As president of the Ohio Veterinary Medical Association, I am pleased to present the program for the 2016 Midwest Veterinary Conference. As many of you know, the MVC is not only the largest state-hosted veterinary convention, but it is also one of the most highly regarded in our field. This claim to fame is largely due to the MVC’s more than 400 hours of top-notch continuing education from world-renowned speakers—not to mention the expansive Exhibit Hall and variety of networking and social events you have the chance to take advantage of. If this is your first year, take it from a seasoned veteran: You’re in for a great experience!

This year, we’ve got another exciting line-up, featuring dozens of industry experts—including popular animal behaviorist Steve Dale, the authority on toxicology Justine Lee, and poultry expert Jean Sander. We are eager to debut a brand-new program that answers a critical need in our field: The Wellness track on Friday, led by mental health expert Jennifer Brandt, is a day-long workshop that tackles issues of compassion fatigue, stress and conflict—all of which can lead to depression or even suicide. No matter what your area of practice, the stage in your career, or the role you play in your organization, you’re sure to find something valuable in the more than 30 tracks offered.

New this year, you’ll be able to stay connected with the brand-new MVC mobile app and free wi-fi in the Convention Center. I’m still using my trusty flip phone, but I know many of you will be excited to take advantage of one or both of these, so I’d like to extend a big thank-you to MWI Animal Health and IT Corps for their support. Learn more about the new mobile app on page 4.

When you’re not in sessions, be sure to take advantage of the Exhibit Hall, where you can find a wide variety of products and services that will help you both in and out of practice. You’ll also have a chance to see what’s new on the market in the first-ever New Products Showcase. It’s not all business, though! Have fun, too, by joining in on the new Exhibit Hall Passport to Rewards. Learn more about these programs and find out what companies have signed up to attend on pages 8–9.

We’d also like to invite you to MVC Sunday Lunch, which is guaranteed to resonate with most, if not all, of us. Keynote speaker Doug Ulman, leader of Pelotonia and a three-time cancer survivor, will share how the annual fundraiser has created a community and energy that last far beyond the three-day event. Get a full description of this and find out what other special events are scheduled on pages 6–7.

If I haven’t convinced you that you have to attend the MVC, just keep turning the pages—you’ll see what a great program we’ve got in the works. I also encourage you to take advantage of early-bird registration if you plan to attend. Not only will you enjoy discounted prices, but you’ll avoid having to stand in line on site. I hope to see you in a few months at the 2016 Midwest Veterinary Conference!

—Brad Garrison, DVM
GOLD SPONSORS

IT CORPS
TECH DONE RIGHT – IT WITH EDGE

- Convention Center Wi-Fi
- Conference Proceedings Flash Drive

KENNETH A. SCOTT CHARITABLE TRUST

- Thursday through Sunday Shelter Animal Tracks

ROSS UNIVERSITY
SCHOOL OF VETERINARY MEDICINE

- Veterinary Exploration Conference

SILVER SPONSORS

Hill’s®

- Connection Corner: Student/DVM Networking Lunch
- Friday Technician I

MERRIAL
A SANOFI COMPANY

- Conference Pens
- Friday Pet Animal Laser Therapy
- Saturday Pet Animal Dermatology

BRONZE SPONSORS

ABAXIS

- Thursday Animal Behavior Sessions 100–103
- Friday Animal Behavior II

Campbell PET COMPANY

- Conference Lanyards
- In-kind sponsorship of Lab B: Euthanasia Training

COLUMBUS

- Volunteer Raffle Prizes

HENRY SCHEIN®

- In-kind sponsorship of Lab D: Feline Oral Surgery and Intraoral Radiology Techniques

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- Educational Grant

Campbell PET COMPANY

- Friday Pet Animal Laser Therapy

CAMPBELL PET COMPANY

- In-kind sponsorship of Lab D: Feline Oral Surgery and Intraoral Radiology Techniques

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- Pro PLAN VETERINARY DIETS
- General Support

MWI Animal Health

- Conference Mobile App

PAYMENT LOGISTICS

- Credit Card Processing

PETSAFE

- Protect, teach, love.
- Friday Animal Behavior Sessions 202–204
- Saturday Animal Behavior Sessions 400 and 402

ABAXIS

- Thursday Pet Animal Anesthesia/Pain Management
**Stay happy, stay healthy.** The veterinary community is no stranger to depression and even suicide. Join mental health expert Dr. Jennifer Brandt on Friday for the new Wellness track to learn how to overcome these obstacles to stay healthy, inside and out.

**Welcome to the real world!** New veterinarians face ever-growing obstacles. Join student loan expert Heather Jarvis, women’s issues advocate Karen Bradley and finance guru Camala Bailey in the new Recent Graduates track on Friday to find out how to manage your money, gain confidence in your new career and balance personal and professional demands.

**Plenty of fish in the sea.** Interested in fish medicine beyond food production? Learn about biosecurity, diseases and diagnostic techniques, and aquatic systems in Thursday and Friday’s Aquaculture track.

**Up for accreditation renewal in 2016?** Attend National Veterinary Accreditation Program (NVAP) sessions on Friday, Saturday and Sunday. Each session counts as one unit toward accreditation renewal.

**Show me the money!** Learning how the economy works can help you determine how much to pay your associates, how big your practice should be, and ultimately be more profitable. AVMA economist Michael Dicks will help you understand this tricky subject in Saturday’s Practice Management II track.

**Getting a grip on your loans.** As a veterinary student, you are no doubt aware of the compounding educational loan debt that will be waiting for you upon graduation. Get practical advice from student loan expert Heather Jarvis at this year’s Student Appreciation Reception. Afterward, take a break with OVMA and enjoy food, drinks and fun.

**Take a bite out of dog bites.** Learn how to stop bites before they happen in the Staff Development track on Friday morning, and practice proven dog bite prevention methods in Saturday afternoon’s special program.

**Safety first!** Beyond proper cleaning protocols, how can you keep yourself, your clients and your patients safe while in your care? Get an in-depth look at how to use personal protective equipment properly, for everything from routine uses to outbreak responses, in Friday’s Lab C.

**Stay connected while at MVC!** Don’t forget to bring your smartphone or tablet! New this year, the MVC will offer free wi-fi to attendees in the Convention Center, compliments of Gold Sponsor IT Corps. Additionally, you’ll be able to navigate the MVC with ease, using our new, robust mobile app, brought to you by Bronze Sponsor MWI Animal Health.

**Get rewarded for visiting the Exhibit Hall!** With the new Exhibit Hall Passport to Rewards in hand, you’ll visit participating booths and learn about exciting new products and services. Once you’ve completed your passport, turn it in for a chance to win one of several fantastic raffle prizes!

**Find out what’s new in the veterinary world.** Discover new products and services from your favorite companies at the first-ever New Product Showcase. Participating exhibitors will have their items on display in the showcase and will be available to answer questions and provide demonstrations.

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**EDUCATIONAL**

**SPECIAL EVENTS**

**NEW FEATURES**

**MAKING A DIFFERENCE**

Are you looking for an opportunity to connect with experts in your field, or a chance to impact the future of veterinary medicine? Here's how you can get involved:

**Session Presiders:** All registered attendees are invited to volunteer as session presiders, whose job is to assist and introduce speakers, as well as help make sessions run smoothly by troubleshooting any issues that arise. Volunteers enjoy benefits such as complimentary lunch and parking on the days they are presiding, as well as a chance to win a Columbus sports package. Learn more about becoming a Session Presider and sign up online at [www.mvcinfo.org/volunteer](http://www.mvcinfo.org/volunteer).

**Connection Corner:** Share your knowledge with your future colleagues! OVMA Members in all areas of veterinary medicine are needed to participate in this student networking luncheon on Friday, Feb. 26. Please see page 7 for details on this event or visit [www.mvcinfo.org/volunteer](http://www.mvcinfo.org/volunteer) to submit your interest.

**5 for 5 for the Future:** With the help of MVC attendees, OVMA has donated almost $70,000 to veterinary and technician student scholarships since 2012. If you’d like to donate to this program, please fill out the Charitable Contributions section on your registration form.
SCHEDULE of EVENTS

WEDNESDAY feb. 24, 2016
Registration & Attendee Assistance ........................................ 5 – 6:30 p.m.

THURSDAY feb. 25, 2016
Registration & Attendee Assistance ........................................ 7 a.m. – 6 p.m.
Concurrent Sessions & Hands-On Labs ................................ 8 a.m. – 5 p.m.
Exhibit Hall Open .................................................................. 11 a.m. – 6 p.m.
Student Appreciation Reception .......................................... 6 – 8:30 p.m.

FRIDAY feb. 26, 2016
OVMA Member Business Meeting ........................................... 7 – 8 a.m.
Registration & Attendee Assistance ........................................ 7 a.m. – 6 p.m.
Concurrent Sessions & Hands-On Labs ................................ 8 a.m. – 5 p.m.
Titer Testing in the Wellness Center ...................................... 10 a.m. – 2 p.m.
Exhibit Hall Open .................................................................. 11 a.m. – 6 p.m.
Connection Corner ................................................................. 11:45 a.m. – 1:15 p.m.
Shelter Animal Reception ....................................................... 5:30 – 6:30 p.m.
Christian Veterinary Mission Seminar ................................. 6:15 – 7:45 p.m.

SATURDAY feb. 27, 2016
Registration & Attendee Assistance ........................................ 7 a.m. – 6 p.m.
Concurrent Sessions & Hands-On Labs ................................ 8 a.m. – 5 p.m.
Veterinary Exploration Conference (VEC) ......................... 9:30 a.m. – 3 p.m.
VEC Parent Workshop ............................................................. 10 a.m. – 12 p.m.
Auxiliary Annual Meeting & Luncheon ............................... 10 a.m. – 1 p.m.
Titer Testing in the Wellness Center ...................................... 10 a.m. – 4 p.m.
Exhibit Hall Open .................................................................. 11 a.m. – 6 p.m.
VEC College Fair ................................................................. 3 – 4 p.m.

SUNDAY feb. 28, 2016
Christian Veterinary Mission Fellowship Breakfast .............. 7 – 8 a.m.
Registration & Attendee Assistance ................................. 7:15 a.m. – 4:30 p.m.
Concurrent Sessions ............................................................. 8 a.m. – 4:30 p.m.
MVC Sunday Lunch ............................................................... 11:30 a.m. – 1 p.m.

DATES and DEADLINES

12/1 Pre-registration begins; Volunteer sign-up opens (p. 75)
12/18 Registration for the Veterinary Exploration Conference opens
1/11 Register by today at 11:59 p.m. to enjoy early bird discounts!
1/18 Shelter Animal Medicine & Care Scholarship application deadline (p. 6); Holiday Inn Express room block closes (p. 75)
1/24 Hampton Inn room block closes (p. 75)
1/25 Hilton room block closes (p. 75)
1/29 Hyatt Regency room block closes (p. 75)
1/31 Crowne Plaza room block closes (p. 75)
2/1 Online Conference Proceedings available (p. 75); Red Roof room block closes (p. 75)
2/4 Drury Inn room block closes (p. 75)
2/5 Last day to pre-register! Special request deadline; VEC registration closes
2/8 Confirmation packets mailed to pre-registered attendees this week (p. 68)
2/19 Last day to volunteer as a Session Presider (p. 75)
2/25 2016 Midwest Veterinary Conference
2/28 to
3/7 Deadline to request a refund if unable to attend (p. 68)
Columbus, Ohio
FEATURED EVENTS

AUXILIARY SILENT AUCTION
When: Thursday through Saturday, 11 a.m. to 6 p.m.
Who: All Attendees

As you make your way through the Exhibit Hall, stop by the silent auction to browse items for sale and place your bid. Proceeds from the auction help the Auxiliary provide scholarships to OSU veterinary students.

OVMA MEMBER BUSINESS MEETING
When: Friday, Feb. 26, 7 to 8 a.m.
Who: OVMA Members
Registration: None required

OVMA Members are encouraged to attend the annual Association business meeting on Friday morning. Enjoy a continental breakfast while you hear important membership updates from OVMA officers. Additionally, attendees will be voting on a revision to the By-Laws that would rename the “Associate Membership” category to “Affiliate Membership.” To learn more about the proposal, visit www.mvcinfo.org/events.

SHELTER ANIMAL RECEPTION
When: Friday, Feb. 26, 5:30 to 6:30 p.m.
Who: Shelter Professionals
Registration: None required

The OVMA Shelter Animal Committee hosts this annual networking event for shelter professionals.

Limited funds? Apply for a scholarship!
Shelter workers who are interested in attending the MVC but have limited resources are invited to apply for the 2016 Shelter Animal Medicine & Care Scholarship; more information and eligibility details can be found online at www.mvcinfo.org/shelter.

CHRISTIAN VETERINARY MISSION EVENING SEMINAR
When: Friday, Feb. 26, 6:15 to 7:45 p.m.
Who: All Attendees
Registration: None required

Dr. Suzanne Laidlaw of Christian Veterinary Mission welcomes attendees to join her on Friday evening and be inspired. Hear stories of how God is at work through missions and veterinary medicine around the world.

NEW! PRESIDENT’S RECEPTION
When: Friday, Feb. 26, 6 to 8 p.m.
Who: OVMA Members
Registration: None required

OVMA President Dr. Brad Garrison invites members to this first-ever mixer to kick back after a long day of sessions! Get to know your OVMA representatives, mingle with colleagues and enjoy light hors d’oeuvres. All OVMA members are welcome to attend; no advance registration is required.

AUXILIARY TO THE OVMA BOARD OF DIRECTORS ANNUAL MEETING & LUNCH
When: Saturday, Feb. 27, 10 a.m. to 1 p.m.
Who: OVMA Auxiliary Members
Registration: Free for Members, $25 for guests; advance registration required

Following the annual Board meeting, Auxiliary members and their guests are invited to enjoy lunch and hear from speaker Chip Gross, whose love of the great outdoors led him to become a nature photographer and writer.

ON-SITE SERVICES

Attendee Assistance & On-Site Registration
Although OVMA strongly encourages you to take advantage of fee discounts by pre-registering by Feb. 5, you will be able to register on site. In addition, you can also purchase Exhibit Hall-Only passes for guests (learn more on p. 75), get CE records signed and request CE certificates (p. 75), sign up for special programs, and pick up the Conference Proceedings flash drive.

Exhibit Hall
Take advantage of the two-hour lunch break and an additional hour after sessions conclude to browse the Exhibit Hall’s 100+ booths.

You’ll have a chance to see the latest products in the first-ever New Product Showcase and a shot at winning raffle prizes just by visiting exhibitors! Find out what companies will be in attendance on pages 8–9. Please remember, there are no exhibit hours on Sunday.

OVMA Membership Resources Center
Located just outside the Exhibit Hall, the resources center will have information about OVMA membership, what OVMA does for the veterinary community, service provider offerings for members only, and more.

Mothers’ Corner
For women who need access to a private area for nursing, there will be a section of Hall C cordoned off for their use during customer service hours.

Titer Testing in the Wellness Center
Individuals who have received rabies pre-exposure vaccination and continue to be at risk for exposure are recommended to have their titer checked every two years. This service, offered by ARCpoint Labs of Columbus, will be available on Friday and Saturday for a cost of $72 for a rabies antibody screen or $92 for rabies antibody endpoint testing. Payment may be made in cash, credit card or check made payable to ARCpoint Labs. Results will be mailed within four weeks.

Wi-Fi Access
New this year, attendees will have access to free wi-fi in the Convention Center. If you haven’t made the leap to a smartphone yet, you can still stop by the Internet Café to check your email, surf the Internet, and complete the MVC evaluation.

Special thanks to Gold Sponsor IT Corps for supporting this service.
FEATURED EVENTS

CHRISTIAN VETERINARY MISSION FELLOWSHIP BREAKFAST

When: Sunday, Feb. 28, 7 to 8 a.m.
Who: All Attendees
Registration: None required

CVM representative Dr. Suzanne Laidlaw will share a devotion on “Draw Near,” based on Hebrews 4:16. Join the Christian Veterinary Mission for a special time of fellowship and get an update on where God is at work through this innovative mission organization.

MVC SUNDAY LUNCH WITH PELOTONIA’S DOUG ULMAN

When: Sunday, Feb. 28, 11:30 a.m. to 1 p.m.
Who: All Attendees
Registration: None required

Join us at MVC Sunday Lunch for a compelling presentation from the inspiring Doug Ulman, a three-time cancer survivor and globally recognized cancer advocate. After overcoming chondrosarcoma during his sophomore year of college and malignant melanoma twice since, Doug and his family founded the Ulman Cancer Fund for Young Adults, a nonprofit organization dedicated to supporting, educating and connecting young adults, their families and friends who are affected by cancer. Formerly the seven-year director of survivorship at LIVESTRONG, Doug now leads Pelotonia, a three-day fundraising experience that includes a weekend of cycling, entertainment and volunteerism. The initiative was established in 2008 with the objective of funding life-saving cancer research, and every dollar raised goes directly to cancer research. In its first six rides, Pelotonia raised more than $82 million for cancer research at The Ohio State University Comprehensive Cancer Center—Arthur G. James Cancer Hospital and Richard J. Solove Research Institute.

STUDENT APPRECIATION RECEPTION

When: Thursday, Feb. 25, 6 to 8:30 p.m.
Who: OVMA Student Members
Registration: Free for student members; pre-registration required

OVMA Student Members are invited to the annual Student Appreciation Reception, where they can kick back with fellow students, get to know the OVMA staff, network with future colleagues—and even win raffle prizes! New this year, the event will feature keynote speaker Heather Jarvis, a nationally recognized expert on student loans.

Keynote Address: Getting a Grip on Your Student Loans. Flexible repayment options and forgiveness provisions are available, but the details matter and it can be confusing to figure it out on your own. This engaging and practical presentation will help you get a grip on your student loans by clearly explaining:

- Income-driven repayment plans
- Loan forgiveness not tied to employment
- Public service loan forgiveness in five steps
- Tax issues for student loan borrowers
- Proposed changes to student loan debt relief programs

Bring your toughest questions, because the expert is in the house! Learn more about Heather Jarvis and RSVP for this event online at www.mvcinfo.org/students by Feb. 15.

CONNECTION CORNER: STUDENT/DVM NETWORKING LUNCH

When: Friday, Feb. 26, 11:45 a.m. to 1:15 p.m.
Who: OVMA Student Members (max: 130); OVMA Members (max: 22)
Registration: Free for student members; pre-registration required

You’re getting a top-notch education in veterinary school, but what’s life like in the real world? This event is your chance to talk to practicing veterinarians in a variety of disciplines and get answers to the questions you might not find in a classroom.

Participation is limited and offered on a first-come, first-served basis. Students should register online at www.mvcinfo.org/students by Feb. 15. Veterinarians who wish to participate can submit their interest online at www.mvcinfo.org/volunteer.

Special thanks to Silver Sponsor Hill’s Pet Nutrition for supporting this event.

VETERINARY EXPLORATION CONFERENCE & COLLEGE FAIR

When: Saturday, Feb. 27, 9 a.m. to 4 p.m.
Who: Students interested in veterinary careers and their parents
Registration: $10 each (includes lunch); pre-registration required

Do you have a child interested in following in your footsteps, or do you know a young person who’s considering a career in the veterinary field? The Veterinary Exploration Conference (VEC) exposes high school and undergraduate students to the wide array of careers in veterinary medicine. Participants will get crash courses in a variety of disciplines from veterinarians in the field, find out how to prepare for and survive veterinary school, and meet with college representatives. There’s something for parents, too — the Parent Workshop, held in conjunction with the VEC, addresses financial aid options, veterinary school admissions requirements and career paths in veterinary medicine.

To learn more, visit www.mvcinfo.org/vec. Online registration begins Dec. 18, 2015.

Special thanks to Gold Sponsor Ross University School of Veterinary Medicine for supporting this event.
Year after year, attendees rate the Exhibit Hall as one of the most important parts of the MVC. With more than 100 companies in attendance, you’re sure to find something that will help you deliver exceptional patient care and customer service. Offering innovative technologies, helpful practice management services, healthy pet food and toys—and everything in between—the MVC Exhibit Hall is a must-see experience you can’t miss!

<table>
<thead>
<tr>
<th>EXHIBIT HALL &amp; NEW PRODUCT SHOWCASE HOURS</th>
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<tr>
<td><strong>Thursday, Feb. 25</strong></td>
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<td><strong>Titer Testing:</strong> 10 a.m. – 2 p.m.</td>
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<td><strong>Sunday, Feb. 28</strong></td>
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Is your data backed up? Will it be there when you need it?

Visit us at the New Product Showcase to learn about a solution that will give you peace of mind and ensure you can recover when disaster strikes.

Stop by Booth #727 in the Exhibit Hall for your chance to win High-tech Pet Gadgets!

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Diamondback Drugs
Dog is Good
DRE Veterinary
EXHIBIT HALL PASSPORT TO REWARDS

Get rewarded for visiting the Exhibit Hall with the MVC’s new passport program! All you have to do is visit each participating company to find out the answer to a selected question, then turn in your completed passport by 6 p.m. on Saturday for a chance to win exciting raffle prizes. More information on participating companies and a list of prizes that will be given away will appear in the on-site program.

NEW PRODUCT SHOWCASE

Find out what new, innovative products have just hit the market and how they can help you in your practice by visiting the first-ever New Product Showcase. Participating companies will show off their new equipment, services and products in this gallery, which will be open during Exhibit Hall hours. Find out which companies are participating online at www.mvcinfo.org/exhibits.

Get up-to-date list of exhibitors online at www.mvcinfo.org/exhibits
<table>
<thead>
<tr>
<th>Time</th>
<th>ANIMAL BEHAVIOR</th>
<th>AQUACULTURE</th>
<th>EQUINE</th>
<th>FOOD ANIMAL</th>
<th>HOLISTIC &amp; INTEGRATIVE MEDICINE</th>
<th>PET ANIMAL</th>
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<tbody>
<tr>
<td>8 – 9 a.m.</td>
<td>100 Bangs and Booms: Noise and Storm Sensitivities in Dogs</td>
<td>106 Water Quality Evaluation and Aquatic Systems for Fish S. Smith</td>
<td>109 Equine Metabolic Syndrome: What We Know and What We Don’t Wooldridge</td>
<td>115 Swine Dystocia Specht</td>
<td>121 The Art of Neuro-Modulation, Part I: Pain and Acupuncture Sypniewski</td>
<td>127 Critical Updates in Anesthesia and Pain Management, Part I Gaynor</td>
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<td>10:30 – 11:30 a.m.</td>
<td>101 Do Dogs Mean to be Mean? Understanding Canine Aggression Horwitz</td>
<td>107 Common Diseases of Tropical, Ornamental and Food Fish, Part I S. Smith</td>
<td>110 Update on Pituitary Pars Intermedia Dysfunction Wooldridge</td>
<td>116 Swine Diseases and Vaccines Specht</td>
<td>122 The Art of Neuro-Modulation, Part II: Acupuncture Techniques Sypniewski</td>
<td>128 Critical Updates in Anesthesia and Pain Management, Part II Gaynor</td>
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<tr>
<td>11:30 a.m. – 1:30 p.m.</td>
<td>108 Assessing Prognosis in Aggressive Dogs Horwitz</td>
<td>111 Special Needs of the Geriatric Horse Wooldridge</td>
<td>117 Building Trust in Dairy Farming and Foods Higgins</td>
<td>123 Current Acupuncture Research Sypniewski</td>
<td>129 A Critical Discussion of NSAIDs: The Good and the Bad Gaynor</td>
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<td>1:30 – 2:30 p.m.</td>
<td>103 Medical Causes of Behavior Problems in Dogs and Cats Horwitz</td>
<td>112 Examination and Interpretation of the Equine Foot, Part I Moyer</td>
<td>118 What is the Cost of Disease in Backgrounding and Feeder Cattle Operations? B. Smith</td>
<td>124 Chinese Herbs for People Who Don’t Know Chinese Medicine Scanlan</td>
<td>130 The Non-Drug Approach to Inflammation, Cartilage Protection and Pain Control: Nutraceuticals and New Drugs Gaynor</td>
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<td>4 – 5 p.m.</td>
<td>120 The Art and Science of the Pre-Purchase Examination, Part I Moyer</td>
<td>132 Chinese Herbs for People Who Don’t Know Chinese Medicine Scanlan</td>
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<td>132 The Logical Approach to the Canine and Feline Arthritis Patient Gaynor</td>
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**EXHIBIT HALL & LUNCH BREAK** 11:30 a.m. – 1:30 p.m.
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<tr>
<th>Time</th>
<th>Session Title</th>
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<td>8 – 9 a.m.</td>
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<td>9:15 – 10:15 a.m.</td>
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- **PET ANIMAL ENDOCRINOLOGY**
- **PET ANIMAL IMMUNE-MEDIATED DISEASES**
- **PET ANIMAL NEPHROLOGY**
- **PRACTICE MANAGEMENT I**
- **PRACTICE MANAGEMENT II**
- **PUBLIC HEALTH**
<table>
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<tr>
<th>Time</th>
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<tr>
<td>8:30 a.m. – 4:30 p.m.</td>
<td>Euthanasia Training, Part I</td>
<td>Anderson</td>
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<tr>
<td>11:30 a.m. – 1:30 p.m.</td>
<td>EXHIBIT HALL &amp; LUNCH BREAK</td>
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<td>1:30 – 2:30 p.m.</td>
<td>Keeping Controlled Drugs Under Control, Part I</td>
<td>Seibert</td>
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<td>2:45 – 3:45 p.m.</td>
<td>Critical Thinking: Clinical Pathology Case Challenges</td>
<td>Liss</td>
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<td>3:45 – 4:45 p.m.</td>
<td>Introduction to Ultrasound</td>
<td>Sutherland-Smith</td>
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<tr>
<td>8 – 9 a.m.</td>
<td>Shelter Dentistry, Part I</td>
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<td>9:15 – 10:15 a.m.</td>
<td>Safety Issues for Veterinary Hospital STaff, Part I</td>
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# Animal Behavior I

- **009** Clinical Diagnostic Techniques for Fish  
  *S. Smith*

# Animal Behavior II

- **004** Use of Nutraceutical and Botanical Therapies to Modify Behavior  
  *DePorter*

- **005** Feline Inappropriate Elimination, Part I: Toileting Problems  
  *Horwitz*

- **006** Feline Inappropriate Elimination, Part II: Urine Marking  
  *Horwitz*

# Aquaculture

- **003** Use of Pheromones to Modify Behavior  
  *DePorter*

# Equine

- **002** Brain Dead Fat Cats: Enriching Your Cat’s Life  
  *Dale*

- **007** Feline Inappropriate Elimination, Part III: The Link Between House Soiling and Inter-Cat Aggression  
  *Horwitz*

# Food Animal

- **008** You Can’t Reach Invisible Clients: How to Market with Social and Traditional Media  
  *Dale*

- **009** Pheromonotherapy: Use of Pheromones to Modify Behavior  
  *DePorter*

# Holistic & Integrative Medicine

- **001** Insulin Resistance and Sepsis: Are They Related?  
  *Wooldridge*

- **002** Managing Hypocalcemia in Dairy Herds, Part I: Physiology and Prevention  
  *Oetzel*

- **003** Managing Hypocalcemia in Dairy Herds, Part II: Treatment and Monitoring  
  *Oetzel*

- **004** Treating Side Effects of Cancer and Cancer Therapy  
  *Scanlan*

- **005** Managing the Chronically Foundered Horse, Part I  
  *Moyer*

- **006** Managing the Chronically Foundered Horse, Part II  
  *Moyer*

- **007** ABCs of BQA  
  *B. Smith*

- **008** The Role of the Immune System in Cancer  
  *Scanlan*

- **009** Biosecurity for Aquaculture Facilities and Home Aquaria  
  *S. Smith*

- **010** Fish Health Management and Therapeutics  
  *S. Smith*

- **011** Managing the Chronically Foundered Horse, Part I  
  *Moyer*

- **012** Managing the Chronically Foundered Horse, Part II  
  *Moyer*

- **013** Diagnostics for Beef Practitioners  
  *B. Smith*

- **014** The Art and Science of the Pre-Purchase Examination, Part II  
  *Mayer*

