



1121 Chatham Road
Springfield IL 62704

Phone: 217.546.8381
Fax: 217.546.5633
Email: info@isvma.org

**Take Advantage of online registration!
Go to www.isvma.org and register today.**

**Pre-Registration deadline:
February 29, 2012**

**Mississippi Valley
Veterinary
Medical
Association**

108th Annual Conference

March 7-8, 2012

DVM Program

Michael Bolton, DVM, MS
Matt Miller, DVM, MS, DACVIM (Cardiology)
Dusty Weaver Nagy, DVM, MS, PhD, DACVIM
Peter Weinstein, DVM, MBA

DINNER Program

Chris Adolph, DVM

TECHNICIAN Program

Phillip J. Seibert, Jr., CVT

**The Par-A-Dice Hotel
East Peoria IL
800-547-0711
www.par-a-dice.com**





**The Mississippi Valley
Veterinary Medical
Association Board of Directors
invites you to join them for
their 108th Annual Meeting.**

MVVMA OFFICERS

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Dr. Keith Peterson
President-Elect

Dr. Colleen Lewis
Past President

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Executive Secretary/Treasurer

Dr. Brett Hoerr
Program Chairman

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Dr. Peter Nichols
Dr. Colleen O'Rourke

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ISVMA BOARD OF DIRECTORS**

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

Continuing Education Hours

DAILY HOURS	DVM (two days attendance) CVT (per day)	12 hours 6 hours
DINNER MEETING	All Attendees	2 hours

**MVVMA
Past Presidents**

1905 W.F. Browniee	1944 C.F. Pauly	1983 D.M. Rash
1906 G.M. Predmore	1945 O.G. Martens	1984 J.F. Connor
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1920 M.T. Lair	1959 W.L. Beer	1998 K. Tuttle
1921 H.C. Rinehurt	1960 G.I. Case	1999 A. Herm
1922 J.H. Krichel	1961 W.P. Hendren	2000 D. Hahn
1923 J.H. Krichel	1962 R.A. Grant	2001 D. Schwarzentraub
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1925 G.G. Neilson	1964 R.A. Latham	2003 D. Knaak
1926 R.E. Crossland	1965 C.A. Poppenhouse	2004 W. Armbruster
1927 F.C. Jones	1966 J.F. Pula	2005 A. Barclay
1928 J.R. Christian	1967 P.A. Ling	2006 N. Hayes
1929 H.C. Wadleigh	1968 C.L. Clark	2007 T. Myers
1930 H.C. Pugh	1969 G.N. Flater	2008 C. Peterson
1931 H.D. Chamberlain	1970 V.L. Trotter	2009 D. Miller
1932 M.C. Eckley	1971 H.R. Teegarden	2010 K. Taylor
1933 J.W. Lucas	1972 J.R. Collins	2011 C. Lewis
1934 M.T. Lair	1973 G. Kruger	
1935 F.C. Jones	1974 F.M. Kennedy	
1936 R.M. Carter	1975 H.C. McCutchen	
1937 L.M. Darst	1976 W. Hunter	
1938 H.R. Hornbaker	1977 D.M. Bennett	
1939 E.R. Kennedy	1978 D.W. Schleder	
1940 A.R. Cowser	1979 J.W. Rehn	
1941 C.M. Rodgers	1980 W. Lutz	
1942 W.O. Hillyard	1981 J.A. Case	
1943 W.O. Hillyard	1982 R.S. Nord	

Meeting Registration

continued

CONFERENCE REGISTRATION FEES ----- \$ -----

*Includes lunches, dinner (reservation required) and continental breakfasts
Prior to February 29, 2012*

- DVM\$ 285.00
- CVT\$ 125.00
- Practice Personnel/Other\$ 125.00
- DVM/CVT Student.....\$ 0.00

DINNER REGISTRATION FEES ----- \$ -----

Includes dinner (reservation required) and Keynote Speaker Notes

- Conference Attendee\$ 0.00
- Non-Conference Attendee\$ 25.00

CONFERENCE NOTES FEES ----- \$ -----

Included with paid Conference Registration.

- Online notes\$ 0.00
- One set of printed conference notes.....\$ 25.00
(Must be pre-ordered by February 29, 2012.)

LATE FEE ----- \$ -----

For Conference Registration received after February 29, 2012 and/or on-site.

