integrate harmoniously.



## VETERINARY TECHNICIAN I

Thursday OCTOBER 15 ● ● ● ● ●

## PARASITOLOGY

8:00 AM – 9:30 AM

### Understanding How Patient-Side Diagnostic Tests Work

Sponsored  
by CAPC

CE: 1.5 Open to: Veterinary Technicians  
Speaker: Ballweber

Blue dots and red lines! Numerous patient-side blood tests are available to aid in the diagnosis of various parasitic and bacterial diseases, including heartworm and anaplasmosis. Understanding how they work, as well as their advantages and limitations, will help result in their proper use and interpretation and enhance the value of these tests.

Friday OCTOBER 16 ● ● ● ● ●

## DERMATOLOGY

8:00 AM – 9:30 AM

### Ears, Tips and Techniques You Can Use

CE: 1.5 Open to: Veterinary Technicians  
Speaker: Griffin, Craig

Ear problems are a major issue in practice. Participants will learn some practical techniques for achieving

## VETERINARY TECHNICIAN I

continued

better results when dealing with these common and often frustrating cases.

### OPHTHALMOLOGY

10:00 AM – 11:30 AM

#### Ophthalmology for Veterinary Technicians

CE: 1.5 Open to: Veterinary Technicians  
Speaker: Merideth

Eye problems are common in most veterinary practices and veterinary technicians are important educators of our veterinary clients. This essential discussion will cover ophthalmic anatomy, examination equipment, and ophthalmic diagnostic techniques. Discussion will address common ophthalmic problems and emergencies and equip participants with information needed to assist with their practice's next ophthalmic case.

### ANIMAL HOSPICE

1:30 PM – 3:00 PM

#### Animal Hospice: Emergence of a Specialty

CE: 1.5 Open to: Veterinary Technicians  
Speaker: Bittel

Animal Hospice is so new that no standard definition exists yet. Its growth is inevitable as animals find their way into our hearts so fully that they become family members. In humans, concerns around quality of life guide the care provided for the dying rather than end it. While euthanasia still may be utilized as a last resort, animal hospice care reaches beyond what is currently taught in the veterinary professions, leaving it up to us to (re-) define a life still worth living. This session will cover how emotions and past experiences may influence perceptions, and how to best support not only the patients, but also those clients who choose to provide hospice for their animal companion.

3:30 PM – 5:00 PM

#### Integrating Animal Hospice At Your Work Place

CE: 1.5 Open to: Veterinary Technicians  
Speaker: Bittel

Recognizing end-of-life care for animals as a valid and valuable option and becoming trained in it, veterinary technicians, in their life and work, may in various ways partake in bridging the gap(s) between:

- what they have and have not learned during their professional training about providing high quality palliative care;
- different (including perhaps opposing) perspectives among colleagues on what may be best for a particular

animal and it's family;

- what veterinary technicians may hold as the right course of action for an animal professionally versus what its owner chooses to do.

Animal hospice at its finest relies on a team approach. Veterinary technicians hold a crucial position in this emerging and – surprisingly – potentially richly fulfilling field of care.

**Saturday** OCTOBER 17 ● ● ● ● ●

8:00 AM – 9:30 AM

#### Effective Decontamination Techniques

CE: 1.5 Open to: Veterinary Technicians  
Speaker: Wismer

This session will review the current thoughts on decontamination procedures, their indications, contraindications, and potential complications, including electrolyte disturbances secondary to use of osmotic cathartics.

10:00 AM – 11:30 AM

#### Hot Topics in Clinical Toxicology

CE: 1.5 Open to: Veterinary Technicians  
Speaker: Wismer

This session will discuss agents of relatively high occurrence (concentrated pyrethrins, ibuprofen, acetaminophen, etc.). The technician's role in triage and treatment will be emphasized, but kinetics, toxicity, mechanism of action, clinical effects, treatment and diagnostics will all be covered.

### NUTRITION

1:30 PM – 3:00 PM

#### The Role of Diet in the Disease Process

CE: 1.5 Open to: Veterinary Technicians  
Speaker: Kincaid

This session will review the role of diet in the disease process, the differences between synthetic vitamins and whole foods and the function and application of growth factor extracts.

3:30 PM – 5:00 PM

#### Educating Clients Concerning Nutrition

CE: 1.5 Open to: Veterinary Technicians  
Speaker: Kincaid

This session will cover the role of the technician in educating clients concerning nutrition and how they can increase their income and enhance their practices success in case resolution by promoting the life style changes which improve health.

## Sunday OCTOBER 18 ● ● ● ● ●

8:00 AM – 9:30 AM

### Common Household Hazards

CE: 1.5 Open to: Veterinary Technicians  
Speaker: Wismer

Also known as “The Good, the Bad and the Tasty,” this session will discuss some of the more common household products to which pets may be exposed. Relative toxicity and management of toxicosis to items such as birth control pills, chocolate, detergents, and pennies will be covered.

9:45 AM – 11:15 AM

### ABCD's of Rodenticides

CE: 1.5 Open to: Veterinary Technicians  
Speaker: Wismer

This session will cover anticoagulant, bromethalin, cholecalciferol, corn based, strychnine and zinc phosphide rodenticide toxicosis in companion animals, including mechanisms, effects, diagnosis and management.

## VETERINARY TECHNICIAN II

## Thursday OCTOBER 15 ● ● ● ● ●

### ANESTHESIA

8:00 AM – 9:30 AM

#### Anesthetic Drug Update

CE: 1.5 Open to: Veterinary Technicians  
Speaker: Shafford

This session will review desirable and undesirable effects of new anesthetic and analgesic drugs.

10:00 AM – 11:30 AM

#### Local Anesthesia Techniques

CE: 1.5 Open to: Veterinary Technicians  
Speaker: Shafford

This session will include practical tips for performing routine local anesthetic blocks.

1:30 PM – 3:00 PM

#### Problem Solving During Anesthesia – Part I

CE: 1.5 Open to: Veterinary Technicians  
Speaker: Shafford

This session will feature case-based discussion of adverse respiratory events under anesthesia.

3:30 PM – 5:00 PM

#### Problem Solving During Anesthesia – Part II

CE: 1.5 Open to: Veterinary Technicians  
Speaker: Shafford

This session will feature case-based discussion of adverse cardiovascular events under anesthesia.

## Friday OCTOBER 16 ● ● ● ● ●

### IMMUNOLOGY

8:00 AM – 9:30 AM

#### Understanding Allergic Reactions

CE: 1.5 Open to: Veterinary Technicians  
Speaker: Gershwin

This lecture will present the basic pathogenic mechanism for allergic reactions and will cover a variety of examples from both small and large animal medicine. What to look for and how to handle allergic emergencies will be stressed.

10:00 AM – 11:30 AM

#### Basic Immunology for Veterinary Technicians

CE: 1.5 Open to: Veterinary Technicians  
Speaker: Gershwin

Important immunological concepts for veterinary technicians will be discussed. The lecture will cover the concept of antigen versus antibody detection in ELISA test kits performed to diagnose infection with various pathogens and the interpretation of titers. The basics of passive immunity will be related to vaccination schedules in both small and large animals.

