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The *EPTOME* is published every two months by the Illinois State Veterinary Medical Association (ISVMA) 133 South Fourth, Suite 202 • Springfield, Illinois 62701 217/523-8387 • FAX: 217/523-7981 • www.ISVMA.org

Its purpose is to communicate the business of the association, communicate legislative issues ongoing at state and national levels, and other issues of interest to the membership of the ISVMA.

DEADLINES FOR SUBMISSION

All articles, contributions, classifieds, and display ads must be received in the ISVMA office by the 15th of the following months: January, March, May, July, September, November. For more information or to obtain a rate schedule, go online at www.ISVMA.org or call the ISVMA office.

MATERIALS FOR SUBMISSION

Text documents and graphics may be e-mailed to info@ISVMA.org. Text must be in Word format and graphics are requested in .pdf or .jpg format. Materials may also be faxed in, preferable typed, to 217/523-7981. To mail materials, submit a printed copy of text accompanied either by computer disk (3 inch) or CD. Pictures should be approximate in size for inclusion and preferable in black and white glossy print. The editor reserves the right to accept, reject or modify material as deemed necessary to accommodate the publication format. Authors will be notified if the submission is deemed inappropriate. Material submitted will be files unless other arrangements are requested. Opinions expressed by the authors will be their own and not necessarily those of the ISVMA.

SUBSCRIPTIONS

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EPITOME



THE ILLINOIS STATE VETERINARY MEDICAL ASSOCIATION

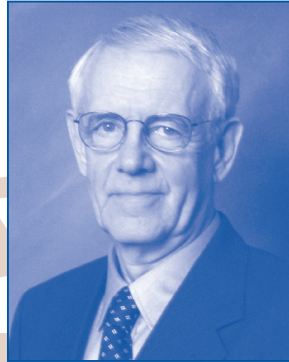
February/March 2005

Vol. XLIV, Number 11

TAXING ISSUES


Dr. Wesley G. Bieritz, President, ISVMA

Recently, the Illinois Department of Revenue (IDOR) has been conducting numerous audits of veterinary practices in Illinois. They are requiring clinics to charge our clients Retail Occupation Tax (ROT) on every item we sell that does not require a written prescription. They are contending that this will include such items as routine distemper vaccine because they can be purchased at retail outlets such as farm stores. This will inevitably increase the cost to our clients. This will also cause veterinarians to examine their accounting practices and modify current methods. Despite working very closely with sales tax experts to defend our cause, we have been unable to completely sway their thinking. As a result, Peter Weber, ISVMA Executive Directors, has obtained some tips and guidelines to consider that will help practices make the changes needed to avoid audit disasters.



There are two articles in this issue of the Epitome that every veterinarian must read. On page 9, there is an article that outlines what we have learned from the recent round of veterinary practice audits. "Recent Audit Activity Reveals Substantial Tax Policy Changes" gives important background on the issues involved and suggests how your practice can be compliant.

A second article appears on page 3, "Important Changes in Sales Tax Compliance Policies" outlines some of the work ISVMA has been doing in Springfield to minimize the impact of these important policy changes and to communicate our opposition to both the policy changes and the manner in which they've been implemented.

ISVMA will continue to keep you updated on future developments on these and other important policy changes impacting the veterinary profession. Just as importantly, we will continue to mobilize the veterinary profession to speak with one voice to public policy makers on issues that impact the profession and the health and safety of animals and the public. 

RESOLUTION

"ISVMA shall oppose, with vigor, the practice of changing the definition of tax compliance and enforcing the change retroactively. The Legislative Committee shall be charged with the responsibility of developing a proactive strategy to make any changes in tax policy prospective and require appropriate communication with affected taxing bodies prior to enforcement of the new tax policy. The strategy should include working with coalitions to achieve this objective."

— Adopted by the
ISVMA Board of Directors
on January 14, 2005.

ISVMA BYLAWS UNDER REVIEW


Peter S. Weber, CAE
Executive Director, ISVMA



Nonprofit organizations can live and die by their bylaws. It is important to ensure that these bylaws reflect the organization and keep it out of legal predicaments. The ISVMA Constitution and Bylaws Committee is working on revising the bylaws of ISVMA to better reflect the needs of its veterinarian members and the mission of the Association.

There is understandably a resistance to extensive changes in bylaws because of the importance of continuity and tradition to a nonprofit organization. Nonetheless, few organizations can afford to remain static over a prolonged period of time and often find themselves with different needs than they had at their founding. Organizations that never review their bylaws sometimes end up burdened with antiquated bylaws that no longer reflect the organization's mission, needs, or direction.

As the members of the Constitution and Bylaws Committee blow the dust off the old bylaws and attempt to alter them to meet the changing requirements of the association, they face a delicate task of making sure that any alterations stay in line with the Association mission and protect the organization from future difficulties. They also must make certain that by meeting their current needs, they do not ignore their long-term challenges. Some important and substantial changes to the bylaws will be suggested in an effort to position ISVMA to better represent the veterinary profession and make sure that the governance of the Association is agile and flexible – rather than clumsy and rigid. The purpose of the changes will always be to provide the most efficient and effective representation of the veterinary profession in Illinois.

The Constitution and Bylaws Committee will review their ongoing work with the ISVMA Board of Directors over the next few months. The goal is to have the Board approve a recommendation to the membership that will be distributed to the members for review and then be voted upon at the ISVMA Annual Meeting on November 5, 2005. 

UNIVERSITY OF ILLINOIS COLLEGE OF VETERINARY MEDICINE OPEN HOUSE

It's almost that time again! Why not invite that aspiring student interested in veterinary medicine to attend the University of Illinois' College of Veterinary Medicine's annual Open House on April 2, 2005.

This student-run event is a great way to share the many facets of the profession through exhibits, demonstrations and hands-on activities. Why should people think that veterinarians are about small domestic animals or horses? Help someone expand their horizons and encourage them to attend! There are many out there who may not realize veterinary medicine involves: aquatic animals, oncology, cardiology, dermatology, food animal medicine, food animal surgery and anesthesia, herpetology, holistic medicine, imaging services (x-rays, CAT scan, nuclear medicine), dentistry and orthopedics, zoonoses or zoo medicine.

Invite them to spend the day. There's plenty of free parking, a large lawn on which to spread out either a packed lunch or one purchased from the cafeteria. Mark your calendars and bring a friend. Want more information? Visit the website, or contact the CVM Public Service Office at 217/333-2907 or beuoy@uiuc.edu.

We're setting the goal for new members!

- Goal: 2000 members by July 1, 2007
- January, 2005 - 1609 members
- December, 2004 - 1570 members
- July, 2004 - 1563 members
- May, 2004 - 1480 members
- January, 2004 - 1340 members



WELCOME NEW MEMBERS!

ISVMA would like to welcome the following 39 new members (who joined between November 16, 2004 and January 13, 2005). ISVMA is still growing toward the Board established goal of 2000 members by July 1, 2007. Please help us spread the news about the many benefits of membership in ISVMA – where dues are an investment that pays tremendous dividends!

