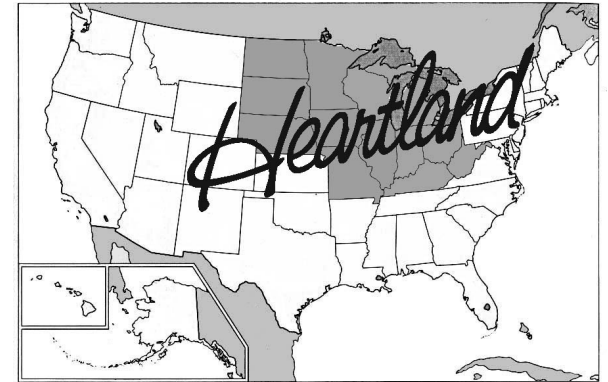


2010

Heartland Veterinary Conference

*An Annual Meeting for Leaders
in Veterinary Medicine*



**Friday, August 27 through
Saturday, August 28, 2010**

**Renaissance Chicago Downtown Hotel
1 West Wacker Drive
Chicago IL 60601**

**Register online at www.isvma.org
Or
Fax registration form to 217.546.5633**



**1121 Chatham Road
Springfield IL 62704**

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

Hosted by the  **ISVMA**
ILLINOIS STATE
VETERINARY MEDICAL
ASSOCIATION

Welcome!

From your hosts:



Plan to join us for the 2010 Heartland Veterinary Conference on Friday, August 27 through Saturday, August 28, 2010 in our kind of town, Chicago!

The conference begins early afternoon on Friday at the beautiful Renaissance Hotel Downtown Chicago. This Chicago luxury hotel is situated on the north edge of the historic Loop and is steps away from shopping, fine dining and famed Millennium Park.

Friday's program features Michael Dunn. Mike is a nationally renowned expert on government and political involvement who consistently wows his audiences with a combination of wit and political insight. You will take home useful information to advance your association's grassroots advocacy programs. **That** is a can't-miss-Friday!

Saturday includes many speakers who will cover a variety of topics, all focused around ways to engage young veterinarians to be active in, and involved members of, organized veterinary medicine.

The conference wraps with a spectacular Saturday night dinner event that includes not only a fabulous meal, but a private tour as well as a live mammal show at Chicago's well-known Shedd Aquarium. Bus transportation is provided.

Sunday there are no scheduled events to allow attendees to further enjoy Chicago. Attractions within walking distance include Hancock Observatory, Michigan Avenue shopping, Millennium Park, Navy Pier, Chicago River plus numerous boat tours on the river and Lake Michigan. Other points of interest include the Museum of Science and Industry, the Art Institute, a home White Sox game, Six Flags Great America and for that little girl in your family.....the American Girl Store is a must!

Bring your family. We know you won't be disappointed!

REGISTRATION

May be completed online at www.isvma.org. If forwarding form, please photocopy and complete if for more than 1 attendee

Name _____ Credentials—DVM, MS, etc. _____

Address/City/State/Zip _____

Phone _____ Email address _____
(required for registration confirmation and receipt of password to link to conference notes)

Do You Require a Vegetarian Meal? YES NO Indicate day(s) of attendance for request **Friday Saturday**

CONFERENCE REGISTRATION FEES

Includes Friday Night Reception, Saturday breakfast, lunch, Dinner at Shedd Aquarium (reservation required) and Saturday evening transportation to and from Shedd Aquarium.

ATTENDANCE

PROFESSIONAL ATTENDEE (COLLEGE DEAN, DVM, ASSOCIATION EXECUTIVE) \$ _____
\$350.00 Pre-Registration (forwarded by August 15, 2010)
\$400.00 On-Site
GUEST/FAMILY \$ _____
\$100.00 Pre-Registration (forwarded by August 15, 2010)
\$150.00 On-Site

Check day(s) of attendance ___ Friday only ___ Saturday only ___ Both Days

DINNER EVENT REGISTRATION (Registration Required)

CONFERENCE ATTENDEE \$ _____
\$ 0.00 Pre-Registration (forwarded by August 15, 2010)
\$ 50.00 On-Site
NON-CONFERENCE ATTENDEE \$ _____
Option to attend **ONLY** dinner and special event if accompanying a registered conference attendee is permitted. (\$ 75 fee per person)
\$75.00 Pre-Registration (forwarded by August 15, 2010)
\$100.00 On-Site

CONFERENCE NOTES FEE (Must be pre-ordered by August 15, 2010.) \$ _____
\$ 0.00 Online notes, available prior to attending
\$ 20.00 One printed copy; Not available on-site

TOTAL FEES OWED \$ _____

PAYMENT To submit payment by credit card, either fax this completed form to 217.546.5633 or mail it to ISVMA/Heartland Conference, 1121 Chatham Road, Springfield IL 62704.

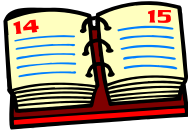
Check One: MasterCard _____ VISA _____

Account # _____ Exp. Date: _____ Three Digit Code _____

Cardholders Name _____

Signature _____

Billing Address (if different than above) _____



Pre-Registration deadline:

Cut off for pre-registration is August 15, 2010.
Attendees will be processed on-site as walk-ins after that date.

- Professional Attendee: \$350
- Guest/Family Member: \$100
- Additional fee assessed for On-site registration: \$ 50

Conference Notes

Online notes are no charge. Website and password to online notes emailed to registrant beginning August 1, 2010.

Printed notes available for purchase for an additional fee of \$20. Pre-order on registration form.

- Email address required for password to link to online conference notes.
- Deadline to pre-order printed notes is August 15, 2010.