### CYTOLOGY

1:30 PM – 3:00 PM

#### Coagulation: Guide to Bleeding Disorders

CE: 1.5 Open to: Veterinary Technicians  
Speaker: David

This presentation will feature a simplified clinical approach to diagnosing bleeding disorders in cats and dogs. The presenter will review the basic underlying physiology, signalment, history and clinical signs of common primary and secondary bleeding disorders such as thrombocytopenia, von Willebrand disease, DIC and other coagulopathies. The diagnostic approach to bleeding disorders and diagnostic tests involved in identifying both primary and secondary hemostatic disorders will also be discussed.

## VETERINARY TECHNICIAN II

continued

3:30 PM – 5:00 PM

### Introduction to Diagnostic Immunology and Molecular Pathology

CE: 1.5 Open to: Veterinary Technicians  
Speaker: David

The first part of this presentation will include a quick review of basic immunology concepts and methodologies including immunoenzyme (e.g. ELISA, etc.) and immunofluorescence (e.g. IFA) assays, and a discussion of the function of disposable immunoassay devices (e.g. SNAP® test, etc.). In the second part, the concepts of polymerase chain reaction (PCR) testing will be discussed.

## Saturday OCTOBER 17

### REHABILITATION

8:00 AM – 9:30 AM

#### Perspective on Cruciate Ligament Pathology and Rehabilitation for Technicians

CE: 1.5 Open to: Veterinary Technicians  
Speaker: Dearmin and Williams

The cranial cruciate ligament is the most common source of pathology in the canine stifle. This session discusses the technician's role in the management of cruciate disease in dogs, from injury to surgical stabilization through rehabilitation. Participants will learn practical rehabilitation techniques and exercises that technicians and owners can utilize to facilitate recovery after cruciate injury/repair.

10:00 AM – 11:30 AM

#### Perspective on Rehabilitation following Fracture and Neurological Injury for Technicians

CE: 1.5 Open to: Veterinary Technicians  
Speaker: Dearmin and Williams

This session discusses the technician's role in the management of acute orthopedic injuries (fractures and intervertebral disc herniation) from initial injury to surgical intervention through rehabilitation. Participants will learn practical rehabilitation techniques and exercises that technicians and owners can utilize to facilitate functional recovery and prevent secondary complications in these cases.

### BEHAVIOR

1:30 PM – 3:00 PM

#### Behavior Modification: The Scientific Way with Tools and Techniques – Part I



CE: 1.5 Open to: Veterinary Technicians  
Speaker: Bain

This is part one of the seminar that will present the scientific basis of training and behavior modification, with clinical case examples of pets with problem behaviors. It will also give practical information on how to integrate this into practice.

3:30 PM – 5:00 PM

#### Behavior Modification: The Scientific Way with Tools and Techniques – Part II



CE: 1.5 Open to: Veterinary Technicians  
Speaker: Bain

This is part two of the seminar that will present the scientific basis of training and behavior modification, with clinical case examples of pets with problem behaviors. It will also give practical information on how to integrate this into practice.

## Sunday OCTOBER 18

### PHARMACOLOGY

8:30 AM – 10:00 AM

#### Clinical Pharmacology of Pain in Dogs and Cats

CE: 1.5 Open to: Veterinary Technicians  
Speaker: KuKanich

9:45 AM – 11:15 AM

#### Shock: Crystalloids, Colloids, Steroids and Opioids

CE: 1.5 Open to: Veterinary Technicians  
Speaker: KuKanich

## VETERINARY TECHNICIAN III

## Thursday OCTOBER 15

### MEDICAL CONDITIONS

8:00 AM – 9:30 PM

#### A Case-Based Approach to Complex Medical Conditions for Technicians

CE: 1.5 Open to: Veterinary Technicians  
Speaker: Mensack

The success or failure of surgical intervention starts when the patient is initially presented for treatment.

Proper and effective stabilization of the surgical patient is a complex process. Careful monitoring during the stabilization phase will, in most instances, make the patient a better anesthetic candidate. A case-based discussion of gastric dilatation and volvulus, hemoabdomen, and canine urethral obstruction will be used to emphasize these points.

## **SURGICAL CONDITIONS**

10:00 AM – 11:30 AM

### **A Case-Based Approach to Emergency Surgical Conditions for Technicians**

CE: 1.5 Open to: Veterinary Technicians  
Speaker: Mensack

The success or failure of surgical intervention starts when the patient is initially presented for treatment. Proper and effective stabilization of the surgical patient is a complex process. Careful monitoring of these patients during the stabilization phase will, in most instances, make the patient a better anesthetic candidate. A case-based discussion of gastric dilatation and volvulus, hemoabdomen, and canine urethral obstruction will be used to emphasize these points.

## **NUTRITION**

1:30 PM – 3:00 PM

### **Nutrition for the Canine Athlete – Part I Effect of Diet on Canine Behavior – Part II**

CE: 1.5 Open to: Veterinary Technicians  
Speaker: Swoboda

The performance of any sporting dog is only as good as genetics, training, and diet can support. Any one of the three can have sufficient influence to make or break an effort. Diet is critical and several factors have been shown to improve performance and enhance well-being under physical stress. If nutrition is used properly, it provides a foundation for effective training and performance and enhances overall well-being. Two proceedings are available for this lecture. This session will be divided into two 45-minute discussions.

## **Friday OCTOBER 16**

## **DENTISTRY**

8:00 AM – 9:30 AM

### **Introduction to Dentistry**

CE: 1.5 Open to: Veterinary Technicians  
Speaker: Koehm

This lecture covers dental awareness, systemic involvement of dental disease, dental pain, periodontal disease, detection of oral disease, and a potpourri of dental diseases commonly encountered.

10:00 AM – 11:30 AM

### **Dental Terminology and Materials: The Complete Oral Health Procedure**

CE: 1.5 Open to: Veterinary Technicians  
Speaker: McMahon

This session covers dental anatomy and terminology, focusing on the teeth and their relationship with each other and the mouth. Participants will gain understanding of anatomy and pathology for dental charting. The need for patient and technician protection and the materials for diagnosis and treatment will be discussed. The proper steps of a complete oral health procedure will also be covered. There will be two proceedings for this session.

1:30 PM – 3:00 PM

### **Dental Radiography**

CE: 1.5 Open to: Veterinary Technicians  
Speaker: Koehm

This lecture covers the importance of dental radiography, the necessary equipment and materials, positioning, technique, indications, many examples of utilization and interpretation, and the advantages of digital radiography.

3:30 PM – 5:00 PM

### **Periodontal Disease**

CE: 1.5 Open to: Veterinary Technicians  
Speaker: Koehm

This lecture covers the importance, systemic involvement, and pathogenesis of periodontal disease; breed predisposition; stages of disease; radiographic evaluation; treatment; open and closed root planing; guided tissue regeneration; treatment of specific disease entities and home care.

