



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 22, 2017**

Mississippi Valley Veterinary Medical Association

113th Annual Meeting

March 1-2, 2017

Practice Management

Denise L. Tumblin, CPA

Dinner Program

Brian Patrick, DVM

DVM Program

Katherine Tolbert, DVM, PhD, DACVIM

Laird Laurence, DVM

Technician Program

Colleen Koch, DVM

**The Par-A-Dice Hotel
21 Blackjack Blvd
East Peoria IL 61611
800-547-0711
www.par-a-dice.com**



The Mississippi Valley Veterinary Medical Association (MVVMA) Board of Directors invites you to join them for their 113th Annual Meeting.

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| 1905 W.F. Browniee | 1944 C.F. Pauly | 1983 D.M. Rash |
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| 1910 M.C. Eckley | 1949 R.E. Ruggles | 1988 G.G. Pearl |
| 1911 E.H. Kinmith | 1950 C.M. Rodgers | 1989 R.W. Larson |
| 1912 J.C. Brown | 1951 W.M. Munson | 1990 L.L. Loop |
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| 1914 J.R. Feiser | 1953 R.J. Kirkpatrick | 1992 G.L. Henriksen |
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| 1916 W.J. Morgan | 1955 A.C. Gathman | 1994 M.P. Thomas |
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| 1919 G.C. Eckley | 1958 A.M. Olson | 1997 D.R. Cihak |
| 1920 M.T. Lair | 1959 W.L. Beer | 1998 K. Tuttle |
| 1921 H.C. Rinehurt | 1960 G.I. Case | 1999 A. Hern |
| 1922 J.H. Krichel | 1961 W.P. Hendren | 2000 D. Hahn |
| 1923 J.H. Krichel | 1962 R.A. Grant | 2001 D. Schwarzentraub |
| 1924 A. Schnalterly | 1963 R.C. Williams | 2002 P.Fairbrother |
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| 1926 R.E. Crossland | 1965 C.A. Poppenhouse | 2004 W. Armbruster |
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| 1928 J.R. Christian | 1967 P.A. Ling | 2006 N. Hayes |
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| 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 | 2012 B. Iliff |
| 1935 F.C. Jones | 1974 F.M. Kennedy | 2013 K.Peterson |
| 1936 R.M. Carter | 1975 H.C. McCutchen | 2014 B. Hoerr |
| 1937 L.M. Darst | 1976 W. Hunter | 2015 P. Nichols |
| 1938 H.R. Hornbaker | 1977 D.M. Bennett | 2016 C O'Rourke |
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| 1940 A.R. Cowser | 1979 J.W. Rehn | |
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| 1942 W.O. Hillyard | 1981 J.A. Case | |
| 1943 W.O. Hillyard | 1982 R.S. Nord | |

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

**Continuing Education
Hours**

DAILY HOURS
DVM 6 hours CVT 6 hours

DINNER MEETING
All Attendees **2 hours**

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

Lodging
Room Block will be
released on
February 10, 2017.

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

Please use room code: 0302MIS

**Call 800-547-0711 to
make your reservation.**

Meeting Registration

continued

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

Includes lunches, dinner (reservation required) and continental breakfasts

Deadline: February 22, 2017

- DVM (2 day registration) \$ 335.00
- DVM (1 day registration) \$ 285.00
- CVT/Practice Personnel (2 day registration)..... \$ 165.00
- CVT/Practice Personnel (1 day registration)..... \$ 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 22, 2017)

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

For Conference Registration received after February 22, 2017 and/or on-site.

- DVM..... \$ 50.00
- CVT/Practice Personnel..... \$ 25.00
- 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** _____

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Schedule of Events

Wednesday March 1

Speaker: Denise L. Tumblin, CPA
7:30 a.m. Registration and Continental Breakfast

8:00-10:00 a.m. *Got Value? Find Out How to Avoid Unhappy Surprises Later*

This program will cover how veterinary practices are valued, discuss the profit-value connection, identify specific steps you can take to improve profit and value.

10:00- 10:30 a.m. Vendor Break

10:30-11:30 a.m. *What I Wish I Had Known Before Selling My Practice!*

This program covers the snafus that can delay (or kill) the sale and discusses how a little pre-planning can create a smooth transition.

11:30 a.m.-Noon Guest Speakers-ISVMA & U of I College of Veterinary Medicine

Noon- 1:00 p.m. Lunch

1:00-2:00 p.m. *Better Alternatives to Across-the Board Fee Changes*

During the discussion we'll look at different pricing strategies for different services and products and provide tips for applying a different approach to fee changes.

2:00-3:00 p.m. *Medical and Financial Payoffs Just Waiting to Happen*

Determine the healthcare service and products you want to measure and set compliance.

