

CONFERENCE REGISTRATION FEES

Includes Lunches, Dinner (reservation required) and Continental Breakfasts

DVM \$ _____

\$275.00 Pre-Registration (Prior to February 26, 2010)

\$325.00 On-Site

VETERINARY TECHNICIANS

AND STAFF \$ _____

\$125.00 Pre-Registration (Prior to February 26, 2010)

\$150.00 On-Site

RECENT DVM OR CVT GRADUATE (2009) OR

VETERINARY STUDENT OR

VETERINARY TECHNICIAN STUDENT ... \$ _____

\$ 0.00 Complimentary

DINNER MEETING REGISTRATION FEES

Includes Dinner and KEYNOTE SPEAKER NOTES

NON-CONFERENCE attendee \$ _____

\$25.00 Pre-Registration (Prior to February 26, 2010)

CONFERENCE NOTES FEE \$ _____

\$ 0.00 Online notes, available prior to attending

\$ 20.00 One printed copy; Not available on-site

(Must be pre-ordered by February 26, 2010.)

TOTAL FEES OWED \$ _____

To remit by check, send this form with payment to:

MVVMA Conference

1121 Chatham Road, Springfield IL 62704

To submit payment by credit card, either fax this completed form to 217.546.5633 or mail it to the address above.

Check One: MasterCard _____ VISA _____

Account # _____

Exp. Date: _____ Three Digit Code _____

Cardholders

Name _____

Signature _____

Billing Address _____

if different than front _____

LODGING

A block of rooms is being held for MVVMA at The Par-A-Dice Hotel.

www.par-a-dice.com

Call 800-547-0711 to make your reservation.

Call prior to the release date to take advantage of the special room rate.

Room Block will be released on Monday, February 15, 2010

Free Online Lessons To Registered Guests from Keynote Speaker, Dr. Rolan Tripp

Catch Dr. Rolan Tripp's keynote address on March 3 at 6:30 pm, entitled "The Future of Pet Practice – Preventing Veterinary Phobia."

To help raise awareness of veterinary phobia, Dr. Tripp is offering free lessons to registered attendees. Learn valuable information today to understand and prevent veterinary phobia. It will put your practice on track to become even kinder, gentler and more pet-centered. The online lessons are free to registered attendees, but only for a limited time! See brochure insert for more details.

MVVMA officers wish to thank its sponsors



and the Peoria Area Visitors and Convention Bureau

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MISSISSIPPI VALLEY VETERINARY MEDICAL ASSOCIATION

106TH ANNUAL CONFERENCE

MARCH 3-4, 2010

PROGRAM SPEAKERS

Donald H. Bliss, PhD
Shawn G. McVey, MA, MSW
Matt D. Miesner, DVM, MS
Rolan Tripp, DVM

DINNER PROGRAM

Rolan Tripp, DVM

The Par-A-Dice Hotel
East Peoria IL

Mississippi Valley
Veterinary Medical Association
1121 Chatham Road
Springfield IL 62704
217/546-8381

MISSISSIPPI VALLEY VETERINARY MEDICAL ASSOCIATION 106TH ANNUAL CONFERENCE

WEDNESDAY MARCH 3, 2010

Open and recommended to all registrants

- 7:30am Registration/Continental Breakfast
- 8:00am MVMMA President's Welcome
Dr. Kevin Taylor
- 8:15am *Shawn G. McVey, MA, MSW*
Unconventional Wisdom in an Economic Downturn—Part 1
- 9:15am *Shawn G. McVey, MA, MSW*
Unconventional Wisdom—Part 2
- 10:00am Refreshment/Vendor Break
- 10:30am *Shawn G. McVey, MA, MSW*
Elephant in the Living Room, Challenges of Integration and Management Professionals
- 11:30am Guest Speakers
Dean Herb Whitely, U of I CVM
Dr. Lydia Gray, President ISVMA
Peter S. Weber, Exec. Director ISVMA
- 12:00pm Lunch at Par-A-Dice Hotel (provided)
- 1:00pm *Shawn G. McVey, MA, MSW*
Lead Manage or Get Out of the Way
- 2:30pm Refreshment/Vendor Break
- 3:00pm *Shawn G. McVey, MA, MSW*
- Money & Medicine: Getting Clients to Accept Your Fees
- Effectively Managing Complaints
- When Work Gets Toxic: The Role of the Alpha Employee
- 3:45pm Break
- 4:00pm *Shawn G. McVey, MA, MSW cont'd*
- 5:00pm Conclusion of educational session
- 5:00pm Social Hour and President's Reception
Open to all attendees, staff and vendors. Join us for hors d'oeuvres, beverages and fun. Visit with colleagues and Vendor Sponsored Raffle.