Dr. Anne M. Barger
 Dr. Daniel L. Bergerud
 Dr. Mona A. Boudreaux
 Dr. Laura K. Chamberlain
 Dr. William W. Cothorn
 Dr. Paul C. Culp
 Dr. Julie A. Daly
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 Dr. Andrzej Jaworowski
 Dr. Christopher L. Johnson
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 Dr. Kathleen M. Larson
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 Dr. Vernon L. Lindell
 Dr. Todd H. Lykins
 Dr. Carol W. Maddox
 Dr. Jennifer D. Malin
 Dr. Beth E. McNamara
 Dr. Lisa Miller McNichols
 Dr. Maria T. Overmyer
 Dr. Christopher J. Pauly
 Dr. Dennis R. Stubblefield
 Dr. Rebecca D. Swearingen
 Dr. John R. Vacek
 Dr. Paul W. Wicks
 Dr. Patrick B. York

IMPORTANT CHANGES IN SALES TAX COMPLIANCE POLICIES

The Illinois Department of Revenue (IDOR) has been engaged in a number of audits of veterinary practices during the past several weeks. As a result of these audits, the ISVMA has become aware of substantial IDOR tax policy changes that have profoundly changed what IDOR considers sales tax compliance. These policy changes have resulted in some significant audit findings in veterinary practices that have been audited (or are currently under audit).

The article on page 9, *Recent Audit Activity Reveals Substantial Tax Policy Changes*, outlines the relevant policy changes that affect every veterinary practice in Illinois. The ISVMA is communicating these policy changes to you so your practice will understand IDOR's current sales tax policies and so you can adjust your accounting procedures to become compliant.

Have You Been Audited?

The IDOR audits are finding that veterinary practices are not compliant with their new interpretations of the tax law and are collecting back taxes for a three-year period (including penalties and interest). Amazingly, IDOR is suggesting the practices owe for taxes not collected – according to the new tax policies – even though the IDOR had not communicated to the practices that they should be collecting the taxes in the specified manner.

If your clinic has been audited, there is a possibility that you might obtain some relief from the audit finding (including penalties and interest). ISVMA has been working with JD Michael, LLC – Tax Solutions to assist veterinary practices that have been audited and to prepare all other veterinary practices to become compliant with the new IDOR tax policies. The tax experts at J.D. Michael have agreed to work with ISVMA members on a contingency basis to appeal recent audit findings. If you have been audited, they might be able to help you recover some of the back taxes, penalties and interest identified in your audit. If you are interested in their assistance, you can contact Mike Scaduto at (217) 527-1700.

How Do You Become Compliant?

The recent tax policy changes will affect every veterinary practice in Illinois. ISVMA strongly encourages you to share the information on these policy changes with your accountant and make sure that they:

- Obtain the new "Retail Products List" from the IDOR (also available on the ISVMA website at www.isvma.org/retailist.htm);
- Understand the implications of the recent policy changes related to the "otherwise required to register" provision of the Tax Code;
- Realize that veterinary practices, under the new policy, may no longer be eligible to pay the Service Occupation Tax (SOT) to suppliers on the cost of service related item;
- Understand that veterinary practices may have to collect the Retail Occupancy Tax (ROT) on all items and pay the taxes directly to the state.

(continued on page 4)

EPITOME News & Notes

The 94th Illinois General Assembly was sworn in Wednesday January 12, 2005.

The federal government also made their congressional members official at swearing in ceremonies on January 7, 2005. Throughout this country there are old and new members of our lawmaking bodies taking their posts. The ISVMA is again reminding its members that you can make a difference in determining the outcome of laws that regulate your profession.

The best part of our lawmaking system is the representation we are afforded locally, statewide and nationally by the individuals we vote into office. The relationships held with these elected individuals allow many voices, or a single voice, to be heard. The ISVMA's ongoing mission is to stay on top of legislation being introduced that will impact those in the veterinary profession. While relationships with elected officials are often cultivated over time, your own relationship with an elected official in Illinois State Government or the Illinois Congressional Delegation can provide immediate support that would otherwise take the ISVMA years to develop.

ISVMA would like to know if you have a relationship with an elected official. If you have a personal or professional relationship with an elected official, please contact our office and let us know. You can notify our offices by completing the short online Legislative Relationship Survey at <http://isvma.org/LegislativeRelSurvey.htm>, fax us at 217/ 523-7981 or call the Executive Director at 217/ 523-8387. This information will be used solely by the Illinois State Veterinary Medical Association; your personal information will not be shared with anyone else.

For a complete listing of representatives at the state level, go to the State of Illinois' General Assembly's Site Map at <http://www.ilga.gov/sitemap.asp>. From there you will be able to find all members of the House and Senate as well as any other pertinent information available about the 94th General Session.

Your feedback allows us to organize effective contacts with legislators who have significant influence on laws, rules and regulations affecting the veterinary profession. Take the minute or two it will take to share your information. It could make a difference!

New To This Year's Legislative Session

Something new to this year's session is the audio/video link now available online. Each branch of the general assembly, <http://www.ilga.gov/senate> or <http://www.ilga.gov/house>, now has a link that will allow live audio/video. The audio/video capabilities are activated when session actually begins.

By visiting each of the home pages, <http://www.ilga.gov/senate> or <http://www.ilga.gov/house>, you can go to the 'Schedules' link and click the 'Daily Calendar' link. This will give a tentative time that session will begin. Keep in mind that this time can be changed without notice. Also be advised that, because it is based on the latest legislative activity, the daily calendar for a given session day will not normally be prepared until late on the day immediately before.

The live session audio/video broadcast is the property of the Illinois General Assembly. Any use of the broadcast without the prior written consent of the Illinois General Assembly is prohibited.



How to Login to the Member Center

Username = Your Last Name (ex. Smith)
Password = Work Phone (ex. 2175238387*)

*note: the phone number contains no dashes

CHANGES IN SALES TAX

from page 3

Can Anything Be Done?

ISVMA is aware of the significant impact IDOR policy changes will have on veterinary practices. We have held meetings with top officials at IDOR and, through JD Michael, have worked out a change in accounting procedures that will achieve compliance and still allow practices to pay to their suppliers the Use Tax on the cost of service-related products.

If your practice wants to assure sales tax compliance, they may register both a retail division and a service division with IDOR. By running their purchases and sales through the separate divisions, the practice should still be able to collect and pay taxes as they have become accustomed.

The unfairness of tax policy changes that are not communicated and then expected to have been collected is obvious. Additionally, tax policy changes that dramatically alter historic business practices and ignore the predominately service orientation of a profession should be aggressively opposed. ISVMA will continue to advocate the interests of the veterinary profession in Illinois and will communicate our opposition to the recent policy changes to officials at the IDOR and members of the Illinois General Assembly.

Additionally, ISVMA has worked with representatives from JD Michael, LLC to understand the recent changes and develop strategies to achieve compliance and to minimize the impact the changes will have on your practice. Mike Scaduto from JD Michael, LLC (217-527-1700) will be happy to consult with you about your accounting procedures.