- **015** Insulin Resistance and Sepsis: Are They Related?  
  *Wooldridge*

- **016** Septicemia in Foals: Manifestations and Stabilization  
  *Wooldridge*

- **017** Colitis in Adult Horses: Diagnostics and Management  
  *Wooldridge*

- **018** Management of BRD in Backgrounding and Feedlot Operations  
  *B. Smith*

- **019** Diagnostics for Beef Practitioners  
  *B. Smith*

- **020** ABCs of BQA  
  *B. Smith*

- **021** Diagnostics for Beef Practitioners  
  *B. Smith*

- **022** The Role of the Immune System in Cancer  
  *Scanlan*

- **023** Integrative Modalities: Sports Injuries  
  *Sypniewski*

- **024** Integrative Modalities: Geriatrics  
  *Sypniewski*

- **025** Integrative Modalities: Myofascia  
  *Sypniewski*

- **026** Integrative Modalities: Sports Injuries  
  *Sypniewski*

- **027** Integrative Modalities: Geriatrics  
  *Sypniewski*
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<td>EXHIBIT HALL &amp; LUNCH BREAK</td>
<td>1:30 – 2:30 p.m.</td>
<td>233 Module 4: Preventing Disease Introduction and Spread</td>
<td>236 Hematology, Part I</td>
<td>248 Integrating Therapeutic Laser into a Small Animal Practice</td>
<td>255 The Anterior Segment: Lens, Uveitis and Glaucoma (or All the Red Stuff), Part I</td>
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<td>1:30 – 2:30 p.m.</td>
<td>234 Module 5: Vesicular Diseases</td>
<td>237 Hematology, Part II</td>
<td>249 Therapeutic Laser Q&amp;A and Demonstrations, Part I</td>
<td>256 The Anterior Segment: Lens, Uveitis and Glaucoma (or All the Red Stuff), Part II</td>
<td>263 Introduction to Ultrasound of the Liver and Spleen</td>
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<td>2:30 – 3:30 p.m.</td>
<td>235 Module 24: Collecting and Shipping Swine Diagnostic Samples</td>
<td>238 Cytology of Infectious Agents</td>
<td>250 Therapeutic Laser Q&amp;A and Demonstrations, Part II</td>
<td>258 Cardiac Disease: The Role of Radiography</td>
<td>264 Introduction to Ultrasound of the Liver and Spleen</td>
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<td>3:30 – 4:30 p.m.</td>
<td>236 Hematology, Part I</td>
<td>237 Hematology, Part II</td>
<td>243 Feline Oral Tumors: Diagnosis and Treatment</td>
<td>257 Radiographic Evaluation of the Lame Dog</td>
<td>265 Introduction to Ultrasound of the Liver and Spleen</td>
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<td>4 – 5 p.m.</td>
<td>238 Cytology of Infectious Agents</td>
<td>239 The Simple Tooth: Feline Skull and Tooth Anatomy</td>
<td>250 Therapeutic Laser Q&amp;A and Demonstrations, Part II</td>
<td>261 Introduction to Ultrasound of the Liver and Spleen</td>
<td>266 Introduction to Gastrointestinal Ultrasound</td>
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<td>5 – 6 p.m.</td>
<td>EXHIBIT HALL TIME</td>
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<td>EXHIBIT HALL TIME</td>
<td>267 Introduction to Ultrasound of the Liver and Spleen</td>
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Sponsored by: Merial, an animal health division of Sanofi Aventis
# Technical Details

**FRIDAY feb. 26, 2016**

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<td>299</td>
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<td>Nutritional Management of Pancreatitis Burns</td>
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<td>Nutrition for the Critically Ill Patient Burns</td>
<td>Enrichment for Research Animals Cital</td>
<td>Optimizing Resilience, Managing Conflict and Reducing Compassion Fatigue, Part II Brandt</td>
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<td>Pet Food Labels: Demystifying the Package Burns</td>
<td>Being a Patient Advocate for Research Animals Cital</td>
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<td>Calming the Angry GI Tract: Nutrition in Vomiting and Diarrhea Burns</td>
<td>Blood Transfusions in Exotic Species Cital</td>
<td>Optimizing Resilience, Managing Conflict and Reducing Compassion Fatigue, Part IV Brandt</td>
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<td>Managing Osteoarthritis: Bring Back the Bounce! Burns</td>
<td>Common Emergencies and Diseases in Exotic Species Cital</td>
<td>Optimizing Resilience, Managing Conflict and Reducing Compassion Fatigue, Part V Brandt</td>
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<td>Managing Cardiac Disease Nutritionally Burns</td>
<td>Blood Collection in Exotic Animal Species Cital</td>
<td>Optimizing Resilience, Managing Conflict and Reducing Compassion Fatigue, Part VI Brandt</td>
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**Exhibit Hall & Lunch Break**

11:30 a.m. – 1:30 p.m.
**SESSIONS 400 & 402**

**SPONSORED BY:**

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<th>ANIMAL BEHAVIOR</th>
<th>CRITICAL CARE</th>
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<th>FOOD ANIMAL</th>
<th>HOLISTIC &amp; INTEGRATIVE MEDICINE</th>
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<td>412</td>
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<td>Lee</td>
<td>Mudge</td>
<td>Oetzel</td>
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**SATURDAY**

**feb. 27, 2016**

**ANIMAL BEHAVIOR**

- **400** Getting Pets to Vets, Part I: Barriers to Veterinary Care for Cats
  - Dale

- **406** Common Mistakes to Avoid in Your Emergency Patients
  - Lee

- **401** Getting Pets to Vets, Part II: Empathy and Identifying Symptoms of Feline Distress
  - DePorter

- **407** Common Emergency Procedures You Must Know!
  - Lee

- **402** Getting Pets to Vets, Part III: Tools and Strategies for Feline Training
  - Dale

- **408** Emergency Management and Treatment of IMHA
  - Lee

- **403** Getting Pets to Vets, Part IV: Pheromones, Nutraceuticals and Medications for Reducing Distress
  - DePorter

- **404** Fundamentals of Training Theory and Behavior Modification
  - Reid

- **405** The Psychological Scars of Animal Cruelty: Documenting and Testifying
  - Reid

- **409** What’s New in Parvovirus: Pediatric Critical Care
  - Lee

- **410** Emergency Management and Treatment of Leptospirosis
  - Lee

- **411** Toxicology Toolbox: All You Need to Know About Treating the Poisoned Patient
  - Fuller

- **412** Respiratory Emergencies in the Horse
  - Mudge

- **413** Diseases and Treatment of the Guttural Pouch
  - Mudge

- **414** Understanding the 10 Essential Qualities of Equine Behavior, Part I
  - Miller

- **415** Understanding the 10 Essential Qualities of Equine Behavior, Part II
  - Miller

- **416** Understanding the 10 Essential Qualities of Equine Behavior, Part II
  - Miller

- **417** Early Learning, Part I
  - Fuller

- **418** Managing Ketosis in Dairy Herds, Part I: Epidemiology and Prevention
  - Oetzel

- **419** Managing Ketosis in Dairy Herds, Part II: Diagnosis and Treatment
  - Oetzel

- **420** Applied Dairy Nutrition for Non-Nutritionists
  - Oetzel

- **421** The Business of Mixed Animal Practice: Buying and Selling
  - Wenger

- **422** Vaccination Programs: The First Step in Cattle Consulting
  - Hardesty

- **423** Emergencies: A Client Education Opportunity
  - Hardesty

- **424** Traditional Chinese Medicine Food Therapy for Cancer
  - Yamate

- **425** Fundamentals and Practical Applications of Traditional Chinese Medicine Food Therapy, Part I
  - Yamate

- **426** Fundamentals and Practical Applications of Traditional Chinese Medicine Food Therapy, Part II
  - Yamate

- **427** Traditional Chinese Medicine Food Therapy for Cancer
  - Yamate

- **428** Acupuncture: Beyond the Basics
  - Yamate

- **429** Multimodal Approaches to Challenging Cases
  - Yamate
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<td>Module 7: Foreign Animal Disease Detection in Category I Animals</td>
<td>Wilden</td>
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<td>Module 11: Sheep and Goats: Disease Awareness and Health Certificates</td>
<td>Wilden</td>
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<td>Module 12: Animal Disease Traceability</td>
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<td>Module 8: International Movement of Horses</td>
<td>Hough</td>
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<td>Module 18: Avian Influenza and Exotic Newcastle Disease</td>
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<td>3:45 - 5 p.m.</td>
<td>Module 19: Animal Health Emergency Response</td>
<td>Hans</td>
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**PET ANIMAL CLINICAL PATHOLOGY**

<table>
<thead>
<tr>
<th>Time</th>
<th>Session</th>
<th>Title</th>
<th>Presenter(s)</th>
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</thead>
<tbody>
<tr>
<td>1:30 - 2:30 p.m.</td>
<td>Cytology of Round Cell Tumors</td>
<td>Gunn</td>
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<tr>
<td>2:45 - 3:45 p.m.</td>
<td>The New Frontier of Flea Allergy Treatments</td>
<td>Hull</td>
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<tr>
<td>3:45 - 5 p.m.</td>
<td>Cytology of Lymphoid Tissue and Advanced Diagnostics, Part I</td>
<td>Gunn</td>
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<tr>
<td>4 - 5 p.m.</td>
<td>Cytology of Lymphoid Tissue and Advanced Diagnostics, Part II</td>
<td>Gunn</td>
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**PET ANIMAL DERMATOLOGY**

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<tr>
<th>Time</th>
<th>Session</th>
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<th>Presenter(s)</th>
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<tbody>
<tr>
<td>4 - 5 p.m.</td>
<td>The Approach to the Itchy Dog</td>
<td>Hall</td>
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<tr>
<td>4:45 - 5:45 p.m.</td>
<td>Lesion Localization: The Key to a Successful Neurologic Work-Up</td>
<td>R. da Costa</td>
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<tr>
<td>5 - 6 p.m.</td>
<td>MRI and CT in Neurology</td>
<td>R. da Costa</td>
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**PET ANIMAL NEUROLOGY**

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<tbody>
<tr>
<td>4:45 - 5:45 p.m.</td>
<td>Neurologic Examination Made Easy</td>
<td>R. da Costa</td>
<td>Jack</td>
</tr>
<tr>
<td>5 - 6 p.m.</td>
<td>Cytology for the Small Animal Practitioner</td>
<td>Hall</td>
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<tr>
<td>5 - 6 p.m.</td>
<td>Curing Cancer is the Easy Part: Skills for Dealing with Difficult Owners</td>
<td>Garrett</td>
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**PET ANIMAL ONCOLOGY**

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<th>Session</th>
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<tbody>
<tr>
<td>4:45 - 5:45 p.m.</td>
<td>Confusion and Controversies in Canine Mast Cell Tumors</td>
<td>Garrett</td>
<td>Jack</td>
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<tr>
<td>5 - 6 p.m.</td>
<td>Effective Records Management</td>
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**PRACTICE MANAGEMENT**

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<th>Session</th>
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<tbody>
<tr>
<td>4:45 - 5:45 p.m.</td>
<td>Obtaining and Documenting Informed Consent to Treatment</td>
<td>Jack</td>
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<tr>
<td>5 - 6 p.m.</td>
<td>Establishing and Enforcing Social Media Policies</td>
<td>Jack</td>
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**EXHIBIT HALL TIME**

5 - 6 p.m.
<table>
<thead>
<tr>
<th>Session</th>
<th>Title</th>
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<tbody>
<tr>
<td>8 – 9 a.m.</td>
<td>What's the Difference Between Need and Demand?</td>
<td>Dicks</td>
</tr>
<tr>
<td>9:15 – 10:15 a.m.</td>
<td>Developing a Practical, Successful Sanitation Plan for Your Shelter</td>
<td>Karsten</td>
</tr>
<tr>
<td>10:30 – 11:30 a.m.</td>
<td>Mass Human Exposure to Rabies: A One Health Opportunity Missed</td>
<td>Noah</td>
</tr>
<tr>
<td>11:30 a.m. – 1:30 p.m.</td>
<td>Non-Chemical Strategies for Worm Management in Small Ruminants</td>
<td>Williamson</td>
</tr>
<tr>
<td>1:30 – 2:30 p.m.</td>
<td>Creating Raving Fans with Excellent Customer Service, Part I: Finding Customers</td>
<td>Buehrle, Calcasola and McDowell</td>
</tr>
<tr>
<td>2:45 – 3:45 p.m.</td>
<td>Creating Raving Fans with Excellent Customer Service, Part II: Communication</td>
<td>Buehrle, Calcasola and McDowell</td>
</tr>
<tr>
<td>4 – 5 p.m.</td>
<td>Creating Raving Fans with Excellent Customer Service, Part III: Client Retention</td>
<td>Buehrle, Calcasola and McDowell</td>
</tr>
<tr>
<td>5 – 6 p.m.</td>
<td>Creating Raving Fans with Excellent Customer Service, Part IV: Culture of Service</td>
<td>Buehrle, Calcasola and McDowell</td>
</tr>
<tr>
<td>5 – 6 p.m.</td>
<td>The Yellow Cat</td>
<td>Breton Newfield</td>
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**Schedule:**

- 8 – 9 a.m.
- 9:15 – 10:15 a.m.
- 10:30 – 11:30 a.m.
- 11:30 a.m. – 1:30 p.m.
- 1:30 – 2:30 p.m.
- 2:45 – 3:45 p.m.
- 4 – 5 p.m.
- 5 – 6 p.m.
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<th>Special Programs</th>
<th>Hands-on Labs</th>
<th>Hands-on Labs</th>
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<tbody>
<tr>
<td>8 – 9 a.m.</td>
<td>499 Pain Recognition and Analgesia in Small Mammals</td>
<td></td>
<td>D 8 a.m. – 12 p.m. Feline Oral Surgery and Intraoral Radiology Techniques</td>
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<tr>
<td>9:15 – 10:15 a.m.</td>
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<tr>
<td>1:30 – 2:30 p.m.</td>
<td>500 Reptile Anesthesia and Analgesia</td>
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<td>2:45 – 3:45 p.m.</td>
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<td>3:45 – 4:45 p.m.</td>
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<td>4 – 5 p.m.</td>
<td>501 Crash Course: Anesthesia for Rabbits, Ferrets and Rodents</td>
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<td>5 – 6 p.m.</td>
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<td>6 – 7 p.m.</td>
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**EXHIBIT HALL & LUNCH BREAK**

**11:30 a.m. – 1:30 p.m.**

**EXHIBIT HALL TIME**

**5 – 6 p.m.**

**SPECIAL PROGRAMS**

<table>
<thead>
<tr>
<th>Time</th>
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<th>Special Programs</th>
<th>Hands-on Labs</th>
<th>Hands-on Labs</th>
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<tr>
<td>8 – 9 a.m.</td>
<td>502 A Face Only a Mother Could Love: Brachycephalic Breeds and Anesthetic Considerations</td>
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<td>9:15 – 10:15 a.m.</td>
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<td>11:30 a.m. – 1:30 p.m.</td>
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<tr>
<td>1:30 – 2:30 p.m.</td>
<td>503 Wake Me Up Before You Go-Go: Considerations and Preparation for Anesthetic Recoveries</td>
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<td>2:45 – 3:45 p.m.</td>
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<td>3:45 – 4:45 p.m.</td>
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<td>4 – 5 p.m.</td>
<td>504 CRI Usage for Anesthesia and Analgesia</td>
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<td>6 – 7 p.m.</td>
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**SPONSORED BY:**

- **Henry Schein**
- **Midmark**
<table>
<thead>
<tr>
<th>Time</th>
<th>ANIMAL BEHAVIOR</th>
<th>EQUINE</th>
<th>FOOD ANIMAL</th>
<th>HOLISTIC &amp; INTEGRATIVE MEDICINE</th>
<th>NATIONAL VETERINARY ACCREDITATION PROGRAM</th>
<th>PET ANIMAL CARDIOLOGY</th>
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<tbody>
<tr>
<td>8 – 9 a.m.</td>
<td>The Psychological Scars of Animal Cruelty: Documenting and Testifying</td>
<td>Early Learning, Part II</td>
<td>Poultry are Food Animals Too, Part I</td>
<td>Introduction to Ozone Therapy: The Needed Adjunctive Modality, Part I</td>
<td>Coughing and Dyspnea: Diagnostic Imaging Made Simple, Part I</td>
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<tr>
<td>9:15 – 10:15 a.m.</td>
<td>Evaluating Puppy Mill and Hoarding Dogs</td>
<td>Solving Equine Behavior Problems, Part I</td>
<td>Poultry are Food Animals Too, Part II</td>
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<td>11:30 a.m. – 1 p.m.</td>
<td>MVC SUNDAY LUNCH</td>
<td>Management of Mastitis in Organic Dairy Cows</td>
<td>Ozone Therapy Cases for All Practitioners</td>
<td>Ozone Therapy Cases for All Practitioners</td>
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<td>1 – 2 p.m.</td>
<td>Evaluating Aggression in Fight-Bred Pit Bulls, Part II</td>
<td>Solving Aggression in Fight-Bred Pit Bulls, Part II</td>
<td>Ozone Therapy Cases for All Practitioners</td>
<td>Ozone Therapy Cases for All Practitioners</td>
<td>Ozone Therapy Cases for All Practitioners</td>
<td>Managing Canine Congestive Heart Failure: New Strategies</td>
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<td>626</td>
<td>The Cutting Edge of Medicine: What’s New in Gastroenterology?</td>
<td>Carr</td>
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<td>627</td>
<td>Constipation in Cats</td>
<td>Carr</td>
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<td>EPI: Not Such a Zebra</td>
<td>Carr</td>
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<td>629</td>
<td>Pancreatitis: Diagnosis and Treatment</td>
<td>Carr</td>
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<td>630</td>
<td>GI Formulary</td>
<td>Carr</td>
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<td>631</td>
<td>Portosystemic Shunts</td>
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<td>632</td>
<td>Top 10 Exotic Companion Mammal Diseases You Need to Know</td>
<td>Birchard</td>
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<td>633</td>
<td>Exotic Companion Mammal Surgeries You Need to Know</td>
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<td>634</td>
<td>Gastrointestinal Stasis in Small Herbivores</td>
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<td>Pneumonia of Small Exotic Mammals</td>
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<td>636</td>
<td>Diagnosis and Treatment of Rabbit and Rodent Dental Disease</td>
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<td>Exotic Companion Mammal Tricks of the Trade</td>
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<td>It’s a Pug’s Life: Brachycephalic Syndrome</td>
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<td>Laryngeal Paralysis: Medical and Surgical Options</td>
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<td>Gastric Dilatation and Volvulus: Practical Gastropexies That Work</td>
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<td>Taking the Fear Out of Intestinal Surgery</td>
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<td>Management of Difficult Skin Wounds in Dogs and Cats</td>
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<td>Case Examples of Severe Open Skin Wounds in Dogs</td>
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<td>644</td>
<td>Hot Tips to Boost Revenue, Part I</td>
<td>Tumblin</td>
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<td>Hot Tips to Boost Revenue, Part II</td>
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<td>646</td>
<td>Who’s Buying Your Practice? Cultivate Success with a Business Mentorship Program</td>
<td>Tumblin</td>
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<td>Pneumonia of Small Exotic Mammals</td>
<td>D. Johnson</td>
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<td>648</td>
<td>Got Value? Find out Now to Avoid Unhappy Surprises Later! Part I</td>
<td>Tumblin</td>
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<tr>
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<td>Got Value? Find out Now to Avoid Unhappy Surprises Later! Part II</td>
<td>Tumblin</td>
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<td>Your Brand, Your Business</td>
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<tr>
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<td>The Modern-Day Website: It Has Changed!</td>
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<td>Google Analytics: It’s Like Lab Results for Websites</td>
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<td>Catch Up to Google in 55 Minutes</td>
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<td>Marketing Past the Facebook Throttle: Reaching the Other 94 Percent</td>
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<td>What Has Happened Lately with Cloud Technology?</td>
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<tr>
<td>8 – 9 a.m.</td>
<td><strong>PUBLIC HEALTH</strong></td>
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<tr>
<td>9:15 – 10:15 a.m.</td>
<td><strong>SHELTER ANIMAL</strong></td>
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<td>10:30 – 11:30 a.m.</td>
<td><strong>STAFF DEVELOPMENT</strong></td>
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<td>11:30 a.m. – 1 p.m.</td>
<td><strong>TECHNICIAN I</strong></td>
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<td>1:30 – 2 p.m.</td>
<td><strong>TECHNICIAN II</strong></td>
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### 8 – 9 a.m.
- **PUBLIC HEALTH**
  - 661 **Are You a Trustworthy Leader? Part I**
    - Schneider

### 9:15 – 10:15 a.m.
- **SHELTER ANIMAL**
  - 667 **Disease-Based Anesthesia: Considerations for Abdominal and Gastrointestinal Emergencies**
    - Lafferty

### 10:30 – 11:30 a.m.
- **STAFF DEVELOPMENT**
  - 673 **Canine Language: Learning to Listen**
    - Shaw

### 11:30 a.m. – 1 p.m.
- **TECHNICIAN I**
  - 674 **Walking in Their Paws: The Emotion Behind Common Training Styles**
    - Shaw

### 1:30 – 2 p.m.
- **TECHNICIAN II**
  - 675 **My Dog is Stubborn… Or is He?**
    - Shaw

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### 1:30 – 2 p.m.
- **PUBLIC HEALTH**
  - 662 **Are You a Trustworthy Leader? Part II**
    - Schneider

### 2:15 – 3:15 p.m.
- **SHELTER ANIMAL**
  - 668 **Ragdolls, Rottweilers and Rats: Perioperative Analgesic Techniques for Every Species**
    - Lafferty

### 3:30 – 4:30 p.m.
- **STAFF DEVELOPMENT**
  - 669 **Breathe In, Breathe Out: The Ins and Outs of Capnography**
    - Lafferty

### 11:30 a.m. – 1 p.m.
- **TECHNICIAN I**
  - 676 **Veterinary Medicine on the Back 40: Handling Farm Animals in Less-Than-Optimal Facilities**
    - Niehaus

### 1:30 – 2 p.m.
- **TECHNICIAN II**
  - 677 **Your Patients’ Mental Healthcare Dream Team**
    - Shaw

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### 2:15 – 3:15 p.m.
- **PUBLIC HEALTH**
  - 656 **Why Haven’t Our Efforts Affected Human Salmonella Infections?**
    - Bender

### 3:30 – 4:30 p.m.
- **SHELTER ANIMAL**
  - 657 **Emerging Diseases in Animals and Their Impact on Humans**
    - Bender

### 1:30 – 2 p.m.
- **STAFF DEVELOPMENT**
  - 658 **Antimicrobial Stewardship for Companion Animals**
    - Bender

### 3:30 – 4:30 p.m.
- **TECHNICIAN I**
  - 659 **Unleashing Laughter: The Benefits of Humane Humor**
    - Ettinger

### 1:30 – 2 p.m.
- **TECHNICIAN II**
  - 660 **Verbal De-Escalation Techniques: Stepping Back from the Edge**
    - Ettinger

### 3:30 – 4:30 p.m.
- **PUBLIC HEALTH**
  - 661 **Are You a Trustworthy Leader? Part I**
    - Schneider

### 1:30 – 2 p.m.
- **SHELTER ANIMAL**
  - 662 **Are You a Trustworthy Leader? Part II**
    - Schneider

### 3:30 – 4:30 p.m.
- **STAFF DEVELOPMENT**
  - 663 **You Can’t Do It All Until You S.T.O.P.**
    - Schneider

### 1:30 – 2 p.m.
- **TECHNICIAN I**
  - 664 **Crucial Conversations and Confrontations, Part I**
    - Schneider

### 3:30 – 4:30 p.m.
- **TECHNICIAN II**
  - 665 **Crucial Conversations and Confrontations, Part II**
    - Schneider

### 1:30 – 2 p.m.
- **PUBLIC HEALTH**
  - 666 **Servant Leadership: How to Cultivate a New Culture in Your Organization**
    - Schneider

### 3:30 – 4:30 p.m.
- **SHELTER ANIMAL**
  - 667 **Disease-Based Anesthesia: Considerations for Abdominal and Gastrointestinal Emergencies**
    - Lafferty

### 1:30 – 2 p.m.
- **STAFF DEVELOPMENT**
  - 668 **Ragdolls, Rottweilers and Rats: Perioperative Analgesic Techniques for Every Species**
    - Lafferty

### 3:30 – 4:30 p.m.
- **TECHNICIAN I**
  - 669 **Breathe In, Breathe Out: The Ins and Outs of Capnography**
    - Lafferty

### 1:30 – 2 p.m.
- **TECHNICIAN II**
  - 670 **The Stoned Goat: Urolithiasis in Small Ruminants**
    - Niehaus

### 3:30 – 4:30 p.m.
- **PUBLIC HEALTH**
  - 671 **Cooperative Medical Care: No Longer Something We Do to Our Patients, but WITH Our Patients**
    - Shaw

### 1:30 – 2 p.m.
- **SHELTER ANIMAL**
  - 672 **Veterinary Medicine on the Back 40: Handling Farm Animals in Less-Than-Optimal Facilities**
    - Niehaus

### 3:30 – 4:30 p.m.
- **STAFF DEVELOPMENT**
  - 673 **Your Patients’ Mental Healthcare Dream Team**
    - Shaw

### 1:30 – 2 p.m.
- **TECHNICIAN I**
  - 674 **Crucial Conversations and Confrontations, Part II**
    - Schneider

### 3:30 – 4:30 p.m.
- **TECHNICIAN II**
  - 675 **When Love Bites: Understanding Complex Human-Animal Bonds**
    - Shaw

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Fighting Felines: Behavior Modification Plans to Help Them Find Harmony
Theresa L. DePorter, DVM, MRCVS, DECANWBM, DACVB
Feline fighting is a common reason for relinquishment. This two-part session will review the complexities of feline social interactions; discuss strategies for peaceful resolution of kitty controversies; and help you understand, manage and reduce aggression between housemate cats.

Update on Pituitary Pars Intermedia Dysfunction
Anne A. Wooldridge, DVM, MS, Ph.D., DACVIM-LA
Pituitary pars intermedia dysfunction (PPID) is an important problem of the geriatric horse; if the condition is well managed, horses will live long and productive lives after diagnosis. This session will cover the practical ways to diagnose PPID, what is known about the pathophysiology and progression, and management of standard and refractory cases.

Medical Causes of Behavior Problems in Dogs and Cats
Debra F. Horwitz, DVM, DACVB
Often the first sign that an animal is experiencing a health problem is a change in their behavior. Most commonly, these are changes in eating habits, elimination habits and activity levels. Behavior can also change profoundly due to sensory changes (such as loss of hearing or sight), pain or cognitive decline. In this session, a variety of physical and physiological problems that can cause changes in behavior will be discussed.

Equine Metabolic Syndrome: What We Know and What We Don’t
Anne A. Wooldridge, DVM, MS, Ph.D., DACVIM-LA
This session will define equine metabolic syndrome (EMS), outline a practical diagnostic approach, describe the suspected predispositions to EMS, and cover clinical examples and treatment.

Assessing Prognosis in Aggressive Dogs
Debra F. Horwitz, DVM, DACVB
Attendees will learn how to set up safety plans and techniques to assess treatment progress and the prognosis for aggressive dogs.

Common Diseases of Tropical, Ornamental and Food Fish
Stephen A. Smith, MS, DVM, Ph.D.
This two-part session will review the most common viral, bacterial, parasitic, fungal and non-infectious diseases of tropical, ornamental and food fish. The etiology, predisposing factors, common clinical signs and pathology in the fish will be discussed, as well as the proper diagnostic tools required to correctly identify the problem.