WEDNESDAY MARCH 3, 2010 (CONT'D)

- 6:00pm **Banquet with Keynote Speaker**
Co-Sponsored by Midwest Veterinary Supply and Elanco Animal Health, a division of Eli Lilly & Co.
(Registration Required)
- Rolan Tripp, DVM**
"The Future of Pet Practice—Preventing Veterinary Phobia"
- 9:00pm Conclusion of Dinner Meeting

THURSDAY MARCH 4, 2010

- 7:30am Registration/Continental Breakfast
- 8:00am **DVM and CVT TRACK**
Rolan Tripp, DVM
Co-Sponsored by Midwest Veterinary Supply and Elanco Animal Health, a division of Eli Lilly & Co.
How to Prevent Veterinary Phobia in Canine and Feline Patients
- DVM LARGE ANIMAL TRACK**
Donald H. Bliss, PhD
Sponsored by Intervet / Schering-Plough
Parasitology 501: Epidemiology of PGE (Parasitic gastro-enteritis) & the development of Anthelmintic Resistance
- 9:00am **DVM and CVT TRACK**
Rolan Tripp, DVM
Co-Sponsored by Midwest Veterinary Supply and Elanco Animal Health, a division of Eli Lilly & Co.
Phobia in Canine and Feline Patients cont'd
- DVM LARGE ANIMAL TRACK**
Donald H. Bliss, PhD
Sponsored by Intervet / Schering-Plough
Strategic Deworming Strategies for Beef & Dairy Cattle and Small Ruminants (sheep, goats & camelids)
- 10:00am Refreshment/Vendor Break

CONTINUING EDUCATION HOURS

DVM, FOR BOTH DAYS	12 HOURS
TECHNICIAN, PER DAY	6 HOURS
DINNER MEETING	2 HOURS

THURSDAY MARCH 4, 2010 (CONT'D)

- 10:30am **DVM and CVT TRACK**
Rolan Tripp, DVM
Co-Sponsored by Midwest Veterinary Supply and Elanco Animal Health, a division of Eli Lilly & Co.
Canine Inpatient Barking Protocol
- DVM LARGE ANIMAL TRACK**
Donald H. Bliss, PhD
Sponsored by Intervet / Schering-Plough
Let science dictate deworming dollars for your clients
- 11:45am MVMMA Business Meeting/ISVMA Report
- 12:00pm Lunch at Par-A-Dice Hotel (provided)
- 1:15pm **DVM and CVT TRACK**
Rolan Tripp, DVM
Co-Sponsored by Midwest Veterinary Supply and Elanco Animal Health, a division of Eli Lilly & Co.
Canine Body Language for Veterinary Staff
- DVM LARGE ANIMAL TRACK**
Matt D. Miesner, DVM, MS
- Camelid Field Anesthesia
- Common Field Procedure Techniques in South American Camelids
- 3:00pm Refreshment/Vendor Break
- 3:30pm **DVM and CVT TRACK**
Rolan Tripp, DVM
Co-Sponsored by Midwest Veterinary Supply and Elanco Animal Health, a division of Eli Lilly & Co.
Feline Body Language for Veterinary Staff
- DVM LARGE ANIMAL TRACK**
Matt D. Miesner, DVM, MS
Tube Cystostomy for Relief of Urethral Obstruction in Small Ruminants
- 4:30pm Conclusion of education sessions

PRINTED NOTES DEADLINE:

February 26, 2010

PRE-REGISTRATION DEADLINE:

Cut off for pre-registration is

FEBRUARY 26, 2010

All attendees will be processed on-site as walk-ins after that date.

Would you prefer to register online?
Visit www.isvma.org and open the Mississippi Valley VMA link to register today!

MISSISSIPPI VALLEY VETERINARY MEDICAL ASSOCIATION

106th Annual Conference March 3-4, 2010

REGISTRATION

Please photocopy if more than 1 attendee

Name _____

Credentials—DVM, CVT, MS, etc. (when applicable) _____

Address _____

Address _____

City/State/Zip _____

Email address _____

(required for password to link to conference notes)

Do You Require a Vegetarian Meal? YES NO

Indicate day(s) of attendance Wednesday
for request Thursday

DAILY ATTENDANCE

Please check day(s) of attendance.

_____ Wednesday only

_____ Thursday only

_____ Both Days

WEDNESDAY EVENING

DINNER MEETING ATTENDANCE

Option to attend ONLY evening meeting is permitted. Registration Required

_____ Wednesday Dinner Meeting ONLY

(\$ 25 fee per person)

_____ Wednesday Dinner Meeting, Conference Attendee

(\$0 no additional fee)

Please turn over and complete the back.
Questions? Call 217.546.8381

TECHNICIANS, OFFICE MANAGERS AND STAFF
ARE WELCOME TO ATTEND ALL AVAILABLE LECTURES

CONFERENCE NOTES Printed notes will be available on site (advance notice is required, please mark registration form) for an additional fee of \$20.

Online notes will be available upon receipt of paid registration. Site and password will be emailed to address listed on registration form.

Donald H. Bliss, PhD
Mid America Ag Research
3705 Sequoia Trail
Verona WI 53593
PH: 608-798-4901
drbliss@chorus.net

Dr. Donald Bliss is owner/director of MidAmerica Ag Research, a contract research management firm and diagnostic lab near Madison, Wisconsin. He received his BS in Dairy Science and MS/PhD in Veterinary Parasitology at the University of Wisconsin in Madison. After spending 8 years with Pfizer, Inc in Terre Haute, Indiana and Sandwich, England, Don moved back to Wisconsin to establish MidAmerica Ag Research, Inc. specializing in product development and establishing strategic timed deworming strategies for dairy and beef cattle, swine, equine, small ruminants and wildlife. Over the past 30 years, Dr. Bliss has conducted cooperative parasitology research with nearly every major agricultural and veterinary school in North America and Europe. Don has written over 90 scientific publications as a result of these cooperative investigations. Don's parasite diagnostic laboratory conducts hundreds of fecal worm egg counts every week on livestock from all across the country.