## **Saturday OCTOBER 17**

## **EXOTICS**

8:00 AM – 9:30 AM

### **Getting in the Know with Exotics**

CE: 1.5 Open to: Veterinary Technicians  
Speaker: Rhody

You cannot help your patient if you do not know them. This session is designed to get you going in small mammal medicine. We will cover the basics and some intermediate topics that will allow you to feel comfortable with your next small mammal patient.

## VETERINARY TECHNICIAN III continued

10:00 AM – 11:30 AM

### **Fish Medicine for Veterinary Technicians**

CE: 1.5 Open to: Veterinary Technicians

Speaker: Roberts

This session features a guide to pet fish medicine for veterinary technicians with an emphasis on the role of the veterinary technician in an aquatic animal practice.

1:30 PM – 3:00 PM

### **Avian Anesthesia and Clinical Anatomy**

CE: 1.5 Open to: Veterinary Technicians

Speaker: Ford

This session addresses the basics of avian analgesia, anesthesia, and surgical support including a discussion of anatomy most relevant to common support procedures.

3:30 PM – 5:00 PM

### **Managing Toxicoses in Exotic Species**

CE: 1.5 Open to: Veterinary Technicians

Speaker: Wismer

This session will focus on the special considerations required for management of toxicoses in exotic pets, including birds, reptiles and small mammals (pocket pets).

## WELLNESS AND HUMAN-ANIMAL BOND

### Thursday OCTOBER 15 ● ● ● ● ●

8:30 AM – 10:00 AM

#### **When Fur is Flying: Staff Relations in Critical Care**

CE: 1.5

Speaker: Durrance

Critical care settings are some of the most stressful veterinary environments in the profession. The severity of the illnesses seen, the emotional responses of the owners, and the prevalence of animal death are just a few factors contributing to the high stress levels. The ability of staff members to deal with and successfully resolve conflict is essential. This 90-minute presentation will focus on stressors inherent to critical care settings and provide proven strategies for how to resolve these conflicts efficiently and effectively.

10:15 AM – 11:45 AM

#### **Emotional Sedatives...Helping Clients in Crisis**

CE: 1.5

Speaker: Durrance

When clients are in crisis, it can be difficult to work with or even communicate with them. This 90-minute session will provide strategies on how to effectively stabilize a person in crisis so that they can communicate and make necessary medical decisions for their pets. Topics covered include crisis busters, helping clients with decision-making, and responding to angry clients.

1:00 PM – 2:30 PM

#### **Measuring Standards of Care**

CE: 1.5

Speaker: Butler

2:45 PM – 4:15 PM

#### **Internal Promotion at the Staff Level**

CE: 1.5

Speaker: Butler

### Friday OCTOBER 16 ● ● ● ● ●

8:30 AM – 10:00 AM

#### **Empty Wallets and Heartache**

CE: 1.5

Speaker: Durrance

Helping clients with financial constraints can be one of the toughest parts of the job. Having limited money when pets need expensive treatments and surgeries creates frustration and heartache for everyone involved. This 90-minute session will offer practical, time-tested techniques to help clients deal with these difficult issues. Topics covered include diffusing anger, dealing with guilt, and ways to creatively deal with financial constraints.

10:15 AM – 11:45 AM

#### **Speaking the Unspeakable: Responding to Grieving Clients**

CE: 1.5

Speaker: Durrance

Clients who are in a state of grief can be very difficult to communicate with. Many veterinary professionals feel unprepared and hesitant when it comes to talking about death and loss. This 90-minute session will offer practical, user-friendly techniques for responding to grieving clients. Topics include effective communication strategies, understanding grieving clients, and supporting clients while maintaining professional boundaries.

1:45 PM – 3:15 PM

### **Believing in the Human-Animal Bond**

CE: 1.5

Speaker: Butler

3:45 PM – 5:15 PM

### **Modern Organization Behavior**

CE: 1.5

Speaker: Butler

## **Saturday OCTOBER 17**

1:45 PM – 3:15 PM

### **Pawspice: A Special End-of-Life Care Program**

CE: 1.5

Speaker: Villalobos

As pets age, the bond shared with family and friends grows stronger. Since cancer and organ failure create emotional dilemmas for caretakers of senior pets, it is time for the veterinary profession to rethink ways to help families face the final days with a terminally ill best friend. If the pet's illness can't be treated due to its terminal nature, financial constraints or a logistical problem, it is still a matter of good professional veterinary service to provide pain management, advice and home care giving instructions parallel to the hospice care philosophy. A well formulated and palliative pet hospice (Pawspice) program may be the best medicine one can offer. Supervised home care support is a wonderful option for veterinarians to provide during the finale of a very special human-animal bond. Ideas and tips for home care and emotional support of family members will be discussed.

3:45 PM – 5:00 PM

### **Pitfalls in Preventing Overtreatment**

CE: 1.5

Speaker: Villalobos

What can generalists do to prevent the overtreatment of their patients at veterinary referral and emergency hospitals? How can the referring doctor maintain good relationships with specialists during times of disagreement? Emergency clinics can maintain seriously injured and poisoned animals on life support for long periods of time. Technology forces family members into taking positions (sometimes against one another) over the dilemma of pulling the plug or enduring the burden of continuing costly and potentially futile life support. The diagnosis of cancer, its treatment and its recurrences and relapses in beloved pets causes angst and sorrow in society. Generalists will increasingly interact with specialists who support their referral patients. This lecture offers suggestions for decision making and weighing probabilities to avoid the pitfalls of overtreatment when the odds are contradictory.

## **Sunday OCTOBER 18**

8:00 AM – 9:30 AM

### **How Quality of Life Can Be Carefully Measured**

CE: 1.5

Speaker: Villalobos

There is a desperate need to properly assess quality of life when caring for aging, ailing and terminally ill pets. Animals have certain needs and desires that should be recognized and respected. Our profession can do more to provide quality of life assessments for terminal pets. Most geriatric animals have one or more abnormal conditions that appeared in their senior years that generally worsen with time. When a companion animal is burdened with painful or debilitating conditions or cancer and its related treatment issues, quality of life is threatened. But at what point should the caregiver abandon therapy and hope for their pet's survival? Veterinarians are frequently asked, "When is the right time to euthanize my beloved pet? How will I know?" The proposed HHHHHMM Quality of Life Scale helps everyone, especially those in denial, to look at issues that are difficult to face. Family members can use this itemized scale to ask themselves and assess if they are able to provide enough help to maintain quality of life for their ailing pet.

9:45 AM – 11:15 AM

### **What is Metronomic Chemotherapy and Immunonutrition?**

CE: 1.5

Speaker: Villalobos

Metronomic chemotherapy is the use of continuous, low dose drugs which may inhibit malignant mechanisms or pathways such as mitosis, angiogenesis and metastasis. Metronomic chemotherapy serves as a viable palliative option for patients with resistant, inoperable or advanced cancer and may be used in the Pawspice setting. Pet owners must be educated to understand that it won't create remissions or make solid tumors shrink. They must also learn to assign a new value for achievement of goals such as: partial remissions, stable disease or slowing down the progression of disease.