Examination and Interpretation of the Equine Foot
William Moyer, DVM, DACVS/MR
Lameness in horses, which commonly occurs in the feet, is a major reason horse owners visit a veterinarian, and it can be confusing and difficult to sort out. Advances in diagnostic imaging have expanded our knowledge and understanding of such problems; however, the physical examination remains the most important method of determining and treating the problem. This two-part presentation will focus on how to complete a thorough examination, interpret the history, keep accurate and detailed medical records, and other aspects of defining the injury. The session will conclude with a 15-minute question-and-answer period.
This session will also summarize how producers, veterinarians and industry leaders are working together to help decrease the spread of pathogens.

117 10:30 – 11:30 a.m.
Building Trust in Dairy Farming and Foods
Scott Higgins

Today’s consumers are expressing more interest in where their food comes from. This presentation will demonstrate how dairy farmers are proactively talking about dairy farming practices, environmental stewardship, livestock care and milk production to build consumer trust in dairy farming and dairy foods.

118 1:30 – 2:30 p.m.
What is the Cost of Disease in Backgrounding and Feeder Cattle Operations?
Bob Smith, DVM, M.S., DABVP

Prevention is more cost effective than treatment! This session will emphasize why veterinarians must know the impact of disease on the cost of production in order to make science-based health management recommendations.

119–120 2:45 – 5 p.m.
Processing and Preventive Medicine Programs
Bob Smith, DVM, M.S., DABVP

This two-part session will provide practitioners with tools for classifying health risks of new cattle, understanding the value of pre-conditioned calves, and developing vaccination protocols. It will also discuss processing surgeries, metaphyseal laxis, pregnancy management and testing for persistent infection (PI) calves.

121 8 – 9 a.m.
The Art of Neuro-Modulation, Part I: Pain and Acupuncture
Lara A. Sypniewski, DVM, DABVP (Canine/Feline), CVA, CCRP

This lecture will discuss the development of acute and chronic pain states and the utilization of acupuncture as an option to encourage the body’s innate ability to downregulate such conditions. Pain physiology and theories of acupuncture mechanism of action will be included in this discussion.

122 9:15 – 10:15 a.m.
The Art of Neuro-Modulation, Part II: Acupuncture Techniques
Lara A. Sypniewski, DVM, DABVP (Canine/Feline), CVA, CCRP

This session will highlight treatment options available to veterinary acupuncturists and those interested in acupuncture referrals, including the benefits and contraindications for a variety of methods. Techniques discussed will include dry needling, electro-acupuncture, trigger point deactivation and aqua-puncture.

123 10:30 – 11:30 a.m.
Current Acupuncture Research
Lara A. Sypniewski, DVM, DABVP (Canine/Feline), CVA, CCRP

This lecture will present the most recent and promising acupuncture research, focusing on theoretical and proven mechanisms of action, as well as the future of acupuncture research.

124 1:30 – 2:30 p.m.
Chinese Herbs for People Who Don’t Know Chinese Medicine
Nancy Scanlan, DVM, M.S., CVA

Chinese herbal formulas can help with antibiotic resistance, in cases such as male urinary incontinence, where conventional medicine has no satisfactory answer. Although the most
precise way to use them is through training in Chinese medicine, this session will explain a number of helpful formulas that can be used in the same way conventional medicine is prescribed. Safe use and avoidance of side effects will also be discussed.

125

Top 10 Western Herbs for Difficult Clinical Problems
Nancy Scanlan, DVM, M.S., CVA
Western herbs are used either singly or in combination for problems diagnosed conventionally, and as such, they are easier to understand than Asian herbs or herbal formulas. But they are best used in difficult clinical cases where you have run out of options. This session will cover 10 herbs you can use in these challenging cases, as well as their indications, dose, form, side effects and interactions.

126

Boosting the Immune System with Herbs and Supplements
Nancy Scanlan, DVM, M.S., CVA
Building up the immune system is a common goal in complementary veterinary medicine—but different parts of the immune system can be boosted in different ways with different substances. In this session, attendees will learn how specific herbs and supplements work on various aspects of the immune system and why normalizing—not just improving—the immune system should also be a goal of complementary medicine.

PET ANIMAL

ANESTHESIA/PAIN MANAGEMENT

127-128

Critical Updates in Anesthesia and Pain Management
James S. Gaynor, DVM, M.S., DACVA, DAAPA
This two-part session will provide important updates in the fields of anesthesia and analgesia, including induction agents and pain relievers. There will also be a discussion of current drugs that may have fewer uses than previously thought, followed by new or different drugs to replace them. The concept of medical cannabis as an emerging therapy will also be presented. Cases will be discussed to emphasize important points.

129

A Critical Discussion of NSAIDs: The Good and the Bad
James S. Gaynor, DVM, M.S., DACVA, DAAPA
This session will start with important principles of pain control. The mechanism of action of various NSAIDs will be presented from a non-traditional perspective. This will be followed by a detailed, data-derived look at side effect profiles of each NSAID and what makes them different from each other. Logical approaches to blood testing will be presented. Attendees are virtually guaranteed to learn a plethora of new information!

130

The Non-Drug Approach to Inflammation, Cartilage Protection and Pain Control: Nutraceuticals and New Drugs
James S. Gaynor, DVM, M.S., DACVA, DAAPA
This session will present a few of the thousands of non-drug oral options for achieving anti-inflammatory effects, along with data to support their use. There will also be a coordinated presentation of nutraceuticals that are beneficial for cartilage protection and health, as well as a discussion of how to incorporate them into practice. Specific cases will be presented.

131

The Non-Drug Approach to Inflammation, Pain Control and Wound Healing: High Technology to Achieve Our Goals
James S. Gaynor, DVM, M.S., DACVA, DAAPA
Building upon the concepts presented in the previous session, this lecture will present the mechanisms of action and data to support the concepts of targeted pulsed electromagnetic field therapy and therapeutic laser for achieving an anti-inflammatory, pain-relieving and healing effect.

132

The Logical Approach to the Canine and Feline Arthritis Patient
James S. Gaynor, DVM, M.S., DACVA, DAAPA
This session will present a logical and rational approach to treating canine and feline patients, including the management of inflammation, perception of pain, maladaptive pain strategies, cartilage protection and muscle building. While this session pulls together all the concepts from throughout the day, an attendee can gain large amounts of useful information with this as a standalone session.

PET ANIMAL

ENDOCRINOLOGY

133

Insulin and Diet Choices for the Diabetic: What Protocols Work Best?
Mark E. Peterson, DVM, DACVIM
One of the most common questions asked about treating dogs or cats with diabetes mellitus is which is the best insulin? Unfortunately, this question is difficult to answer. In the individual diabetic dog or cat, there is no “best” insulin, as glycemic control may vary greatly from patient to patient. All insulin types currently on the market have the potential to work well in some diabetic animals but not in others. Similarly, diet recommendations have changed over the years and differ drastically between dogs and cats, sometimes making the selection of a “best” diet difficult. This lecture will review the range of insulin preparations and diets available to help the practicing veterinarian make more informed and rational recommendations.

134

Achieving Remission in Diabetic Cats: What Do We Really Know?
Mark E. Peterson, DVM, DACVIM
A unique feature of feline diabetes mellitus is that up to 65 percent of cats will go into clinical remission after insulin treatment is initiated. In these cats, insulin treatment can be stopped with no relapse in clinical signs or
hyperglycemia. The reason why diabetic remission occurs in some cats and not in others is not always clear, but duration of diabetes, carbohydrate content of the diet, type of insulin used for treatment, the presence of underlying disease, and how closely insulin maintains the blood glucose within the normal range can all affect the outcome. This lecture will provide an overview of these factors and present a protocol to help increase the remission rates in cats suffering from diabetes.

135
Typical, Atypical and Secondary Addison’s Disease: Diagnosis and Treatment
Mark E. Peterson, DVM, DACVIM
This lecture will focus on the pathophysiology and diagnostic approach for dogs with typical, atypical and secondary hypoadrenocorticism (Addison’s disease syndrome). Use of the signalment, history, imaging, serum electrolyte concentrations, basal cortisol concentrations, adrenocorticotropic hormone (ACTH) stimulation tests and endogenous ACTH values will all be reviewed. Attendees will also find out the best way to manage these dogs when a definitive diagnosis is not clear and learn about treatment modalities for each of the three forms of hypoadrenocorticism.

136
The Nuts and Bolts of Canine Cushing’s Syndrome
Mark E. Peterson, DVM, DACVIM
This lecture will present an overview on the best diagnostic approach and treatment for dogs with suspected hyperadrenocorticism (Cushing’s syndrome). Use of the ACTH stimulation test, low- and high-dose dexamethasone suppression tests, and determination of urinary cortisol-to-creatinine ratios will be reviewed. This session will also discuss the limitations of ultrasound as a diagnostic test and controversies in other diagnostic testing methods, including the use of adrenal sex steroid panels to diagnosis atypical Cushing’s syndrome. An overview of medical management using trilostane will be covered, including new and potentially better ways to monitor dogs treated with this drug.

137
Feline Hypothyroidism: More Common Than You Think!
Mark E. Peterson, DVM, DACVIM
Unlike the situation in dogs, naturally occurring hypothyroidism is extremely rare in cats. Most commonly, feline hypothyroidism is an iatrogenic complication associated with overtreatment of hyperthyroidism. Although early reports suggested that cats were resistant to hypothyroidism and did not require treatment, we now know that milder degrees of iatrogenic hypothyroidism are very common and that these cats may benefit from thyroid replacement therapy. This lecture will review the range of thyroid function tests available to aid in diagnosis of feline hypothyroidism and discuss its management.

138
Managing Feline Hyperthyroidism: Tailoring the Treatment
Mark E. Peterson, DVM, DACVIM
In cats, hyperthyroidism can be treated in four ways: surgical thyroidectomy, radioiodine (131-I), antithyroid drugs, or feeding an ultralow iodine diet. Each form of treatment has advantages and disadvantages that must be considered when formulating the best treatment plan for the individual hyperthyroid cat. The treatment of choice for an individual cat depends on several factors, including the cat’s age, presence of associated cardiovascular or chronic kidney disease, availability of a skilled surgeon or radioiodine treatment facility, cost, and owner’s preference. This lecture will review the pros and cons of each treatment to help practicing veterinarians and owners decide which is the best treatment for their cats.
**Acid-Base Interpretation**

Stephen P. DiBartola, DVM, DACVIM

A series of clinical cases will be used to familiarize attendees with a step-by-step approach to interpreting blood gas results. For each case, the following questions will be evaluated and answered: (1) Is an acid-base disturbance present? (2) Is it acidosis or alkalosis? (3) Is the primary disorder metabolic or respiratory? (4) Is the compensation appropriate? (5) Does the diagnosis fit with the patient's presentation? (6) How should the disorder be treated?

**Making the Right Fluid Choice**

Stephen P. DiBartola, DVM, DACVIM

This session will begin by covering general principles of fluid therapy (composition and distribution of body fluids) and then use case scenarios to demonstrate the pathophysiology behind selection of the best crystalloid fluid to use in common clinical situations.

**Conservative Medical Management of Chronic Kidney Disease in Cats**

Stephen P. DiBartola, DVM, DACVIM

This session will cover the current approach to managing cats with chronic kidney disease. Topics will include dietary modification, phosphorus restriction, the role of H2 blocker therapy, angiotensin-converting enzyme (ACE) inhibitors, appetite stimulants, hormonal replacement (erythropoietin and calcitriol), potassium and alkali supplementation, anabolic steroids, and blood pressure control.

**Pathophysiology, Diagnosis and Management of Glomerular Disease**

Stephen P. DiBartola, DVM, DACVIM

This session will cover glomerular structure and the pathophysiology of proteinuria, as well as tests used to assess glomerular function (urine protein creatinine ratio, microalbuminuria), concluding with a discussion of the medical management of glomerular disease (glomerulonephritis, amyloidosis) and its complications.

**Serum Electrolytes: What Do They Mean?**

Stephen P. DiBartola, DVM, DACVIM

This session will review the basic pathophysiology and interpretation of commonly measured serum electrolytes, including sodium, chloride, potassium, bicarbonate, calcium and phosphorus. Differential diagnoses for increased and decreased concentrations of all of these electrolytes will also be presented.

**Practical Blood Transfusions**

Andrew Mackin, BVMS, DVC, DACVIM

This session will give a practitioner-oriented approach to blood transfusion in cats, with an emphasis on important differences between canine and feline transfusion medicine.

**Compounded Drugs: An Overview of Ohio Laws and Rules**

Cameron J. McNamee, MPP; Steven Schierholt, Esq.; and Sheri Zapadka, Pharm.D., R.Ph.

Drugs compounded for veterinary use are necessary in the course of routine practice. However, recent incidents (such as changes in Ohio law that require facilities that compound or possess compounded drugs to be licensed) have emphasized the need to provide greater oversight of drugs compounded for both humans and animals. In this session, attendees will learn how to maintain compliance with Ohio laws and regulations relating to the safe distribution of compounded drugs.

**Are You in Compliance?**

Tim Kolb, DVM and Kim A. Riker, DVM

OVMLB representatives will provide a general overview of the complaint process, highlighting data on the types of complaints and what actions can be taken by reviewing disciplinary cases.

**Security and Control of Drug Stock: What Veterinarians Need to Know to Prevent Diversion**

Cameron J. McNamee, MPP; Steven Schierholt, Esq.; and Sheri Zapadka, Pharm.D., R.Ph.

Today’s demands on veterinarians are great. Adding to these demands is the fact that drug diversion is at an all-time high, and the need to maintain supervision, accountability and security over your drug stock is critical. This session will discuss the responsibilities of veterinarians to ensure compliance with Ohio’s drug laws.
Infectious Waste Disposal
Holly Hillyer
This session will be an overview of Ohio’s infectious waste regulations and what they mean for veterinary practitioners.

The Veterinarian’s Role in Commercial Dog Breeding Regulations
Melissa Simmerman, DVM and Dennis Summers, DVM
This session will discuss what private practitioners should be aware of when providing care in a licensed commercial dog breeding facility. Topics will include licensed high-volume dog breeders, licensed dog retailers, and registered dog rescues in Ohio. Additionally, attendees will be updated on Brucella canis, which has been designated under the Ohio Administrative Code as dangerously contagious and infectious and is therefore reportable. This session will also discuss the regulatory requirements regarding testing of B. canis, including stipulations for high-volume breeders, and how to become a designated B. canis-free kennel.

Financial Standards of Care for a Prosperous Practice, Part II: Begin with a Plan
Camala C. Bailey, CPA, CVA
Do you have a plan, or are you just “winging it”? Well-known business leader Michael Gerber (writer of the E-Myth book series) believes you should never start a business without the end in mind! To be competitive, profitable and successful, strategic planning is an absolute necessity. In this session, attendees will learn steps for a simple yet effective strategic planning process. Using a case study as an example, participants will create a vision, reduce their broad vision to specific goals, put a plan in writing, and establish accountability. We will also discuss whether you should do it yourself or hire a professional. Attendees will leave this session with an understanding of how important strategic planning is and how to develop their own strategic plans.

Financial Standards of Care for a Prosperous Practice, Part III: Cash Flow and Budgeting
Camala C. Bailey, CPA, CVA
To operate a successful practice, managing cash flow is crucial! Understanding and using cash flow forecasting and budgeting gives you the financial information you need to make important decisions necessary to move your practice forward. In this session, attendees will use a case study to build a cash flow forecast and budget. We will review the budget in detail, discuss how to analyze budget variances and explore solutions to common variance issues. Attendees will leave this session with an understanding of cash flow forecasting, budgeting and variance analysis.

Financial Standards of Care for a Prosperous Practice, Part IV: Measuring What Matters
Camala C. Bailey, CPA, CVA
Benchmarks, key performance indicators (KPIs) and practice analytics are only useful if you gather the information you need and then actually use it! Using a case study as a guide, attendees will determine what the meaningful measurements are, how to track them on an ongoing basis, and how to utilize the information to track and improve performance. We will also review notable benchmarks, KPIs and analytics in addition to sharing information regarding various industry benchmark resources available to veterinarians. Participants will leave this session with an understanding of what should be measured and how to track that information to improve practice performance.

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and managers how to implement effective internal control systems, how to institute a culture of accountability, and what to do to monitor the systems on an ongoing basis.

**PUBLIC HEALTH**

163A  8 – 8:30 a.m.  
**Pets in Long-Term Care Facilities**  
Cydney Hoffman, MPH-VPH  
Pets play an increasingly important role in long-term care facilities and provide many physical, mental and social benefits to facility residents. Despite these documented benefits, there is little information about the risks associated with interaction. This session will discuss the current state of pet-resident interaction in Ohio long-term care facilities and the associated public health implications.

163B  8:30 – 9 a.m.  
**Concerns of Animal Hoarding**  
Sarah R. Mielke, MPH-VPH/EHS  
Animal hoarding environments create several environmental insults, including poor air quality, biological disease agents and physical hazards. This session will discuss a pilot study that identified and compared such hazards at two animal hoarding sites and two non-hoarding sites.

164A  9:15 – 9:45 a.m.  
**Wild Birds and the Spread of MDR Pathogens**  
Dimitria A. Mathys, MsiPH, VMD  
Livestock, including dairy cattle, are an important reservoir for zoonotic food-borne transmission of extended-spectrum cephalosporin (ESC) resistant bacteria. This session will describe the role of wild birds closely associated with dairy facilities and water systems in the epidemiology of ESC resistance on dairy farms. Many birds may come in direct or indirect contact with livestock feces. As a result, these birds potentially play a role in the ecology of enteric bacteria, which harbor important extended spectrum beta-lactamase (ESBL) resistance genes, particularly transmission of these genes among farms.

164B  9:45 – 10:15 a.m.  
**Pediatric Exposure to Veterinary Pharmaceuticals**  
Suzanne Tomasi, DVM, MPH, DACVPM  
More than 50 percent of U.S. households with children own pets. Accidental poisoning persists as one of the greatest risks of mortality in children under the age of five years. While many studies have focused on children’s risk of zoonotic diseases and bite injuries from household pets, minimal research has examined the risks associated with the use of veterinary pharmaceuticals, discuss common risk factors associated with exposure and provide guidelines for veterinarians and veterinary staff to educate parents on how to protect their families.

165A  10:30 – 11 a.m.  
**Implications of Fracking on Animal Health**  
Barbara Wolfe, DVM, Ph.D., DACZM  
High-volume horizontal hydraulic fracturing (HVVHFF), known by many as “fracking,” is a form of unconventional oil and gas development that is expanding rapidly across the Midwest, particularly in the Utica and Marcellus shale plays. In Ohio alone, nearly 2,000 HVVHFF wells have been drilled to date. With the advent of this technology, many questions have been raised in regard to the health risks to humans and animals posed by this technology. Animals in particular may be affected by land use change; increased truck traffic; water contamination; light, noise, and air pollution; and other factors. This session will review the current state of knowledge concerning the impacts of fracking on domestic and wild animals.

165B  11 – 11:30 a.m.  
**MRSA in Pet-Owning Households with Children**  
Timothy Landers, Ph.D., R.N., CNP, CIC  
Pets are important members of many families, and the human-animal relationship is both emotionally intense and physically intimate. This session will review current evidence on the potential role of pet dogs in the transmission of human pathogens, including *Staphylococcus aureus* (SA) and methicillin-resistant SA. Pet owners can enjoy the benefits of dog ownership while reducing the risk of SA/MRSA transmission, according to the results of recent studies that will be summarized in this session. Additionally, implications for human medicine, public health and veterinary practice will be discussed, with an emphasis on practical advice for families with children.

**SHELTER ANIMAL**

169–170  8 – 10:15 a.m.  
**Shelter Dentistry**  
Ben H. Colmery, III, DVM, DAVDC  
Dentistry represents a challenge for shelter veterinarians who want to place animals in shelters. This session will outline the history of veterinary dentistry, highlight current opportunities for veterinarians who want to place animals in shelters.
adoptive homes with healthy mouths. While there are a multitude of treatment options available for oral pathology, they are not always within a shelter’s budget. The focus of this two-part session will be recognizing oral pathology and what can be done to alleviate painful conditions with treatments that stay within the budgets of most shelters.

171

Ears 101
Alice M. Jeromin, R.Ph., DVM, DACVD
In this session, attendees will hear helpful hints for diagnosis and treatment of canine and feline ear problems facing shelter veterinarians. Topics will include: Cytology is a must (!), when to culture and how to treat the most common ear issues from otitis to vasculitis. P.S. Remember, cats are not small dogs!

172

Skin 101
Alice M. Jeromin, R.Ph., DVM, DACVD
Keeping it simple, keeping it real! This session will cover simple, in-house tests that should be performed on every newly admitted cat and dog to help rule out contagious disease. New treatments for “old” diseases will also be discussed.

173

How to House a Happy Chicken
Jean E. Sander, DVM, MAM, DACPV
Hobby flocks are more popular than ever, and chickens are also starting to show up in shelters. For this reason, it is important for practitioners to understand poultry housing regulations and restrictions, as well as husbandry practices that will maximize good health and well being in these populations. This presentation will describe best practices for the veterinary practitioner.

174

Common Diseases of Backyard Poultry
Jean E. Sander, DVM, MAM, DACPV
Many diseases can affect poultry, and it is important for veterinarians to understand which are the most likely, at what age they are likely to occur and how they present clinically. In this session, reportable diseases and common zoonosis will be identified, and recommendations for the most effective diagnostic tests will be discussed. Treatments, where legal, will also be offered.

175

What’s OSHA Up To Now?
Philip J. Seibert, Jr., CVT
OSHA rules apply to every workplace in the country, and new rules have recently been enacted. In this session, we will discuss the updated Hazard Chemical Standard (HCS) rules for labeling and Safety Data Sheets, along with an overview of upcoming changes likely to affect our profession.

176-177

Safety Issues for Veterinary Hospital Staff
Philip J. Seibert, Jr., CVT
This will be an upbeat presentation about the common hazards of a veterinary hospital and ways to avoid unnecessary risk. We’ll discuss the general principles of safety, prevention of zoonotic diseases, precautions for working with chemicals, worker rights and responsibilities, and more. Humor and real-life stories will be used to illustrate points and get the message across. This two-hour seminar is consistently rated one of the best safety programs by participants.

178-179

Keeping Controlled Drugs Under Control
Philip J. Seibert, Jr., CVT
How do we account for controlled drugs, and do we really need two locks on the safe? What’s the best log system to use? How do we dispose of outdated or unwanted controlled drugs? We’ll answer these questions and explain all the rules imposed by state and federal regulations for veterinary practices with controlled drugs.

180

Are you REALLY a Professional?
Philip J. Seibert, Jr., CVT
If you expect to be treated like a professional, you have to learn to act and appear professional. In this session, attendees will learn ways to make themselves more professional by developing traits and habits to achieve goals in any aspect of the veterinary profession. Discover what it feels like to pursue a career instead of just doing a job!
In this session, attendees will learn what the results of these tests mean for patient care.

184 1:30 – 2:30 p.m.
Best Practices in Radiation Safety
James Sutherland-Smith, BVSc, DACVR
This lecture will provide a refresher on the principles of radiation safety that will optimize not only your safety, but that of your fellow staff and patients as well. Topics will be discussed using common scenarios encountered in a small animal practice setting.

185 2:45 – 3:45 p.m.
Tips and Tricks for Better Radiographs
James Sutherland-Smith, BVSc, DACVR
The gradual transition to digital radiography has improved some aspects of radiographic image quality. However, there are still a number of important variables that are reliant on the operator of the X-ray equipment. This lecture will provide a framework to improve radiographic quality in your practice.

186 4 – 5 p.m.
Introduction to Ultrasound
James Sutherland-Smith, BVSc, DACVR
Ultrasound has become a common and important imaging modality for veterinary practices. Technicians have the potential to become an important resource by obtaining patient images and helping veterinarians operate their equipment more effectively. This lecture will review how an ultrasound image is created, controlling the basic functions of an ultrasound machine to optimize image quality, and recognizing and using the most common ultrasound artifacts. It will also explain how ultrasound can aid your day-to-day workflow as a technician.

DISCLAIMER
The Ohio Veterinary Medical Association is pleased to provide a comprehensive educational program at the Midwest Veterinary Conference. However, please note that OVMA does not endorse and cannot be responsible for Speaker content.

HANDS-ON LABS

A 1–4 p.m.
Clinical Pathology for Technicians
David Liss, B.S., RVT, VTS (ECC, SAIM), CVPM
Fee: $100 • Max: 15 • Level: Technician; Beginner to Intermediate
Do more than just talk about the perfect blood slide: It’s time to practice making them. Participants will evaluate slides for common cells and learn about fecal and urinalysis, all in one incredible wet lab!

B1 8:30 a.m. – 4:30 p.m.
Euthanasia Training, Part I
Cathy Anderson, DVM
Fee: $395 (for both days) • Max: 24 • Level: Technicians and Staff; Beginner to Intermediate
The delivery of painless and humane death is a great responsibility to those who must do it. There can be no confusion or uncertainty that the euthanasia technician’s primary responsibility is to the animal: to ensure that the animal is treated with compassion and respect, no matter what. The purpose of this euthanasia-by-injection workshop is to teach, encourage and model this primary purpose.

This course is a two-day commitment* (continuing on Friday) that entails both lecture and laboratory instruction. Lecture will cover euthanasia and premedication agents, routes of administration and sites for administration. We will also discuss state and federal regulations, with particular focus on recordkeeping. Humane handling will be stressed. We will also discuss the impact that performing euthanasia has on a human being with an open and frank interactive discussion on compassion fatigue.

Laboratory will involve discussion of landmarks and instruction on venipuncture. Actual euthanasia will not be performed.

After the completion of this course and its examination, attendees will receive a certificate.

*Attendees need not register for the MVC if they plan to attend only this lab. However, if you would like to attend sessions on Saturday and/or Sunday as well, you will need to register for the MVC in addition to this lab.
enrich the human-animal bond. There will also be a discussion on training cats, including how to do it and why you’d bother in the first place.

203
1:30 – 2:30 p.m.
Dogs Weren’t Bred to Be Couch Potatoes: Why We Must Enrich Our Dogs’ Lives
Steve Dale, CABC
All dogs need a job, but unfortunately the canine unemployment rate is skyrocketing. They may be man’s best friend, but good dogs do more to enrich the lives of polar bears and chimpanzees than we do our companion animals. As a result, obesity and terminal boredom lead to physiological and psychological problems and can damage the human-animal bond, even leading to relinquishment. Sometimes, enrichment choices may be dependent on what a dog was first bred to do. In this session, the presenter will share enrichment ideas that are easy and fun for clients to implement, including “brain games,” which can be a powerful tool to maintain brain health and even delay the onset of cognitive dysfunction syndrome.

204
2:45 – 3:45 p.m.
You Can’t Reach Invisible Clients: How to Market with Social and Traditional Media
Steve Dale, CABC
As has been well documented, veterinary visits are on the decline. Cutting-edge technologies have transformed veterinary medicine, but no matter how extraordinary you and your team are, it’s impossible to help pets you’re not seeing. This session will discuss how to increase visits and maintain interest among current clients by implementing various public relations and marketing ideas. Attendees will find out how they can creatively promote their practices through engaging events (such as a Halloween costume contest for pets), traditional media (such as TV interviews), and social media (such as Facebook and blogging). Get tips on managing social media, determining which media you should use, responding to media questions, and meeting your clients’ expectations.

205
10:30 – 11:30 a.m.
Feline Inappropriate Elimination, Part I: Toileting Problems
Debra F. Horwitz, DVM, DACVB
Feline inappropriate elimination is a major behavioral problem in cats. Using a case-based approach, this lecture will deal with taking a history, assessing the problem and setting up a treatment plan.

206
1:30 – 2:30 p.m.
Feline Inappropriate Elimination, Part II: Urine Marking
Debra F. Horwitz, DVM, DACVB
Urine marking in cats is a common behavioral complaint of pet owners, and it disrupts the human-animal bond. In this session, factors contributing to marking behavior will be discussed, using cases to illustrate diagnosis and treatment options. New information on pharmacologic interventions will also be presented.