Special Medical Alert: New Ferret Illness, Disseminated Idiopathic Myositis (DIM), Causes Concern

DIM appears to be a "new" disease in ferrets. The cause is unknown. DIM was first described in 2003 independently by Drs. Katrina Ramsell and Mark Burgess (Southwest Animal Hospital, Beaverton OR), Dr. Michael Garner (NW Zoopath, WA), and others. Usually it results in a fatal inflammatory condition of muscles:

"myositis." At least 20 cases have been described to date, all occurring in young ferrets ages 5 to 12 months. It is unknown if the condition is contagious: many cases were ferrets living alone for months; other cases lived with other ferrets that have remained unaffected.

Physical signs: Fever (>104 degrees F), tiredness, weakness, reluctance to move, pain on handling (over the back or hips), depressed appetite, enlarged single or multiple external lymph nodes on leg(s) or neck area.

Laboratory signs: White Blood Count initially may be normal, but within 7–10 days typically mature neutrophils can rise to 14 – 90 (cells per ul blood); mild to moderate anemia (initially nonregenerative, new Red BCs seen later 0; Serum Chemistry tests: Creatinine kinase (CK) and aspartate aminotransferase (AST) (both enzymes detect muscle damage) and usually normal. Alanine aminotransferase (ALT) (A liver-specific enzyme) has been elevated in 1 in 4 ferrets. Bilirubin is unremarkable.

Pathology: Biopsy: Lymph node – suppurative ("produces pus") to granulomatous inflammation. Postmortem: widespread suppurative inflammation affecting skeletal, cardiac and smooth muscles (esophagus, skeletal muscles, heart, gastrointestinal). Non-muscular organs such as liver have also been affected. Testing has been negative for infectious organisms (cultures, special stains and electron microscopy, and viral isolation studies for bacteria, Rickettsia, viruses, etc.)

Etiology/Transmission: Unknown cause; Sporadic – infectivity is unknown.

Diagnosis and Treatment: Presumptive: based on physical and laboratory signs (see above); Definitive: biopsy/necropsy of external skeletal muscle (e.g., leg). Supportive treatment: hand feeding, IV fluids if the patient is very ill; broad-spectrum antibiotics such as enrofloxacin (Baytril®) and amoxicillin may minimize secondary infections. In a series of 4 cases, one ferret initially made a transient recovery following administration of Interferon-alpha (IFN-a) (orally 600 I.U./day x 2 months): WBCs and behavior returning to normal. After several weeks in remission, this animal relapsed, WBCs again reaching 40.0 (per ul). Similar results have not been observed in other ferrets. [NB: oral IFN-a is not approved in either animals or humans for any indication.]

Following drugs have not shown efficacy: corticosteroids, antibiotic combinations (penicillins, cephalosporins, tetracyclines, quinolones, such as Baytril®, metronidazole, or chloramphenicol.) Brief improvement on antibiotics might be due to treating a secondary bacterial infection.

Course/Outcome: Severe, rapid onset, or progressive over several weeks; most cases to date have been fatal. Mean survival following diagnosis is unknown.

Recommendations: This Alert is for informational purposes only and should NOT be construed as veterinary advice. This alert is intended to assist practitioners and pathologists in recognizing the condition. In order to develop a better understanding of this condition, your assistance is needed in collecting information about each new case.

VETERINARIANS

Accurate Diagnosis: conduct appropriate diagnostic evaluations (biopsy/necropsy; blood tests, cultures for bacteria and other micro-organisms). Proper collection of tissues is paramount. Cultures for micro-organisms should be collected prior to starting antibiotics, using appropriate sterile collection techniques. Fresh tissues (or pieces of whole unfrozen tissues in saline) should be saved and immediately submitted to a microbiology lab for both aerobic and anaerobic cultures. Surgical biopsies should be bisected and several touch imprints of the cut surface prepared and air-dried for cytologic examination and gram staining; half the tissue placed in formalin; the other half immediately frozen for bacteriological examination. Untreated animals presenting for necropsy should have the widest range of tissues collected, including bone marrow. Again, equal tissue samples should be formalin-fixed and frozen. Screening of cytologic preps and formalin-fixed tissues will be performed to determine whether further investigations (bacteriology, virology, etc.) are warranted.

Pathology samples are requested by:
Dr. Michael Garner at NW Zoopath
(zoopath@aol.com) Tel 360-794-0630
or Dr. Bruce Williams, AFIP
(williamsb@afip.osd)
Tel 202-782-2392

Supportive Treatment is warranted (rehydration; feeding). Administration of antiviral drugs, such as IFN-a, might be considered.

For each presumptive case, PLEASE complete the AFA DIM Case Report Form. This form can be downloaded off the AFA website at www.ferret.org/news/052404a.htm or requested by contacting the AFA by calling 1-888-FERRET-1.

QUESTIONS

For Veterinarians only, contact the Southwest Animal Hospital at burgess@swanimalhospital.com. (530-643-2137); For Ferret Owners: If you suspect your ferret has DIM, contact your veterinarians as soon as possible.

— Reprinted with permission from
The American Ferret Association Inc.
This special medical alert was posted on their
website at www.ferret.org on May 24, 2004.



MESSAGE FROM DEAN HERBERT WHITELEY

University of Illinois College of Veterinary Medicine

Equine Group Envisions Sports Medicine Complex

Where do you want to be in 5 years? This simple question has been pondered by many at the College of Veterinary Medicine over the past several months as we work with a major architectural firm to develop a master plan to meet our facilities needs of the future. Our equine medicine and surgery section seized this opportunity to generate an exciting answer. They have proposed the creation of an Equine Sports Medicine and Surgery Clinic—an advanced facility with diagnostic and therapeutic modalities unmatched elsewhere in the state.

Among the capabilities faculty envision for the new facility are:

- A half-mile racetrack and indoor riding arena
- A swimming pool for use in exercise rehabilitation as well as for high-risk anesthetic recovery
- Diagnostic imaging capabilities including CT, MRI, portable radiography, and nuclear scintigraphy
- A high-speed treadmill equipped with videoendoscopy, ECG telemetry, thermography, and video and audio recording systems to assist in analyzing performance problems
- Immediate blood gas analyzer
- Advanced molecular diagnostics testing
- A force-plate runway with video image capture for advanced lameness diagnosis.

Integral to the vision for this new facility is the addition of personnel, ranging from tenure-track faculty in equine surgery, medicine, anesthesia, and imaging to equine residents and interns to technicians devoted to treadmill operation, physical therapy, laboratory work, and other areas. Another feature discussed is a transport system to pick up and deliver equine patients from around the state of Illinois.

Illinois already has a strong equine program known for handling difficult lameness cases. For 25 years we have had nuclear scintigraphy capabilities, with equine diagnostic approaches pioneered here by professor emeritus Dr. Robert Twardock.

Two senior faculty members, Dr. Jonathan Foreman and Dr. Thomas Goetz, both board certified in internal medicine, have conducted extensive research on equine exercise physiology and have clinical expertise in equine sports medicine.

