Illinois State Veterinary Medical Association
In conjunction with
Southern Illinois Veterinary Medical Association

2nd Annual Downstate Conference
April 7-8, 2017

Practice Personnel Topics
Fritz Wood, CPA, CFP

Small Animal
Jennifer Wardlaw, DVM, MS, DACVS
Brian Patrick, DVM

Large Animal
Don Bliss, DVM, MS,PhD
Suzett Hexum, DVM

Hilton Garden Inn
The Regency Conference Center
400 Regency Park
O’Fallon, IL 62269
(618) 624-9999

Pre-Registration deadline: March 29, 2017
Go to www.isvma.org and register today.

Take Advantage of Online Registration!
Thank You to our Sponsors
Sponsors confirmed through February 11, 2017

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University of Illinois—Veterinary Diagnostic Lab
Rick Fredrickson
217-333-1620
frdrcksn@illinois.edu
### Conference Registration Fees

Includes Saturday lunch and pastries at breakfast — Deadline: March 29, 2017

<table>
<thead>
<tr>
<th>Category</th>
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<th>Non-Member</th>
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### Conference Notes Fees

Included with paid Conference Registration.

- Online notes: $0.00
- One set of printed conference notes: $15.00 (Must be pre-ordered by March 29, 2017)

### Late Fee

For Conference Registration received after March 29, 2017 and/or on-site.

- DVM: $25.00
- CVT/Practice Personnel: $15.00
- Student: $5.00

### Total Fees Owed

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

**ISVMA, 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

Exp. Date Three Digit Code

Cardholders Name

Signature

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### Continuing Education Hours

**Daily Hours**

- Friday: 4 hours
- Saturday: 6 hours

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- Sherrie Leezer
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Schedule of Events  Friday, April 7, 2017

12:30– 1:00 p.m. Registration

Small Animal Track—Sponsored by Nutramax

1:00-1:50 p.m. Adult Hip Dysplasia Treatment Protocols,
Jennifer L. Wardlaw, DVM, MS, DACVS-SA

We will only briefly review diagnostics of hip dysplasia. But we will spend time on conservative versus surgical treatment options. We will talk about how to choose the best options for a patient. Focus will be on protocols and options for adult and senior dogs. Specific examples with regards to rehabilitation and drugs will also be discussed.

2:00 - 2:50 p.m. Pain Relief is More Than Just Drugs,
Jennifer L. Wardlaw, DVM, MS, DACVS-SA

This lecture focuses on evidence based medicine for physical rehabilitation, and nutraceuticals or pain relief. Laser and other modalities will be discussed as well.

3:00 - 3:50 p.m. Cats Are Special
Jennifer L. Wardlaw, DVM, MS, DACVS-SA

Cats are not small dogs, and they get their own variety of surgical issues. Varying anatomy and problems give us unique situations. We will also learn about special tips and tricks for our postoperative feline friends.

4:00 - 4:50 p.m. How To Lower Your Surgical Infection Rate
Jennifer L. Wardlaw, DVM, MS, DACVS-SA

CDC, AVMA and WHO guidelines will be discussed to help you pick and to help your hospital and OR minimize postoperative infections. The room, staff, patient and scrub options will be discussed.

Large Animal Track

1:00 - 4:50 p.m. Using Science to Determine Deworming Strategies for Equine, Beef Cattle and Small Ruminants
Don Bliss, DVM
**Speakers**

**Don Bliss, DVM, MS, PhD**
Dr. Don 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 eight years with Pfizer, Inc., he returned to Wisconsin to establish MidAmerica Ag Research specializing in product development and establishing strategic timed deworming strategies for dairy and beef cattle, swine, equine, small ruminants and wildlife. Over the past 35 years, Dr. Bliss has conducted cooperative research with nearly every major agricultural and veterinary school in North America and Europe. Don has written over 70 scientific publications as a result of these cooperative investigations.

**Brian Patrick, DVM**
After graduation in 1999 from UI, CVM, Dr. Patrick entered into mixed animal practice in Waterloo. Following this, he practiced small animal medicine and surgery for over 11 years in Collinsville where he moved from the role of Associate Veterinarian to Managing Veterinarian. Almost five years later, he joined Bayer as a Senior Technical Services Veterinarian. He has presented information on numerous clinical, product related and communications/practice management topics throughout the Midwest.

**Suzett Hexum, DVM**
Dr. Hexum received her DVM degree in 1995 from Kansas State University, after which she went into private practice in Oregon where she worked in a mixed & exotic animal practice. She became a Public Health Veterinarian for USDA-FSIS in 2001 where she spent time as an ante-mortem veterinarian, an inspector-in-charge and a mentor. In 2008, she became a field Veterinary Medical Officer for USDA-APHIS, Veterinary Services. She performs disease surveillance and investigates cases of possible foreign animal disease. She also oversees the National Veterinary Accreditation Program in Illinois. Her close proximity to the UI, CVM allows her to operate as a liaison between the veterinary college and USDA.