Immunonutrition is the study of how the immune system interacts with diet and how the diet can actively influence the immune system. The intestine is the largest immune organ in the body. It contains nearly three times more immunoglobulin producing cells than bone marrow and serves as the major component for humoral immunity in the body. This section explains how immunomodulation can be achieved by specific dietary components which activate macrophages, etc.



presents the

# WWVC LEADERSHIP ACADEMY

## Wednesday, October 14 at 7:00 PM

Kick off the WWVC with a message not to be missed  
—work hard, play hard and enjoy life!



### Stay Grounded: Work and Play Balance in this Changing Economy

“YOU were by far the highlight of the week! Amazingly I felt as if you were talking directly to me. I AM committed to making a difference!”

—Becky, Wheeling, WV

“Bryan has the ability to grab the crowd within seconds of starting and hold them until they get into their car and even into the coming days.”

—Rick, Sioux Falls, SD



“Bryan touches your soul and makes you want to be a better person and a better leader. After one show, I knew we had a winner. Since then, standing room only crowds say it all.”

—Linda, Chicago, IL

***Practice Owners: Bryan's message will inspire you and your team to have it all!***

Every appearance and product by Bryan Dodge is fueled by his passion for sharing with others what he has gained in over 20 years as a lifelong, avid student of success habits and leadership principles – knowledge he used first to transform his own life.



October 14 – 18, 2009  
Reno, NV  
WildWestVC.com

# EXHIBITORS



Listing as of August 1, 2009

- |                                    |   |                             |                                 |
|------------------------------------|---|-----------------------------|---------------------------------|
| Abaxis                             | Companion Therapy Laser by LiteCure       | Life Data Labs              | Saunders/Mosby (Elsevier, Inc.) |
| AFP Imaging Corporation            | Dan Scott & Associates                    | Merial                      | Sheervision, Inc.               |
| Aloka Ultrasound                   | Diagnostic Imaging Systems, Inc.          | Midmark Corporation         | Spectrum Surgical               |
| Andis Company                      | DiamondBack Drugs                         | MWI Veterinary Supply       | Suburban Surgical Company Inc,  |
| Animal Care Technologies           | DVM Solutions                             | Nestle Purina Pet Care      | Universal Ultrasound            |
| Augustine Biomedical               | Eklin Medical Systems                     | Nutramax Laboratories       | VARL                            |
| Avid Identification Systems        | Eklin Ultrasound Systems                  | P&G Pet Care/Iams           | Vet-A-Mix/Lloyd Laboratories    |
| AVMA GHLIT                         | Electromedical Products, Inc.             | Pet Assure                  | Veterinary Concepts             |
| AVMA PLIT                          | Equine Dental Instruments                 | Pet CARE Television Network | Veterinary Ventures, Inc.       |
| Banc of America Practice Solutions | Fovea Digital Radiography                 | Pet Health Pharmacy         | Vetray Technology by Sedecal    |
| BDA Architecture/CMP, Inc.         | GLC Direct                                | Pet Rays, LP                | Vortech Pharmaceuticals, Ltd    |
| Best Medical/Nomos                 | Grady Medical Systems                     | PowerFloat Inc.             | VSSI, Inc.                      |
| Business Credit Card Systems       | Henry Schein Animal Health                | Prolabs                     | Webster Veterinary Supply, Inc. |
| Butler Animal Health Supply        | Hill's Pet Nutrition                      | Radiation Detection Company | Wells Fargo Insurance Services  |
| Campbell Pet Company               | Idexx Laboratories                        | Roadrunner Pharmacy         |                                 |
| Christian Veterinary Mission       | Karl Storz Veterinary Endoscopy – America | Royal Canin Veterinary Diet |                                 |
|                                    |   | Sarstedt, Inc.              |                                 |



## VISIT THE EXHIBIT HALL!

### Exhibit Hall Hours

- Thursday 4:30 pm – 8:00 pm** *Grand Opening!*  
**Friday 10:00 am – 4:00 pm** (Lunch served to registrants)  
**Saturday 9:00 am – 4:00 pm** (Lunch served to registrants)

**THURSDAY**  
**FRIDAY**  
**SATURDAY**



**October 14 – 18, 2009**  
**Reno, NV**  
**WildWestVC.com**

Register online at [WildWestVC.com](http://WildWestVC.com) for educational sessions and special events.

# GENERAL CONFERENCE INFORMATION

## About Reno

It's no wonder more than 300,000 people make the Reno-Tahoe area their home and why 5.1 million people visit every year. A chain of high-peaked mountains, Sierra Nevada, surrounds the region in every direction. The geography ranges from high desert hills to valleys covered with deciduous and evergreen trees. A river flows casually through the heart of the city and among an eclectic mix of stately manors, quaint churches, sleek high rises, city parks and casinos. Shopping malls and new residential developments canvas the city limits and are nestled against mountains that offer endless outdoor recreation, cradling the magnificent Lake Tahoe. In addition to the area's spectacular beauty, Reno-Tahoe offers an extraordinary mix of history and culture; world-class ski and golf resorts; 24-hour gaming and entertainment; a mild climate with four distinct seasons; a healthy, diverse economy and community spirit as strong as ever.

If you haven't visited Reno recently, you're in for a surprise!

## Transportation

Whether by air, car, or train, Reno is easy to get to. The Reno-Tahoe International Airport is located less than 10 minutes from the Grand Sierra Resort and is a hub for Southwest Airlines.

A complimentary shuttle from the airport to the Grand Sierra resort runs every 15 minutes. Amtrak makes regular stops in Reno and much of California, Nevada, Utah, and Oregon are within a day's drive of Reno. Once you're there, free parking at the Grand Sierra Resort is abundant!

## Hotel

**The Grand Sierra Resort is a superb host for all of WWVC.** This property is more than a hotel. Along with 1,995 spacious guest rooms and suites and plenty of conference space (all under one roof), the resort houses a 50-lane bowling alley, three movie theatres, indoor laser-tag, driving range, bungee jumping, miniature golf course, ten outstanding dining options, and much, much more!

**New for 2009!** In addition to receiving a fabulous room rate, every attendee will receive complimentary in-room internet, health club access, one bowling pass, one discounted movie ticket, \$10 casino free play and two complimentary casino drink tickets and the resort and phone access fees have been waived. This is one of the best values in the US!

Don't miss out – make your hotel reservation early. Room rates are: Single/Double \$89 per night; Luxury Summit Single/Double \$107 per night; additional person when more than two are in a room is only \$20 per person. Limited rooms for veterinary technicians are available at \$39 per night. All rates are plus taxes.