Two board-certified surgeons have joined the equine section in the past 3 years. Dr. Allison Stewart and Dr. Chris Byron have research and clinical interests in orthopedics. Both conduct studies on cartilage biology and perform surgeries to address joint disease and fracture repair.

The services of farrier Mike Finn complement the expertise of our equine section. The concept of the Equine Sports Medicine facility calls for a full-time farrier service closely integrated into the veterinary service.

The benefits of creating an Equine Sports Medicine and Surgery Clinic at the University of Illinois are many: it would provide more comprehensive and valuable service to the equine industry of Illinois, with improved diagnostic and therapeutic options for enhanced patient rehabilitation and greater client satisfaction; it would give veterinary students interested in equine practice a broader range of cases; and it would facilitate scholarly contributions in the area of equine performance and physiology.

I look to Illinois practitioners for feedback regarding this vision for the Illinois equine section. We are moving rapidly ahead with creating the master plan for future facilities. How quickly those plans can be turned into new buildings and enhanced programs will depend on the level of external support. As Dr. Byron says, "We've already got the know-how. Now we need the land to build on and the money."

Please feel free to contact me at dean@cvm.uiuc.edu with your input and to follow the progress of the facility planning process on our Web site (www.cvm.uiuc.edu), via the link to "Building Community."



UNIVERSITY OF ILLINOIS – COLLEGE OF VETERINARY MEDICINE, ISVMA STUDENT MEMBERSHIP LEADERS

The following student members of the ISVMA have stepped forward and taken a leadership role. Listed are those students involved in school and professional organizations. We congratulate them for their willingness to be the leaders of tomorrow.

ISCAVMA REPRESENTATIVES

Elizabeth De Los Monteros, (2006), President

Nick Kelsey, (2006), Vice President

Jackie Chow, (2006), Board Member

Jamie Youngs, (2006), ISVMA Representative
to the ISVMA Board

SAVMA REPRESENTATIVE

Elysia Schaefer, (2005), National President
of SAVMA

CLASS REPRESENTATIVES

Jeremiah Bieszczak, Class of 2008

Elena Young, Class of 2007

Kandace Norrell, Class of 2006

April Finan, Class of 2006

Ted Lock Scholarship Endowment Fund

Support the Ted Lock Scholarship Endowment Fund, a fund established in honor of Dr. Ted Lock who retired in August after 32 years of service to the College. The Fund, halfway to the goal of \$25,000, will support students interested in food animal, equine, or mixed practice in a rural area. One-time gifts or contributions spread over several years are welcome. Please contact the Advancement Office at 217/333-2762 or advancement@cvm.uiuc.edu or choose the "Online Giving" option from the College Web page: www.cvm.uiuc.edu.

"YESTERDAY – TODAY – TOMORROW"

*Veterinary Medical Exhibit
Committee Members*

Chairman: Dr. Arthur Beat
Curator: Linda Cox

Active Committee Members:

Dr. Arthur Beat and wife, Rose Ann Beat
Dr. Karen Blakeley and husband, Eric Blakeley
Dr. Michael Putnam and wife, Tammy Putnam
Dr. Jamie McClure
Dr. Jerry Theobald (retired)
and wife, Maurgerite
Betty Theobald
(wife of the late Dr. William Theobald)
Maryella Timms
(wife of the late Dr. Walter Timms)
Dr. K.T. Wright
Dr. Allen Barclay
Dr. Sean McKim
Dr. Terry Grandt
Dr. J. Huston

In The Museum



Dr. Arthur Beat, retired veterinarian, shown in museum's simulated operating room



One of the many visitors to the museum views a display of antique artifacts.

A Museum of Veterinary Medicine What does the future hold?

by Brenda Weber, Staff Writer

Holidays mean many things to the people who celebrate them: family, food, travel, old and new experiences. Now that the holiday season has past, it isn't that far-fetched to begin thinking about vacation time and how to spend it. Will it include family? travel? new experiences? Quite often travel plans for vacations do include new experiences. One such place that would be great to visit would be Illinois' own Museum of Veterinary Medicine. The most disappointing fact about visiting such a museum? It doesn't exist.

What is the history of attempts to have a museum?

Going back about 30 years ago, a growing buzz began about finding a location for a museum. Interest was high and many were excited about making something happen. However, what started out as a loud buzz went to a low hum and ended up taking the form of items being contributed for use and, very often, left with Dr. Richard Hull, an active member of the Museum Committee. "When I was State Veterinarian at the Department of Agriculture, things would be dropped off fairly regularly with the hope they'd be used for a museum. I have items in my basement that I've been storing for quite some time now," states Hull, now retired.

Here's what has happened in the "present" ...

The most recent effort to give the public a Museum of Veterinary Medicine to honor the veterinary medical profession was through an exhibit entitled "Yesterday – Today – Tomorrow." For those fortunate individuals who visited Western Illinois Museum in Macomb, Illinois from February 21, 2004 through June 30, 2004, they were able to go through a comprehensive collection representing the past, present and future of veterinarians and their chosen field. Herath, Auxiliary President. This year's \$1,000 scholarships were presented to Claire Ojala, Class of 2006, Jason Wrage, Class of 2007 and Lynette Wellen, Class of 2006.

The theme "Yesterday – Today – Tomorrow" was chosen to educate visitors to the exhibit regarding the uniqueness and diversity of the veterinary profession. The goal was to present not just the history of the profession, but to share what type of problems and diseases today's veterinarian faces each day by going to the "office" and what to look for in the treatment and prevention of diseases in the future.

This was accomplished in the exhibit through a variety of vehicles. Visual displays were present throughout. One such display had both antique instruments and equipment. There was a mock surgical suite and laboratory on display. Various forms of media were used representing each of the timeframes. Pictures were on display that included veterinarians providing services to their large animal clients and Illinois Department of Agriculture employees working in the field eradicating livestock diseases. Videos were used to share information. Also used for the younger visitors were "hands on" areas where children could touch and feel the display as well as animal footprints on the floors leading them through the entire exhibit.

Deciding content for the exhibit wasn't difficult. There was an abundance of items McDonough County veterinarians were willing to share, and the antique items were integral to the success of the exhibit. According to Dr. Arthur A. Beat, one of the small group members who got the exhibit organized, what "sold" the experience to many of the younger visitors and some not-so-young visitors were the displays of color and action that represented the present and future of a profession that is rapidly expanding through the use of research and technology. Dr. Beat strongly felt that the success of these color and action displays were due to their interactive nature. "Interactive exhibits are needed to get children's attention.

(continued on page 15)

What's the Problem with Informed Consent?

CVMA Studies the Complexities of Informed Consent and the Evolution of Risk Assessment

The following is an article provided by Martin J. Fettman, DVM, MS, PhD, Associate Dean of the Colorado State University College of Veterinary Medicine and Biomedical Sciences, and member of the CVMA Task Force on Animal Status. The article details CVMA's recent activities on the subject of informed consent. Following this letter are the new CVMA Guidelines for Risk Assessment.