- DVM\$ 50.00
- CVT\$ 25.00
- Practice Personnel/Other/Student\$ 25.00

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 _____

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Billing Address
if different than front _____

Schedule of Events

Wednesday March 7, 2012

Featured Speaker: Peter Weinstein, DVM, MBA

Sponsored by: Pfizer

Open and recommended to all registrants



7:30 am Registration & Continental Breakfast

8:00 am MVVMA President's Welcome

Dr. Buzz Iloff

8:15 am Talking to Clients About Money

What is it about money, fees, costs, etc. that is so intimidating, daunting, threatening and downright scary? To be comfortable discussing fees with clients, you must be comfortable that clients are getting value for the level of care provided. Educate, educate and then educate some more so that they are comfortable in the decisions that they make.

10:00 am Refreshment/Vendor Break

10:30 am Standing Out by Being Outstanding

With some differences virtually every veterinary hospital is a mirror image of every other veterinary hospital within a community, a state or even the country. If you want your practice to STAND OUT in your community, you must do things that make you OUTSTANDING. This session will provide suggestions to help you stand out from the crowd.

11:30 am Guest Speakers

Brendan McKiernan, DVM
U of I College of Veterinary Medicine, Veterinary Teaching Hospital
Stephen Dullard, DVM
President ISVMA

12:00 pm LUNCH BREAK

Lunch provided for registrants at Par-A-Dice Hotel

1:00 pm Principles of Success in Practice and Life

This session will discuss findings from the book "The Success Principles" by Jack Canfield. Fifteen different principles of successful people will be presented along with their application to the veterinary profession.

2:30 pm Refreshment/Vendor Break

3:00 pm Principles of Success in Practice and Life

Session continues.

4:00 pm Diagnosing and Treating the Results from the Bayer-Brakke-NCVEI Veterinary Usage Report

This session will address the downward sloping trends revealed in the study supported by Bayer Animal Health, Brakke Consulting and the NCVEI in the small animal marketplace.

5:00 pm Conclusion of educational sessions

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. Vendor Sponsored Raffle.



Schedule of Events

Wednesday March 7, 2012

Dinner Meeting

6:00–9:00 pm *Pre-registration Required*



Bayer HealthCare
Animal Health

**Feline Cestodes:
Hiding in Plain Sight & Enhancing the Feline Visit**
Featured Speaker: Chris Adolph, DVM
Sponsored by: Bayer Animal Health

Schedule of Events

Thursday March 8, 2012

7:30 am **Registration & Continental Breakfast**

8:00 am *CVT Track – Phillip J. Selbert, Jr., CVT*

Safety Issues for the Veterinary Hospital Staff

Sponsored by Midwest Veterinary Supply

An upbeat presentation about the common hazards of a veterinary hospital and ways individuals can 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 much, much more! We'll use humor and real-life stories to illustrate points and get the message across. This seminar is consistently rated one of the best safety programs by participants.

DVM Track – Matthew W. Miller, CVM, MS, DACVIM (Cardiology)

Feline Myocardial Disease: thick hearts thin hearts and clots

Sponsored by Boehringer Ingelheim

This presentation will use a case based approach to address the diagnosis and therapy of primary myocardial diseases of cats. Management of thromboembolic disease will be covered.

DVM Large Animal – Michael W. Bolton, DVM, MS

The Third Generation

Sponsored by Merck Animal Health

How does being three generations removed from the farm impact the consumer's relationship with Agriculture?

9:00 am *CVT Track – Phillip J. Selbert, Jr., CVT*

Safety Issues for the Veterinary Hospital Staff

Sponsored by Midwest Veterinary Supply

Session continues.

MIDWEST
Veterinary Supply

**Boehringer
Ingelheim**

Meeting Registration

Please photocopy if more than 1 attendee

Name _____ Credentials—DVM, CVT, etc.

Address _____

City/State/Zip _____

Phone _____

Email address required for registration confirmation and receipt of password to conference notes

Lunch Buffet lunches will be served. Please indicate if you have a dietary restriction.
_____ Other

Daily Attendance Check day(s) of attendance.
_____ Wednesday only
_____ Thursday only
_____ Both Days

Wednesday Evening, Dinner Meeting

Pre-registration required.

Conference Attendee: No additional fee to attend. Check to attend. If left blank, registrant is NOT participating in dinner.

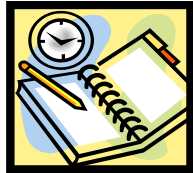
Non-Conference Attendee: Option to attend ONLY evening meeting is permitted. Additional fee of \$25 to participate.

_____ Wednesday Dinner Meeting, Conference Attendee
_____ Wednesday Dinner Meeting ONLY; additional fee of \$25 to attend

Plated meal is provided: Select one. If left blank, a standard dinner will be served.

_____ Standard
_____ Vegetarian
_____ Other (Please indicate dietary restriction)

Online registration is also available.
Go to www.isvma.org today!