To make a reservation, visit [wildwestvc.com/content/hotel.asp](http://wildwestvc.com/content/hotel.asp). To make your reservation in person, call the resort at (800) 648-5080. You must call by September 11th to receive these great rates.

## Attire

Business casual clothing is appropriate for most Reno venues. Keep a jacket handy as weather is always cool during the month of October.



### Child Care Services

WWVC does not provide child care services; however, these arrangements can be made directly with one of the three companies recommended by the Grand Sierra Resort. Children under the age of 18 are not permitted in scientific sessions and may only be in the exhibit hall when accompanied by an adult. To make arrangements for child care services, contact Dial A Sitter at (775) 359-8051; Travel Care at (775) 323-4191 or Wee Kare 4 Kids at (530) 582-4367.

### Cyber Café powered by VIN

WWVC partners with Veterinary Information Network to provide Cyber Café stations so Participants can check their email while at the conference. Kiosks are located in the exhibit hall and the conference registration area.

### Print Stations

Print stations will be located in the registration area for those who wish to print conference notes on site. *Reminder: Flash drives with all the notes are available for \$40.*

### Food Service

Food and beverage service is available in the Exhibit Hall during breaks and lunch on Friday and Saturday. There is a variety of restaurants with a wide range of prices throughout the Grand Sierra Resort. Information on restaurants outside the Grand Sierra Resort will be available at the WWVC Information Booth.

### Registering is Simple!


There are three easy ways to register:

**ONLINE:** Simply log online to [WildWestVC.com](http://WildWestVC.com) to register at your convenience 24.7.

**BY MAIL:** Visit us online to download a registration form and send your registration and payment by mail to the address listed on the form.

**BY FAX:** Complete the registration form and return with credit card payment by fax to (703) 631-7258.

# Celebrate!





**Across**

- NAVTA provides \_\_\_\_\_
- Part of the veterinary healthcare team
- Complete animal care
- A companion and friend
- Sponsor of National Veterinary Technician Week
- Support for Veterinary Technicians

**Down**

- Organization that promotes animal wellness through our members
- A trait all NAVTA members possess
- Linking the veterinary healthcare team
- Made up of Vets, Technicians and Assistants
- Organization that advances the veterinary medical profession

## Veterinary Technicians – Linking the Veterinary Healthcare Team

NAVTA presents:  
National Veterinary Technician Week  
October 11-17, 2009  
[www.navta.net](http://www.navta.net)



# 2009 RABIES ANTIBODY TITER TESTING

FRIDAY, OCTOBER 16, 2009 • 2:30 PM – 5:30 PM

The WWVC Management Committee, in cooperation with the Department of Agriculture Animal Disease and Food Safety Lab in Reno, Nevada, is coordinating the collection and submission of serum samples from previously immunized veterinarians and their staff to be tested for rabies virus neutralizing antibodies.

Blood sample collection will be conducted on Friday, October 16 between 2:30pm and 5:30pm at the Wild West Veterinary Conference in Reno, Nevada. The Advisory Committee on Immunization Practices (ACIP) recommends that individuals who have received rabies pre-exposure vaccination, and continue to be at risk for exposure to rabies, have their titer checked every two years.

Blood samples will be processed with assistance from the Department of Agriculture Animal Disease and Food Safety Lab in Reno, Nevada and submitted to the diagnostic laboratory of the College of Veterinary Medicine at Kansas State University. The WWVC Management Committee is acting only as an intermediary to facilitate specimen collection. Questions about testing procedures should be directed to the lab at Kansas State (785) 532-4483.

The cost of this service is \$50, and results (exact end point titer) should be available in three to four weeks. The results will be reported back and mailed individually to those tested.

## RABIES ANTIBODY TITER

Please bring this form with you in order to take the test. Thank you.

Name \_\_\_\_\_

Organization \_\_\_\_\_

Address \_\_\_\_\_

City \_\_\_\_\_ State \_\_\_\_\_ Zip Code \_\_\_\_\_

Phone \_\_\_\_\_ Cell \_\_\_\_\_

E-mail \_\_\_\_\_

## IMMUNIZATION HISTORY

Date of Last Rabies Immunization \_\_\_\_\_ If Unknown, Estimated Date \_\_\_\_\_

Primary Series

Booster

## TYPE OF IMMUNIZATION

Human Diploid

Purified Chick Embryo Cell

Duck Embryo

Unknown

Route \_\_\_\_\_

IM

ID

Unknown

Comments \_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

## FEE: EXACT (END POINT) TITER \$50 (SEE REGISTRATION FORM)

I have read and understand the information above and would like to submit a blood specimen for rabies antibody testing.

Signature \_\_\_\_\_ Date \_\_\_\_\_



# 3 EASY WAYS TO REGISTER

## 2009 REGISTRATION FORM

### ONLINE

Visit [www.wildwestvc.com](http://www.wildwestvc.com) for online registration.

### FAX

Complete all three pages of the registration form and fax to 703.631.7258.

### MAIL

Registration Center  
11208 Waples Mill Road,  
Suite 112, Fairfax, VA 22030

### PERSONAL INFORMATION PLEASE PRINT CLEARLY.

(PLEASE USE ONE FORM PER REGISTRANT)

Full Name \_\_\_\_\_  
 Title \_\_\_\_\_  
 Company/Practice \_\_\_\_\_  
 Mailing Address \_\_\_\_\_  
 City \_\_\_\_\_ State \_\_\_\_\_ Zip Code \_\_\_\_\_  
 Country \_\_\_\_\_ Postal Code \_\_\_\_\_  
 Telephone \_\_\_\_\_ Country Code \_\_\_\_\_  
 Fax \_\_\_\_\_ Country Code \_\_\_\_\_  
 University Attended \_\_\_\_\_ Year Graduated \_\_\_\_\_  
 E-mail \_\_\_\_\_  
 Guest Full Name \_\_\_\_\_

**MEMBERSHIP**  AzVMA  CVMA  NVMA  OVMA  Other VMA Membership \_\_\_\_\_  First-time Attendee  
**DESIGNATION**  DVM  VMD  Veterinarian-Other  AHT  CVT  RVT  LVT  CVPM  Other Designation \_\_\_\_\_

## CHECK IT OUT! YOUR ★BEST VALUE★ PACKAGE FOR 2009!

- Full conference registration
- LIVE LEARNING CENTER for WWVC! 24/7 access to WWVC complete conference audio recordings, post conference
- Valuable information for the veterinary profession downloadable to your Mp3 player or iPod.
- Proceedings online in advance of the conference (Flash drives are available for purchase)
- Express check-in at registration

For only \$499, experience the 2009 Wild West Veterinary Conference wherever and whenever you want – captured live from the event as released for inclusion by the speaker – an excellent training tool and informational resource for missed sessions that can be referenced in the future.

**Don't Miss Out! Save \$395 for the Best Value!** (The Live Learning Center costs \$495 post conference.)

### STANDARD FULL CONFERENCE REGISTRATION

(All full conference registrations include the proceedings online. Flash drive extra.)