Dive into the World's Aquarium Saturday, August 28 For Dinner, a Tour and a Mammal Show

This event is included for no extra charge, however registration is required to attend. Bringing a guest, or family members, to Chicago with you? The option to have them join you at the Shedd Aquarium is available!



Shedd
AQUARIUM

6:30pm ————— Buses depart Renaissance Hotel

7:00 - 8:00 pm ————— Reception at the Oceanarium
The Nature Trail/Coastal Walkway, Polar Play Zone/Underwater Viewing Gallery is where the evening begins. Enjoy hors d'oeuvres and drinks from the cash bar while taking a self-guided tour. Sea otters, white sided dolphins and beluga whales wait to greet the group. At 7:30pm a Shedd interpreter will conduct a special chat with either the Beluga Whales or the Sea Otters followed by a question and answer session.

8:00 pm ————— Seated Dinner at the Aquarium
Enjoy a seated dinner while surrounded by the inhabitants of the Aquarium. At 9:15pm we will be treated to a fish-feeding presentation at the Caribbean Reef. Self-guided viewing of the Aquarium and Waters of the World will be available for viewing from 8:00 - 10:00 pm plus the Amazon Rising Exhibition Galleries will be open for viewing.

10:00pm ————— Buses depart for Renaissance Hotel

Read more:
www.sheddaquarium.org/aboutshedd.html#txzz0qHLs9XAj

Chicago has something for everyone!

Want to know more? Visit two terrific sites that tell you where to go and what to do in Chicago.

- www.choosechicago.com/pages/default.aspx
- www.chicagotraveler.com/index.html

History of the Heartland Veterinary Conference

This annual meeting had its start in 1946 when the leaders of three Midwestern state veterinary medical associations organized to exchange ideas. By 1967, this meeting of the minds had increased to include nine Midwestern states and the meeting officially became the "Nine States Conference."

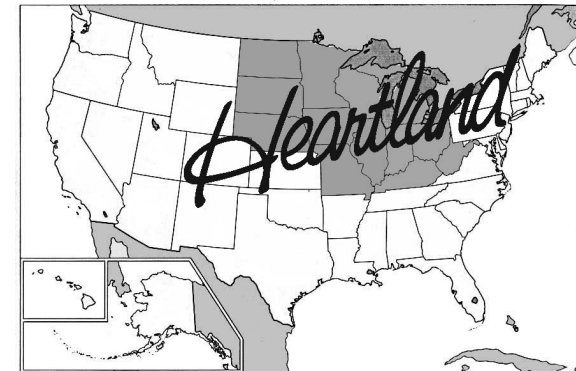
In the years since 1967, the geographic range of the group continued to grow. In 2009, the current name of this meeting, the "Heartland Veterinary Conference," was initiated to better reflect the thirteen (13) states who gather to discuss common issues affecting organized veterinary medicine and veterinary medical education.

The Heartland Veterinary Conference brings together leaders from:

Illinois
Indiana
Iowa
Kentucky
Michigan

Minnesota
Missouri
Nebraska
North Dakota
Ohio

South Dakota
West Virginia
Wisconsin



Thank You to our Sponsors

Support from our industry partners has been instrumental in bringing you this year's meeting.

PLATINUM

Merial
Pfizer Animal Health

GOLD

Hill's Pet Nutrition
Novartis Animal Health

SILVER

AVMA PLIT
Boehringer Ingelheim Vetmedica, Inc.
Proctor & Gamble Pet Care/IAMS Veterinary Formula

BRONZE

Intervet/Schering-Plough



Lodging

A block of rooms is being held for the Heartland Conference.

Ask for the ISVMA room block to receive the discounted rate at this luxury hotel for \$179 per night. (single/double)

- ◆ Call 1-800-468-3571 to make your reservation.
- ◆ Room block releases on August 6, 2010. Reserve your room today!

To download a printable hotel fact sheet that includes a map, directions, and guest room information, go online to the Renaissance® Chicago Downtown Hotel's website at www.marriott.com/hotels/fact-sheet/travel/chis-renaissance-chicago-downtown-hotel

Schedule of Events

FRIDAY, AUGUST 27, 2010

Sessions	1:00 - 1:15pm 1:15 - 2:15pm	Welcome from ISVMA Michael Dunn <i>Play to Win: Be an Effective Grassroots Advocate</i>
	2:15 - 2:30pm 2:30 - 4:00pm 4:00 - 4:30pm	BREAK <i>Practical Training in Grassroots Advocacy</i> Discussion Groups/Caucuses
Social Event	5:00 - 6:30pm	Reception
Dinner	6:30pm	On your own

SATURDAY, AUGUST 28, 2010

Meal	8:00 - 9:00am	Breakfast
Sessions	9:00 - 10:00pm 10:00 - 10:30pm 10:30 - 11:15am	Candidate Introductions, Sponsor Introductions, Written State Reports, Heartland Issues BREAK Ralph Johnson <i>Ask Us! Developing a Recent Grad Resource Guide on your VMA Websites</i>
	11:15 - 12:00pm	Karlene Belyea <i>Resource Guide for Interaction with Veterinary Students</i>
Meal	12:00 - 1:15pm	Lunch
Sessions	1:30 - 2:30pm 2:30 - 2:45pm 2:45 - 3:45pm	Kim May, DVM <i>Using Social Media to Communicate with Your Members</i> BREAK Peter Weber, MS, CAE <i>Developing a Personal Relationship with Your Members</i>
	3:45 - 5:00pm	Panel Discussion: <i>Elevating the Importance of the Recent Graduate Initiative</i>
Meal and Special Event	6:30pm 7:00 - 10:00pm 10:00pm	Buses depart Renaissance Hotel Shedd Aquarium Dinner, Tour and Mammal Show Buses depart Shedd Aquarium

SUNDAY, AUGUST 29, 2010

No Program - Enjoy Chicago!