207
2:45 – 3:45 p.m.
Feline Inappropriate Elimination, Part III: The Link Between House Soiling and Inter-Cat Aggression
Debra F. Horwitz, DVM, DACVB
Learn how the social dynamics within a household can influence house soiling and how to deal with this twist. Case studies will augment the lecture.

208
4 – 5 p.m.
Feline Aggression Directed Toward People
Debra F. Horwitz, DVM, DACVB
Feline aggression aimed at people can be extremely serious and injurious, and it can be sparked by many underlying causes. This session will explore those motivations and detail diagnosis, prognosis and treatment.
209 8 – 9 a.m.
Clinical Diagnostic Techniques for Fish
Stephen A. Smith, M.S., DVM, Ph.D.
In this session, common non-lethal and lethal diagnostic techniques used in fish medicine will be presented, along with their inclusion in working up a clinical case. Techniques covered will include sedation and anesthesia; skin, fin and gill biopsies; blood, fluid, bacterial and viral sampling; radiography; histopathology; and necropsy.

210 9:15 – 10:15 a.m.
Biosecurity for Aquaculture Facilities and Home Aquaria
Stephen A. Smith, M.S., DVM, Ph.D.
Maintaining the health and safety of cultured aquatic animals is the goal of a biosecurity program. Whether the fish are in a home aquarium, ornamental pond or large aquaculture facility, the procedures for developing and practicing biosecurity are similar. This presentation will go through the steps of designing and implementing a biosecurity plan for a home aquarist or commercial aquaculturist, as well as highlight some of the hazards associated with various aquatic systems.

211 10:30 – 11:30 a.m.
Fish Health Management and Therapeutics
Stephen A. Smith, M.S., DVM, Ph.D.
This presentation will help the veterinary practitioner write a clinical fish case workup, including history; water quality evaluation; observation of clinical signs; clinical examination; presumptive versus definitive diagnoses; the development of management and therapeutic considerations; and the legal ramifications of treating tropical, ornamental, and food fishes.

212 8 – 9 a.m.
The Art and Science of the Pre-Purchase Examination, Part II
William Moyer, DVM, DACVSMR
This two-part presentation will discuss the legal risks and mitigation and describe a suggested procedure for the pre-purchase examination. Recording and reporting findings will also be discussed.
Note: See Thursday Session 114 for The Art and Science of the Pre-purchase Examination, Part I.

213–214 9:15 – 11:30 a.m.
Managing the Chronically Founder Horse
William Moyer, DVM, DACVSMR
A confusing and sometimes difficult to manage disease, equine laminitis remains one of the top reasons horses are euthanized. Many factors complicate the treatment of this malady: the inability to accurately pinpoint the cause; a lack of recognition on the part of the owner or trainer, before damage occurs; a shortage of published information comparing the many available treatments; and client access to information (and questionable advice) via the Internet. This two-part session will discuss how to overcome these obstacles and present a suggested plan to educate the horse’s owner or trainer, with special focus on working with the farrier, who may not have the necessary skills or experience. The session will end with a 15-minute question-and-answer period.

215 1:30 – 2:30 p.m.
Insulin Resistance and Sepsis: Are They Related?
Anne A. Wooldridge, DVM, M.S., Ph.D., DACVIM-LA
This lecture will build on Thursday Sessions 109 and 110, covering the management of septicemia and how insulin resistance plays an important role in prognosis. Pathophysiology will be discussed, but the focus will be on how the relationship between septicemia and insulin resistance is important in case management.

216 2:45 – 3:45 p.m.
Septicemia in Foals: Manifestations and Stabilization
Anne A. Wooldridge, DVM, M.S., Ph.D., DACVIM-LA
Rapid identification of septicemia cases and early aggressive treatment will improve the outcome. This session will discuss recognition of septicemia in foals, field stabilization, management and outcome.

217 4 – 5 p.m.
Colitis in Adult Horses: Diagnostics and Management
Anne A. Wooldridge, DVM, M.S., Ph.D., DACVIM-LA
Colitis in adult horses is still challenging to treat, and causes are not always clear. The session will cover recognition in the field, diagnostics, stabilization, treatment and new research on bacterial populations in the gastrointestinal tract.

218 8 – 9 a.m.
Management of BRD in Backgrounding and Feedlot Operations
Bob Smith, DVM, M.S., DABVP
Management of bovine respiratory disease (BRD) is extremely important to addressing the health and welfare of growing and finishing calves. This session will discuss systems and protocols to address the problem.

219 9:15 – 10:15 a.m.
Diagnostics for Beef Practitioners
Bob Smith, DVM, M.S., DABVP
With an emphasis on diseases common in feedlot cattle and calves in backgrounding programs, this session will discuss field necropsies, necropsy lesions, use of digital images to diagnose disease, and how the laboratory can assist with disease problems.

220 10:30 – 11:30 a.m.
ABCs of BQA
Bob Smith, DVM, M.S., DABVP
This session will discuss changes in society’s views of animal protein production, assessing...
beef quality assurance (BQA) compliance in your clients’ operations, and the anatomy of a drug residue…a tale of sleepless nights!

221 **1:30 – 2:30 p.m.**

**Dairy Transition Cow Management**

Garrett R. Oetzel, DVM, M.S., DACVN (Honorary)

The time period from three weeks before calving to three weeks after calving represents the most critical part of the lactation cycle. This presentation will review management and nutritional strategies that reduce the risk for metabolic and infectious diseases after calving. Specific topics to be covered will include the challenges of group housing, appropriate transition grouping strategies, pen moves, social stressors, maternity pen management, feeding space, resting space, fresh pen management, and diet formulation.

222 **2:45 – 3:45 p.m.**

**Managing Hypocalcemia in Dairy Herds, Part I: Physiology and Prevention**

Garrett R. Oetzel, DVM, M.S., DACVN (Honorary)

The onset of calving places remarkable stress of the dairy cow’s ability to maintain calcium homeostasis. Most cows develop a transient hypocalcemia after calving and may be in negative calcium balance for several months. Although clinical milk fever rates have declined in dairy herds, subclinical hypocalcemia remains a major problem. This presentation will review the pathophysiology of hypocalcemia, the impact of subclinical hypocalcemia, and dietary means of reducing the risk for hypocalcemia.

223 **4 – 5 p.m.**

**Managing Hypocalcemia in Dairy Herds, Part II: Treatment and Monitoring**

Garrett R. Oetzel, DVM, M.S., DACVN (Honorary)

This presentation will review appropriate treatment approaches for cases of clinical milk fever and subclinical hypocalcemia in dairy cows. Oral calcium supplementation will be discussed, both as a treatment for hypocalcemia and as a means for mitigating hypocalcemia using blanket supplementation. Subcutaneous calcium treatment and methods of monitoring herd-level hypocalcemia will also be presented.

224 **8 – 9 a.m.**

**Treating Side Effects of Cancer and Cancer Therapy**

Nancy Scanlan, DVM, M.S., CVA

An increasing number of human hospitals are using complementary medicine to help treat side effects of cancer therapy, as well as the unpleasant effects of cancer itself. In this session, attendees will learn what they are doing and how their methods can be adapted to the veterinary cancer patient.

225 **9:15 – 10:15 a.m.**

**Treating Cancer with Herbs and Supplements**

Nancy Scanlan, DVM, M.S., CVA

While some types of complementary cancer therapies target rapid cell growth, others target abnormal cancer cell biology—both in the cancer cell and in its effects on normal cells of the body. As the number of items used for treatment increases, the more comfortable the patient will be, and the more likely that cancer cells will weaken. For owners who can’t afford radiation or chemotherapy, herbs and supplements can play a part in quality and quantity of life in a cancer patient. This session will discuss a variety of non-traditional treatments for cancer and how to use them effectively.

226 **10:30 – 11:30 a.m.**

**The Role of the Immune System in Cancer**

Nancy Scanlan, DVM, M.S., CVA

Cancer cannot be defeated without an effective immune system—but cancer knows how to hide from the immune system. It can also co-opt its functions, especially those of macrophages. Knowledge about the immune system and how cancer opposes it will enable a practitioner to more effectively fight it. In this session, attendees will learn how the immune system plays a critical role in fighting cancer.

227 **1:30 – 2:30 p.m.**

**Integrative Modalities: Myofascia**

Lara A. Sypniewski, DVM, DABVP (Canine/Feline), CVA, CCRP

This lecture will cover the pathology of myofascia, with a primary focus on the physiologic development of myofascial trigger points and current treatment strategies. Practitioners will be exposed to a new approach to their physical examination, allowing for recognition of both silent and active trigger points.

228 **2:45 – 3:45 p.m.**

**Integrative Modalities: Sports Injuries**

Lara A. Sypniewski, DVM, DABVP (Canine/Feline), CVA, CCRP

This session will introduce practitioners to popular canine sports, as well as common injuries that occur as a result of both trauma and overuse. Brief overviews of diagnostic and treatment options will also be provided.

229 **4 – 5 p.m.**

**Integrative Modalities: Geriatrics**

Lara A. Sypniewski, DVM, DABVP (Canine/Feline), CVA, CCRP

As veterinary patients age, practitioners need treatment options for chronic pain. This lecture will discuss non-invasive treatments for chronic conditions, such as osteoarthritis and cancer, with a primary focus on palliative geriatric care.

230 **8 – 9 a.m.**

**Module 1: Introduction to NVAP**

Thomas R. Hans, DVM

This module will introduce veterinarians to the National Veterinary Accreditation Program (NVAP). A brief history of the program, the importance and benefits of being accredited, the duties and responsibilities of accredited veterinarians, information on Category I and II accreditation levels, and program certification opportunities will be described.
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Module 2: Role of Agencies and Health Certificates
Thomas R. Hans, DVM
This module will review the state, federal and international agencies that an accredited veterinarian may interact with and the services these agencies provide. Participants will learn how to accurately complete health certificates for animals traveling domestically or internationally. Written guidelines for the completion of 11 USDA APHIS and VS Forms and their continuation sheets will be provided.

Module 3: Overview of Foreign Animal, USDA Program, and Reportable Diseases
Jamie L. Davis, DVM, M.S.
This module will define foreign animal diseases, USDA Program diseases, and reportable diseases. Information about safeguarding against foreign diseases from entering the U.S., reporting diseases, and the steps in a foreign animal disease investigation will be discussed. Attendees will be provided with a list of diseases that are applicable to both Category I and Category II accredited veterinarians, as well as other training and educational resources to stay informed about these diseases.

Module 4: Preventing Disease Introduction and Spread
Roger A. Krogwold, DVM, M.S., MPH, DACVPM
This module will review disease prevention practices that limit exposure in animals and people, including how to select appropriate personal protective equipment. Proper implementation of cleaning protocols and selecting effective disinfectants to prevent disease spread will also be discussed. Finally, biosecurity practices for both veterinary clinics and livestock facilities will be covered.

Module 5: Vesicular Diseases
Jamie L. Davis, DVM, M.S.
This module will address the importance of foot-and-mouth disease, vesicular stomatitis, swine vesicular disease and vesicular exanthema of swine in the United States, including the clinical signs associated with each and specific biosecurity measures required. Attendees will learn the process of reporting a possible vesicular disease case and the chain of events that occur in a foreign animal disease investigation through an interactive scenario of a possible outbreak on a swine farm.

Cytology of Infectious Agents
Rebekah G. Gunn, DVM, DACVP (Clinical)
Cytology can be a useful tool in diagnosing various types of infections. In this lecture, commonly encountered infectious agents will be reviewed, so that participants may feel more confident identifying them. Various artifacts that can be misinterpreted as significant findings will also be discussed.
accelerate healing. A review of recently published studies using laser therapy will be included to support this evidence-based modality.

246–247 9:15 – 11:30 a.m.
The Role of Laser Therapy in Pain Management
Jennifer F. Johnson, VMD, CVPP
The role of analgesic drugs and their site of action in the “pain pathway” will be reviewed in this two-part session, as well as how the unique properties of laser therapy may be used in perioperative, acute and chronic pain situations as a synergistic treatment. Case reports from a wide range of clinical applications will be presented in slide and video formats.

248 1:30 – 2:30 p.m.
Integrating Therapeutic Laser into a Small Animal Practice
Jennifer F. Johnson, VMD, CVPP
Implementing laser therapy can be easy, as well as gratifying. This lecture will discuss introducing laser therapy to a small animal practice, including marketing the service, return on investment, daily use, staff training and common concerns. Success stories with laser will bolster your confidence as you consider building your practice by adding this valuable modality!

249–250 2:45 – 5 p.m.
Therapeutic Laser Q&A and Demonstrations
Jennifer F. Johnson, VMD, CVPP
This two-part session will combine attendee questions with demonstrations of a therapeutic laser in an informal setting. Representatives from therapeutic laser manufacturers will participate.

251–252 8 – 10:15 a.m.
Diagnostic Examination: Ophthalmology for Idiots
David A. Wilkie, DVM, M.S., DACVO
A diagnosis is only as good as the information obtained to make the diagnosis. In this two-hour session, the equipment required to perform a complete ophthalmic examination, the order in which tests should be performed, and the interpretation of the results will be outlined. This will include common and routine procedures (such as a Schirmer tear test) as well as more involved procedures (such as ocular ultrasonography).
Cardiac Disease: The Role of Radiography
James Sutherland-Smith, BVSc, DACVR
Radiography remains an important screening tool in the dyspneic patient and when investigating the significance of cardiac murmurs. Additionally, it is commonly used to monitor patients with known heart disease. In this session, a systematic approach for the radiographic assessment of the heart will be reviewed. An overview and examination of findings associated with common congenital and acquired cardiac diseases will also be discussed.

Thoracic Radiographs in the Acutely Dyspneic Patient
James Sutherland-Smith, BVSc, DACVR
The acutely dyspneic small animal is a common and usually serious clinical presentation. Radiography is often one of the first diagnostic tests utilized during patient evaluation. This lecture will review a basic systematic approach to thoracic radiographs. The radiographic appearance of the common causes of acute dyspnea in small animals will be discussed using a case-based approach.

Getting Started with Abdominal Ultrasound
James Sutherland-Smith, BVSc, DACVR
Ultrasound as an imaging modality for the primary practitioner continues to grow in importance. This lecture will review the basics of ultrasound, including how an ultrasound image is created, controlling the basic functions of an ultrasound machine to optimize image quality, describing and reporting ultrasound findings, and recognizing and utilizing the most common ultrasound artifacts.

Introduction to Ultrasound of the Liver and Spleen
James Sutherland-Smith, BVSc, DACVR
Radiographic changes associated with liver and splenic disease are rarely specific; therefore, further evaluation with ultrasound has become a mainstay of the clinical workup. This lecture will review the normal sonographic anatomy of these organs and provide the principles for the interpretation of abnormalities. The discussion will be illustrated with case examples of common hepatic and splenic abnormalities in small animals.
competitive clutter by understanding what is valuable to clients and how to deliver that value at every point of contact.

268   4 – 5 p.m.

Acting Like the Practice You Want to Be
Linda Wasche, MBA, M.A.

Just because you say it’s so doesn’t make it true. The old days of using one’s own claims to tout commitment and quality over other practices and to influence clients’ decisions are long gone. Instead, it’s the pet owners who are defining practices through reviews and perspectives they share with other pet owners. In this session, attendees will learn how practices that aspire to be seen as marketing leaders must act like marketing leaders.

269–270   8 – 10:15 a.m.

Managing Student Loan Debt and Focusing on What Matters
Heather Jarvis, J.D.

This engaging and practical presentation will help you get a grip on your student loans by clearly explaining when to pay down debt and when to save. Attendees will find out how student debt affects credit reports, credit scores and credit qualification, and learn how to get flexible repayment options and forgiveness provisions.

271   10:30 – 11:30 a.m.

The XX Factor and Confidence: Meet the Imposter Veterinarian
Karen M. Bradley, DVM

Women professionals often exhibit lower confidence levels, and the selection, training and working environment of clinical veterinary medicine can encourage a sense of being an imposter. There is always someone close by who is more accomplished and successful than you (at least on paper). This lack of confidence leads to behaviors that further undermine achievement; these behaviors are significant barriers to women achieving a healthy work-life balance and acquiring leadership positions within veterinary medicine. More female veterinarians need to step up to the leadership table, and recognizing the way in which the imposter syndrome may be affecting you—and dealing with it—can be one big step toward realizing your full potential.

272   1:30 – 2:30 p.m.

The XX Factor and the Unbalanced Life: Making Work-Life Choices
Karen M. Bradley, DVM

Veterinary medicine is becoming increasingly female dominated, and finding a work-life balance may be at a tipping point. In many cases, the go-to veterinarian is a woman, who is also in a relationship, managing a household, and juggling family obligations or interests outside her career. Many working Generation X and Millennial men also feel the pressure to be a super-dad and commit more time to family while still working as a veterinarian. The term “work-life balance” is everywhere today, as we all hope to make the best blend of our career and life demands. This session will focus on how to accept an unbalanced (but satisfying) life by making important choices, starting with the realization that it does not have to be perfectly balanced in every way, every day.

273–274   2:45 – 5 p.m.

Personal Finance 101: Conquering Debt and Managing Your Money
Camala C. Bailey, CPA, CVA

According to a recent VPI–Veterinary Economics Financial Health Study, nearly 41 percent of veterinarians say that finances overwhelm them. The purpose of this two-part session is to educate all veterinarians, both young and seasoned, who grapple with money matters and debt. The discussion will cover consumer and student debt, saving and investing, what insurance you need (and don’t need), retirement and college funding, budgets and the latest budgeting tools, tax tips, and much more. You will leave with a better understanding of your money and a confidence in your ability to manage your finances.

275   8 – 9 a.m.

Living Safely with Your Backyard Flock
Jean E. Sander, DVM, MAM, DACPV

Poultry do not carry many zoonotic diseases, but those do carry can have a significant impact on their owners and handlers. As a practitioner, knowing what they are allows you to better advise your clients. This presentation will provide an overview of poultry-associated bacterial, viral, fungal and parasitic organisms that can have zoonotic potential under certain circumstances and which are reportable diseases.

276   9:15 – 10:15 a.m.

Zoonotic Salmonellosis: Understanding Non-Foodborne Routes of Transmission
Greg Habing, DVM, M.S., Ph.D., DACVPM

Salmonella enterica causes more than a million illnesses and 20,000 hospitalizations annually in the U.S. Outbreaks of salmonellosis associated with animals from pet or feed stores occur almost routinely. For instance, an outbreak of Salmonella Typhimurium in 2013 involved more than 300 laboratory-confirmed illnesses and was associated with contact with live poultry at agricultural feed stores. Efforts to mitigate these outbreaks have included improving public awareness and implementing infection control procedures within stores. This session will discuss opportunities for veterinarian involvement, including improving public awareness, reducing the transmission within animal populations, and improving hygiene to interrupt transmission between people and animals.

277   10:30 – 11:30 a.m.

Selecting Personal Protective Equipment: Best Choices from Mundane to Exotic
Scott Brueck, M.S., CIH; John D. Gibbins, DVM, MPH, DACVP; and Teresa Seitz, MPH, CIH

This session will discuss applicable Occupational Safety and Health Administration (OSHA) regulations and recommendations in
veterinary medicine. The presenters will also provide practical guidelines and resources for personal protective equipment (PPE) selection, wear, limitations, proper care and safe disposal for the potential hazards encountered every day in veterinary practice. They will also discuss planning for less common scenarios, such as chemical exposures and infectious diseases like Ebola. This presentation will help attendees set the stage for an interactive afternoon lab presented by the National Institute for Occupational Safety and Health (NIOSH).

278 Veterinary Leadership and Professionalism
Donald L. Noah, DVM, MPH, DACVPMDiscuss how you can be an effective professional leader in the veterinary community. Many of us feel that we are professionals simply because we hold a veterinary degree and a license. Sorry, but this is not true! In addition to education, professionals are identified by how they act, how they communicate, how they treat one another, and how they portray themselves to others. This session will help attendees identify areas of potential improvement to become professional leaders in the veterinary community.

279 Public Health Law
Donald L. Noah, DVM, MPH, DACVPMDiscuss the legal boundaries as they relate to legal responsibilities are shared among the states, the centralized government and even private organizations. This session will give attendees a greater understanding of this convoluted system and enhance their ability to influence those legal boundaries as they relate to veterinary medical practices.

280 Non-Infectious One Health Disorders
Donald L. Noah, DVM, MPH, DACVPMZoonotic and other One Health issues are typically assumed to be infectious in nature. While many such examples exist and seem obvious, there are other types of shared insults among humans, the animal kingdom and the environment. This session is intended to help attendees identify these issues in their practice endeavors and devise more effective interventions.

281 Making the Million Cat Challenge a Reality: Practical Strategies for Saving Lives
Kate F. Hurley, DVM, MPVM
"But where do we start?" If you’ve ever uttered these words, this session is for you. In this discussion, we’ll introduce a nationwide challenge that has already saved a quarter of a million lives in just one year. Discover a formula that will take you from an overwhelmed, reactive care plan to a proactive, life-saving strategy that puts you in the driver’s seat in just five steps. Can reducing your capacity allow you to save more lives? How can an open admission shelter legally manage intake? Learn the answers to these questions and hear how shelters of all shapes and sizes across the country are utilizing strategic shelter management tools to drastically increase their live-release rates.

282 Diving Deeper into the Million Cat Challenge: Alternatives to Intake
Kate F. Hurley, DVM, MPVM
Despite our shared love of animals, an overwhelmed shelter can be one of the most dangerous places for an animal to be. Exploring the options before intake remains one of the most cost-effective solutions in our life-saving arsenal. You might be surprised to find that redirecting an intake can be easier than you thought. This session will help shelter workers find alternatives to intake, allowing them to welcome and provide the best care possible to those who need it the most.

283 Diving Deeper into the Million Cat Challenge: Managed Admissions
Kate F. Hurley, DVM, MPVM
Anyone who has ever played Tetris knows the least-effective strategy is to sit back and let the pieces fall without a plan. It’ll be game over in seconds. In this session, discover how developing an intake strategy that aligns with your ability to provide care results in a win-win. Find the correct formula for your facility and unlock the doors to fast tracking animals and reducing your length of stay.

284 Diving Deeper into the Million Cat Challenge: Capacity for Care
Kate F. Hurley, DVM, MPVM
Knowing your shelter’s unique capacity for care (C4C) number is as vital to driving your shelter to excellence as is knowing how much gas is in the tank of your car when crossing the country. Your shelter’s unique C4C can allow you to increase your adoptions while simultaneously reducing length of stay and stress on staff and volunteers. This session will address the elements of capacity for care in the context of the five freedoms and the ASV Guidelines for Standards of Care in Animal Shelters, describe the steps for calculating required C4C, and provide a variety of practical strategies to make sure your population is optimized.

285 Diving Deeper into the Million Cat Challenge: Removing Barriers to Adoption
Kate F. Hurley, DVM, MPVM
Once we’ve done everything possible to provide positive alternatives to shelter admission and ensure great care for every cat in the shelter, we have just one more job: To make sure as many cats as possible leave the shelter alive. How can we expand the possibilities to make sure every cat, whether feral or friendly, finds the right outcome? In this session, we will examine the mounting evidence that supports removing barriers to life-saving programs, such as return to field and less-structured adoption programs. Learn how successful marketing strategies and even fee-waived adoptions can actually save you money, and find out how sterilizing and returning cats can actually reduce cat populations in your community.
More is Less: How Expanded Services Yield Less Euthanasia
Rachel D.K. Finney, CAWA
Want to reduce both admissions and euthanasia without reducing community impact? Learn how one nonprofit open admission shelter expanded services, informed and inspired their community, and reduced euthanasia by 68 percent in the first 10 months—without sacrificing quality of care. In this session, attendees will learn which steps yielded the most significant results, how to replicate the program in shelters of any size, and the tools needed to prevent and conquer challenges along the way.

Scrapie Updates and the New Rule
Susan M. Skorupski, DVM, M.S.
On Sept. 10, 2015, the U.S. Department of Agriculture Animal and Plant Health Inspection Service published a proposed rule suggesting changes to its existing scrapie regulations. The changes consist of six major components, along with additional changes to animal movements and recordkeeping. Goat identification, genetic testing, scrapie investigations and surveillance are just some of the categories that the rule will impact. These changes and other scrapie updates will be presented in this session, as well as their effect on the small ruminant industry, veterinarians and producers.

Common Diseases and Treatment of White-Tailed Deer
Clifford F. Shipley, DVM, DACT
This presentation will cover the common diseases that affect white-tailed deer and the challenges that accompany treatment of these diseases and conditions.

Chronic Wasting Disease Basics and Updates
Clifford F. Shipley, DVM, DACT and Tony M. Forshey, DVM
Chronic wasting disease (CWD) will be covered in detail, from its discovery and spread across the U.S., including Ohio, to rules and regulations concerning management of this disease.

Common Neurologic Diseases in Small Ruminants and Camelids
Lisa Williamson, DVM, M.S., DACVIM
In this session, several of the most common neurologic diseases of small ruminants and camels—such as listeriosis and Parelaphostrongylus tenuis—will be reviewed in a case-based format.

Common Veterinary Procedures on Small Ruminant and Camelid Farms
Lisa Williamson, DVM, M.S., DACVIM
Techniques for on-farm castration, disbudding, foot care, vaccinations, microchip placement, tail docking and parasite management will be the focus of this presentation.

Bite Prevention, Part I: Reading Body Language and Predicting Behavior
Meghan Herron, DVM, DACVB
Aggressive animals can greatly (and negatively) impact your veterinary practice, your clients and the animals themselves. The effects range from practice economics to the delivery of medical care and patient wellness. Fractious animals require more handling time, a greater number of staff to control and often lead to human injury. Stress from handling is also likely to negatively impact their physical wellness and welfare. This session will explain the first step in bite prevention in a small animal practice: Understanding animal body language and predicting behavior.

Bite Prevention, Part III: Canine and Feline Handling Tools
Meghan Herron, DVM, DACVB
In part two of this seminar, techniques for keeping your staff and clients safe—and your patients happy—will be covered, with an emphasis on mitigating the stressful environment of the veterinary hospital.

Managing the Workplace for Better Patient Care and Client Experience
Amanda Fark, MSA, MBA and Sith Keiser
Nearly all veterinary hospitals claim to practice progressive, cutting-edge medicine. Many of us emphasize the quality of medicine we practice, yet the average client does not know the difference between average and exceptional care. If we have traditionally hung our hats on our level of medicine—something the average client doesn’t understand—how do we shift our mindset to compete in a marketplace with ever-increasing competition? This session will focus on managing your team to convey what clients do understand: their experience and the perceived experience of their pet. We will focus on leading your team to practice a quality of...
Creating a Professional Workplace: It Starts and Ends With You
Amanda Fark, MSA, MBA and Stith Keiser
What role do we play in influencing our workplace culture? How can we manage ourselves to generate a positive impact on the practice? Regardless of who else we may work with, we each have the ability to handle ourselves in a manner that promotes professionalism. Accepting our responsibility in the matter is the first step toward feeling empowered to create positive change. In this session, we will explore ways individuals can manage themselves and focus on a growth mindset in order to create a positive and professional work environment.

Creating a Drama-Free Zone: It Takes a Team
Amanda Fark, MSA, MBA and Stith Keiser
Ever held a differing opinion from your boss? Clashed with colleagues? Learn how to “save the drama for your mama” by approaching workplace conflict and stress from a team perspective. Building an environment in which we work together allows us to accept and better manage change and effectively handle conflict. This session will address ways to manage, engage and motivate your teammates to encourage a culture free from drama and tension.

Nutritional Management of Pancreatitis
Kara M. Burns, M.S., M.Ed., LVT, VTS (Nutrition)
Pancreatitis can be managed through focus on key nutritional factors and diligent owner compliance. The healthcare team’s role in managing pancreatitis is crucial, beginning with proper identification of pancreatitis versus other vomiting and diarrheic conditions. This session will focus on the healthcare team’s role in identifying and managing pancreatitis and the key nutritional factors responsible for minimizing signs and symptoms associated with it.