I was attending an evening seminar several years ago given by Dr. Bernie Rollin to the CSU Professional Veterinary Medicine elective course on Complementary and Alternative Veterinary Medicine (CAVM). Bernie employed his usual provocative approach of questioning the evidence for efficacy of CAVM modalities, using multiple examples of incongruities between mechanisms and outcomes. The students, all of whom had enrolled in the course because of their support for CAVM, reacted adversely. In fact, this raised another issue we've been agonizing over – that some of our students seem less tolerant of diverging points of view, and instead of engaging in constructive debate, often revert to antagonistic dissent.

One astute veterinary student calmly asked why we would hold CAVM to different standards than other commonly accepted veterinary practices that likewise have not been proven through controlled study. Of course, Bernie pointed out that "two wrongs don't make a right" – we should hold all practices to the standards of evidence-based medicine.

This prompted me to think about our professional rationale, if you will, for using unproven methods. It occurred to me that our "out" has always been "informed consent." Why, one could theoretically do almost anything with sufficient informed consent. But, what constitutes "sufficient" informed consent? Most practitioners use a signed informed consent document as evidence of sufficient informed consent. What protection does this really provide for the practitioner or for the owner, or more importantly, for the patient?

It was at that moment, that I realized we had slipped into a comfortable but discomfiting "rut" wherein we think we know what informed consent is, we believe we are adhering to the medical and legal principles underlying the doctrine of informed consent, but we have not seriously reexamined the nature and substance of informed consent, as a profession, in quite some time. The proliferation of novel therapeutic modalities – new research, CAVM, veterinary paraprofessionals, non-veterinary healthcare providers treating animals – and the growing litigiousness of society should alert us to the need for reexamination of the doctrine and terminology of "informed consent."

Indeed, over the past 12 months, the CVMA Task Force on Animal Status has conducted that reexamination. The effort grew out of the 2003 Fall Leadership Conference, where Dr. Rollin and I had been invited to probe the issues surrounding informed consent. The thinking of the task force was informed from a legal perspective by consultation with Dr. Jim Wilson, a nationally recognized veterinarian and legal consultant on veterinary issues, whose contributions greatly enriched the process and the resulting product.

Through this reexamination, we have come to realize that the human medical concept of informed consent is a useful one for veterinary practice, but it also has unintended consequences in our setting of animal health care. To embody the essence of sufficient informed consent and appropriately apply the concept to veterinary practice, we have articulated the Guidelines for Communicating Risk Assessment provided after this article. With the approval of its Board of Directors, CVMA delivers these guidelines for your review, comment, and implementation.

CVMA Guidelines on Communicating Risk Assessment

Risk assessment is a cornerstone of modern veterinary practice's efforts to acquire the owner's consent before rendering care for animals. In addition to the legal assurances it provides in the veterinarian/client/patient relationship, adequate risk assessment connotes satisfactory communications between veterinarian and owner for the purposes of sharing information, mutually agreeing to the best course of action, and establishing client compliance for appropriate follow-up care. In veterinary medicine the patient care provided and decisions made pertain to a third party, i.e., the animal patient. This means the patient does not have the same legal protections as do human beings and, thus, it is inappropriate to apply the same legal terminology of "informed consent" used in human medicine to issues of consent in the veterinary profession.

Some veterinary legal scholars maintain that the term "informed consent" has gained sufficient foothold in state statutes and veterinary based court opinions that it may be difficult to replace it with a legal principle entitled "risk assessment." However, the historic origins of "informed consent" are founded in laws governing the practice of human medicine. In this context individuals receive information regarding their health

from physicians, make choices about recommended courses of action, and consent to the examination and/or invasion of their bodies. It is this informed consent that prevents them from alleging an assault on their bodies by the health care provider. During these discussions patients make "informed" decisions about courses of treatment, weighing only the relative medical risks and benefits.

Veterinary medicine has generally adopted a pediatric model of "informed consent" wherein owners receive information regarding the health of their animals from veterinarians. As parents do for their minor children, they make "informed" decisions about courses of treatment on behalf of their animals. In both situations, the decision makers weigh the relative medical risks and benefits for the patients under their care. In veterinary medicine, however, the provision of information regarding costs for treatment are an integral part of the informed decision-making process, to the point they are essential to the formation for the contract for the provision of veterinary services. This critical difference hinges on the difference in decision making by the care provider on behalf of human beings vs. the care provider for personal property. Continued use of "informed consent" in veterinary medicine may falsely perpetuate the acceptance of animal guardianship and the additional legal responsibilities intoned by that position. "Risk assessment" addresses the more straightforward issue of care of and payment for that care for animals as is currently engrained in the veterinary profession.

The application of evidence-based medicine and patient advocacy lay the groundwork for fully informed risk assessments. Properly implemented, veterinarians recommend those medical practices for which there is objective evidence of efficacy and from which they may have expectations for successful treatment and mitigation of patient risks. Nonetheless, untested, unconventional treatments for which reasonable mechanisms of action may be hypothesized with some preliminary scientific evidence may sometimes be included in communications with clients regarding alternatives for treatment.

Adequate risk assessment should be conducted before therapy is initiated. Layman's language should be used whenever appropriate. Clients should be apprised of feasible alternatives and possible adverse effects that might arise from recommended procedures. The following elements should be considered during this process:

- Communications sufficient to elucidate the nature of the problem(s).
- Explaining the diagnostic tests used to evaluate those problems and to establish diagnostic priorities.

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RECENT AUDIT ACTIVITY REVEALS SUBSTANTIAL TAX POLICY CHANGES

by Michael Scaduto, J.D. Michael, LLC

THE CURRENT ISSUES

There are currently several major issues that have surfaced regarding the application of sales taxes for Illinois veterinarians. Various veterinary practices have been selected for an audit by the Department of Revenue. In all cases that we are aware of, the Department of Revenue has concluded that the businesses selected for audit are those that are otherwise required to be registered as retailers and as such should have been registered with the department. The issues that have been raised and have led to audit assessments are:

- Department auditors have been assessing additional state and local taxes on purchases of drugs and medicines when they are purchased tax-free from out-of-state suppliers that are not registered to collect Illinois taxes. This issue would apply to all veterinary businesses.
- Department auditors have been assessing additional local taxes on purchases of drugs and medicines purchased from out-of-state suppliers where only the state use tax has been paid by the veterinarian. The local tax is due for veterinary businesses located in a jurisdiction that has imposed a local tax. This issue applies only to veterinary businesses that make retail sales.
- Department auditors have assessed state and local taxes on sales of certain products that have been determined to be "retail" rather than "service" transactions. The department has concluded that any product that can be purchased from a retail pet store or via the internet is subject to tax on selling price. Credit is allowed for any tax paid by veterinarians to their suppliers. The net result is tax assessed on any mark-up. This issue can apply to all veterinary businesses.

With respect to the last item, certain vaccines available from internet suppliers have been identified by the department auditors as items requiring retail treatment. We have questioned the Department of Revenue's audit management regarding this position. We have contended that the transfers of these vaccines are service tax situations and not retail sales. We are currently awaiting a response.