	★Best Value through 9/14	Regular Fee through 9/14	★Best Value after 9/14	Regular Fee after 9/14
F22 Veterinarian	\$499 <input type="checkbox"/>	\$399 <input type="checkbox"/>	\$569 <input type="checkbox"/>	\$469 <input type="checkbox"/>
F23 Veterinary Graduate (08-09)	\$355 <input type="checkbox"/>	\$255 <input type="checkbox"/>	\$425 <input type="checkbox"/>	\$325 <input type="checkbox"/>
F24 Veterinary Technician	\$355 <input type="checkbox"/>	\$255 <input type="checkbox"/>	\$425 <input type="checkbox"/>	\$325 <input type="checkbox"/>
F26 Veterinary Staff	\$355 <input type="checkbox"/>	\$255 <input type="checkbox"/>	\$425 <input type="checkbox"/>	\$325 <input type="checkbox"/>
F27 Practice Manager	\$355 <input type="checkbox"/>	\$255 <input type="checkbox"/>	\$425 <input type="checkbox"/>	\$325 <input type="checkbox"/>
F28 Veterinary Student	\$185 <input type="checkbox"/>	\$85 <input type="checkbox"/>	\$230 <input type="checkbox"/>	\$130 <input type="checkbox"/>
F29 Veterinary Tech Student	\$185 <input type="checkbox"/>	\$85 <input type="checkbox"/>	\$230 <input type="checkbox"/>	\$130 <input type="checkbox"/>
F30 Other Medical Professional	\$499 <input type="checkbox"/>	\$399 <input type="checkbox"/>	\$569 <input type="checkbox"/>	\$469 <input type="checkbox"/>
SGF *Spouse/Guest	n/a	\$95 <input type="checkbox"/>	n/a	\$115 <input type="checkbox"/>

### EXHIBIT HALL ONLY

Please select one day:  Thurs  Fri  Sat  
 Through 9/14 After 9/14  
 EXH Exhibit Hall Only \$95  \$115

**TOTAL REGISTRATION FEES** \$ \_\_\_\_\_

### ONE-DAY REGISTRATION

Please select one day:  Wed  Thurs  Fri  Sat  Sun  
 (Note: Live Learning Center is **not** included in this registration. Proceedings are available for **only** the one day.)

	Through 9/14	After 9/14
D22 Veterinarian	\$170 <input type="checkbox"/>	\$210 <input type="checkbox"/>
D23 Veterinary Graduate (08-09)	\$110 <input type="checkbox"/>	\$140 <input type="checkbox"/>
D24 Veterinary Technician	\$110 <input type="checkbox"/>	\$140 <input type="checkbox"/>
D26 Veterinary Staff	\$110 <input type="checkbox"/>	\$140 <input type="checkbox"/>
D27 Practice Manager	\$110 <input type="checkbox"/>	\$140 <input type="checkbox"/>
D28 Veterinary Student	\$85 <input type="checkbox"/>	\$105 <input type="checkbox"/>
D29 Veterinary Tech Student	\$85 <input type="checkbox"/>	\$105 <input type="checkbox"/>
D30 Other Medical Professional	\$170 <input type="checkbox"/>	\$210 <input type="checkbox"/>
SGD *Spouse/Guest	\$45 <input type="checkbox"/>	\$70 <input type="checkbox"/>

**Flash Drive Proceedings Opportunity**  
 WWVC continues to be eco-friendly. **Flash drives are only available for purchase.** To take home a flash drive with the 2009 proceedings be sure to add to your registration total.  
 Quantity \_\_\_\_\_ @ \$40 each

**TOTAL FLASH DRIVE** \$ \_\_\_\_\_

\*Guest cannot be veterinary professional, staff or student.

**Registrant's Full Name** \_\_\_\_\_

ALL—Open to all registered attendees • VET—Open to all registered veterinarians • LVT/VT—Open to all registered veterinary technicians • VTS—Open to all registered veterinary technician students

**3**
**UNIQUE SESSIONS AND SYMPOSIA**

Please note there may be a small fee associated in addition to your conference registration. Register early.

**Wednesday, October 14**
**VMA The Changing Face of Veterinary Medicine Symposium**

 Registration Fee \$45 
**Wednesday and Thursday, October 14 and 15 FOM Front Office Academy**  
 (Limited to 25 attendees per session)

 Fee with full conference registration \$80 

 Fee without conference registration \$275 
**Wednesday and Thursday, October 14 and 15**  
 Register early—Limited space available as noted.

**VTA Veterinary Technician Academy**  
 (Limited to 25 attendees per session) Register for only one (1) Core session.

 Core 1  Core 2  Core 3  Core 4

 Fee with full conference registration \$80 

 Fee without conference registration \$399 
**Thursday, October 15**
**PL301 Practice Leadership 3—Spectrum Temperament Awareness by Joy Borgman**

(Morning session requires registration to include Awareness Booklet)

 No charge 
**Friday, October 16**
**NEW FOR 2009!**
**TBT Team-Based Training for Veterinary Practices**

Prerequisites: Full conference registration plus applicable Academy registration (see details in this brochure or visit our website).

 No charge 
**Please enter your four practice team members in the spaces below.**

Front Office \_\_\_\_\_

Veterinary Technician \_\_\_\_\_

Practice Manager \_\_\_\_\_

Medical Director/Owner \_\_\_\_\_

**4**
**PRE-LAB LECTURES, LABORATORIES AND WORKSHOPS**

 (Laboratories and workshops requires conference registration. Register early—limited space available. **NO REFUNDS** for laboratories or workshops.)

**Wednesday, October 14**

PLB01 ALL Patricia Kortekaas PT Osteopathic Pre-Lab Lecture

PLB02 ALL Johnny Slaughter DVM Photography Pre-Lab Lecture

**Thursday, October 15**

PLB03 ALL John Mattoon DVM SA Ultrasound Pre-Lab Lecture

PLB04 ALL Fred Pike DVM Orthopedics Pre-Lab Lecture

LB01 VET Dan Lavach DVM Ophthalmology Surgery Lab

LB02 VET Jack Easley DVM Equine Dentistry

WS01 VET Patricia Kortekaas PT Osteopathic Workshop

WS02 ALL Johnny Slaughter DVM Photography Workshop

**Friday, October 16**

LB03 VET/LVT John Mattoon DVM SA Ultrasound Lab Basics

LB04 VET/LVT John Mattoon DVM SA Ultrasound Intermediate Lab

LB05 VET Fred Pike DVM SA Cruciate/Patellar Luxation Repair Lab

LB06 VET Fred Pike DVM SA External Fixator Lab

WS03 VET Everett Aronson DVM SA Radiology Workshop – Interactive Thoracic Radiology