Nutrition for the Critically Ill Patient
Kara M. Burns, M.S., M.Ed., LVT, VTS (Nutrition)
Malnutrition in critically ill patients can lead to increased morbidity and mortality. Therefore, nutritional requirements of critically ill patients must be evaluated and addressed. This presentation will review nutritional assessments in critically ill patients, explain how to determine the route of nutritional support, and discuss what nutrients are essential to combatting malnutrition.

Pet Food Labels: Demystifying the Package
Kara M. Burns, M.S., M.Ed., LVT, VTS (Nutrition)
Many pet owners think that all pet foods are more or less the same, so it can be a challenge for them to identify differences among the plethora of options available, especially by using information on the pet food label. Proper nutrition is a critical component for maintaining the health of pets, so it’s important for you to make a nutritional recommendation for your patients. This presentation will review the role of nutrition in health maintenance and provide practical guidelines for evaluating the quality of pet foods and understanding what is on the bag.

Calming the Angry GI Tract: Nutrition in Vomiting and Diarrhea
Kara M. Burns, M.S., M.Ed., LVT, VTS (Nutrition)
Vomiting and diarrhea are two of the main reasons owners bring their pets to the veterinary hospital. It is important for veterinary technicians to identify these clinical signs and ascertain a complete history and evaluation regarding these frequent signs in presenting pets. Nutritional management is a crucial part of therapy in the management of vomiting and diarrhea. Certain key nutritional factors (KNFs) play a role in managing vomiting and diarrhea in cats and dogs through enteral and parenteral nutrition. This session will help technicians recognize the circumstances and reasoning for the KNFs to ensure a positive outcome for the vomiting and diarrheic patient.

Managing Osteoarthritis: Bring Back the Bounce!
Kara M. Burns, M.S., M.Ed., LVT, VTS (Nutrition)
The goals of medical management of osteoarthritis include mitigating the risk factors, controlling the clinical signs, and moderating the progression of the disease. Effective medical management generally requires a multimodal approach. Prevention or reversal of obesity is one of the most effective mechanisms for reducing risk and modifying disease progression. This session will discuss how clinical nutrition plays a critical role in the successful long-term management of patients with osteoarthritis.

Managing Cardiac Disease Nutritionaly
Kara M. Burns, M.S., M.Ed., LVT, VTS (Nutrition)
Cardiovascular disease and congestive heart failure are common conditions diagnosed in dogs and cats. This presentation will review the most frequently encountered problems associated with cardiovascular disease that require nutritional modification and discuss key nutritional factors that will aid in the management of cardiovascular disease in cats and dogs.

Advanced Anesthesia Techniques in the Research Setting
Stephen Cital, RVT, RLAT, SRA
Technicians are allowed to perform some pretty advanced procedures in the research setting. This lecture will cover proper technique for tracheotomies, epidurals, various nerve blocks, cut-down catheter placement, arteriotomies and protocols for total intravenous anesthesia.
306  9:15 – 10:15 a.m.
**Enrichment for Research Animals**  
*Stephen Cital, RVT, RLAT, SRA*
We are indebted to research animals for their sacrifice, and keeping these animals fully enriched is the least we can do for them in the research setting. This lecture will focus on various methods and techniques of enrichment, from rodents and primates to large animals and aquatic species.

307  10:30 – 11:30 a.m.
**Being a Patient Advocate for Research Animals**  
*Stephen Cital, RVT, RLAT, SRA*
This lecture will focus on the importance of animal health technicians in the research field. We will discuss proper patient care, animal welfare, laws pertaining to appropriate use of research animals, and compassion fatigue in the research setting.

308  1:30 – 2:30 p.m.
**Blood Transfusions in Exotic Species**  
*Stephen Cital, RVT, RLAT, SRA*
Exotic animals suffer from acute blood loss and chronic anemia just like small animals—but how often do we see them getting blood transfusions? This lecture will discuss the science behind exotic animal blood transfusions and cover collection and administration techniques in various exotic species.

309  2:45 – 3:45 p.m.
**Common Emergencies and Diseases in Exotic Species**  
*Stephen Cital, RVT, RLAT, SRA*
This session will cover the most common medical conditions in a variety of exotic species. Attendees will learn to recognize symptoms and get insight into emergency techniques such as intubation, air sac cannulation, bandaging and IV/blood collection.

310  4 – 5 p.m.
**Blood Collection in Exotic Animal Species**  
*Stephen Cital, RVT, RLAT, SRA*
Working with exotics—be it fish, birds, tiny rodents or even cows—can throw a technician a curve ball when biological samples are necessary. This lecture will discuss specialized methods for collecting blood in a variety of species.

311-316  8 a.m. – 5 p.m.
**Optimizing Resilience, Managing Conflict and Reducing Compassion Fatigue**  
*Jennifer Brandt, Ph.D., LISW-S*
This six-part interactive seminar will focus on how veterinary professionals can optimize resilience, manage conflict, and reduce compassion fatigue—thereby creating healthier individuals and healthier practice cultures. Attendees will learn about the latest brain science, how the brain operates under stress, relaxation strategies, factors that contribute to and reduce compassion fatigue, suicide prevention, core communication strategies for optimal self-talk and healthier team dialogue, and 10 strategies for enhancing personal and professional resilience.

**DISCLAIMER**
The Ohio Veterinary Medical Association is pleased to provide a comprehensive educational program at the Midwest Veterinary Conference. However, please note that OVMA does not endorse and cannot be responsible for Speaker content.

**HANDS-ON LABS**

**B2**  
**Euthanasia Training, Part II**  
*Cathy Anderson, DVM*

**Fee:** $395  
**Max:** 24  
**Level:** Technicians and Staff; Beginner to Intermediate

This will be a continuation of Lab B1. The two-day course will include lecture on euthanasia and premedication agents, routes of administration sites for administration, state and federal regulations, recordkeeping, humane handling, and compassion fatigue. The laboratory portion will include instruction on venipuncture. Actual euthanasia will not be performed. Please see page 32 for the full lab description.

**C**  
**Using Personal Protective Equipment: From Routine Clinical Use to Outbreak Response**  
*John D. Gibbins, DVM, MPH, DACVP; Teresa Seitz, MPH, CIH; and Scott Brueck, M.S., CIH*

**Fee:** $25  
**Max:** 25  
**Level:** All Audiences; Beginner to Intermediate  
**Prerequisites:** Session 277 recommended

This lab will provide hands-on, interactive personal protective equipment (PPE) training for all clinical staff and volunteers who may be exposed to occupational hazards, such as noise, hazardous chemicals and pharmaceuticals, and infectious diseases in a variety of settings. We will provide resources for developing a PPE program and infection control plan for veterinary clinics and hospitals, solicit input, and answer questions from lab attendees on practical issues and experiences encountered with PPE use in clinical practice.
This session will offer tools and strategies for training cats—everything from scratching in all the right places to accepting pills. When clients master these training techniques, they are more likely to live less stressful lives with their cats and, in turn, take their pets to see the vet.

Severity distressed animals may need more than training—psychopharmacological interventions may be the only way to help them. This session will review the use of pheromones, nutraceuticals and medications for the reduction of anxiety.

Training a dog is a complex and fascinating enterprise that becomes even more captivating when you start to question the why's and wherefores of the learning process. Grasping how dogs learn makes training and behavior modification more effective, more efficient and more fun. Knowing the principles of learning helps you more successfully establish the fundamental skills, instill motivation and solve any problems that might arise. This session will cover topics such as clicker training, generalization, time out, punishment and counter conditioning.

Reducing this intense fear, including ways to train cats—everything from scratching in all the right places to accepting pills. When clients master these training techniques, they are more likely to live less stressful lives with their cats and, in turn, take their pets to see the vet.

Getting Pets to Vets, Part IV: Pheromones, Nutraceuticals and Medications for Reducing Distress
Theresa L. DePorter, DVM, MRCVS, DECAWBM, DACVB

Severely distressed animals may need more than training—psychopharmacological interventions may be the only way to help them. This session will review the use of pheromones, nutraceuticals and medications for the reduction of anxiety.

The Psychological Scars of Animal Cruelty: Documenting and Testifying
Pamela Reid, Ph.D., CAAB

Hoarding, dogfighting and puppy mills share the common element of having the potential for profound impact on the animal victims through extremes of physical and psychological neglect. This session will cover what details you should note while on the scene and what you must be prepared to do as an expert witness.
and complicated wounds, including updates on methods to improve healing. We will go through a variety of case examples, including heel bulb lacerations, wounds involving joints and degloving injuries.

413 9:15 – 10:15 a.m.
Respiratory Emergencies in the Horse
Margaret Mudge, VMD, DACVS, DACVECC
Refine your skills in differentiating upper and lower respiratory emergencies. This session will help you approach conditions such as nasopharyngeal obstruction, pleural effusion and recurrent airway obstruction. Techniques for temporary tracheotomy and chest tube placement will be described in detail.

414 10:30 – 11:30 a.m.
Diseases and Treatment of the Guttural Pouch
Margaret Mudge, VMD, DACVS, DACVECC
Although the definitive function of the guttural pouch is undetermined, it is well known that this area is susceptible to fungal and bacterial infections. The guttural pouch can be a difficult area to access and treat effectively. In this session, a variety of imaging modalities will be discussed, as well as medical and surgical approaches to treating guttural pouch disease.

415–416 1:30 – 3:45 p.m.
Understanding the 10 Essential Qualities of Equine Behavior
Robert Miller, DVM
Equine practitioners must understand these 10 behavior qualities in order to be most effective, skilled and maximize client relationships. This two-part session will explain what those qualities are and how understanding them is essential for optimum horsemanship skills.

417 4 – 5 p.m.
Early Learning, Part I
Ronald Fuller, DVM
Horses are precocial animals, born with all senses fully functional and an extremely high capacity for learning, in order to stay alive in the wild. In this session, attendees will learn the skills required to teach the newborn foal lessons that will last a lifetime. It takes little time but the impact will be great!

Note: Please see Sunday Session 606 for Part II of this lecture.

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**FOOD ANIMAL**

418 8 – 9 a.m.
Managing Ketosis in Dairy Herds, Part I: Epidemiology and Prevention
Garrett R. Oetzel, DVM, M.S., DACVN (Honorary)
Dairy cows experience a remarkable shift in energy outflow after calving. A poor adaptive response to negative energy balance leads to ketosis. This presentation will cover herd-level monitoring of ketosis, the negative impacts of ketosis on dairy cow health and performance, the economic impact of ketosis, and key principles for preventing ketosis in dairy herds.

419 9:15 – 10:15 a.m.
Managing Ketosis in Dairy Herds, Part II: Diagnosis and Treatment
Garrett R. Oetzel, DVM, M.S., DACVN (Honorary)
There are many options available to veterinarians and dairy producers for diagnosing and treating ketosis. This presentation will review urine, milk, and blood tests for the diagnosis of ketosis. Additionally, treatment options for cases of ketosis will be reviewed, and an economic evaluation of early diagnosis and treatment of ketosis will be presented.

420 10:30 – 11:30 a.m.
Applied Dairy Nutrition for Non-Nutritionists
Garrett R. Oetzel, DVM, M.S., DACVN (Honorary)
Dairy veterinarians and nutritionists may have overlapping and potentially conflicting roles in serving dairy producers. This presentation will review the different roles and perspectives of veterinarians and nutritionists. Applied nutrition activities that may be performed by dairy veterinarians, including evaluating individual feed ingredients, feed mixes, forage particle length, grain particle size and on-farm feeding management, will be presented.
The Business of Mixed Animal Practice: Buying and Selling

Mark Hardesty, DVM, M.S.

Selling a mixed animal practice is a return on investment for the owner and a huge investment for the buyer, but often the process cannot be fulfilled because of a lack of communication and a good plan. Additionally, prospective new owners can face huge challenges with high student loan debt and the high value of today’s practices. In this session, attendees will get real-world insight into transitioning a practice from one generation to another, learn how to value a mixed animal practice and compare the ROI of being an associate veterinarian to that of a practice owner.

Vaccination Programs: The First Step in Cattle Consulting

Mark Hardesty, DVM, M.S.

A chance to prevent is better than a chance to cure! Vaccination programs open the doors to practice. This session will review the vaccination philosophies of a practice that advises the owners of 35,000 adult dairy cows. Small cow-calf herd vaccinations and shipped-in baby Holstein calf programs will also be discussed.

Emergencies: A Client Education Opportunity

Mark Hardesty, DVM, M.S.

As veterinarians, we must bring value to the farm when we are asked to provide emergency services. This session will discuss how large animal practitioners can use emergency calls as a way to educate farm staff on the best ways to prevent future crises, how to resolve smaller emergencies, and when it is appropriate to use a veterinarian’s services. As skilled workers learn how to avoid emergencies—and resolve the easy ones on their own—emergencies on farms will decrease!

Traditional Chinese Medicine for the Western Veterinarian

Madeline Yamate, DVM, CVA, CVCH, CVSMT, MBA

This lecture will provide an overview of the five branches of Traditional Chinese Medicine (TCM): acupuncture, Chinese herbal medicine, food therapy, Tui-na, and Tai-chi/Qi-gong. Attendees will learn about the major concepts and fundamental principles of TCM, the TCM examination, and how Western practitioners can incorporate simple TCM concepts and techniques into their practice. Specific acupuncture points that can be used for routine injections in a Western clinic will also be addressed. General practitioners will gain a new perspective from a system of medicine with a long and rich history that is applicable across all species. This is an introductory lecture that covers core concepts and requires no prior knowledge of TCM.

Fundamentals and Practical Applications of Traditional Chinese Medicine Food Therapy

Madeline Yamate, DVM, CVA, CVCH, CVSMT, MBA

This two-part lecture will cover fundamental concepts and practical applications of TCM food therapy, which utilizes the energetics of foods to treat and prevent diseases and to promote better health. Additional topics that will be covered include food therapy with commercially prepared and home-cooked diets, food preparation, food storage and addressing client concerns. Case studies will be included to highlight how food therapy may be used in the small animal clinic. This is an introductory lecture that does not require prior knowledge of TCM.

Traditional Chinese Medicine Food Therapy for Cancer

Madeline Yamate, DVM, CVA, CVCH, CVSMT, MBA

This lecture will build upon the concepts presented in the previous session. The etiology of cancer from a TCM perspective and the treatment of cancer with TCM food therapy will be discussed. This session is applicable to practitioners with a TCM knowledge base and is specific primarily to dogs and cats.

Acupuncture: Beyond the Basics

Madeline Yamate, DVM, CVA, CVCH, CVSMT, MBA

This lecture will cover topics relevant to the practice of veterinary acupuncture, including classical acupoints in small animals, how to needle difficult acupoints, electroacupuncture, aqua-acupuncture, pneumoacupuncture and hemoacupuncture. This lecture is appropriate for veterinary acupuncturists who already have a knowledge of the practice.

Multimodal Approaches to Challenging Cases

Madeline Yamate, DVM, CVA, CVCH, CVSMT, MBA

Integrative veterinarians commonly see patients who are debilitated from old age and multiple concurrent diseases, patients with diseases that are refractory to Western medicine, or patients who have diseases that the clients have opted not to treat with Western medicine. This session will discuss the application of multiple modalities, including Western pharmaceuticals, acupuncture, Chinese herbal medicine, low-level laser therapy, bioregulatory medicine and more. Case studies will be used to demonstrate multimodal approaches to challenging veterinary cases. This lecture will cover core concepts and is applicable to all audiences.

Module 7: Foreign Animal Disease Detection in Category I Animals

Steven R. Wilden, DVM

This module will address the important role companion animal practitioners play in detecting foreign animal diseases (FADs) of Category I animals (dogs, cats). Information about 10...
FADs affecting Category I animals will be discussed, and attendees will be given references on each. FAD incursions detected by private sector veterinarians (such as screwworm and rabbit hemorrhagic disease) will be described. Finally, participants will be given a real-world scenario to learn how to appropriately handle a suspected FAD.

**Module 11: Sheep and Goats: Disease Awareness and Health Certificates**  
*Steven R. Wilden, DVM*

This module will begin with an overview of the sheep and goat industries and a review of eight diseases that veterinarians should be aware of, especially when inspecting animals prior to interstate or international movement. This session will also review the National Scapie Eradication and the Scrapie Flock Certification programs, highlighting the genetic components and identification requirements. Finally, examples of properly completed health certificates for sheep and goats will be provided to help veterinarians avoid common errors that can lead to delays or refusal of entry for their clients’ animals.

**Module 18: Avian Influenza and Exotic Newcastle Disease**  
*Thomas R. Hans, DVM*

This module will help veterinarians understand the economic and public health impacts of an exotic avian disease outbreak and better recognize the clinical signs associated with avian influenza (AI) and exotic Newcastle disease (END). Details relating to collecting and submitting samples for surveillance, as well as reporting positive results for AI or END, will be addressed. Understanding the investigative and clean-up processes and implementing biosecurity measures specific for each disease will be emphasized. Finally, veterinarians will be able to explain the OIE’s role in preventing disease spread via exports.

**Module 19: Animal Health Emergency Response**  
*Thomas R. Hans, DVM*

This module will describe how practicing veterinarians can play a role in an animal health emergency response. A variety of response teams—including the National Animal Health Emergency Response Corps (NAHERC), AVMA’s Veterinary Medical Assistance Teams (VMAT), the National Veterinary Response Team (NVRT) and state responders—will be reviewed to demonstrate their similarities and differences. Understanding the structure of a response and how it is coordinated is key to its success; thus the various components of a response—including the National Incident Management System (NIMS), the Incident Command System (ICS), the National Response Framework (NRF) and the Emergency Support Functions (ESF)—will be reviewed. Finally, the components of the Foreign Animal Disease Preparedness and Response Plan (FAD PReP) and National Animal Health Emergency Management System (NAHEMS) Guidelines will be described so veterinarians can comprehend what types of duties they will perform in an actual event.

**Cytology of Round Cell Tumors**  
*Rebekah G. Gunn, DVM, DACVP (Clinical)*

Can you name the six types of round cell tumors? In this lecture, attendees will learn how to identify the various types of round cell tumors and how to conduct appropriate follow-up testing when the exact tumor type isn’t readily apparent from the cytology alone.

**Cytology of Lymphoid Tissue and Advanced Diagnostics**  
*Rebekah G. Gunn, DVM, DACVP (Clinical)*

Lymph nodes are easily sampled and often can yield a definitive diagnosis. In this two-part lecture, participants will learn how to distinguish hyperplastic lymph nodes from lymphoma and to screen for other abnormalities, such as metastatic disease and infectious agents. A portion of the lecture will be dedicated to collecting high-quality cytology specimens in order to avoid the dreaded “non-diagnostic due to excessive cell lysis.” In the latter portion of the lecture, advanced diagnostic testing will be reviewed.

**The Approach to the Itchy Dog**  
*Melissa Hall, DVM, DACVD*

This session will give veterinarians a framework of how to reach a diagnosis and find appropriate
treatment for the itchy dog. This lecture will also cover the basics of a dermatologic examination and review what to include and exclude prior to the diagnosis of allergy.

**440**

**The New Frontier of Flea Allergy Treatments**  
**Melissa Hall, DVM, DACVD**

With the ever-changing flea prevention products available, it can be tricky to determine which is the right solution for the patient. This session will discuss how to choose the best treatment for each case. The focus will be on spot-on and systemic flea prevention medications for dogs and cats, as well as environmental controls that can be implemented in the difficult cases. Flea allergy dermatitis and tips for getting owners to comply will also be covered.

**441**

**Practical Cytology**  
**Melissa Hall, DVM, DACVD**

Learn to maximize the important tool of practical cytology in your practice! This lecture will be geared toward collection and interpretation of skin cytology. As part of the dermatology minimum database, this skill is vital for dealing with dermatologic conditions. Inflammatory and infectious diseases will be covered as we discuss how to decide what further testing is needed.

**442**

**Pemphigus Foliaceus: Diagnosis and Treatment**  
**Melissa Hall, DVM, DACVD**

Focusing on the canine and feline patients, this session will discuss clinical presentation, diagnostics and treatments of pemphigus foliaceus. We will review how to recognize this disease and strategies for management of difficult cases that a veterinarian may encounter. Immunosuppressive medications with recommendations for monitoring by a dermatologist will be discussed.

**443**

**Updates in Canine Atopic Dermatitis Management**  
**Melissa Hall, DVM, DACVD**

Canine atopic dermatitis (CAD) is a genetically predisposed, inflammatory, and pruritic allergic skin disease with characteristic clinical features. A multifactorial disease, CAD most likely results from a complex interaction between host and environment. It is also a progressive disease that generally requires lifelong management, benefiting from client education, compliance and an inclusive treatment plans for success. This session will discuss the treatment of these cases, which requires a multi-pronged approach utilizing both systemic and topical applications.

**444**

**Crusty Cats**  
**Melissa Hall, DVM, DACVD**

Cats are not just small dogs! Our feline patients will often present with their own set of diseases. This lecture will focus on common disease presentations of cats, diagnostic plans and treatments.

**PET ANIMAL NEUROLOGY**

**445**

**Neurologic Examination Made Easy**  
**Ronaldo C. da Costa, DVM, M.Sc., Ph.D., DACVIM (Neurology)**

“Do I have to do all these tests?” No, you don’t! The goal of the neurologic examination is to allow the clinician to properly localize the lesion and design an appropriate diagnostic investigation. This session will focus on showing the components and tests of the neurologic examination that really make a difference. Several video examples will be used to demonstrate techniques.

**446**

**Lesion Localization: The Key to a Successful Neurologic Work-Up**  
**Ronaldo C. da Costa, DVM, M.Sc., Ph.D., DACVIM (Neurology)**

An MRI is only useful if one can localize the lesion! A dog that is “down” can have a lesion in the spinal cord, nerve, muscle, neuromuscular junction or even the brainstem. Through a simple, richly illustrated approach, this session will discuss the process of lesion localization—the basis of clinical neurology.

**447**

**MRI and CT in Neurology**  
**Ronaldo C. da Costa, DVM, M.Sc., Ph.D., DACVIM (Neurology)**

What are the indications of CT versus MRI in neurology? How do they compare? Are all MRI the same? This session will answer these and many other questions.

**448**

**My Old Dog is Not Walking Well: Approach and Differential Diagnosis of Chronic Paresis**  
**Ronaldo C. da Costa, DVM, M.Sc., Ph.D., DACVIM (Neurology)**

Progressive pelvic limb weakness is a common problem in senior dogs. This session will review the signs that assist veterinarians in differentiating orthopedic versus neurologic causes of weakness and review the key features of the main differential diagnosis.

**449**

**Advances in the Diagnosis, Pathogenesis and Treatment of Wobbler Syndrome**  
**Ronaldo C. da Costa, DVM, M.Sc., Ph.D., DACVIM (Neurology)**

Our knowledge on cervical spondylomyelopathy (aka, wobbler syndrome) has expanded tremendously in the last decade. This presentation will discuss the pathogenesis, diagnosis and treatment of the disease, focusing on current literature and clinical cases that illustrate the various clinical presentations and treatment methods.

**450**

**Spinning Around: Diagnostic Approach of Head Tilt and Other Vestibular Signs**  
**Ronaldo C. da Costa, DVM, M.Sc., Ph.D., DACVIM (Neurology)**

Vestibular disease is one of the most common neurologic presentations. This session will discuss the diagnostic approach (differentiating...
Peripheral from central causes), diagnosis and treatment of the main differential diagnosis of vestibular signs in dogs and cats. Several video examples will be presented.

**PET ANIMAL ONCOLOGY**

**451**

**Confusion and Controversies in Canine Mast Cell Tumors**

*Laura Garrett, DVM, DACVIM (Oncology)*

Mast cell tumors are one of the most common canine tumors, yet they are also one of the most confusing due to their variable biologic behavior. This session will highlight controversies surrounding prognostic factors, grading systems and therapeutic options. Recent studies regarding these topics will be also discussed. Case examples will be used throughout the presentation.

**452**

**Cytology for the Small Animal Practitioner**

*Laura Garrett, DVM, DACVIM (Oncology)*

Cytology is a powerful diagnostic tool in small animal patients. There are a large number of sites that can be sampled with aspiration and disease processes that can be elucidated via this technique. From sample procurement and slide preparation to screening and assessing the slide microscopically, this session will highlight ways to get the most from cytology in your practice. Clinical cases will be utilized to highlight key points.

**453**

**Curing Cancer is the Easy Part: Skills for Dealing with Difficult Owners**

*Laura Garrett, DVM, DACVIM (Oncology)*

Communicating with pet owners is something veterinarians do constantly, making it the most common “procedure” performed in veterinary medicine. Yet very few veterinarians receive any guidance in this critical area during school or after. Being a good communicator is not just a personality trait; all practitioners can use very specific and easily employed communication tools, even in stressful or emotional situations. This session will describe concrete techniques applicable to all communication situations, which will not only help with difficult clients, but may also keep them from becoming difficult in the first place.

**454**

**A Review of What’s New in Canine Osteosarcoma**

*Laura Garrett, DVM, DACVIM (Oncology)*

Osteosarcoma is the most common primary bone tumor in the dog, and because it is a good model for the human osteosarcoma counterpart, it is a well-studied tumor. This case-based talk will briefly cover new diagnostic techniques and prognostic markers for this tumor and then move on to therapeutic options, including both curative-intent and palliative therapies. Ongoing studies with innovative treatments will be emphasized.

**455**

**An Oncologist’s Approach to the “Big Belly” Emergency**

*Laura Garrett, DVM, DACVIM (Oncology)*

The approach to a patient who presents on emergency for a condition that may be neoplastic is a balancing act among stabilization, diagnosis and communication. This session will cover cancerous causes for dogs presenting with a distended abdomen, the diagnostic approaches for these cases, and key prognostic points to discuss with the pet owners. Studies that have reported the odds of particular diagnoses and related predictive findings will be highlighted.

**456**

**Top 10 Chemotherapy Tips**

*Laura Garrett, DVM, DACVIM (Oncology)*

Chemotherapy is being used with increasing frequency in general veterinary practices, to the benefit of clients and their pets. This session will emphasize key aspects in the safe and effective use of chemotherapy in tumor-bearing small animal patients, including vascular access, monitoring blood counts, dealing with side effects and managing highly stressed pet owners.

**457**

**Obtaining and Documenting Informed Consent to Treatment**

*Douglas C. Jack, B.A., LLB*

All practitioners are aware of their legal obligation to obtain the client’s informed consent prior to proceeding with any form of surgery or medical treatment. This session will provide the legal basis for this requirement and discuss the true nature of informing the client of the risks of any procedure.

**458**

**Effective Records Management**

*Douglas C. Jack, B.A., LLB*

Keeping and maintaining appropriate medical records can be the difference between success and failure in any disciplinary proceeding or defense of a negligence claim. This session will examine the legal requirements for medical records and offer some effective tips on how best to discharge this obligation.

**459**

**The Legal Implications of Veterinary Medical Ethics**

*Douglas C. Jack, B.A., LLB*

In contemporary times, formal complaints leveled at veterinarians about the care received by a client’s animal are often accompanied by allegations of improper ethical conduct. In this session, we will review the connection between legal and ethical duties and discuss some of the more topical ethical requirements.

**460**

**Anatomy of a Client Complaint**

*Douglas C. Jack, B.A., LLB*

From time to time, a practitioner will be required to respond to a formal complaint before the state regulatory authority. This can be a complex and anxious time for the veterinarian. This session will examine the typical protocols for such proceedings and offer practical tips on effectively responding to such complaints.
**PRACTICE MANAGEMENT II**

**463**  
**What’s the Difference Between Need and Demand?**  
*Michael Dicks, Ph.D., M.S.*

In this interactive session, attendees will learn how to estimate the number of pets and the total amount of sales possible in a given location in order to determine how much of the potential market can be captured by a single practice. Data and tools to determine a practice’s current and potential market share will be provided.

**464**  
**What Should I Pay My Veterinarians?**  
*Michael Dicks, Ph.D., M.S.*

This session will provide a simple tool that can be used to calculate salaries for veterinarians. This information, along with financial information from your practice, can be used to develop a salary that will provide an attractive benefits package, ensuring you get the best candidates.