**Fritz Wood, CPA, CFP**
Mr. Wood is a Certified Public Accountant and a Certified Financial Planner. He holds a BS in Accounting and Business Administration from the University of Kansas. Fritz owns a consulting practice in Kansas City, where he as exclusively focused on veterinarians and animal health companies for nearly 25 years. He’s authored many dozens of articles, and contributed to books and online courses.

**Jennifer Wardlaw, DVM, MS, DACVS-SA**
Dr. Wardlaw is a board certified small animal surgeon. She completed her veterinary degree at the University of Missouri in 2004, and her specialization, including a master’s degree, at Mississippi State University. She has authored numerous research articles, book chapters, and edits for several peer reviewed journals. She continues to serve as adjunct faculty at Mississippi State University and is a concierge small animal surgeon in the St. Louis area. She lectures nationally several times a year on orthopedics, soft tissue surgery, rehabilitation and pain management.

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**Schedule of Events**

**Saturday, April 8, 2017**

**8:15-9:00 a.m.**  
Registration and Pastries

**Small Animal Track—Sponsored by Bayer**

**9:00-9:50 a.m.**  
**Fatty Acids: Some on the Inside, Some on the Outside**  
Brian Patrick, DVM

In this session, we will discuss briefly how fatty acids work, when to use them, and how to administer them. Differences between Omega-6 and Omega-3 fatty acids and their appropriate applications will be discussed.

**10:00-10:50 a.m.**  
**Otitis Externa: What, Why and How?**  
Brian Patrick, DVM

This session will discuss the ins and outs of otitis externa, including the importance of knowing ear anatomy, ear cleaning, which flushes to consider, as well as cytology tips and tricks. We will also discuss why treatment sometimes fails and what the practitioner can do to improve the odds of success.

**11:00-11:50 a.m.**  
**The Importance of Topical Therapy and Barrier Support in Canine Allergic Skin Disease**  
Brian Patrick, DVM

This session will discuss the “drugs and Suds” approach to skin disease, including discussion of bacterial resistance, client education and understanding appropriate use of topical therapy for allergic skin disease

**12:00-12:50 p.m.**  
**Lunch**

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**Pre-Registration deadline:**

March 29, 2017

✦ Attendees will be processed on-site as walk-ins after deadline.
Schedule of Events   Saturday April 8, 2017

Large Animal Track—Sponsored by USDA-APHIS

1:00 - 1:50 p.m.  Module 4: Preventing Disease Introduction and Spread
Suzett Hexum, DVM
The first part of this module reviews disease prevention practices that limit exposure in animals and people including selecting appropriate personal protective equipment. Proper implementation of cleaning protocols and how to select effective disinfectants to prevent disease spread is discussed. Instructions on reading and interpreting disinfectant labels are included as are handouts for future reference. The second part of this module addresses general biosecurity topics for veterinary clinics and livestock facilities. Biosecurity practices such as equipment handling with livestock on the farm or companion animals in the clinic or home visits for mobile clinics are presented.

9:00 - 11:50 a.m. Make Your Practice Proud in 2017!
Fritz Wood, CPA, CFP
What Matters Most?
- Existing clients and client loyalty and retention are the keys
- Consistently delivering exceptional experiences is the key
- Increasing gross income is the key
- Safeguarding assets – Rules You Must Always Follow
- Laser-like focus on the largest opportunities
- Laboratory
- Oral care
- Flea/tick and heartworm preventives
- Nutrition

2:00-2:50 p.m.  Module 8: International Movement of Horses
Suzett Hexum, DVM
This module illustrates the scope of international horse travel and the economic factors associated with its growth, including examples of disease outbreaks that have occurred throughout the world. Proper completion of health certificates for temporary or permanent movement is included. An interactive scenario that demonstrates the process for permanently exporting a horse internationally is presented. Emphasis is placed on the role of the accredited veterinarian, isolation procedures, the required laboratory tests, and accurately completing an international health certificate.

12:00 - 12:50 p.m. Lunch

1:00 - 3:50 p.m. Achieving Personal Financial Peace and Security
Fritz Wood, CPA, CFP
Tenets of Personal Financial Success
- Live below your means
- Start now: Compounding/Time Value of Money
- Pay Yourself First
- Dollar Cost Averaging
- Invest tax efficiently
- Slavishly avoid expensive investments/advisors
- Active vs Passive (Index) Investing
- Mutual Funds and ETFs
- Historical contexts of U.S. capital markets
- Giving
- Estate Planning

Practice Management Track—Sponsored by Merial

3:00-3:50 p.m.  Module 29: Veterinary Feed Directive
Suzett Hexum, DVM
This module provides an overview of the Veterinary Feed Directive (VFD). The module begins with an introduction to antimicrobial resistance and the need for veterinary supervision of medicated feed, FDA regulatory oversight, and development of new animal drugs to be delivered in feed. The second half of the module describes what must be included in a VFD and illustrates how to complete a VFD. Resources for additional information are provided throughout the module.