WHAT CAN YOU DO

If you have been selected for an audit, there is really nothing you can pro-actively do to protect yourself from an assessment for previous time periods. An audit by the Department of Revenue normally goes back approximately three years. However, the tax professionals at JD Michael LLC can work with you and the auditor in order to ensure that you are being treated fairly. This company has considerable experience in helping clients deal with sales tax audit cases.

If you are ultimately assessed additional taxes as a result of a department audit not only will the assessment be for taxes owed, but penalties and interest will be added on

as well. In most cases, there is a good chance for reducing the assessment related to penalties and interest. You can do this by filing a reasonable cause petition with the department. The tax professionals at JD Michael LLC would be happy to assist you in petitioning for penalty and interest relief.

If you have not been selected or contacted for an audit there is time to act in order to protect your business for the future and to get into compliance with the law. The tax professionals at JD Michael LLC have established a quick and simple way to assist you in becoming properly registered. They can also provide your business the necessary advice to set up your accounting systems in order to comply with the terms of your registration.

THE RELEVANT LAW

The Department of Revenue's regulation that deals with veterinarians is set out at Chapter 86 of Illinois Administrative Code Section 130.2165. The following summarizes the relevant sales tax law regarding veterinarians.

For the most part, veterinarians engage in a service occupation when they administer medical treatment to animals. Veterinarians are not engaged in the business of selling tangible personal property within the meaning of the Retailers' Occupation Tax Act when they sell or transfer prescription medicines and drugs as a part of treatment. If the items being sold or transferred are prescription drugs, remedies or medications that are not available at retail outlets (i.e. over-the-counter items) the veterinarian incurs a service tax liability on those transactions.

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RECENT AUDIT ACTIVITY REVEALS SUBSTANTIAL TAX POLICY CHANGES

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However, when veterinarians, in addition to providing treatment services, sell items that can be purchased at retail stores (i.e. over-the-counter items) they are engaged in a retail selling. For example, when veterinarians sell items such as pet food, animal tags, pet collars, leashes, animal shampoo or other kinds of pet grooming products, apart from treatment services, they incur Retailers' Occupation Tax liability on the selling price of such items. Veterinarians who sell over-the-counter products must be registered as retailers.

Additionally, if a veterinarian sells a medication, preparation or remedy that is available at retail outlets or can be purchased via the internet without a prescription, the Department of Revenue has ruled that the veterinarian is engaged in retail selling. As such, they will incur a Retailers' Occupation Tax liability on the selling price of those items and should be registered as a retailer. This is true even if the veterinarian, as the result of an examination, recommends the medication, preparation or remedy.

Historically this application has been applied to items such as flea and tick powders and heart worm medications that are available at retail pet stores. More recently, sales of medications such as Program, Advantage and Frontline have been ruled to be subject to Retailers' Occupation Tax because they are available without prescription from internet retail outlets.

To illustrate the difference in tax treatment between a retail and service situation, consider the following example. A veterinarian that prescribes and sells heartworm medication that is also available over-the-counter at a pet supply store is involved in a retail situation and incurs a Retailers' Occupation Tax liability on the selling price of the product. However, a veterinarian that prescribes and administers a vaccine that is available only by a prescription written by a licensed veterinarian and is not available over-the-counter or via the internet is involved in a service situation and is subject to either Use Tax or Service Occupation Tax on the cost price of the product. The following section describes how veterinarians involved in service situations satisfy their tax obligations.

PAYING TAX ON SERVICE SITUATIONS

The application of Illinois service taxes are arguably the most complicated sales/excise taxes in the United States. Service occupation situations can be taxed in one of four ways depending on whether the service provider qualifies as a "de minimus serviceman."

In order to qualify as a de minimus serviceman, the service provider's cost price of tangible personal property transferred incident to service must be less than 35% of the gross receipts from all sales of service. If the service provider transfers prescription drugs or special order printing, the de minimus threshold is 75%. Service providers that transfer tangible personal property with a cost above the threshold amounts are called "de maximus servicemen". Veterinarians would most likely meet the de minimus threshold. As a result, no further discussion of the tax implications for de maximus servicemen will be offered and it will be presumed that veterinarians are de minimus for purposes of the following discussions.

The method by which veterinarians can satisfy their sales tax liabilities on prescription drugs and medicines transferred incident to providing veterinary services will depend on whether or not they are otherwise required to be registered as retailers.

VETERINARIANS THAT DO NOT MAKE RETAIL SALES

Veterinarians that are not otherwise required to be registered with the Department of Revenue as retailers (i.e. veterinarians that do not make retail sales as defined above) can elect to pay tax on purchases of prescription drugs and medicines from their suppliers. In this particular situation veterinarians will be paying tax based on the cost price of drugs and medicines purchased for transfer to customers. When this election is made, the customer legally incurs no tax liability whatever and cannot be assessed or billed an additional charge for tax.

Veterinarians that make this election will pay the Illinois Use Tax to their suppliers that are registered to collect Illinois tax. The regulations define this as a retail sale by the supplier. As such, purchases from in-state suppliers will also include any local taxes due at the supplier's selling location. If purchases are made from out-of-state suppliers that are registered to collect Illinois taxes the veterinarian will pay the state Use Tax to them. When purchasing prescription drugs and medicines from out-of-state suppliers that are not registered to collect Illinois tax, the veterinarian is required to pay the state Use Tax directly to the Department of Revenue. In either of the last two situations, the purchases of drugs and medicines by veterinarians making this election that are made from out-of-state suppliers will not be subject to local taxes.

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RECENT AUDIT ACTIVITY REVEALS SUBSTANTIAL TAX POLICY CHANGES

(from page 10)

If this election is made by qualifying veterinarians as a way to not become registered with the Department of Revenue it is important to realize that all drugs and medicines will need to be purchased from suppliers that collect Illinois sales tax. Even though a veterinarian qualifies for paying tax on purchases under the scenario of making no retail sales, they would still be required to become registered in order to pay Use Tax on any untaxed purchases of medicines and drugs from out-of-state unregistered suppliers.

VETERINARIANS THAT ALSO MAKE RETAIL SALES

Veterinarians that are required to be registered with the Department of Revenue as retailers (i.e. those engaged in retail selling as described above) cannot elect to pay Use Tax to suppliers. This "otherwise required to be registered" provision has been in the statutes for many years. However, the department's recent audit activity in our industry showed several practices were not in compliance with this provision. Therefore, they have "targeted" the veterinary profession with many audits in an effort to promote "voluntary compliance."

In this situation veterinarians incur Service Occupation Tax liability based on the cost price of medicines and drugs transferred incident to their veterinary services. They are required to give resale certificates to their suppliers and pay the Service Occupation Tax directly to the Department on monthly (or quarterly) returns. In this situation, the complementary Service Use Tax is legally due from the customer. The veterinarian collects this tax and is allowed to keep it to the extent that they pay Service Occupation Tax on the transaction.

The Service Occupation Tax law contains a provision requiring service providers to also pay any local option taxes due at the service provider's location. They are also allowed to pass on by charging any local option Service Occupation Tax to customers.