3:00-3:30 p.m. Vendor Break

3:30-4:30 p.m. *How to Get to 20% ROI on Your practice*
A profitability turnaround takes planning, focused attention, and changes to your processes to boost efficiency and productivity. We'll look at what revenue and expenses look like in practice with a 20% ROI and discuss how to get there in your practice.

5:00-6:00 p.m. Social Hour and President's Reception

6:00-9:00 p.m. Dinner Meeting - Brian Patrick, DVM

Updates in Heartworm Disease: Lessons from the American Heartworm Society Symposium

Schedule of Events

Thursday March 2

7:30 a.m. - Registration and Hot Breakfast Buffet

Small Animal Track: Small Animal Gastroenterology:

Katherine Tolbert, DVM, PhD, DACVIM

8:00-9:00 a.m. Management of the Constipated Cat

In this presentation, we will review common causes of and risk factors for constipation in cats. A review of the available veterinary and human literature will be provided and will frame a discussion on the safety and efficacy of therapies (old and new) for feline constipation.

9:00-10:00 a.m. Recognition and Treatment of Feline Enteropathy

In this presentation, we will introduce some keys to success including a review of common presenting signs, introduction of a GI history evaluation form, and presentation of a structured diagnostic and therapeutic algorithm. Current and novel treatment strategies as well as case presentations will be included in the discussion.

10:00-10:30 a.m. Vendor Break

10:30-11:30 a.m. Evidence Based Approach to the Use of Probiotics in Canine and Feline GI Diseases

In this presentation, we will introduce the topic of probiotics including a review of what they are, the evidence for their benefit in human diseases, the limited studies of their use in cats and dogs, and the potential for their use in the treatment of canine and feline GI diseases.

11:30-noon Business Meeting

12:00-1:00 p.m. Lunch

1:00 - 2:00 p.m. Pheochromocytoma: Uncommon or Unrecognized?

2:00- 2:50 p.m. Case Discussion: Infectious Disease

In this interactive, case-based discussion, we will review cases of dogs and cats with infectious diseases. Diagnostic and therapeutic approaches as well as tips and blunders learned the hard way will be discussed. Thoughts and recommendations will be encouraged from the audience with each case.

3:00-4:00 p.m. Case Discussion: Gastroduodenal Ulcerations

In this interactive discussion, we will review cases that highlight common and uncommon causes of GI ulceration in the dog and cat. Standard and novel diagnostic and therapeutic approaches will be discussed. Thoughts and recommendations will be encouraged from the audience with each case.

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 link to conference notes

Daily Attendance *Check day(s) of attendance.*

Wednesday only Thursday only Both Days

Lunch *A buffet lunch will be served daily. Please indicate if you have a dietary restriction.*

Wednesday Dinner Meeting — Pre-registration required.

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

I will attend Dinner Meeting

Non-Conference Attendee:

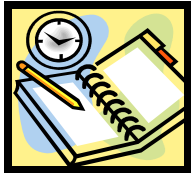
Option to attend ONLY evening dinner meeting is permitted at a cost of \$25

Wednesday Dinner Meeting ONLY

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

Standard Vegetarian _____ Other
(Please indicate dietary restriction)

**Online registration at
www.isvma.org**



**Pre-Registration deadline:
February 22, 2017**

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

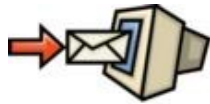
Conference Notes

Online notes are no charge.

- ◆ A link 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.



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

Schedule of Events

Thursday March 2

Large Animal: Small Ruminant Medicine and Practice

Laird Laurence, DVM

8:00-9:00 a.m. Caseous Lymphadenitis Treatment and Control

9:00-10:00 a.m. Pregnancy Toxemia, Etiology and Treatment

10:00-10:30 a.m. Vendor Break

10:30-11:30 a.m. Mineral Needs of Goats Compared to Sheep

11:30-Noon Business Meeting

12:00-1:00 p.m. Lunch

1:00-2:00 p.m. Sore Mouth Control and Treatment

2:00-2:50 p.m. Squamous Cell Carcinoma Diagnosis and Treatment

3:00 - 4:00 p.m. Chlamydial Abortions in Sheep and Goats: Diagnosis and Control

Technician Program: From Defiant to Compliant—Techniques to Improve Patient Compliance

Colleen Koch, DVM

8:00-9:00 a.m. Your Patients are Talking. Are you listening?

Understanding your patient’s body language enables the astute clinician to respect the patient, thereby increasing the patient’s compliance This is critical information to help convert the defiant patients to compliant patients!

9:00-10:00 a.m. Setting the Patient up for Success—Avoid Sensory Overload.

It is no surprise that barking dogs bother cats and hissing cats may bother dogs. There are many other less obvious triggers lurking in the clinic, identifying, reducing or eliminating common (but often overlooked) triggers can set your patient interaction up for success.