**465**  
**How Big Should My Practice Be?**  
*Michael Dicks, Ph.D., M.S.*

The size of a veterinary practice should be based on the size of the market in which it is located and how much of that market it is actually serving. This session will use a case study to illustrate how to use available information to better understand your practice’s market potential.

**466**  
**How the Economy Affects You—and What You Can Do About It**  
*Michael Dicks, Ph.D., M.S.*

This session will explain in simple terms why there is a business cycle, what the impacts of the business cycle are for the general economy, and how to predict where we are in the business cycle. Veterinary practices can use this information to improve their profitability!

**467**  
**Just Give Me the Bottom Line!**  
*Michael Dicks, Ph.D., M.S.*

This session is for practice owners and managers who would like to better understand how to quickly identify the performance of the practice and identify where it may be having problems. Attendees will leave with an understanding of how to practice veterinary medicine while keeping an eye on the profitability of the practice and how to diagnose profitability problems.

**468**  
**Show Me The Money!**  
*Michael Dicks, Ph.D., M.S.*

This session will provide students, practice managers, associate veterinarians and owners with a general understanding of basic financial reports (income statements, balance sheets, cash flow and budgets) and the reason for their use. A case study will be used to demonstrate how the reports all fit together and are used to create financial guidelines that can be used quickly to understand the practice’s financial situation.

**PUBLIC HEALTH**

**469**  
**Mass Human Exposure to Rabies: A One Health Opportunity Missed**  
*Donald L. Noah, DVM, MPH, DACVPM*

Rabies is perhaps the historical poster child of zoonotic diseases. This session will highlight an actual situation in which a large number of people received post-exposure prophylaxis (PEP) as a result of one rabid animal. Did all these people actually require PEP? Were there actions that could have been taken to minimize the cost and inconvenience associated with the exposures? What lessons can we learn from this experience to effectively prevent human rabies in a more efficient manner? This session will answer those questions.

**470**  
**International One Health and Disaster Responses**  
*Donald L. Noah, DVM, MPH, DACVPM*

In this session, the presenter will describe and discuss several major medical and public health response experiences from his long (but not yet concluded) veterinary career. These experiences are rather atypical from a traditional veterinary point of view and may stimulate attendees to consider other opportunities for themselves and those they mentor.

**471**  
**Raw Dog Food: Panacea or Pandora’s Box?**  
*Jeffrey T. Lejeune, DVM, Ph.D., DACVM, DACVP*

A search for the terms “raw dog food” on the Internet will return more than 48 million hits in less than half a second. In the face of this information explosion, pet owners may not be able to discern which websites are trustworthy and which do not contain science-based data. This session will dissect the facts and fiction behind feeding raw pet food, including the known hazards to pets and their owners.
Who is Drinking Raw Milk and Why?
Jeffrey T. LeJeune, DVM, Ph.D., DACVM, DACVP
Advocates claim the demand for unpasteurized dairy products is growing due to nutritional and health benefits. At the same time, public health officials continue to warn about the inherent foodborne disease risks associated with this practice. This session will review the arguments for and against the widespread availability of raw milk products to the public and summarize the scientific data available to support or refute these claims.

Food Safety Consequences of Viral Infections of Bacteria
Jeffrey T. LeJeune, DVM, Ph.D., DACVM, DACVP
Bacteriophages are viruses of bacteria. Some interactions between bacteriophages and bacterial hosts result in bacterial death (lysogeny). Under different conditions, bacteriophages can also serve as vehicles for the horizontal transmission of genetic material (transduction), including virulence factors and antibiotic resistance genes. Shiga toxin-producing *E. coli* are an example of an emerging group of foodborne pathogens that have acquired their primary virulence factor (toxin production) as a result of transduction. This session will review the evolution, emergence, epidemiology, ecology, control, and prevention of Shiga toxin-producing *E. coli*.

Successes and Future Challenges in Food Safety
Jeff Bender, DVM, M.S., DACVP
Consumers demand a wholesome, nutritious and safe food supply. Efforts to support these demands have included inspection, improved operating procedures, broader surveillance efforts and new food treatments. With these improvements, we have controlled some foodborne pathogens and gained a better understanding of foodborne diseases. This session will explore the successes and many remaining challenges in food safety.

Developing a Practical, Successful Sanitation Plan for Your Shelter
Cynthia Karsten, DVM
The challenge of disease control in most shelters is greater than that of regular veterinary clinics. Animals enter with unknown medical histories—possibly shedding pathogens without clinical signs—and with so many opportunities for transmission, one might think that ubiquitous disease spread is nearly inevitable. However, there is reason for hope. While we can support individual animals with vaccines, stress reduction, humane housing, etc., a carefully considered, comprehensive plan for sanitation is critical and can reduce the amount of exposure to one that these animals’ immune response can handle. This session will discuss all aspects to help develop such a plan for your shelter.

Managing Feline URI (Including Anorexia) in Your Shelter
Cynthia Karsten, DVM
Feline upper respiratory infection (URI) is perhaps the most frustrating illness facing shelter veterinarians, managers and staff, and it has been identified as the No. 1 disease concern for cats in shelters and after adoption. Many cats enter shelters already silently carrying the viruses that lead to illness. Vaccines are partially effective at best, and specific treatments are limited. Additionally, factors such as crowding, inappropriate housing, poor air quality and sanitation, stress, concurrent illness, parasitism and malnutrition predispose cats to disease. This session will review recent research showing that, in spite of these challenges, shelters can have dramatically improved success in controlling this seemingly ubiquitous disease!

Managing CIRDS in Your Shelter
Cynthia Karsten, DVM
Canine infectious respiratory disease syndrome (CIRDS), as its name suggests, is a complex disease that is of significant concern in any multi-dog setting. New findings regarding known CIRDS pathogens, as well as current research on emerging pathogens, are adding to the already complex pathogenesis of CIRDS. Several of the pathogens involved are insufficient in themselves to cause disease; however, with the additional stress, high contact rates and crowding often associated with sheltering, disease does ensue. CIRDS’s multifactorial etiology requires a multifaceted approach for optimal management in the shelter setting. This session will cover monitoring, prevention and treatment to effectively manage CIRDS in your shelter.

Understanding the Causes of and Practical Treatment for Diarrhea in Shelter Animals
Cynthia Karsten, DVM
Diarrhea, especially when unresolved, is extremely frustrating for any animal, in particular shelter animals where their history is usually unknown and the risk to that animal and others can be extremely high. The causes of diarrhea are varied and thus create many different concerns in terms of treatment, prognosis and risk to other animals. Combine all of this with the resource-limited environment of many shelters, and diarrhea can feel like a true recipe for disaster. In this session, we will discuss common causes of diarrhea in shelter animals and practical protocols for diagnosis and treatment.

Lean Methodology
Daniel Ettinger
Lean methodology was originally developed by Toyota. Since then, many other companies, such as Starbucks and Chipotle, have adopted the methodology in everyday business practices. We have used this process in the animal shelter for more than two years now and we are continuing to make adjustments to our processes utilizing this method. This two-part session will start with a brief overview of the concept. How to utilize tools to identify and eliminate waste, specifically process mapping and the 6S, will be explained. We will also look at how to complete the A3 template, which can be used for budget proposals, policy changes...
and tracking and measuring innovation. The presenter will provide hands-on exercises to demonstrate the tools and methodology, as well as examples of how the tools have been applied in the animal shelter setting.

**SMALL RUMINANTS**

**L81**
**Barber Pole Worm Management in the Age of Drug Resistance**
Lisa Williamson, DVM, M.S., DACVIM
Haemonchus contortus, better known by producers as the barber pole worm, has become a major health threat to goats, sheep, llamas and alpacas in many temperate parts of the United States. The propensity for this nematode to develop anthelmintic resistance has made chemical control of this pest challenging at best. This presentation will discuss methods for diagnosing and treating animals with haemonchosis. In addition, ways to diagnose anthelmintic resistance will be reviewed.

**L82**
**Non-Chemical Strategies for Worm Management in Small Ruminants**
Lisa Williamson, DVM, M.S., DACVIM
The steadily worsening problem of multidrug resistance has increased the need for producers to understand the role that pasture management, nutrition and animal selection strategies play in making their herds and flocks more resistant to parasitism. This session will review novel nematode control methods, such as copper oxide wire particles, nematophagous fungi, the Haemonchus vaccine and Sericea lespedeza.

**L83**
**Anthelmintic Use in Small Ruminants and Camelids**
Lisa Williamson, DVM, M.S., DACVIM
This session will review the three classes of anthelmintics, appropriate doses for each species, and meat and milk withdrawal periods for sheep and goats.

**L84**
**Small Ruminant Nutrition**
Francis L. Fluharty, M.S., Ph.D.
Sheep and goats are both ruminants, but there are differences in their nutritional requirements and feed selectivity. Goats are classified as a browsing animal, while sheep are classified as a grazing animal. This session will discuss the relative similarities and differences.

**L85**
**The Stoned Goat: Urolithiasis in Small Ruminants**
Andrew Niehaus, DVM, M.S., DACVS-LA
Urolithiasis is a common emergency condition seen in small ruminants. This session will discuss the pathophysiology basics and clinical signs of this condition. Management of predisposing patients to develop urolithiasis, as well as prevention of the disease, will be covered. Treatment, both surgical and medical, will also be reviewed.

**L86**
**Blood Transfusions in Small Ruminants**
Joseph Lozier, DVM
This session will discuss when, how and what to expect when performing blood transfusions in small ruminants, a life-saving therapeutic option that can easily be accomplished in a clinic setting or on the farm.

**TECHNICIAN I**

**L87-L90**
**Creating Raving Fans with Excellent Customer Service**
Peg Buehrle, Michelle Calcasola and Pete McDowell
Raving fans are customers that have been so impressed by your company that they can’t wait to tell all of their friends and family about you and recommend your services. They do the selling for you! Before you can have raving fans, though, you have to find the right customers for your business. It’s not just the number of clients you have, but the quality of customers that you are seeing. In this four-part session, we will teach you how, through targeted marketing efforts and lead conversion, you can get the right clients walking through the door. We will also discuss the key touchpoints between your business and a potential new customer.

**L91-L92**
**Voice for the Pet: Improve Sales through Better Medicine and Education**
Peg Buehrle, Michelle Calcasola and Pete McDowell
You may not want to be considered a salesperson, but no matter what your role is in the hospital, you are part of the team selling the products and services that keep the hospital running. Making sales does not have to have a negative perception. In this two-part session, we will demonstrate how focusing on the medical care of the pet and properly educating clients through better communication will cause sales to occur naturally. We will focus on how to position the sale, overcome objections and close the sale effectively.

**L93**
**The Yellow Cat**
Amy Breton Newfield, CVT, VTS (ECC)
This session will cover diseases and injuries that cause liver dysfunction in cats, appropriate nursing care of these patients, and how to better communicate with clients about their pets’ condition and treatment.

**L94**
**How to Survive in This Field as a Veterinary Technician**
Amy Breton Newfield, CVT, VTS (ECC)
Turnover in the field of veterinary technology is high. Why do so many people pay for an education only to leave the field so quickly? This lecture will discuss how to survive, thrive and enjoy the field! Compassion fatigue, helping yourself before others, and how to advance or change direction in the field will also be covered, as well as different career options for veterinary technicians.
10:30 – 11:30 a.m.

**Ischemia/Reperfusion Injury**
Amy Breton Newfield, CVT, VTS (ECC)

How is it possible that returning blood supply back to an area from which it was cut off could kill an animal? Ischemia/reperfusion injury produces a chain of devastating events and is a relatively new, exciting topic in veterinary medicine. This session will discuss this deadly syndrome, how it affects patients and ways to prevent it, using case studies as examples.

1:30 – 2:30 p.m.

**Caring for the Critical Pet**
Amy Breton Newfield, CVT, VTS (ECC)

The critical patient requires different and more intensive nursing care than routine patients. This lecture will focus on intensive monitoring techniques and tricks of the trade. Blood pressure, spot-check ECGs, fluid therapy, and dealing with the “down” patient will all be discussed.

2:45 – 3:45 p.m.

**ER Cases from the Trenches**
Amy Breton Newfield, CVT, VTS (ECC)

We can all learn from one another’s victories and failures. This lecture will review several real-world ER cases in which nursing care played a key role in the outcome of the patient. Attendees will leave with a better understanding of how to monitor and care for patients of any hospital.

4 – 5 p.m.

**Evans Syndrome: Breaking Down ITP and IMHA**
Amy Breton Newfield, CVT, VTS (ECC)

This lecture will discuss the pathophysiology of immune thrombocytopenia (ITP) and immune mediated hemolytic anemia (IMHA), as well as signs and symptoms, complications, diagnostics and treatment. Technicians will leave with a good understanding of the diseases’ unique nursing needs and how to better communicate with clients.

8 – 9 a.m.

**Pain Recognition and Analgesia in Small Mammals**
Katrina Lafferty, BFA, CVT, VTS (Anesthesia)

In a time when exotic patients comprise more and more of a client base, it is important to be able to provide excellent veterinary care to these animals as well. Recognizing painful behaviors and situations for pocket pets can be extremely challenging, as is knowing the types of analgesia that are available, appropriate and safe. This lecture will cover painful behaviors in rabbits, ferrets and rodents; analgesic drug choices; and when and how these drugs can be used safely. The presenter will also discuss special techniques and delivery methods for analgesics, such as constant rate infusions, local blocks and epidurals.

9:15 – 10:15 a.m.

**Reptile Anesthesia and Analgesia**
Katrina Lafferty, BFA, CVT, VTS (Anesthesia)

This session will introduce attendees to reptilian anesthesia. We will discuss the basic anatomic differences between reptiles and mammals in regards to anesthesia, including injection sites, catheter placement, intubation, monitoring choices and recovery. This session will also cover basic information on drug choices for sedation and pain management, as well as emergency drugs.

10:30 – 11:30 a.m.

**Crash Course: Anesthesia for Rabbits, Ferrets and Rodents**
Katrina Lafferty, BFA, CVT, VTS (Anesthesia)

In the world of veterinary medicine, pocket pets are a growing part of the clientele, and owners expect high-quality care for their pets, regardless of species. Anesthesia can be one of the most intimidating parts of working with exotic animals. This lecture will cover the most important elements of rabbit, ferret and rodent anesthesia and discuss injection sites, catheter placement, intubation, monitoring choices and recovery. It will also cover information on drug choices for sedation, pain management and emergencies.

9:15 – 10:15 a.m.

**Wake Me Up Before You Go-Go: Considerations and Preparation for Anesthetic Recoveries**
Katrina Lafferty, BFA, CVT, VTS (Anesthesia)

At induction, patients are more appropriately monitored, more staff members are on hand and emergency protocols are in place. But what about recovery situations? Often, patients are left unattended or with minimal monitoring once they are extubated. This lecture will cover how to prepare for anesthetic recoveries in myriad situations, from routine cases such as castrations and orthopedic procedures to complicated abdominal, cardiac and respiratory cases. Appropriate post-operative monitoring and pain management will also be covered.

4 – 5 p.m.

**CRI Usage for Anesthesia and Analgesia**
Katrina Lafferty, BFA, CVT, VTS (Anesthesia)

Pain management in veterinary patients has come a long way. Myriad analgesic drugs are available, and numerous techniques exist to further provide top-notch analgesia and pain management to animals undergoing even the most painful surgeries. Constant rate infusions...
(CRIs) are increasing in their usage, thanks in large part to their wide versatility. Pharmacologic agents are used as CRIs that can provide analgesia, maintain anesthesia and provide blood pressure support, if needed. This session will include a discussion of choices; dosages and side effects for analgesic, anesthetic and pressor supporting drugs; and equipment required.

SPECIAL PROGRAMS

505 1:30 – 2:30 p.m.
Ohio B. canis Testing and New Commercial Dog Breeding Rules
Melissa Simmerman, DVM and Dennis Summers, DVM
In 2015, Ohio designated Brucella canis as a reportable disease and has undertaken mandatory testing by those covered under Commercial Dog Breeding regulations. This session will inform Ohio veterinarians who work with breeders on the regulations and responsibilities both the veterinarian and breeder need to be aware of regarding compliance and testing.

506–507 2:45 – 5 p.m.
Preventing Dog Bites: The Interface Between Canine and Human Behaviors
Joseph Michael Cornwell, DVM
The dog bite problem is largely a preventable epidemic. Our goal should be to educate the public concerning responsible pet ownership and to train children at an early age to avoid negative interactions with dogs. Surprisingly, bites are not usually a dog’s fault—the majority of dog bites are caused by humans. Methods to prevent or minimize the number and severity of dog bites to humans will be highlighted in this workshop. The focus will be on positive interactions between people and dogs via preventive and defensive measures. We will discuss the interface between canine and human behaviors as they relate to the incidence, genesis and prevention of dog bites. This two-part session will focus on the concepts of respecting the dog and behaving well around dogs.

HANDS-ON LABS

D 8 a.m. – 12 p.m.
Feline Oral Surgery and Intraoral Radiology Techniques
Cindy Charlier, DVM, DAVDC
Fee: $275 • Max: 24 • Level: Veterinarian; Beginner to Intermediate • Prerequisites: Friday Pet Animal Dentistry Sessions 239–242
Veterinarians of all skill levels will benefit from this extraction, extraction complications and intraoral radiology lab. Learn tips on how to easily obtain diagnostic full-mouth radiographs in cats. Become proficient at surgical extraction procedures in feline patients and learn how to approach extraction complications efficiently with proper techniques and proper instrumentation. Participants will learn how to elevate a mucoperiosteal flap, remove buccal bone, section teeth, elevate and extract tooth roots, perform an alveoplasty, release the periosteum, and prepare the flap for closure. We will also review root retrieval techniques.

E 1:30 – 4:30 p.m.
Cytology Wet Lab and Virtual Case Review
Rebekah G. Gunn, DVM, DACVP (Clinical)
Fee: $225 • Max: 36 • Level: Veterinarian; Beginner to Intermediate
This will be a case-based, interactive wet lab in which we will have fun reviewing interesting cases encountered during Dr. Gunn’s career as a pathologist. An emphasis will be placed on more commonly encountered diseases, but a few “zebras” will also be part of the party. Participants will be encouraged to ask questions and share their observations of the cytologic findings to enhance the learning experience.

DISCLAIMER
The Ohio Veterinary Medical Association is pleased to provide a comprehensive educational program at the Midwest Veterinary Conference. However, please note that OVMA does not endorse and cannot be responsible for Speaker content.
ability for assessing excessively fearful animals.

and discuss special challenges associated with anti-cruelty behavior teams’ field sessions, attendees will learn about the ASPCA’s anti-cruelty behavior team for dogs that are suitable for adoption is to identify these animals while others have been kept socially isolated. The best means we have for identifying dogs is to ensure that they are not suitable for adoption. Those are the changes we find their collective opinion that the ASPCA Anti-Cruelty Behavior Team for victims of dogfighting.

Pamela Reid, Ph.D., CAAB

Dogs rescued from puppy mills and hoarders run the gamut from friendly, sociable animals to extremely fearful or aggressive creatures. Some are socialized to people, some to other dogs, while others have been kept socially isolated. The best means we have for identifying dogs that are suitable for adoption is to administer a behavior evaluation test. In this session, attendees will learn about the ASPCA Anti-Cruelty Behavior Team’s field evaluation and discuss special challenges associated with assessing excessively fearful animals.

Pamela Reid, Ph.D., CAAB

Evaluating Aggression in Fight-Bred Pit Bulls

American Pit Bull Terriers that have been bred for fighting with other dogs are of particular interest to animal welfare organizations. Since the widely publicized Michael Vick dogfighting case, the general public has voiced its collective opinion that dogs rescued from these situations should be rehabilitated and re-homed whenever possible. But evaluating these dogs for suitability as pets is a risky endeavor. In this two-part presentation, attendees will learn about the assessment procedures developed by the ASPCA Anti-Cruelty Behavior Team for victims of dogfighting.

Pamela Reid, Ph.D., CAAB

Behavioral Rehabilitation of Fearful and Under-Socialized Dogs

Canine victims of cruelty are sometimes so behaviorally traumatized by their experiences that they are not suitable for adoption. Those are the changes we find their collective opinion that the ASPCA Anti-Cruelty Behavior Team for victims of dogfighting.

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Evaluating Puppy Mill and Hoarding Dogs

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Pamela Reid, Ph.D., CAAB

Solving Equine Behavior Problems

Robert Miller, DVM

This session will build upon concepts discussed in Saturday and Sunday’s Equine tracks. Using these ideals, attendees will learn how to teach their clients and their equine patients to be calmer, more docile and submissive, and respectful of the veterinarian’s professional ability. This will make problems easier to solve when they arise, as well as ensure the safety of everyone involved.

Pamela Reid, Ph.D., CAAB

Management of Mastitis in Organic Dairy Cows

Luciana Bignardi Casimiro da Costa, DVM, M.Sc., Ph.D.

Mastitis, or inframammary infection, is one of the costliest diseases affecting cows, with more than $2 billion lost annually. Thus, this disease is a significant factor limiting profitability for the dairy industry—not just in the U.S., but all around the world. Antimicrobial use has been a cornerstone in mastitis treatment and control for several years. However, in order for producers to keep their organic status, the use of antimicrobials is limited to certain cases, and treated animals must leave the herd. This session will discuss how to manage herds and apply preventive measures at the farm to control mastitis and protect the organic status of the animals.

Jean E. Sander, DVM, MAM, DACPV

Poultry are Food Animals Too

Jean E. Sander, DVM, MAM, DACPV

There are common problems and approaches associated with medical issues in larger poultry populations. Most diseases of poultry differ from those in cattle or swine, but many are made worse through poor population management. In this two-part presentation, common diseases of poultry populations will be discussed, along with how they can be diagnosed, managed, and treated.

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**Ozone Therapy Cases for All Practitioners**

**Margo Roman, DVM, CVA, COT, CPT**

There are so many ways to use ozone therapy—including helping an animal heal faster without drugs—that even conventional veterinarians will find it to be an important tool in treating patients. In fact, human medical practitioners have incorporated the modality into their fields: For example, the American Dental Association has approved the use of ozone therapy in human dentistry. In this session, we will look at the use of Prolozone (a combination of prolotherapy and ozone therapy) for pain and joint issues, using a variety of cases and applications that can help your patients.

**Biophotonic Blood Therapy: Using Light to Reduce Infection and Increase Healing**

**Margo Roman, DVM, CVA, COT, CPT**

This session will cover how to combine ozone therapy and UVB light in the treatments of acute and chronic medical issues. This enhanced therapy can treat infection, cancer, Lyme disease, and hepatic and kidney issues. This session will also discuss how working with both oxidative and photonics therapies can increase the ability of cells and organs to work better, as well as improve brain and cognitive issues.

**Microbiome Restorative Therapy: Fecal Transplant and the Importance of Poop**

**Margo Roman, DVM, CVA, COT, CPT**

With more than 100 trillion microbes in a normal human and 85 percent of the immune system coming from the GI tract, the microbiome is known to increase health and help restore the body. It is the standard treatment for *Clostridium Difficile* in humans, but we are also treating Giardia, Lyme disease, irritable bowel, pancreatic insufficiency, cancer, kidney failure, behavior, allergies and so many other ailments with this therapy. This two-part session will review cases to show attendees how the active microbiome can enhance the patient’s health. Supporting the gut will be the easiest way to increase the animal’s immune system and to help you help your patient!

**Module 9: Interstate and International Health Certificates for Category I Animals**

**Kellie A. Hough, DVM, MPH-VPH**

This module will provide information specific to the movement of dogs and cats between states and to other countries. Upon completion of this module, attendees will be able to list the various agencies and steps involved in the certification process for Category I animals; find current import/export information for Category I animals traveling interstate or internationally; apply proper completion principles when completing health certificates for Category I animals and avoid making common errors; and explain an accredited veterinarian’s roles and responsibilities as they relate to Category I animal health certificates. In the second hour, veterinarians, technicians and staff will learn the basics of small animal international export, such as finding sources of information, locating regulations and determining which certificate to use. Step-by-step guidance on the more common countries that may be encountered in practice (such as the European Union) will be provided as well.

*Note: You must attend both Session 618 and Session 619 to receive NVAP credit.*

**Coughing and Dyspnea: Diagnostic Imaging Made Simple**

**Philip R. Fox, DVM, M.Sc., DACVIM, DECVM-CE, DACVECC**

In the first half of this two-part session, attendees will learn about the uses and misuses, pros and cons, cost-effectiveness, and comparative basic interpretation of thoracic radiography, CT, MRI and echocardiography. Part two will present a simple, clinically oriented, soup-to-nuts method to interpret thoracic radiographs and to effectively distinguish between respiratory disease and heart disease-related clinical signs. Characteristic findings that focus on common canine and feline thoracic conditions will be emphasized.
Congestive heart failure is not a disease; rather, it is a syndrome associated with multiple etiologies including myocardial disease, systolic and diastolic heart failure, volume overload, pulmonary hypertension, arrhythmias, and metabolic conditions. This session will highlight effective methods for identifying and classifying levels of heart disease and discuss strategies for acute and chronic management of heart failure.

**Arterial Thromboembolism**
Philip R. Fox, DVM, M.Sc., DACVIM, DECVIM-CE, DACVECC

Blood clots are more common than we realize—both systemically and in the lungs. Effective therapy requires understanding of salient pathophysiologic mechanisms that result in thrombus formation embolization. This session will review risk factors, diagnostic modalities, and both acute and chronic therapies.

**Feline Cardiomyopathy, Part I: Hypertrophic**
Philip R. Fox, DVM, M.Sc., DACVIM, DECVIM-CE, DACVECC

Hypertrophic cardiomyopathy is the most common and potentially the most complex form of feline myocardial disease, displaying great heterogeneity. This lecture will include new data from an international, multi-center study involving some 1,700 normal and affected cats to identify risk factors and treatment strategies.

**Feline Cardiomyopathy, Part II: Restrictive, Dilated and Arrhythmogenic**
Philip R. Fox, DVM, M.Sc., DACVIM, DECVIM-CE, DACVECC

Significant morbidity and mortality often results from non-hypertrophied forms of heart disease. This talk will demystify and clarify these conditions, provide diagnostic guidelines and recommend treatments.

**The Cutting Edge of Medicine: What’s New in Gastroenterology?**
Anthony P. Carr, Dr. med. vet., DACVIM

This lecture will focus on a variety of clinically relevant GI topics that have been dealt with in recent conferences. Much of the newest research is presented as a research abstract years before it gets published, if it ever does. The topics have been selected for their clinical relevance and applicability to practice.

**Constipation in Cats**
Anthony P. Carr, Dr. med. vet., DACVIM

This lecture will survey the causes of constipation in cats, as well as general management options. It will also look at the utility of various laxative regimens to help treat the chronically constipated cat and discuss some new options that can be used instead of performing manual disimpaction.

**EPI: Not Such a Zebra**
Anthony P. Carr, Dr. med. vet., DACVIM

Although we all know what classic cases of exocrine pancreatic insufficiency (EPI) look like, animals—especially cats—can fool you. If you are looking for it, you will find a lot more cases than you thought there could be! This lecture will focus on the diagnosis and treatment of EPI in cats and dogs.

**Pancreatitis: Diagnosis and Treatment**
Anthony P. Carr, Dr. med. vet., DACVIM

Few proven therapies actually affect the outcome of pancreatitis, though enteral nutrition has been a consistent part of treating cats with pancreatitis, and it is becoming a viable consideration in dogs. This lecture will discuss the diagnosis of pancreatitis in dogs and cats, with special emphasis on the actual diagnostic value of various tests, as well as currently available therapies to treat the condition.
comfortable performing. This presentation will focus on a handful of common surgical procedures, with special emphasis on various concepts and practical matters that may be unfamiliar to the general practitioner.