As covered in the "What You Can Do" section of this article there is a way you can segregate your retail activities from your service activities. This allows you to continue to sell retail items without jeopardizing your ability to pay Use Tax to your suppliers on tangible personal property transfer in the performance of your veterinary services.

For further information or assistance, contact Mike Scaduto from JD Michael, LLC (217-527-1700).



Is Your Credit Card Terminal Legal?

On January 1, 2005 all credit card terminals in Illinois are required to remove all but the last 4 digits of a credit card number and the expiration date from the sales receipt. Following are examples of a truncated and an un-truncated credit card receipts.

Truncated Receipt.
Acct# - **** * 9999
Exp ****

Un-truncated Receipt.
Acct# - 1234 5678 9000 0000
Exp 00/00

If the receipt resembles the example on the bottom, or the expiration date is printed on the receipt, then the receipt is not being truncated.

Why is Truncation Important?

Truncation is important to protect the customer from losing their credit card number if they lose their receipt. It protects both the merchant and the customer by not allowing the credit card number to be printed. The truncation assists in avoiding fraudulent use of credit card numbers.

Why Should I be Truncating?

Illinois Public Act 93-0231 (adopted 7/22/2003) requires truncation by credit card processing terminals prior to January 1, 2005.

In addition to severe financial penalties from Visa/Mastercard, there are federal and state penalties that may also be collected. All it takes is one dissatisfied customer or credit card company agent to report an un-truncating establishment and the business can be penalized and shut down, and the merchant may be placed on the Terminated Merchant File, which will prevent them from accepting credit cards in the future.

What can I do to ensure that I am Truncating?

ISVMA has sponsored TransFirst Health Services to provide a merchant services program for ISVMA members. TransFirst Health will be happy to review your credit card processing to ensure compliance with the State law. You may call TransFirst to determine if your current machine is truncating or if it has the ability to truncate. Many processing machines can still truncate if properly programmed.

If you would like more information on Credit Card Truncation, would like to purchase a compatible machine or would like to start a merchant account, please give Dorothy Svedman from TransFirst a call at (847) 259-9576. TransFirst sells only 100% truncation compatible machines - and TransFirst will likely save you money on your credit card processing!



Recent Audit Activity Reveals Substantial Tax Policy Changes

(from page 8)

"risk assessment." However, the historic origins of "informed consent" are founded in laws governing the practice of human medicine. In this context individuals receive information regarding their health from physicians, make choices about recommended courses of action, and consent to the examination and/or invasion of their bodies. It is this informed consent that prevents them from alleging an assault on their bodies by the health care provider. During these discussions patients make "informed" decisions about courses of treatment, weighing only the relative medical risks and benefits.

Veterinary medicine has generally adopted a pediatric model of "informed consent" wherein owners receive information regarding the health of their animals from veterinarians. As parents do for their minor children, they make "informed" decisions about courses of treatment on behalf of their animals. In both situations, the decision makers weigh the relative medical risks and benefits for the patients under their care. In veterinary medicine, however, the provision of information regarding costs for treatment are an integral part of the informed decision-making process, to the point they are essential to the formation for the contract for the provision of veterinary services. This critical difference hinges on the difference in decision making by the care provider on behalf of human beings vs. the care provider for personal property. Continued use of "informed consent" in veterinary medicine may falsely perpetuate the acceptance of animal guardianship and the additional legal responsibilities intoned by that position. "Risk assessment" addresses the more straightforward issue of care of and payment for that care for animals as is currently engrained in the veterinary profession.

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Adequate risk assessment should be conducted before therapy is initiated. Layman's language should be used whenever appropriate. Clients should be apprised of feasible alternatives and possible adverse effects that might arise from recommended procedures. The following elements should be considered during this process:

Communications sufficient to elucidate the nature of the problem(s).

- Explaining the diagnostic tests used to evaluate those problems and to establish diagnostic priorities.
- Discussing the relative risks and benefits of additional diagnostic procedures or the implementation of specific treatments before they are pursued.
- Describing expected responses to treatment and how they will be assessed.
- Providing a reasonable prognosis for recovery, recurrence, or lack of progress.
- Including information about feeding, aftercare and return visits.
- Providing information about medications, including amount, frequency, method(s) of administration, and risks of adverse effects.

- Warning about security for prescription drugs, including safety of family members and other animals in the household.
- Providing information about potentially communicable diseases.
- Discussing a reasonable cost estimate, payment plan, and protocol to follow if costs will deviate materially from agreed upon approximations.

Misunderstandings may arise when clients' expectations for treatment effectiveness or risk from side effects differ from those communicated by veterinarians. These become more likely when veterinarians do not communicate the interactive risk of concurrently treating or not treating more than one disease problem.

Risk assessment relies upon cultivation of trust between veterinarians and clients through adequate communications and sustenance of the professional relationship. Evidence of patient advocacy in this relationship sometimes hinges on referrals of clients to specialists who can provide different or more advanced diagnostic or treatment options.

Many commercially available templates for legal consent forms are available, and may be tailored to fit individual veterinary practices. However, the client's failure to read or communicate misunderstandings of the printed materials does not constitute contributory negligence. Instead, successful risk assessment depends on the completeness of communications underlying the process, and on adequate documentation of those communications.

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What's the Problem with Informed Consent?

(from page 8)

- Discussing the relative risks and benefits of additional diagnostic procedures or the implementation of specific treatments before they are pursued.
- Describing expected responses to treatment and how they will be assessed.
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Want Help But Don't Know Where To Go?

If your stress relief choices are creating problems in your life, perhaps it's time to make a change. Talk to someone who wants to help. The ISVMA has resources to direct you to the help you want, the help you need.

**All calls will be kept
Confidential**

1-800-942-4246

Welcome to Featured Guest Writer Dr. Georgianne Ludwig!



The ISVMA welcomes a new contributing writer to its pages this issue, Dr. Georgianne (Georgie) Ludwig. In upcoming articles, Dr. Ludwig will address topics of interest regarding veterinary licensure issues regulated by the Illinois Department of Financial and Professional Regulation.

Dr. Georgianne Ludwig is actively engaged in companion animal practice in west suburban Chicago, where she is Hospital Director and Business Partner at Lombard Veterinary Hospital, a seven DVM companion and exotic animal hospital. She is a second generation veterinarian with a special interest in feline medicine and the human-animal bond.

Dr. Ludwig was appointed by Governor Edgar to the Illinois Veterinary Licensing and Disciplinary Board in 1998 where she is the current Chairman. She has served on the American Association of Veterinary State Board's (AAVSB) Executive

Committee since 2001, and holds the position of Secretary. She serves on the AAVSB Practice Act Model Taskforce and the Illinois State Veterinary Medical Association Legislative Committee.

When she isn't actively engaged in her professional career, she cherishes "down time" spent on the beach with her husband Greg, children Gregory age 9 and Gracie age 6, and dog Scuba. She enjoys SCUBA Diving and she is a Girl Scout Leader.