Shawn G. McVey, MA, MSW
Innovative Veterinary Management Solutions
48 E Oregon Ave
Phoenix AZ 85012
PH: 602-374-4451

Shawn McVey completed his graduate studies in Political Social Work and Behavioural Science and pursued a career as a Psychotherapist and Program Director in human psychiatric facilities in 1991. Mr. McVey is the owner of Innovative Veterinary Management Solutions (IVMS), a boutique consulting business that specializes in improving health care delivery systems and correcting workplace culture. Mr. McVey is the former CEO of *Eye Care for Animals*, a Phoenix AZ-based veterinary ophthalmology company that holds 24 practices throughout the United States. Mr. McVey is the founder and co-owner of *Veterinary Specialists in Private Practice (VSIPP)*, an annual conference that provides continuing education for Specialists and Administrators who deliver specialty medicine to the public. He is a graduate of VMI (Purdue's Veterinary Management Institute), a member of the Board of Directors of Pets Dx, a national veterinary imaging company, and is the first non-veterinarian to be named to the Board of Directors of the *American Animal Hospital Association*. Mr. McVey is a Member of the Editorial Advisory Board of *Veterinary Economics* and *FirstLine Live* magazines and has been named Speaker of the Year at both NAVC and the WVC. Mr. McVey lectures to international audiences in and out of veterinary medicine approximately 50 times per year.

Matt D. Miesner, DVM, MS
Assistant Professor, Clinical Agricultural Practices
Vet Med Teaching Hospital
Kansas State University
103 J Mosier Hall
Manhattan KS 66506
PH: 785-532-5700
mmiesner@vet.k-state.edu

Matt D. Miesner is originally from rural New Mexico and received his DVM from Washington State University in 1999. Dr. Miesner began his career in private mixed animal practice in Pasco WA, then completed a Residency, Master's, and ACVIM credentials at Ohio State University VTH, in Food Animal Medicine and Surgery. Dr. Miesner is a faculty clinician and teaches primarily 4th year students during senior rotations. He utilizes primary and referral cases and daily consultation encounters as teaching material. Dr. Miesner does collaborative research with primary investigators on topics such as innovative teaching methods, pain and welfare, and bovine lameness. He has a rounded clinical publication list in journal articles, and served as both editor and author for texts. He recently co-edited and authored a two part series in the 2008 VCNA; Food Animal, "Field Surgery in Cattle parts 1 and 2". Dr. Miesner has received awards for recognition of clinical teaching excellence and hospital service at both Ohio State and Kansas State University.

Rolan Tripp, DVM
Founder,
www.AnimalBehavior.Net
15340 Pastrana Dr.
La Mirada CA 9063
PH: 800-372-3706 x82
RTripp@AnimalBehavior.Net

Rolan Tripp received his doctorate from UC Davis veterinary school, holds a Bachelor's Degree in Music, and a Minor in Philosophy. He has been the featured speaker in Tokyo, Japan, presented a paper at the **International Conference on Behavioral Medicine** in Birmingham, England, and lectured on animal behavior at the **Smithsonian Institution** in Washington DC. A regular guest on the Animal Planet Network, Dr. Tripp appears on both "Petersburgh, USA," and "Good Dog U." In 2009 he was elected to a 6 yr term on the AVMA Council on Veterinary Service, representing all US Small Animal Practitioners. Certified by the International Association of Animal Behavior Consultants, his practice is limited to Behavior Medicine Consultation. He is a consultant for the Antech Laboratory "Dr. Consult Line" and the founder of *www.AnimalBehavior.Net*.

**The Future of Pet Practice –
Preventing Veterinary Phobia**
Rolan Tripp, DVM

The first wave in veterinary medicine occurred 100 years ago with the introduction of Scientific Method. Those that adopted it prospered. (Vet Centered Practice).

The second wave about 30 years ago retained good science but added Client Service and those that adopted it prospered. (Client Centered Practice)

The third wave is, “Looking at the vet visit from the pet’s point of view.” (Pet Centered Practice) Using the strategies in this lecture will prevent Veterinary Phobia in pets.

Learn to bond patients and clients to your staff and location while still providing the highest level of Client Service and Veterinary Science.

Those that adopt this strategy will prosper!

Free Online Lessons to Registered Guests!

To help raise awareness of veterinary phobia, Dr. Tripp is offering free lessons to registered attendees. Learn valuable information today to understand and *prevent* veterinary phobia. It will put your practice on track to become even kinder, gentler and more pet-centered. The online lessons are free to registered attendees, but only for a limited time! A link to the free lessons will be forwarded with your registration confirmation.

Dr. Tripp is generously sponsored by:



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