WS04 VET Everett Aronson DVM SA Radiology Workshop – Lung Patterns

**Saturday, October 17**

WS05 VET Everett Aronson DVM SA Radiology Workshop – Abdominal Patterns

LB07 VET M. Joseph Bojrab DVM, MS PhD Head and Neck Surgery

LB08 VT/VTS John Koehm DVM Tech Dental Lab

LB09 VET John Koehm DVM SA Dental Lab

**Through 9/14**
**After 9/14**

 — No charge  —

 — No charge  —

 — No charge  —

 — No charge  —

 \$345  \$385 

 \$175  \$215 

 \$395  \$435 

 \$165  \$205 

 \$325  \$365 

 \$325  \$365 

 \$435  \$475 

 \$435  \$475 

 \$135  \$175 

 \$135  \$175 

 \$135  \$175 

 \$445  \$485 

 \$135  \$175 

 \$315  \$355 
**TOTAL SESSIONS/SYMPOSIA**

\$ \_\_\_\_\_

**TOTAL LABS**

\$ \_\_\_\_\_

**5**
**CHUCKWAGONS** (Join leading experts for breakfast or lunch in a comfortable and informal setting.)

**Thursday, October 15**

CW01 Lunch Dennis Macy DVM, MS Newer Drugs Used in Cancer Patients

CW02 Lunch Rick Schulkey Protecting Your Practice from Embezzlement

**Friday, October 16**

CW03 Bkfst Craig Griffin DVM Drugs Used in Derm Patients

CW04 Lunch Laurel Gershwin DVM, PhD Current Thinking on Vaccinations

**Saturday, October 17**

CW05 Bkfst M. Joseph Bojrab DVM, MS, PhD Diaphragmatic Hernia Discussion: Why Do Dogs And Cats Die During Diaphragmatic Hernia Surgery

CW06 Lunch Kristin MacDonald DVM, Ph.D Newer Cardiac Drugs for the Heart Patient

CW07 Lunch Reuben Merideth DVM Current Ophthalmology Drugs and Their Use

**Through 9/14**
**After 9/14**

 \$40  \$50 

 \$40  \$50 

 \$40  \$50 

 \$40  \$50 

 \$40  \$50 

 \$40  \$50 

 \$40  \$50

**Registrant's Full Name** \_\_\_\_\_

ALL—Open to all registered attendees • VET—Open to all registered veterinarians • LVT/VT—Open to all registered veterinary technicians • VTS—Open to all registered veterinary technician students

**6**
**SPECIAL EVENTS**

Please check all events you plan to attend. All special events require registration regardless of noted fee.

**Wednesday, October 14**

			Through 9/14	After 9/14
SPE01	Annual Golf Tournament (per person) <i>Transportation, lunch, drink cart and prizes – minimum of 20 required</i> The Wolf Run Golf Club	1:00 PM tee time		
	Handicap _____ or 3-Round Average _____		\$95 <input type="checkbox"/>	\$135 <input type="checkbox"/>
	Guest		\$95 <input type="checkbox"/>	\$135 <input type="checkbox"/>
	Handicap _____ or 3-Round Average _____			

**Thursday, October 15**

SPE02	“Wildest Martini in the West” Contest (per person)	4:00 – 5:30 PM	\$40 <input type="checkbox"/>	\$50 <input type="checkbox"/>
	Total \$ _____			
SPE03	President's Opening Reception	4:30 – 8:30 PM	— No charge <input type="checkbox"/> —	
	Number attending _____			

**Friday, October 16**

SPE04	Healthy Start – Yoga for Everyone	6:30 – 7:30 AM	— No charge <input type="checkbox"/> —	
SPE05	Healthy Start – Fun Walk/Run	6:30 – 7:30 AM	— No charge <input type="checkbox"/> —	
SPE06	Rabies Titer Testing <i>Bring the titer testing form with you to the exhibit hall</i>	2:30 – 5:30 PM	\$50 <input type="checkbox"/>	\$50 <input type="checkbox"/>
SPE07	Evening in Reno (per person) <i>Check out www.wildwestvc.com for updates.</i>	7:00 – 11:00 PM	\$10 <input type="checkbox"/>	\$20 <input type="checkbox"/>
	Total \$ _____			

**Saturday, October 17**

SPE08	Healthy Start – Yoga for Everyone	6:30 – 7:30 AM	— No charge <input type="checkbox"/> —	
SPE09	Healthy Start – Fun Walk/Run	6:30 – 7:30 AM	— No charge <input type="checkbox"/> —	
SPE10	Christian Veterinary Breakfast (per person)		\$20 <input type="checkbox"/>	\$20 <input type="checkbox"/>
	Total \$ _____			
SPE11	Wine Tasting at the Reserve (per person) <i>Taste wines from around the world at the Reserve</i>	4:00 – 5:30 PM	\$50 <input type="checkbox"/>	\$60 <input type="checkbox"/>
	Total \$ _____			
SPE12	Closing Dance Party and Entertainment	7:30 – 11:30 PM	— No charge <input type="checkbox"/> —	
	Number attending _____			

<b>TOTAL SPECIAL EVENTS</b>	\$ _____
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**7**
**CONFERENCE TOTALS**
**CANCELLATION POLICY**

Changes to all registrations can be made online. Attendees who wish to cancel registration must give notice in writing of the intention to cancel. All refunds due will be paid within 45 days after the close of the conference. Refunds will be processed as follows:

- 1) Prior to August 1, 2009 – full refund less 15% administrative fee.
- 2) Between August 1 and September 14, 2009 – refund of 50% less the 15% administrative fee.
- 3) September 15, 2009 or later, no refund.
- 4) No refunds for laboratories or workshops.

<b>REGISTRATION FEES</b>	\$ _____
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<b>FLASH DRIVE OPPORTUNITY</b>	\$ _____
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<b>UNIQUE SESSIONS/SYMPOSIA</b>	\$ _____
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<b>LABS/WORKSHOPS</b>	\$ _____
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<b>CHUCKWAGONS</b>	\$ _____
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<b>SPECIAL EVENTS</b>	\$ _____
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<b>VMA DISCOUNT</b>	\$ <b>-\$25</b>
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(THIS DISCOUNT applies only to veterinarians who are members of CVMA, OVMA, AzVMA and NVMA and who have registered for the full conference.)

<b>GRAND TOTAL</b>	\$ _____
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I have read and understand that no children ages 18 and under are allowed in the exhibit hall and/or CE sessions at anytime.

**8**
**PAYMENT INFORMATION**

(All payments must be made in U.S. dollars, and checks made payable to Wild West Veterinary Conference. Payment in full must accompany this registration form.)

AMEX  MasterCard  Visa  Check Check No. \_\_\_\_\_

Attendee Name \_\_\_\_\_

Card Number \_\_\_\_\_

Name of Cardholder \_\_\_\_\_ Exp. Date \_\_\_\_\_

Card Billing Address/P.O. Box \_\_\_\_\_

Card Billing \_\_\_\_\_ Postal Code \_\_\_\_\_

Signature \_\_\_\_\_ Date \_\_\_\_\_

**REMIT ALL PAYMENTS TO:**

WWVC Registration Center | 11208 Waples Mill Road, Suite 112, Fairfax, VA 22030  
703.449.6418 | 703.631.7258 fax

**3 EASY WAYS TO REGISTER**
**ONLINE**

Visit [www.wildwestvc.com](http://www.wildwestvc.com) for online registration.