634 10:30 – 11:30 a.m.
Gastrointestinal Stasis in Small Herbivores
Daniel H. Johnson, DVM, DABVP-ECM
Rabbits, chinchillas and guinea pigs are monogastric, hindgut fermenters; all have a functional cecum and require a high-fiber diet. Fiber is broken down in the cecum by a variety of microorganisms that are nourished by a constant supply of water and nutrients from the stomach and small intestine. These same microorganisms produce volatile fatty acids, which in turn affect appetite and gut motility. Any disturbance in this mutually beneficial relationship can result in gastrointestinal hypomotility: increased GI transit time characterized by decreased frequency of cecocolonic segmental contractions. In severe cases, this leads to ileus with little to no caudal movement of ingesta, known in practice as gastrointestinal stasis. In this session, attendees will learn how this condition manifests in rabbits, chinchillas and guinea pigs and what to do to treat it.

635 1 – 2 p.m.
Pneumonia of Small Exotic Mammals
Daniel H. Johnson, DVM, DABVP-ECM
Pneumonia is a common presenting complaint in exotic companion mammals. It usually occurs in young, sick, debilitated or immunodeficient animals, when natural defense mechanisms have been eroded. Pneumonia can be precipitated by stress, such as shipment, overcrowding or social conflict among cage mates. Improper environment and husbandry has a significant impact on an individual’s resistance to pneumonia. Extremes in temperature, humidity, exposure to waste and poor nutrition all tend to increase one’s susceptibility to it. Likewise, the stress of concurrent infection, advanced age, dental disease or other illnesses can lead to breakdown of the immune system and onset of pneumonia. In this session, we will discuss the pneumonias that often occur in small exotic animals, the factors that cause these illnesses and how to treat them.

636 2:15 – 3:15 p.m.
Diagnosis and Treatment of Rabbit and Rodent Dental Disease
Daniel H. Johnson, DVM, DABVP-ECM
Rabbits, guinea pigs and chinchillas are all monogastric, hindgut-fermenting herbivores adapted to a coarse, high-fiber diet. They graze and browse almost continuously, chewing on plant material and gradually wearing their teeth down as a result. To compensate, the teeth continue to erupt throughout life, at up to 2 millimeters per week. The rates of dental wear and tooth eruption are in equilibrium, and if they fall out of sync, problems occur. The dynamic process of mastication, tooth wear and tooth growth can be thrown out of balance by improper husbandry, which is why dental disease is among the most common presenting complaints in exotic companion mammal practice. This session will discuss the causes of dental disease in small exotic pets, how to diagnose dental problems, and what to do to treat them and improve the animals’ quality of life.

637 3:30 – 4:30 p.m.
Exotic Companion Mammal Tricks of the Trade
Daniel H. Johnson, DVM, DABVP-ECM
Transitioning your dog and cat skills to small exotic mammals can be frustrating at times. But knowing a few trade secrets and having the right gear often makes all the difference! This lecture will cover a potpourri of practical tips, tricks and innovations that the speaker has incorporated into his own practice over the past 20-plus years of treating exotic companion mammals and other exotics.

638 8 – 9 a.m.
It’s a Pug’s Life: Brachycephalic Syndrome
Stephen Birchard, DVM, M.S., DACVS
Considering the popularity of brachycephalic breeds, this session will provide a timely update on management of their unique respiratory issues, such as stenotic nares, elongated soft palate, and laryngeal collapse. Which dogs are candidates for surgery and when surgery should and should not be done will also be covered.

639 9:15 – 10:15 a.m.
Laryngeal Paralysis: Medical and Surgical Options
Stephen Birchard, DVM, M.S., DACVS
Not all dogs with laryngeal paralysis are candidates for laryngeal tie-back surgery. In this session, new concepts on the etiology and complicating features of laryngeal paralysis will be presented. All options for treatment of this common form of airway obstruction, including permanent tracheostomy, will also be discussed.

640 10:30 – 11:30 a.m.
Gastric Dilatation and Volvulus: Practical Gastropexies That Work!
Stephen Birchard, DVM, M.S., DACVS
This session will review what’s new in the medical and surgical management of gastric dilatation and volvulus in dogs. New concepts in initial emergency treatment, as well as the definitive surgical repair, will be covered. Practical methods for gastropexy will be explained with step-by-step video illustration.

641 1 – 2 p.m.
Taking the Fear Out of Intestinal Surgery
Stephen Birchard, DVM, M.S., DACVS
This session will review the indications for intestinal surgery and discuss current methods of performing techniques such as enterotomy,
resection and anastomosis. Case examples and video illustrations will be used to emphasize important concepts and technical aspects.

642  2:15 – 3:15 p.m.
Management of Difficult Skin Wounds in Dogs and Cats
Stephen Birchard, DVM, M.S., DACVS
Have any patients with wounds that just won’t heal? This session will cover everything from current bandaging techniques to reconstructive surgeries like flaps and skin grafts.

643  3:30 – 4:30 p.m.
Case Examples of Severe Open Skin Wounds in Dogs
Stephen Birchard, DVM, M.S., DACVS
This session will review clinical cases showing the intensive management of difficult skin wounds in dogs, including severe bite wound cases. Audience participation will be encouraged.

PRACTICE MANAGEMENT I

644–645  8 – 10:15 a.m.
Hot Tips to Boost Revenue
Denise L. Tumblin, CPA
Productivity and efficiency top the list of practice owners’ concerns, and all eyes are fixed on revenue growth. If your revenue has stalled, this two-part program is just the ticket to jump-start growth! We’ll share fresh ideas and hot tips to rejuvenate your revenue mojo.

646  10:30 – 11:30 a.m.
Who’s Buying Your Practice? Cultivate Success with a Business Mentorship Program
Denise L. Tumblin, CPA
Many owners dream of selling their practice to an associate who will continue to nurture and grow the business long after the owner transitions out. But sometimes potential buyers have misgivings, apprehension and downright anxiety about ownership. It’s time to plant the seeds for a successful transition by sharing your business knowledge. Join us to learn how to grow your associate’s knowledge and confidence about practice ownership with a business mentorship program.

PRACTICE MANAGEMENT II

650  8 – 9 a.m.
Your Brand, Your Business
Kelly Baltzell, M.A.
People first view your brand online. What impression are you making with your current and potential clients? How are you monitoring engagement? What are your frustrations? This session will cover the latest changes to online reviews and management and answer your vexing questions about how to navigate around the snarls and pitfalls that occur with reputation in a real-time environment.

651  9:15 – 10:15 a.m.
The Modern-Day Website: It Has Changed!
Kelly Baltzell, M.A.
Websites have changed dramatically over the past several decades! No longer are they the little darlings of the Internet. They are an equal player to Facebook and other social networking sites. Plus, Google has changed the rules: Mobile coding wins and other types of website coding lose. Is your website up to the challenge? Have you seen the latest trends, like video playing in the background, long scrolling pages and content blocks instead of pages? If not, this session is for you. Attendees will learn what today’s website looks like, how it should be built to meet Google’s standards, how websites integrate with an entire online marketing program, and why everyone should have a blog.

652  10:30 – 11:30 a.m.
Google Analytics: It’s Like Lab Results for Websites
Kelly Baltzell, M.A.
Can you imagine treating an animal without running diagnostics and reports? The same concept applies to your website and online marketing. How can you run a solid program when you are unable to track data and understand the numbers? Google Analytics is the gold standard for tracking your website data, and now Google has incorporated tracking social media metrics, mobile devices and geolocation, to name just a few. It is a powerful tool! This session will touch on key terms, what they mean, and how they apply to your statistics. We will also explain the main reports you’ll need to help you make business decisions and discuss ways to go deeper into Google Analytics.

653  1 – 2 p.m.
Catch Up to Google in 55 Minutes
Kelly Baltzell, M.A.
Did you know Google changes up to 1,200 times a year? Searches are now focused more on client experience and less on keywords. Plus, searches occur in multiple places—such as mobile, local
Search, organic search, online reviews, pay-per-click ads and voice search. How do you find a provider to help you delve through these changes? This session will cover the melding of social media and search engine optimization (the two are now intertwined); how search works on mobile devices and social media platforms; and about the world of Google Mobile Change, Google Panda, Penguin, Hummingbird, Pigeon and the latest Google Mobile search. We will also discuss how you can be sure to follow these Google “zoo” rules.

654 2:15 – 3:15 p.m.
Marketing Past the Facebook Throttle: Reaching the Other 94 Percent
Kelly Baltzell, M.A.
In early 2014, Facebook put a limit on how many people can see a post you make on your business page. Why? Because Facebook needs to make money to appease its shareholders. It would be unwise for them to charge the people providing the content they sell: personal Facebook users. That leaves businesses to foot the bill. The fantastic news is that the targeted marketing Facebook offers is unprecedented. Come to this session to learn how to create targeted marketing to people who love pets, ages 25 to 55, making more than $55,000 a year, within a five-mile radius of your hospital (or any other targets you want). We will also cover the 10 ways to create ads on Facebook, including video ads, and discuss how your personal data is being used on Facebook.

655 3:30 – 4:30 p.m.
What Has Happened Lately with Cloud Technology?
Kelly Baltzell, M.A.
People are moving away from desktop technology and into the Cloud. This new world has broad implications for your veterinary practice—from saving you tens of thousands of dollars to increasing staff productivity. This session will cover what is new in Cloud technology that veterinarians can leverage, five key Cloud technology software programs to improve your business, and questions to ask to determine if Cloud technology is right for your hospital.

660 2:45 – 4:30 p.m.
Verbal De-Escalation Techniques: Stepping Back from the Edge
Daniel Ettinger
Has someone ever yelled at you while you were conducting an investigation? Did you say something that made the situation worse? Have you ever needed to call for a police officer to help you with a verbally combative person? The second half of this seminar will focus on de-escalation techniques such as verbal judo, crisis intervention and mediation. You will walk away from this lecture knowing how to get someone to thank you after you serve them with a ticket!

666 8 – 9 a.m.
Why Haven’t Our Efforts Affected Human Salmonella Infections?
Jeff Bender, DVM, M.S., DACVPM
Multiple approaches have been applied to control foodborne diseases. The implementation of hazard analysis critical control points (HACCP) has been cited as one of the reasons for a decline in human illness due to E. coli O157 in the U.S. Why have those same interventions not worked for Salmonella? This session will review the major foodborne diseases and discuss possible explanations and interventions to control Salmonella.

657 9:15 – 10:15 a.m.
Emerging Diseases in Animals and Their Impact on Humans
Jeff Bender, DVM, M.S., DACVPM
Over the past 20 years, headlines have documented an increasing number of emerging diseases, most of which have an animal source (zoonosis). While some of these diseases occur among both humans and animals, others affect only animals or only humans. Nevertheless, all of these new or reemerging infections have societal implications, often tied to local and national economies. It is important to understand the implications of emerging animal diseases and to encourage stronger collaboration of veterinary and medical practitioners, especially in rural areas. Illnesses in agricultural workers may be the index cases for newly emerging diseases. In this session, new and emerging zoonoses and their potential effects will be discussed.

658 10:30 – 11:30 a.m.
Antimicrobial Stewardship for Companion Animals
Jeff Bender, DVM, M.S., DACVPM
Companion animal veterinary medicine has not been immune to the global challenge of antibiotic resistance. Within the past decade, many veterinary practitioners have seen patients with multidrug-resistant Escherichia coli, Klebsiella spp., and Staphylococcus infections, including the emergent methicillin-resistant Staphylococcus pseudintermedius (MRSP). The veterinary profession can reduce the selection pressure that favors the spread of antimicrobial-resistant bacterial pathogens. This session will discuss how, as individual companion animal practitioners, we need to be aware and encourage the practice of antimicrobial stewardship principles.

659 1 – 2:30 p.m.
Unleashing Laughter: The Benefits of Humane Humor
Daniel Ettinger
Have you ever wanted to make a joke in the shelter or the field, but felt that it was unprofessional? Studies show using good humor can reduce stress and de-escalate hostile situations, but using poor humor can amplify them. In this 90-minute seminar, we will unleash laughter focused on good, healthy humor. We will identify where and when to use the different styles of humor and learn how to enhance our sense of humor while avoiding poor or negative jokes.

656 8 – 9 a.m.
PUBLIC HEALTH

Antimicrobial Stewardship for Companion Animals
Jeff Bender, DVM, M.S., DACVPM
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**STAFF DEVELOPMENT**

**661–662**

**8 – 10:15 a.m.**

**Are You a Trustworthy Leader?**

*Candiss Schneider, MBA*

What are the characteristics of a good boss versus a bad boss? The first half of this two-part session will define leadership as it applies to today’s work environment and discuss the importance of possessing both a good moral character and competency as a leader. In part two, the key role of emotional intelligence and how to avoid career derailment will be covered. In addition, we will discuss the importance of creating teams and how they can be self-supervising in your organization.

**663**

**10:30 – 11:30 a.m.**

**You Can’t Do It All Until You S.T.O.P.**

*Candiss Schneider, MBA*

This session will discuss the effects of being too busy and the consequences that we face both in our work and personal lives. Attendees will find out how to achieve desired results in their organizations and learn a new time management technique that can be used daily.

**664–665**

**1 – 3:15 p.m.**

**Crucial Conversations and Confrontations**

*Candiss Schneider, MBA*

Everyone has experienced a “blow-up” confrontation when working with other staff members. The first hour of this session will discuss the types of conversations that we have with others, both at work and at home, when emotions are running high. Attendees will learn how these types of conversations affect our everyday lives and how to handle them appropriately. In part two, techniques for having difficult confrontational conversations will be explored, as well as the detrimental effects of avoiding these unpleasant conversations.

**666**

**3:30 – 4:30 p.m.**

**Servant Leadership: How to Cultivate a New Culture in Your Organization**

*Candiss Schneider, MBA*

Who have been influential leaders in your life? What have you learned from their behaviors that can better serve your employees, co-workers and family? This session will discuss this valuable lesson and how to inspire co-workers and employees. Putting the interests of others in the center of your decisions will have positive effects on both your work and personal lives.

**TECHNICIAN I**

**667**

**8 – 9 a.m.**

**Disease-Based Anesthesia: Considerations for Abdominal and Gastrointestinal Emergencies**

*Katrina Lafferty, BFA, CVT, VTS (Anesthesia)*

Patients presenting with gastrointestinal disorders or dysfunctions—gastric dilatation volvulus, hemoabdomen, intestinal or abdominal foreign body, gastrointestinal perforation, etc.—routinely require general anesthesia to facilitate complete examination, obtain necessary diagnostic testing or imaging, or for surgical intervention. This session will discuss how the type of gastrointestinal dysfunction should be considered for each step in the anesthetic process, from pre-medication and induction to the recovery and postoperative phases. Good anesthetic monitoring during critical GI procedures can mean the difference between life and death.

**668**

**9:15 – 10:15 a.m.**

**Ragdolls, Rottweilers and Rats: Perioperative Analgesic Techniques for Every Species**

*Katrina Lafferty, BFA, CVT, VTS (Anesthesia)*

Appropriate analgesia is an essential element of good veterinary care. This lecture will discuss the elements of pain, from defining different types to understanding the pain pathway. A variety of drugs, from traditional opioid analgesic to new analgesic agents, will be discussed in terms of how they can be used to treat different kinds of pain, as well as their dosages, cautions and contraindications.

**669**

**10:30 – 11:30 a.m.**

**Breathe In, Breathe Out: The Ins and Outs of Capnography**

*Katrina Lafferty, BFA, CVT, VTS (Anesthesia)*

A capnograph can be the anesthetist’s best friend. Knowing the ins and outs of capnography and understanding what a capnograph shows can be the difference between life and death for a patient. Capnography provides an early warning for a number of life-threatening situations: malignant hyperthermia, cardiovascular collapse, and endotracheal tube blockage or misplacement, as well as hyper- or hyperventilation and hyper- and hypocarbia. This lecture will cover the many uses of capnography, including as a ventilation guide, intubation confirmation tool and critical early alert system.

**670**

**1 – 2 p.m.**

**The Stoned Goat: Urolithiasis in Small Ruminants**

*Andrew Niehaus, DVM, M.S., DACVS-LA*

Urolithiasis is a common emergency condition seen in small ruminants. This session will provide the basics on pathophysiology and clinical signs of this condition. Management of predisposing patients to develop urolithiasis, prevention of the disease and treatment—both surgical and medical—will also be reviewed.

**671**

**2:15 – 3:15 p.m.**

**Veterinary Medicine on the Back 40: Handling Farm Animals in Less-Than-Optimal Facilities**

*Andrew Niehaus, DVM, M.S., DACVS-LA*

Whether it’s working in a muddy field or in the back of a dimly lit barn, the veterinary staff is often called on to perform veterinary procedures where facilities are lacking. This session will offer tricks and pointers on animal restraint and various procedures when handling facilities are less than ideal.
Assisting the Standing Bovine Surgery
Joseph Lozier, DVM
This session will cover what will be needed, what to be ready for, how to assist, and the after-care for various standing bovine surgeries, including displaced abomasum, cesarean sections and abdominal explores, as well as other common procedures in swine and small ruminants.

Canine Language: Learning to Listen
Julie K. Shaw, KPA-CTP, RVT, VTS (Behavior)
Many animal professionals and pet owners place dogs in uncomfortable situations simply because they do not know the animal is actually uncomfortable. This lecture will describe the intricacies of canine language through video examples. By listening to and understanding what animals are saying, we can begin to change our behavior as needed to make them more comfortable.

Walking in Their Paws: The Emotion Behind Common Training Styles
Julie K. Shaw, KPA-CTP, RVT, VTS (Behavior)
This lecture will discuss reasons why confrontational training methods remain in our society, using video of a human training subject experiencing multiple training techniques while blood pressure and anxiety levels are monitored. She will tell us what it is truly like to “walk in their paws.”

My Dog is Stubborn... Or is He?
Julie K. Shaw, KPA-CTP, RVT, VTS (Behavior)
Is your client’s dog stubborn—or could it be something else? This lecture will discuss scientific explanations and solutions to training the proverbial stubborn dog.

Cooperative Medical Care: No Longer Something We Do to Our Patients, but WITH Our Patients
Julie K. Shaw, KPA-CTP, RVT, VTS (Behavior)
This lecture will discuss the stress levels that often occur in veterinary hospitals, from both human and animal perspectives. By changing our behavior, we can not only decrease our patients’ stress levels, but increase their cooperation and participation in their own veterinary care. No longer will veterinary care be something we do to our patients, but something we do with them!

Your Patients’ Mental Healthcare Dream Team
Julie K. Shaw, KPA-CTP, RVT, VTS (Behavior)
It takes an entire team to promote, nurture and protect the human-animal bond and keep pets in their homes. At minimum, that team should include a veterinarian, veterinary technician, qualified animal trainer and mental healthcare support member. This lecture will describe how to evaluate and assess each team member to represent your hospital and be part of your patients’ mental healthcare team.

When Love Bites: Understanding Complex Human-Animal Bonds
Julie K. Shaw, KPA-CTP, RVT, VTS (Behavior)
Living with an animal that has a serious behavior disorder can be a complex and difficult relationship. Often pet owners feel alone and stigmatized. This lecture will discuss the complexities of these relationships, with a focus on empathy and understanding.

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2016 SPEAKERS

ANIMAL BEHAVIOR

Steve Dale, CABC
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Theresa L. DePorter, DVM, MRCVS, DECAWBM, DACVB
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Bloomfield Hills, Mich.
Affiliation: Ceva Animal Health and Nutramax

Debra F. Horwitz, DVM, DACVB
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Creve Coeur, Mo.
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Pamela Reid, Ph.D., CAAB
American Society for the Prevention of Cruelty to Animals
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AQUACULTURE

Stephen A. Smith, M.S., DVM, Ph.D.
Virginia–Maryland College of Veterinary Medicine
Blacksburg, Va.

CRITICAL CARE

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EQUINE

Ronald Fuller, DVM
Newark, Ohio

Robert Miller, DVM
Thousand Oaks, Calif.

William Moyer, DVM, DACVSMR
Billings, Mont.

Margaret Mudge, VMD, DACVS, DACVECC
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Lombard, Ill.

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Oklahoma State University
Stillwater, Okla.

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Cincinnati, Ohio

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Pickerington, Ohio

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College of Veterinary Medicine
Columbus, Ohio

Nicholas Wagner, B.S., DVM
Ohio Department of Agriculture
Reynoldsburg, Ohio

Barbara Wolfe, DVM, Ph.D., DACZM
The Ohio State University
Columbus, Ohio

SHELTER ANIMAL

Ben H. Colmer, III, DVM, DAVDC
Dixboro Veterinary Dental and Medical Center
Ann Arbor, Mich.

Daniel Ettinger
Eagle County Animal Services
Eagle, Colo.

Rachel D.K. Finney, CAWA
Capital Area Humane Society
Hilliard, Ohio

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Davis, Calif.

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Veterinary Allergy & Dermatology
Richfield, Ohio

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Koret Shelter Medicine Program
Davis, Calif.

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Wooster, Ohio

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Reynoldsburg, Ohio

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The Ohio State University
Columbus, Ohio

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Urbana, Ill.

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Pickerington, Ohio

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Dublin, Ohio

Michelle Calcasola
Action COACH
Dublin, Ohio

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Columbus, Ohio

Stith Keiser
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Toledo, Ohio

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Safety Vet
Calhoun, Tenn.
Ellen Yackam, DVM

Brett Ellis, DVM
Amanda Wagner, DVM
Ellen Yoakam, DVM

Walter Threlfall, DVM
T erah Webb, DVM

Ed Fegan
Robert Knapp, DVM
Andrea Lukuch

Joeanne Midla, DVM
Jeanette O’Quin, DVM

Kathy Smith, DVM
Debbie Johnson, DVM
Mark Kumpf, CAWA

Amy Welker, DVM
Allison Lash, DVM
Paul Nortker, DVM
Robert Sigler, DVM

Robert Fisher, DVM
Sharon Harvey, M.A.

Karen Spracklen, DVM
Donn Griffith, DVM
Kriston Sherman, DVM
Karen Spracklen, DVM

Robert Sigler, DVM
Robert Fisher, DVM
Sharon Harvey, M.A.

Kimberly Myers, RVT
MacKenzie Engel, RVT

Angela Beal, DVM
Vicki Riley, RVT

*Committee Chair

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Campbell, Calif.

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Julie K. Shaw, KPA-CTP, RVT, VTS (Behavior)
West Lafayette, Ind.

James Sutherland-Smith, BVSc, DACVR
Tufts University
North Grafton, Mass.
Affiliation: PetRad, LLC and Squizzy

WELLNESS

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The Ohio State University
Columbus, Ohio

HANDS-ON LABS & SPECIAL PROGRAMS

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Jackson County Animal Shelter
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Affiliation: Humane Society of the United States

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Animal Safety Is Fun!
Beaufort, S.C.

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National Institute for Occupational Safety and Health
Cincinnati, Ohio

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Cary, N.C.
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Dennis Summers, DVM
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Molly Cassandra-Cox, DVM
Laurie Schulze, DVM
Traci Shreyer, M.A.

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Bimbo Welker, DVM*
Ronald Fuller, DVM
Paul Masters, DVM
Rustin Moore, DVM
Daniel Stradley, DVM

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Eric Gordon, DVM*
Andrew Bowman, DVM
George Voros
Amanda Wagner, DVM
Ellen Yoakam, DVM

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Neal Sivula, DVM*
Brett Ellis, DVM
Jon Ellis, DVM
Donn Griffith, DVM
Kriston Sherman, DVM
Karen Spracklen, DVM

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Linda Lehmkuhl, DVM*
Paul Knapp, DVM
Robert Sherding, DVM
Terah Webb, DVM

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Tom Pumpelly, DVM*
Ed Fegan
Robert Knapp, DVM
Andrea Lukuch

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Julie Bilchak, DVM
Kathryn Campitelli, DVM
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Jeff Hayes, DVM
Michael Hockman, DVM
Armando Hoet, DVM
Mark Lehman, DVM
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Kathy Smith, DVM

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Rachel Finney, CAWA
Robert Fisher, DVM
Sharon Harvey, M.A.
Debbie Johnson, DVM
Mark Kumpf, CAWA
Amy Welker, DVM
Allison Lash, DVM
Paul Nortker, DVM
Robert Sigler, DVM

Technician
Angela Beal, DVM*
Vicki Riley, RVT*
MacKenzie Engel, RVT
Kimberly Myers, RVT

LEARN MORE ABOUT MVC 2016 SPEAKERS ONLINE AT WWW.MVCINFO.ORG/EDUCATION
Email Addresses
- Email addresses are linked to your attendee record and is how MVC staff keep track of your attendance, credits, payments, etc.
- Therefore, each registrant must have a unique email address in order to register online.
- If registering by mail/fax, an email address is not required. However, you will not receive an email confirmation if you opt not to provide a unique email address.

Group Registration
- To register multiple individuals online, please read the directions found at www.mvcinfo.org/registration and follow the prompts during the registration process.
- To register by mail/fax, please use a separate form (p. 69) for each veterinarian. You may register up to six staff members on the staff registration form (p. 71). You may make copies of the forms if needed.
- Send all forms together with one payment. If faxing, please include a cover sheet denoting the number of pages being sent.

Registering for Sessions & Events
- Attendees are strongly encouraged (but not required) to list each session they plan to attend.
- This allows OVMA to assign rooms based on capacity and ensures you have a record should you be audited in the future.
- You can edit your selections if you change your mind by logging into your online account (instructions will be in your confirmation email) or by contacting OVMA.
- If you wish to attend hands-on labs and/or special events, you must register for these in advance.

Hospital Staff Passes
- Hospital Staff Passes allow an organization’s staff to attend the MVC without earning CE credit.
- Passes may be used by any staff member, except veterinarians and technicians.
- The Pass is shareable, eliminating the need to register everyone individually.
- It can be used for a maximum of 24 hours of sessions on any day(s).
- Passes are listed under the hospital name, not the individual attendees’ names.
- For more information, visit www.mvcinfo.org/pass. Detailed instructions will be included in your confirmation.

Confirmation
- All registrants who provide a unique email address will get an email confirmation once their registration is processed.
- Confirmation packets and badges will be mailed the week of Feb. 8, 2016.
- If you pre-register by the cut-off date of Feb. 5 but do not receive your confirmation packet, visit the on-site attendee assistance counter.

Attendee Badges
- Badges show attendee first name or nickname, full name, location and attendee type (see right). When registering, please type/print your name exactly as you would like it to appear on your badge.
- The above details—along with the company, mailing and email addresses, and phone number (if provided)—are encoded in the bar code and may be scanned by exhibitors.
- Badges are required for entry into all MVC sessions, labs, special events and the Exhibit Hall.
- There is a $5 replacement fee for lost badges.

Cancellations & Transfers
- OVMA will refund a portion of your registration fees if you are unable to attend, provided a written request is received by March 7, 2016.
- The full cancellation policy can be found on the registration forms or www.mvcinfo.org/FAQs.
- Registrations may be transferred by contacting OVMA prior to the MVC or by bringing the badge that needs replaced to the attendee assistance counter upon arrival.