10:00-10:30 a.m. Vendor Break

10:30-11:30 a.m. Setting the Team Up for Success

Failure increases doubt and frustration leading to more failure. To help the patient, the team must be successful or they will stop trying. Change can be difficult. Success is easy if you follow these simple steps!

11:30-Noon Business Meeting

Schedule of Events

Thursday March 2

Technician Program: From Defiant to Compliant— Techniques to Improve Patient Compliance

Colleen Koch, DVM

1:00– 2:00 p.m. TBD

2:00-2:50 p.m. Myth Busting—Old Pets Can Learn New Tricks!

Just because patients have been difficult to handle in the past doesn't mean they can't learn to be delightful in the future. Understanding a little bit of learning theory can go a long way in changing a patient's perspective toward handling and interactions. The goal is to have patients drag their owners through the front door!

3:00-4:00 p.m. Putting it All Together

How to implement the strategies discussed above into every day practice. The end result is happier patients, clients, team members and a better bottom line!

Speakers



Denise L. Tumblin, CPA

Denise Tumblin, owner of WTA Veterinary Consultants, provides management, valuation, and transition services to independently-owned veterinary practices across the U.S. Her company authors the Benchmarks Well-Managed Practice® Study, and Denise is the co-founder and facilitator of the WellIMP® Management Groups.

Denise is a graduate of The Ohio State University and is a member of:

- ◆ AICPA, OSCP, and NACVA
- ◆ VetPartners and serves on the Board, the Valuation Council, the Digital Committee, and the Career Development SIG
- ◆ Veterinary Team Brief Advisory Board
- ◆ AAHA

Brian Patrick, DVM

Dr. Patrick earned his Doctor of Veterinary Medicine degree from the University of Illinois in 1999. After graduation, he entered into mixed animal practice as an Associate Veterinarian in Waterloo, IL. Following this, he practiced small animal medicine and surgery for over 11 years in Collinsville IL. During his time in Collinsville, he moved from the role of Associate Veterinarian to Managing Veterinarian, in charge of both the medical and business direction of the hospital. He held this position for just short of five years before coming to Bayer as a Senior Technical Services Veterinarian. While at Bayer, he participated in the Institute for Healthcare Communications' five day training course in June of 2013, as well as Facilitation Training in Shawnee, KS. He has presented information on numerous clinical, product related and communications/practice management topics to practitioners and technicians at VMA meetings, veterinary clinics and roundtables throughout the Midwest.



Speakers

Katherine Tolbert, DVM, PhD, DACVIM

Dr. Tolbert completed her veterinary degree and small animal medicine and surgery internship at the University of



Georgia. She then completed a small animal internal medicine residency at North Carolina State University. Following her residency, she pursued a Ph.D. in Comparative Biomedical Sciences at North Carolina State University. She is currently on faculty as an Assistant Professor at the University of Tennessee, College of Veterinary Medicine. Her clinical research program is focused on small animal gastroenterology with a specific interest in the investigation of the efficacy of anti-secretory drugs and gastroprotectants and the rationale for their use in the treatment of acid-related disorders, organ failure, and inflammatory diseases in companion animals. Her basic science research program is dedicated to characterizing the pathogenic mechanisms of feline *Tritrichomonas foetus* infection and exploring novel therapies to prevent and/or ameliorate *T. foetus*-induced colitis.

Laird Laurence, DVM

Dr. Laurence's practice background covers almost 30 years in mixed animal practice. Most of that time has



been spent at Hill Country Veterinary Clinic, Inc. in Fredericksburg, TX. He obtained his veterinary degree from Texas A&M University. Dr. Laurence has been a consultant with multiple animal medical companies such as Merck Animal Health, Pfizer Animal Health, and Bayer Health Care for much of

his career. Laird has been a speaker for numerous animal association, pharmaceutical companies, and veterinary associations from Hawaii to New York.

Colleen Koch, DVM

Dr. Koch graduated from the University of Illinois College of Veterinary Medicine in 1990. She has practiced small animal and equine medicine.



Dr. Koch completed the Executive Veterinary Program at the University of Illinois College of Veterinary Medicine. She officially completed her residency requirements for the American College of Veterinary Behaviorists.

In the fall of 2014 she became the Animal Behavior Consultant for the University of Missouri Veterinary Health Center-Wentzville.

Dr. Koch's mission is to provide humane and respectful care for her patients and their owners. The restoration of the human animal bond through education of the public, pet professionals, and veterinary professionals about the causes and treatment of behavior problems is equally important.

Dr. Koch practices behavioral medicine at Lincoln Land Animal Clinic, Ltd in Jacksonville, IL and the University of Missouri Veterinary Health Center -Mizzou Animal Behavior Clinic in Wentzville, MO.