**FAX**

Complete all three pages of the registration form and fax to 703.631.7258.

**MAIL**

Registration Center  
11208 Waples Mill Road, Suite 112  
Fairfax, VA 22030

# LAWSUIT PROTECTION, TAX REDUCTION AND ESTATE PLANNING

Thursday, October 15, 2009  
7:30 – 9:30 pm

How veterinarians can protect 100% of their professional and personal assets from lawsuits. Five strategies veterinarians can use to reduce their income taxes each year. Legal strategies veterinarians can use to eliminate the capital gains tax on the sale of a business, real estate, or other assets. Tools veterinarians can use to pass assets to heirs tax free. How to avoid the most common asset protection mistakes made by veterinarians and their advisors.

G. Kent "GK" Mangelson is an expert in the area of lawsuit protection and tax reduction. He has authored and co-authored several publications and training manuals on these subjects including The Advanced Tax and Asset Protection Training Manual and The Asset Protection Bible. As one of the nation's top asset protection advisors, he has spent over 30 years helping doctors properly structure themselves for lawsuit protection and tax reduction. Mr. Mangelson is a nationally-recognized speaker and has trained thousands of doctors at hundreds of conventions, conferences, and seminars across the country. He graduated with honors from Brigham Young University in Provo, UT and the College for Financial Planning in Denver, CO.



**G. Kent Mangelson, CFP**  
**American Society for**  
**Asset Protection**



October 14 – 18, 2009  
Reno, NV  
WildWestVC.com

Register online at [WildWestVC.com](http://WildWestVC.com) for educational sessions and special events.

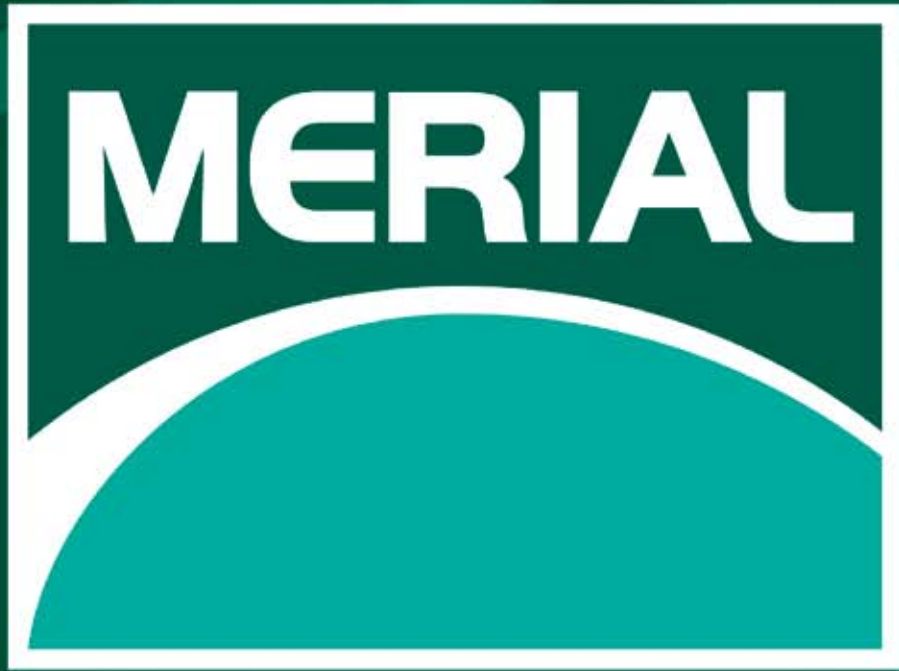
▶ Missed some sessions? All registered attendees who opted for the Best Value Package will have access to notes and audio recordings through the Live Learning Center 24.7, post-conference.

*Live Learning Center*

To help you plan your trip to WWVC, here is a quick reminder list:

- Register by September 14** to save up to \$70 on Full Conference Registration
- Register four-member team** from your practice for Team-Based Training
- Register for Special Events:** Golf, Martini Contest, Wine Tasting
- Make hotel reservations by September 11** to get \$89 room night rate
- Flying?** Make airline reservation to take advantage of airline sales
- Driving?** Be sure to have the car serviced before leaving home
- Pack the backpack** and hiking gear for a fun afternoon out with friends on the trails
- Don't forget** your business cards for networking
- Sign up** to be a fan of WWVC on Facebook
- Follow** WWVC on Twitter

**SAVE THE DATE**  
**WWVC 2010**  
**OCTOBER 13-17**



# See you in Reno!

**FRONTLINE**<sup>®</sup>  
Kills fleas and ticks fast...and lasts.

**Heartgard**<sup>®</sup>  **Plus**  
(ivermectin/pyrantel)  
Easy to give. Protection to live.

**Previcox**<sup>®</sup>  
(firocoxib)

**OraVet**<sup>®</sup>  
SERIOUS ORAL CARE MADE SIMPLE<sup>®</sup>

**UlcerGard**<sup>®</sup>  
(omeprazole)

  
**GastroGard**<sup>®</sup>  
(omeprazole)

  
**PUREVAX**<sup>®</sup>  
Purity. Potency. Peace of Mind.

  
**RECOMBITEK**<sup>®</sup>  
Targeted Prevention. Pure Protection.

**Equioxx**<sup>®</sup>  
(firocoxib)

 **Tresaderm**<sup>®</sup>  
thiabendazole-dexamethasone-neomycin sulfate

  
**IMRAB**<sup>®</sup>

  
**RECOMBITEK**<sup>®</sup>  
Works fast. Lasts long.



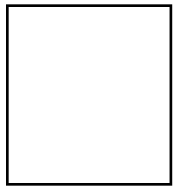
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OCTOBER 14–18, 2009  
GRAND SIERRA RESORT  
RENO, NEVADA

**Wild West Veterinary Conference**

1444 I Street, NW, Suite 700  
Wash DC 20005



- **WWVC Leadership Institute** featuring Bryan Dodge sponsored by Hill's Pet Nutrition
- **The Changing Face of Veterinary Medicine** featuring Micaela Z. Shaughnessy, VMD
- **Closing Party** with Dr. Kevin Fitzgerald and Whiskey Dawn sponsored by Grand Sierra Resort
- G. Kent Mangelson's **Lawsuit Protection, Tax Reduction and Estate Planning**
- **NEW Team-based Training** with Tom Catanzaro and Thom Haig
- **Veterinary Technician Academy** and **Front Office Academy**
- **500+** hours of outstanding educational sessions
- **Laboratories, Chuckwagons** and much more!
- **150+ Exhibits**
- **Networking**

**Great hotel rate!** \$89 per room night with complimentary in-Room Internet and more!  
See page 70.



Visit [WildWestVC.com](http://WildWestVC.com) to register.