**REGISTRATION FAQ**

<table>
<thead>
<tr>
<th>2016 REGISTRATION FEES</th>
<th>Early Bird (through 1/11/16)</th>
<th>Advance (1/12–2/5/16)</th>
<th>On Site</th>
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<tbody>
<tr>
<td><strong>Veterinarian – OVMA Member or Out of State</strong></td>
<td></td>
<td></td>
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</tr>
<tr>
<td>One Day</td>
<td>$160 online • $170 mail/fax</td>
<td>$190 online • $200 mail/fax</td>
<td>$230</td>
</tr>
<tr>
<td>Full MVC</td>
<td>$270 online • $285 mail/fax</td>
<td>$315 online • $330 mail/fax</td>
<td>$360</td>
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<tr>
<td><strong>Veterinarian – OVMA Life Member</strong></td>
<td></td>
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<td></td>
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<tr>
<td>One Day</td>
<td>$100 online • $105 mail/fax</td>
<td>$110 online • $115 mail/fax</td>
<td>$125</td>
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<tr>
<td>Full MVC</td>
<td>$150 online • $155 mail/fax</td>
<td>$170 online • $175 mail/fax</td>
<td>$190</td>
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<tr>
<td><strong>Veterinarian – Non-Member in Ohio</strong></td>
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<tr>
<td>One Day</td>
<td>$340 online • $350 mail/fax</td>
<td>$370 online • $380 mail/fax</td>
<td>$410</td>
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<tr>
<td>Full MVC</td>
<td>$450 online • $465 mail/fax</td>
<td>$495 online • $510 mail/fax</td>
<td>$540</td>
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<tr>
<td><strong>Veterinarian – Resident/Intern</strong></td>
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<td></td>
<td></td>
</tr>
<tr>
<td>Member</td>
<td>$80 online • $90 mail/fax</td>
<td>$90 online • $100 mail/fax</td>
<td>$100</td>
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<tr>
<td>Non-Member</td>
<td>$130 online • $140 mail/fax</td>
<td>$140 online • $150 mail/fax</td>
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<tr>
<td>One Day</td>
<td>$105 online • $115 mail/fax</td>
<td>$125 online • $135 mail/fax</td>
<td>$145</td>
</tr>
<tr>
<td>Full MVC</td>
<td>$160 online • $170 mail/fax</td>
<td>$180 online • $190 mail/fax</td>
<td>$205</td>
</tr>
<tr>
<td><strong>Hospital Staff</strong></td>
<td></td>
<td></td>
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</tr>
<tr>
<td>One Day</td>
<td>$105 online • $115 mail/fax</td>
<td>$125 online • $135 mail/fax</td>
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</tr>
<tr>
<td>Full MVC</td>
<td>$160 online • $170 mail/fax</td>
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<tr>
<td><strong>Hospital Staff Pass</strong></td>
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<tr>
<td>$290 online • $300 mail/fax</td>
<td>$310 online • $320 mail/fax</td>
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<tr>
<td><strong>Students</strong></td>
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<tr>
<td>Member</td>
<td>$0 online</td>
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<tr>
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<td>Pre-Vet</td>
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<td>$20</td>
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<tr>
<td><strong>Spouses &amp; Guests</strong></td>
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<tr>
<td>One Day</td>
<td>$80 online • $85 mail/fax</td>
<td>$90 online • $95 mail/fax</td>
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<tr>
<td>Full MVC</td>
<td>$110 online • $120 mail/fax</td>
<td>$120 online • $130 mail/fax</td>
<td>$140</td>
</tr>
</tbody>
</table>

1. OVMA Board approved • 2. Non-veterinarian, non-technician only. No CE credit issued for this registration type • 3. Member of OVMA (vet students) or SCNAVTA (tech students) • 4. Not attending the Veterinary Exploration Conference • 5. Non-veterinary professionals only, age 16+. No CE credit issued for this registration type.

**HAVE A QUESTION NOT ANSWERED HERE?**
Visit www.mvcinfo.org/FAQs or contact OVMA at info@mvcinfo.org.
ATTENDEE INFORMATION

Please clearly print or type your name exactly as it should appear on your badge. See page 68 for an example of how your badge will appear. One form per veterinarian, please.

<table>
<thead>
<tr>
<th>Full Name</th>
<th>Nickname (if any)</th>
</tr>
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<table>
<thead>
<tr>
<th>Area of Practice</th>
<th>Options</th>
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<tbody>
<tr>
<td>Academic</td>
<td>☐</td>
</tr>
<tr>
<td>Corporate/Assn.</td>
<td>☐</td>
</tr>
<tr>
<td>Equine</td>
<td>☐</td>
</tr>
<tr>
<td>Exotic</td>
<td>☐</td>
</tr>
<tr>
<td>Food Animal</td>
<td>☐</td>
</tr>
<tr>
<td>Govt./Military</td>
<td>☐</td>
</tr>
<tr>
<td>Mixed/General</td>
<td>☐</td>
</tr>
<tr>
<td>Pet Animal</td>
<td>☐</td>
</tr>
<tr>
<td>Research/Lab</td>
<td>☐</td>
</tr>
<tr>
<td>Shelter</td>
<td>☐</td>
</tr>
</tbody>
</table>

OVMA uses this information internally to ensure you receive educational alerts specific to your area of practice. You can unsubscribe from this email list at any time.

<table>
<thead>
<tr>
<th>Preferred Address</th>
<th>Options</th>
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<tbody>
<tr>
<td>Home</td>
<td>☐</td>
</tr>
<tr>
<td>Work</td>
<td>☐</td>
</tr>
</tbody>
</table>

This address will be encoded into your attendee badge and is where we will send your confirmation packet.

<table>
<thead>
<tr>
<th>City</th>
<th>State</th>
<th>ZIP</th>
</tr>
</thead>
</table>

<table>
<thead>
<tr>
<th>Email*</th>
<th>Phone</th>
<th>Fax</th>
</tr>
</thead>
</table>

*Required for email confirmation once registration is processed. Must be a unique address not shared with anyone else registering for the MVC.

<table>
<thead>
<tr>
<th>Emergency Contact Name &amp; Number (optional)</th>
</tr>
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</table>

<table>
<thead>
<tr>
<th>Spouse/Guest Name (if attending)</th>
</tr>
</thead>
</table>

Please check appropriate registration type for your guest in the Registration Category section below.

<table>
<thead>
<tr>
<th>Special Accommodations (if any)</th>
</tr>
</thead>
</table>

OVMA MEMBERSHIP DUES

If you are an OVMA Member, you can renew your membership for 2016 now, or if you are not yet an OVMA Member, join today and save on your MVC registration! More information on OVMA membership can be found online at www.ohiovma.org/membership.

<table>
<thead>
<tr>
<th>☐ Active Member: $180</th>
<th>☐ Associate/Affiliate Member: $60</th>
</tr>
</thead>
<tbody>
<tr>
<td>(practicing in Ohio)</td>
<td>(out of state)</td>
</tr>
</tbody>
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<table>
<thead>
<tr>
<th>☐ New Graduate Member: $120</th>
<th>☐ Post-Graduate Resident/Intern: $60</th>
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</thead>
<tbody>
<tr>
<td>(graduated in 2014 or 2015)</td>
<td></td>
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</tbody>
</table>

<table>
<thead>
<tr>
<th>☐ Auxiliary Member: $25</th>
<th>☐ Life Member: No Charge* (Board Approved)</th>
</tr>
</thead>
</table>

New members, please provide: Veterinary School Attended | Graduation Year

Payments and dues paid to the OVMA are not deductible for federal tax purposes as charitable contributions. They may be deductible as an ordinary and necessary business expense, except that portion of dues payments related to representation on legislative issues. The OVMA estimates the portion attributable to legislative advocacy in 2016 to be 20%.

*Life Members must: (1) have been an OVMA Active Member in good standing for 30 or more years, which need not be consecutive; and, (2) either have retired from the practice of veterinary medicine or reached 70 years of age. See www.ohiovma.org/membership for full details on approval process.

REGISTRATION CATEGORY

ONE DAY

Please select day attending: ☐ Thur 2/25 ☐ Fri 2/26 ☐ Sat 2/27 ☐ Sun 2/28

<table>
<thead>
<tr>
<th>OVMA Members</th>
<th>Early Bird Through Jan. 11</th>
<th>Advance Jan. 12 − Feb. 5</th>
</tr>
</thead>
<tbody>
<tr>
<td>☐ Regular Veterinarian</td>
<td>$170</td>
<td>$200</td>
</tr>
<tr>
<td>☐ Life Member</td>
<td>$105</td>
<td>$115</td>
</tr>
<tr>
<td>☐ Non-Member in Ohio</td>
<td>☐ Post-Grad Resident/Intern</td>
<td>$140</td>
</tr>
<tr>
<td>☐ Out-of-State DVM</td>
<td>☐ Regular Veterinarian</td>
<td>$170</td>
</tr>
<tr>
<td>☐ Post-Grad Resident/Intern</td>
<td>☐ Post-Grad Resident/Intern</td>
<td>$90</td>
</tr>
<tr>
<td>☐ Spouse/Guest (Non-veterinary professionals only)</td>
<td>☐ Spouse/Guest Attendee</td>
<td>$85</td>
</tr>
</tbody>
</table>

FULL CONFERENCE

<table>
<thead>
<tr>
<th>OVMA Members</th>
<th>Early Bird Through Jan. 11</th>
<th>Advance Jan. 12 − Feb. 5</th>
</tr>
</thead>
<tbody>
<tr>
<td>☐ Regular Veterinarian</td>
<td>$285</td>
<td>$330</td>
</tr>
<tr>
<td>☐ Life Member</td>
<td>$155</td>
<td>$175</td>
</tr>
<tr>
<td>☐ Non-Member in Ohio</td>
<td>☐ Post-Grad Resident/Intern</td>
<td>$140</td>
</tr>
<tr>
<td>☐ Out-of-State DVM</td>
<td>☐ Regular Veterinarian</td>
<td>$285</td>
</tr>
<tr>
<td>☐ Post-Grad Resident/Intern</td>
<td>☐ Post-Grad Resident/Intern</td>
<td>$90</td>
</tr>
<tr>
<td>☐ Spouse/Guest (Non-veterinary professionals only)</td>
<td>☐ Spouse/Guest Attendee</td>
<td>$120</td>
</tr>
</tbody>
</table>

Prices listed above are for fax/postal mail registrations. Register online for discounted rates. See chart on previous page for a complete list of registration fees.
Please write the session numbers you plan to attend on each day. Although selecting the sessions you plan to attend is not required, it is strongly encouraged. Selecting your sessions allows OVMA to keep an attendance record should you need it for audit purposes; it also helps us assign rooms based on attendance numbers. You may edit your selections at a later date should you change your mind.

Thurs 2/25  ___________________________  Fri 2/26 ___________________________
Sat 2/27  ___________________________  Sun 2/28 ___________________________

Please select any hands-on labs and/or special events you would like to attend. Pre-registration for these events is required.

☐ Lab C – Using Personal Protective Equipment: From Routine Clinical Use to Outbreak Response ($25)
☐ Lab D – Feline Oral Surgery and Intraoral Radiology Techniques ($275)
☐ Lab E – Cytology Wet Lab and Virtual Case Review ($225)

☐ YES! I would like to donate an additional $_________ to the 5 for 5 for the Future program.

Please select any hands-on labs and/or special events you would like to attend. Pre-registration for these events is required.

CHARTERED CONTRIBUTIONS: SUPPORT STUDENT SCHOLARSHIPS!

As part of the 5 for 5 for the Future program, OVMA earmarks $5 from every veterinarian and technician registration for student scholarships. Since the program’s inception in 2012, nearly $70,000 has been awarded to veterinary and technician students. Your tax-deductible contribution will help OVMA continue to support the future of veterinary medicine.

☐ If signing up for labs: Please check here if you have a latex allergy.

PAYMENT INFORMATION

☐ Visa  ☐ MasterCard  ☐ Discover  ☐ American Express  ☐ Check # ___________ made payable to OVMA

Card Number ___________________________  Exp. Date
Cardholder Name ___________________________  CVV
Billing Address: If different from address provided on previous page, please provide billing address exactly as it appears on your statement.

Company __________________________________________________________
Address __________________________________________________________
City ___________________________  State ___________________________  ZIP ___________________________

Total from Side 1: $ ___________________________  Total from Side 2: $ ___________________________  GRAND TOTAL DUE: $ ___________________________

Cardholder Signature __________________________________________________________

Cancellation Policy. If personal or professional circumstances prevent a registrant from attending the Conference, the OVMA will refund your Conference registration fees, less a $20 administrative fee plus 10% of fees paid, provided a written request is received before 6 p.m. EST on March 7, 2016. Conference refunds will not be granted after this date. Refunds will be granted for specialty programs and functions (including wet labs) in accordance with the above cancellation fee, providing the participant’s space can be filled by another attendee and/or no charges are assessed the OVMA as a result of the cancellation.

Consent to be Photographed. Registration for the Midwest Veterinary Conference and attendance at any events, educational sessions and/or wet labs held in conjunction with the MVC constitutes an agreement by the registrant to OVMA's use and distribution of his/her image or voice in photographs, videotapes, electronic reproductions and audiotapes of such events and activities.

Privacy Disclosure. The OVMA will not release your contact information to non-exhibiting companies. Please be aware that the contact information you provide will be encoded into your attendee badge and may be obtained by Exhibitors.

Hands-On Lab Policy. By registering for a Hands-On Lab, Registrant acknowledges and agrees that some labs involve working with live animals, cadavers, specimens, equipment and other unique learning materials which may expose the registrant to a risk of injury or disease in the same manner as a veterinary professional would be exposed to these risks in carrying out the same or similar procedures in a clinical setting. The registrant, by registering for these Hands-On Labs and completing this registration form, agrees to assume this risk and hereby waives and releases the OVMA and any faculty or other participants from any and all damage or injury arising out of or related to registrant’s participation in the Hands-On Labs.

SEND COMPLETED REGISTRATION FORM BY ONE OF THE FOLLOWING METHODS:

Mail: OVMA, 1472 Manning Pkwy., Powell OH 43065 • Fax: 614.436.1301 • Register online at www.mvcinfo.org

Deadline to pre-register for the Midwest Veterinary Conference is Feb. 5, 2016. After this date, please register on site.
### COMPANY INFORMATION

<table>
<thead>
<tr>
<th>Company</th>
<th>Main Contact</th>
</tr>
</thead>
<tbody>
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<table>
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<td>All confirmation packets will be sent to this address.</td>
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<table>
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<tr>
<th>City</th>
<th>State</th>
<th>ZIP</th>
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</thead>
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**Deadline to pre-register for the Midwest Veterinary Conference is Feb. 5, 2016. After this date, please register on site.**

**SEND COMPLETED REGISTRATION FORM BY ONE OF THE FOLLOWING METHODS:**

- Fax:
- Register online at www.mvcinfo.org
- Phone
- Nickname

**Thurs 2/25**

<table>
<thead>
<tr>
<th>REGISTRATION TYPE</th>
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<tbody>
<tr>
<td>ONE DAY: $115 (thru Jan. 11) • $135 (Jan. 12–Feb. 5)</td>
</tr>
</tbody>
</table>

- Please select day attending:
  - [ ] Thur 2/25
  - [ ] Fri 2/26
  - [ ] Sat 2/27
  - [ ] Sun 2/28

- FULL MVC: $170 (thru Jan. 11) • $190 (Jan. 12–Feb. 5)
- Lab B1/B2 ONLY: $395
- PRE-VET • TECH or VET STUDENT: $20
- No CE verification is provided for student registrations.

**Fri 2/26**

<table>
<thead>
<tr>
<th>SPOUSE/GUEST</th>
</tr>
</thead>
<tbody>
<tr>
<td>Non-veterinary professionals ONLY.</td>
</tr>
</tbody>
</table>

- ONE DAY: $85 (thru Jan. 11) • $95 (Jan. 12–Feb. 5)
- FULL MVC: $120 (thru Jan. 11) • $130 (Jan. 12–Feb. 5)

**Sat 2/27**

<table>
<thead>
<tr>
<th>SESSION AND HANDS-ON LAB SELECTION</th>
</tr>
</thead>
<tbody>
<tr>
<td>See page 68 for important information on signing up for sessions.</td>
</tr>
</tbody>
</table>

- Lab A ($100)
- Lab B1/B2 ($395)
- Lab C ($25)
- Latex allergy (if signing up for labs)

**Sun 2/28**

<table>
<thead>
<tr>
<th>ATTENDEE #2</th>
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</table>

<table>
<thead>
<tr>
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<tr>
<td>Practice Manager</td>
</tr>
<tr>
<td>Shelter Staff</td>
</tr>
<tr>
<td>Student</td>
</tr>
<tr>
<td>Other</td>
</tr>
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</table>

<table>
<thead>
<tr>
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<th>Nickname (if any)</th>
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**Emergency Contact Name & Number (optional)**

<table>
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<tr>
<th>Special Accommodations (if applicable)</th>
</tr>
</thead>
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**REGISTRATION TYPE**

- ONE DAY: $115 (thru Jan. 11) • $135 (Jan. 12–Feb. 5)
- Please select day attending:
  - [ ] Thur 2/25
  - [ ] Fri 2/26
  - [ ] Sat 2/27
  - [ ] Sun 2/28

- FULL MVC: $170 (thru Jan. 11) • $190 (Jan. 12–Feb. 5)
- Lab B1/B2 ONLY: $395
- PRE-VET • TECH or VET STUDENT: $20
- No CE verification is provided for student registrations.

**Fri 2/26**

<table>
<thead>
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- ONE DAY: $85 (thru Jan. 11) • $95 (Jan. 12–Feb. 5)
- FULL MVC: $120 (thru Jan. 11) • $130 (Jan. 12–Feb. 5)

**Session and Hands-On Lab Selection**

- See page 68 for important information on signing up for sessions.

- Lab A ($100)
- Lab B1/B2 ($395)
- Lab C ($25)
- Latex allergy (if signing up for labs)

**Page 1 Total:** $
Company Name (please fill out if faxing) _______________________________________________________

There is no need to send this page if no additional attendees are listed; please skip to page 4 of this form to complete payment information.

### ATTENDEE #3

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<tbody>
<tr>
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</tr>
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*Email required for individual email confirmation once registration is processed. Must be a unique address not shared with anyone else registering for the MVC.

**Emergency Contact Name & Number (optional)**

**Special Accommodations (if applicable)**

### REGISTRATION TYPE

- **ONE DAY:** $115 (thru Jan. 11) • $135 (Jan. 12–Feb. 5)
- **FULL MVC:** $170 (thru Jan. 11) • $190 (Jan. 12–Feb. 5)
- **Lab B1/B2 ONLY:** $395
- **PRE-VET**
- **TECH**
- **VET STUDENT:** $20

No CE verification is provided for student registrations.

### SESSION AND HANDS-ON LAB SELECTION

See page 68 for important information on signing up for sessions.

- Thurs 2/25 ___________________________ Fri 2/26 ___________________________
- Sat 2/27 ___________________________ Sun 2/28 ___________________________
- Lab A ($100) □ Lab B1/B2 ($395) □ Lab C ($25) □ Latex allergy (if signing up for labs)

### ATTENDEE #4

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**Emergency Contact Name & Number (optional)**

**Special Accommodations (if applicable)**

### REGISTRATION TYPE

- **ONE DAY:** $115 (thru Jan. 11) • $135 (Jan. 12–Feb. 5)
- **FULL MVC:** $170 (thru Jan. 11) • $190 (Jan. 12–Feb. 5)
- **Lab B1/B2 ONLY:** $395
- **PRE-VET**
- **TECH**
- **VET STUDENT:** $20

No CE verification is provided for student registrations.

### SESSION AND HANDS-ON LAB SELECTION

See page 68 for important information on signing up for sessions.

- Thurs 2/25 ___________________________ Fri 2/26 ___________________________
- Sat 2/27 ___________________________ Sun 2/28 ___________________________
- Lab A ($100) □ Lab B1/B2 ($395) □ Lab C ($25) □ Latex allergy (if signing up for labs)

Page 2 Total: $__________________________
Company Name (please fill out if faxing)

There is no need to send this page if no additional attendees are listed; please skip to page 4 of this form to complete payment information.

<table>
<thead>
<tr>
<th>ATTENDEE #5</th>
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<tr>
<td>Individual Type</td>
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<tr>
<td>Full Name (as it should appear on badge)</td>
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<tr>
<td>Email*</td>
<td></td>
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| Special Accommodations (if applicable) |  |

<table>
<thead>
<tr>
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<tr>
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| Emergency Contact Name & Number (optional) |  |
| Special Accommodations (if applicable) |  |

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| □ PRE-VET □ TECH or □ VET STUDENT: $20  |
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No CE verification is provided for student registrations.

<table>
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<tbody>
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</table>

| SESSION AND HANDS-ON LAB SELECTION |  |
| See page 68 for important information on signing up for sessions. |  |
| Thurs 2/25 | Fri 2/26 |
| Sat 2/27 | Sun 2/28 |
| □ Lab A ($100)  |
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<tbody>
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| session |  |
| Special Accommodations (if applicable) |  |

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| □ Lab C ($25)  |
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Page 3 Total: $
Company Name (please fill out if faxing) ____________________________

HOSPITAL STAFF PASSES

- A Hospital Staff Pass may be used by any non-veterinarian / non-technician staff members of a veterinary facility.
- CE verification is not included.
- Each Pass can be used for the equivalent of four days (24 hours) worth of sessions on any day or combination of days.
- It is transferable among individuals throughout the Conference.
- For more information on how Hospital Staff Passes work and examples of ways it can be used, please visit www.mvcinfo.org/pass. Detailed instructions on how to use and pick up your Pass will be included in your MVC registration confirmation.

Please select the number of Hospital Staff Passes you wish to purchase.

<table>
<thead>
<tr>
<th>NUMBER OF PASSES</th>
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<th>ADVANCE FEE Jan. 12–Feb. 5</th>
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<td>$300</td>
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<td>$1,500</td>
<td>$1,600</td>
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</table>

PAYMENT INFORMATION

☐ Visa ☐ MasterCard ☐ Discover ☐ American Express ☐ Check # __________ made payable to OVMA

Card Number ____________________________ Exp. Date ____________________________

Cardholder Name ____________________________ CVV ____________________________

Billing Address: If different from address provided on first page, please provide billing address exactly as it appears on your statement.

Company _____________________________________________________________

Address __________________________________________________________________

City ____________________________ State ____________________________ ZIP ____________________________


Cardholder Signature __________________________________________________________________

Cancellation Policy. If personal or professional circumstances prevent a registrant from attending the Conference, the OVMA will refund your Conference registration fees, less a $20 administrative fee plus 10% of fees paid, provided a written request is received before 6 p.m. EST on March 7, 2016. Conference refunds will not be granted after this date. Refunds will be granted for specialty programs and functions (including wet labs) in accordance with the above cancellation fee, providing the participant’s space can be filled by another attendee and/or no charges are assessed the OVMA as a result of the cancellation.

Consent to be Photographed. Registration for the Midwest Veterinary Conference and attendance at any events, educational sessions and/or wet labs held in conjunction with the MVC constitutes an agreement by the registrant(s) to OVMA’s use and distribution of his/her image or voice in photographs, videotapes, electronic reproductions and audiotapes of such events and activities.

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SEND ALL COMPLETED PAGES BY ONE OF THE FOLLOWING METHODS:

Mail: OVMA, 1472 Manning Pkwy., Powell OH 43065 • Fax: 614.436.1301 • Register online at www.mvcinfo.org

Deadline to pre-register for the Midwest Veterinary Conference is Feb. 5, 2016. After this date, please register on site.
**2016 MVC HOTEL ROOM BLOCKS**

<table>
<thead>
<tr>
<th>Hotel</th>
<th>Address</th>
<th>Nightly Rate</th>
<th>Phone</th>
<th>Group Code</th>
<th>Block Close</th>
</tr>
</thead>
<tbody>
<tr>
<td>Hyatt Regency</td>
<td>350 N. High St.</td>
<td>Single: $159</td>
<td>888.421.1442</td>
<td>G-WOOF</td>
<td>1/29/16</td>
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<tr>
<td>Headquarters hotel</td>
<td>Columbus, Ohio 43215</td>
<td>Double: $169</td>
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<tr>
<td>Crowne Plaza Hotel</td>
<td>33 E. Nationwide Blvd.</td>
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<tr>
<td>Drury Inn &amp; Suites</td>
<td>88 E. Nationwide Blvd.</td>
<td>Single: $134</td>
<td>800.325.0720</td>
<td>2192976</td>
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<tr>
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<td>Columbus, Ohio 43215</td>
<td>Double: $144</td>
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<td>Hilton Columbus Downtown</td>
<td>401 N. High St.</td>
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<td>855.380.9591</td>
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<td>1/2/16</td>
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<td>Quad: $189</td>
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</tr>
<tr>
<td>Red Roof Inn</td>
<td>111 E. Nationwide Blvd.</td>
<td>Single: $111</td>
<td>800.733.7663</td>
<td>OVM</td>
<td>2/1/16</td>
</tr>
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<td>One block from Hyatt</td>
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<td>Double: $113</td>
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<td></td>
<td></td>
</tr>
<tr>
<td>Holiday Inn Express</td>
<td>3045 Olentingy River Rd.</td>
<td>Two Queens:</td>
<td>614.447.1212</td>
<td>MVC</td>
<td>1/18/16</td>
</tr>
<tr>
<td>6 miles from GCCC*</td>
<td>Columbus, Ohio 43202</td>
<td>One King: $132.99</td>
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</tr>
</tbody>
</table>

1. Rates do not include current tax of 17.5% • 2. Or book online at www.mvcinfo.org/travel • 3. Or until sold out • 4. Shuttle to GCCC offered.

---

**ATTENDEE FAQ**

**General MVC Information**
- The MVC is held at the Greater Columbus Convention Center, Hall C (400 N. High St., Columbus, Ohio 43215) and the Hyatt Regency Hotel (350 N. High St.).
- Attire for the MVC is **business casual**. You may wish to dress in layers, as Convention Center and hotel meeting rooms can be cool.
- Visit [www.mvcinfo.org/travel](http://www.mvcinfo.org/travel) for directions, parking information and links to area hotels.

**Continuing Education**
- Attendees can earn a maximum of 6 CE hours per day and 24 hours for the full MVC.
- All sessions and labs are approved for CE credit by the Ohio Veterinary Medical Licensing Board.
- Visit [www.mvcinfo.org/education](http://www.mvcinfo.org/education) for updates on what other organizations approve MVC CE.
- The on-site program, given to attendees upon arrival, contains a record of continuing education, which you can fill out and keep for your records.
- If your state requires verification of the hosting organization (check with your state’s licensing board; Ohio does not), you can ask an OVMA staff member to sign your completed form or request a CE certificate before you leave.
- Most, but not all, sessions will be audio recorded and available for purchase before you leave or after the MVC. Visit [www.mvcinfo.org/education](http://www.mvcinfo.org/education) to find out which speakers have consented to having their lectures recorded.

**Volunteer Opportunities**
- The MVC staff needs attendees to serve as **Session Presiders**. You may preside over your choice of up to six sessions per day (if no one else has already volunteered).
- **Presiders introduce speakers** using a prepared script and locate the appropriate staff in the event of an A/V error or other problems.
- **Any MVC attendee may volunteer** as a presider, but you must be registered on the day you volunteer.
- OVMA Members are also needed to act as short-term “mentors” at the Connection Corner luncheon on Friday. See page 7 for details.
- **All volunteers are entered in a raffle** to win a Columbus sports package, compliments of Experience Columbus.
- For more information or to sign up for one or more volunteer opportunities, please visit [www.mvcinfo.org/volunteer](http://www.mvcinfo.org/volunteer).

**What to Bring**
- Session notes, if you prefer to have a hard copy. These will be available online beginning Feb. 1, 2016. Check your confirmation for log-in instructions.
- Confirmation packet and badge. There is a $5 replacement fee for lost badges.
- Notebook, laptop or tablet for extra note-taking.
- Smartphone with MVC mobile app installed. See page 4 for details.
- Convention Center regulations and health codes prohibit pets. In keeping with the law, only assistance dogs are permitted.

**On-Site Services**
- **Titer testing** will be available on Friday (10 a.m. – 2 p.m.) and Saturday (10 a.m. – 4 p.m.). See page 6 or visit [www.mvcinfo.org/attendees](http://www.mvcinfo.org/attendees) for more information.
- **Free wi-fi** will be available in the Convention Center, compliments of IT Corps. Attendees may also use **Internet Cafe** during MVC hours.
- Women who need access to a private area during MVC hours can use the **Mothers’ Corner**.
- Please note, there are no printing stations on site.
- The MVC does not provide **on-site childcare**.

**Exhibit Hall**
- **Exhibit Hall-Only passes** for visitors may be purchased on site. The cost is $20 for one day and $50 for unlimited three-day access.
- Children under 18 are admitted at no charge, but they must obtain a badge upon arrival and be accompanied by a guardian at all times.