**Pre-Registration deadline:
February 29, 2012**

- ◆ Attendees will be processed on-site as walk-ins after deadline.
- ◆ Late Fees will be added after pre-registration closes.

Conference Notes

Online notes are no charge.

- ◆ Password will be emailed to address on registration form.

Printed notes available for an added fee of \$25.

- ◆ Pre-order **REQUIRED**, and included on registration form.
- ◆ Deadline to pre-order printed notes is February 29, 2012.



Thank You to our Sponsors

Sponsors confirmed through February 1, 2012

Diamond Level



Bayer HealthCare
Animal Health



**Boehringer
Ingelheim**

MIDWEST
Veterinary Supply



Ruby Level

Essential Wellness Pharmacy
Merck Animal Health
Merial

Opal Level

ANTECH Diagnostics
Butler Schein Animal Health
Central Illinois X-ray
CEVA Animal Health
MWI Veterinary Supply
Novartis Animal Health
Nutramax Laboratories, Inc.

*and to the Peoria Area Visitors and Convention Bureau
for their expertise and assistance.*

Schedule of Events
Thursday March 8, 2012

9:00 am DVM Track – Matthew W. Miller, CVM, MS, DACVIM (Cardiology)

**Feline Myocardial Disease:
thick hearts thin hearts and clots**

Sponsored by Boehringer Ingelheim
Session continues.

DVM Large Animal – Michael W. Bolton, DVM, MS

**“Sustainability” - Like the word “Awesome” -
What does it really mean?**

Sponsored by Merck Animal Health

10:00 am Refreshment/Vendor Break

10:30 am CVT Track – Phillip J. Seibert, Jr., CVT

Safety Issues for the Veterinary Hospital Staff

Sponsored by Midwest Veterinary Supply
Session continues.

DVM Track – Matthew W. Miller, CVM, MS, DACVIM (Cardiology)

**Valvular Heart Disease:
Little dogs, bigger and bigger dogs**

Sponsored by Boehringer Ingelheim

Presentation emphasizes a logical approach to differentiating chronic valvular disease from primary respiratory disease. Diagnostic tests including thoracic radiography electrocardiography and echocardiography will be reviewed. Building on the basics above, emphasis will be placed on a logical approach to therapy of varying degrees of severity of valvular heart disease. Therapy of asymptomatic disease as well as advanced disease will be covered. Newer, but as of yet unproven, therapies will be discussed.

DVM Large Animal – Michael W. Bolton, DVM, MS

Caring for Cows

Sponsored by Merck Animal Health

Animal welfare on the dairy and how we can positively impact this.

11:45 am Business Meeting/ISVMA Report

12:00 pm LUNCH BREAK

Lunch provided for registrants at Par-A-Dice Hotel

Lodging

**Room Block will be released on
Tuesday, February 21, 2012**

A block of rooms for a discounted room rate
is being held for MVVMA Conference attendees
at The Par-A-Dice Hotel.

Call 800-547-0711 to make your reservation.

Schedule of Events

Thursday March 8, 2012

1:15 pm *CVT Track – Phillip J. Seibert, Jr., CVT*

The Veterinary Practice Pharmacy: Rules YOU Need to Know

Sponsored by Midwest Veterinary Supply

Just what are the FDA guidelines that veterinary practices must follow for prescribing and dispensing? What about compounding? Can we fill a prescription written by another practice? When are over-the-counter sales permitted? What about Internet pharmacies? How do we account for controlled drugs and do we really need two locks on the safe? These are only a few of the issues that the veterinary practice team must understand in order to operate the pharmacy in the proper manner.

DVM Track – Matthew W. Miller, CVM, MS, DACVIM (Cardiology)

Pericardial Disease: Diagnosis and Therapy

Sponsored by Boehringer Ingelheim

Session covers the diagnosis and management of this commonly overlooked but frequently treatable form of acquired cardiovascular disease. Emphasis will be placed on establishing a definitive diagnosis and implementing a logical therapeutic plan.

DVM Large Animal – Dusty W. Nagy DVM, MS, PHD, DACVIM

Routine care and troubleshooting common problems in small ruminant and camelid herds

Session focuses on herd protocols for routine and preventative care for small ruminant and camelid producers. Troubleshooting common problems of farms will also be covered.

2:30 pm **Refreshment/Vendor Break**

3:00 pm *CVT Track – Phillip J. Seibert, Jr., CVT*

The Veterinary Practice Pharmacy: Rules YOU Need to Know

Sponsored by Midwest Veterinary Supply

Session continues.

DVM Track – Matthew W. Miller, CVM, MS, DACVIM (Cardiology)

Canine Myocardial disease: Now we are talking big dogs

Sponsored by Boehringer Ingelheim

Presentation uses a case based approach to address the diagnosis and therapy of primary myocardial diseases of dogs. Special emphasis will be placed on management of the arrhythmias that commonly complicate this disease.

DVM Large Animal – Dusty W. Nagy DVM, MS, PHD, DACVIM

Common diseases of small ruminants and camelids

Session focuses on both medical and surgical diseases of small ruminants and camelids including selected neurologic diseases, otitis (camelids), and dermatologic disease.

4:30 pm **Conclusion of educational sessions**

Speakers

Chris Adolph, DVM

*Southpark Veterinary Hospital
Broken Arrow, OK*

Dr. Adolph received his BS and DVM from Oklahoma State University, and is currently enrolled in a master's program focusing on parasitology at the same. With 15 years experience as a practicing veterinarian, Dr. Adolph is the owner of Southpark Veterinary Hospital, in Broken Arrow OK, an AAHA-accredited small animal hospital with a special interest in parasitology, obesity, pain management, dentistry, and dermatology. He has lectured for 6 years on the topics of small animal parasitology, obesity, pain management, and practice management and is currently conducting research on feline parasitic diseases.

Michael Bolton, DVM, MS

*Senior Technical Services Specialist
Merck Animal Health*

Dr. Bolton received his DVM in 1978, completed the Dairy Health Management Certificate Program in 1995 and earned his MS in 2009 in Epidemiology all at Michigan State University. He was a bovine practitioner from 1978 - 2006 prior to becoming a Senior Technical Services Specialist for Merck. His specialties include dairy reproduction, vaccinology, immunology, Johne's disease, new antibiotic technologies, Animal welfare and Animal handling knowledge transfer.

Matt Miller, DVM, MS, DACVIM (Cardiology)

*Professor of Cardiology
College of Veterinary Medicine and Biomedical
Sciences, Texas A&M University*

Dr. Miller received his DVM from The Ohio State University (1984) and his MS from the same in 1993. He completed a small animal medicine and surgery internship at the West Los Angeles Veterinary Medical Group (1984-1985), a cardiology residency at the Ohio State University (1985-1988) and became a diplomate of the American College of Veterinary Internal Medicine (Cardiology) in 1988. He is a Fellow of the Michael E. DeBakey Institute of Comparative Cardiovascular Science and Biomedical Devices, and a senior research Scientist at the Texas A&M Institute for Preclinical Studies (TIPS). In addition to his emphasis on clinical veterinary cardiology, his primary research interests include interventional catheterization, animal models of cardiovascular disease and comparative cardiovascular imaging.

Dusty W. Nagy, DVM, MS, PHD, DACVIM

*Assistant Teaching Professor
Univ. of Missouri College of Veterinary Medicine*
Dr. Nagy received her veterinary degree from the New York State College of Veterinary Medicine. She completed a MS and residency in large animal internal medicine, and a PhD in Veterinary Pathobiology, at the University of Missouri. She spent 5 years on the faculty at University of Illinois and is currently an Assistant Teaching Professor at the University of Missouri College of Veterinary Medicine.

Phillip J. Seibert, Jr., CVT

*SafetyVet
Calhoun, TN*

Phil is a Certified Veterinary Technician with over 32 years' experience. For the past 18 years, he's concentrated his efforts as a full-time author and consultant to the profession. His books, *The Complete Veterinary Practice Regulatory Compliance Manual* and *Safety Issues for the Veterinary Hospital Staff*, are in their fifth editions. Phil has earned the reputation of the veterinary profession's OSHA expert and is both founder and Director of the OSHA Center on the Veterinary Information Network. He regularly teaches several interactive courses on VIN and VSPN. Phil became the first veterinary technician to evaluate and accredit veterinary hospitals for the American Animal Hospital Association. The experience of "inspecting" over 1200 hospitals has given him a unique perspective of our profession that he uses to provide the most practical answers to our profession's issues. He is the author of many articles appearing in national publications dealing with veterinary hospital administration. Phil is also the founder and Managing Editor of the profession's only safety-specific newsletter, *The Veterinary Safety & Health Digest*.

Peter Weinstein, DVM, MBA

*Executive Director
Southern California Veterinary Medical Ass'n*
Dr. Weinstein attended Cornell University and then the University of Illinois to receive his DVM. He worked as an associate before opening his own practice. While practicing, Dr. Weinstein was a practice management consultant with Veterinary Practice Consultants (nationally), PAW Consulting (regionally), and served as President of the Southern California VMA and the California VMA. After receiving his MBA from the University of Redlands, he left private practice and has provided small business and corporate consulting. In 2007, with Dr. Steven Kornfeld, Dr. Weinstein created Veterinary Success Services, a firm that provides both coaching and consulting services.