New Record Keeping Standard for Illinois Veterinarians

Often, veterinarians feel they don't have time to maintain proper medical records. Yet never before has it been so important to do so. With multi-doctor practice and referrals on the increase, a medical record now travels through many hands. This record reflects quality of practice and can be a veterinarian's best defense when a complaint is filed. It is particularly helpful when client communication is documented, including the veterinarian's recommendations for care - and whether or not these are accepted.

Effective June 28 2004, a new record keeping rule was added to The Veterinary Medicine and Surgery Practice Act of 2004 (Section 1500.50, Standards of Professional Conduct). This rule was drafted because the Veterinary Licensing and Disciplinary Board believes a clear minimum record keeping standard needs to be present in the state of Illinois. For the highest standards in record keeping, veterinarians may review record keeping standards drafted by the American Animal Hospital Association (AAHA). For purposes of licensure in Illinois, veterinarians need to meet the minimum standard as reflected in the new rule.


While most veterinarians maintain proper records, well above the minimum standard, it is alarming the number of records reviewed by the Veterinary Board during the disciplinary process where the record is little more than a list of pharmaceuticals administered and prescribed. Often there is no notation of physical exam or diagnosis.

This is clearly below the standard of practice in the state of Illinois. Worse yet, when a complaint is filed against a veterinarian with insufficient records, it is difficult for the veterinarian to defend his or her actions. You've heard the saying "if it's not in the record, it didn't happen". Even with the most convincing testimony, the medical record is the official confirmation of treatment and care.

On the national level, inadequate record keeping is frequently mentioned as a finding in disciplinary actions. Boards usually discover record-keeping violations during the course of investigating a consumer complaint. When a board receives a complaint, the normal procedure is for a letter to be sent requesting copies of the medical records. Copies of signed consent forms are an important part of that record.

The new minimum record keeping standard in Illinois requires records to include patient and client identification, dated reason for visit and history, physical exam findings, and any diagnostic testing, surgical or therapeutic procedures performed. Any medication administered must be recorded with date, dosage, route of administration and frequency and duration of treatment. All medications dispensed or prescribed must be recorded including directions for use and quantity. Any changes in medications or dosages must be recorded, even if transmitted electronically or telephonically. Necropsy when performed, must be recorded. Patient Records must be maintained for at least three years.

To view this new standard or the entire Practice Act, visit www.idfpr.com.

For questions about this article, e-mail Dr. Georgie Ludwig at georgieludwig@yahoo.com. 

ISVMA FORUM

Following are actual questions that have recently been asked of ISVMA staff members:

Q: *We are purging records in our clinic. What is the legal requirement for maintaining written and radiograph patient files? Additionally, how long do we have to keep our financial records?*

A: PATIENT RECORDS: The requirements for maintaining patient records are established by Illinois statute and regulation. Refer to Title 68: Professions And Occupations, Chapter VII: Department Of Professional Regulation, Subchapter B: Professions And Occupations, Part 1500 Veterinary Medicine And Surgery Practice Act Of 1994 (68 Ill. Adm. Code 1500). Amendments were recently made to regulations that added standards for maintaining adequate medical records. Specifically addressing the question of record retention, patient records must be maintained for a minimum of 3 years.

For a complete listing of what information is to be maintained, visit the Member Center of the ISVMA website and click the link for Legislation. There is a link on that page highlighting changes in the Administrative Code regarding record retention. Remember, be sure to back up your files if you maintain records electronically instead of by paper!

NON-PATIENT RECORDS: There are standards issued by the GAAP (Generally Accepted Accounting Principles) and FASB (Financial Accounting Standards Board) concerning record retention. Although these sources are credible and generally accepted, any company, practice or association may amend, i.e. lengthen, his or her own retention period to fit his or her own specific business needs.

With that in mind, the ISVMA office suggests the following retention periods (compiled from both the GAAP and FASB).

Accounts payable ledgers and schedules	Current Year + 7 years
Accounts receivable ledgers and schedules	7 years
Bank reconciliations	Current Year + 5 years
Cash books	Current Year + 20 years
Charts of accounts	Permanently
Correspondence (routine) with members, customers or vendors	Current Year + 3 years
Correspondence (legal and important matters only)	Current Year + 10 years
Duplicate deposit slips	2 years
Employee personnel records (after termination)	3 years

None of the preceding is offered as legal opinion. It is offered only as information. The ISVMA strongly encourages the company or practice owner to confer with their accountant to obtain professional representation.

Please call ISVMA, send us an email, or call with any questions you may have. With permission, we may print your question, along with the researched answer, in the next issue of EPITOME.

Museum

(from page 7)

Media presentations are needed in a show and tell atmosphere. We noticed (through the "Yesterday – Today – Tomorrow" exhibit) that children who were not pushed by others to keep moving would sit and watch a short presentation rather than reading a chart or poster."

Began as just an idea shared by a small, dedicated group of ten veterinarians, two retired veterinarians and two spouses of deceased veterinarians in McDonough County, what made this most recent exhibit unique and most like a museum-like experience, was its completeness. That was the goal of its organizers. Led by Chairman Dr. Arthur Beat, the Committee members took it upon themselves to organize this creative exhibit and not limit it to strictly the display of antiques.

This core group reached out and received cooperation from many entities to obtain information, items and photos. There were four McDonough County clinics who took up the challenge to help. Also adding their expertise and assistance were a number of veterinary medical colleges, the USDA, APHIS, the Illinois Department of Agriculture, the Veterinary Division of the Army Veterinary Corps as well as a number of pharmaceutical firms. Also worth mentioning was the generosity of the many, many individual veterinarians who loaned items to be shared with the public for display and donated their time in the exhibit.

The museum's short life had a great turnout. A total of 1028 visitors registered their visits with all ages being represented. Not all who visited were from McDonough County either. People from 42 Illinois cities, 15 different states and 5 foreign countries went through the exhibit. "Several visitors came back two or more times," stated Dr. Beat. "Three weeks after it (the exhibit) had closed, I was still getting compliments each day on the street or grocery store from visitors saying what a great exhibit we presented."

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FEBRUARY CELEBRATES PET DENTAL CARE

February is National Pet Dental Health Month, a time for pet owners, veterinarians and their teams to focus on the importance of regular pet dental care and how good dental care contributes to overall good health.

The American Veterinary Medical Association, the American Veterinary Dental Society (AVDS), The American Veterinary Dental College, the Academy of Veterinary Dentistry and Hill's Pet Nutrition, Inc. are partnering again this year to promote pet dental care. As part of this year's Pets Need Dental Care, Too™ campaign, companion animal veterinary practices across the United States are eligible to receive a free kit to help them promote dental awareness, not just in February, but all year long. The kit includes 25 consumer brochures, a window cling, table tents, a mobile, buttons for staff members, balloons as well as an oversized program guide.

The kits for National Pet Dental Health Month (NPDHM) are available from Hill's Pet Nutrition. Veterinarians and their health care teams can order a free NPDHM kit by calling 1.877.883.5251. For more information on Pet Dental Health Month visit online on the PetDental.com website.

February was officially established as National Pet Dental Health Month in 1993 by the AVDS, the American Veterinary Dental College and the Academy of Veterinary Dentistry. Although participating veterinary practices may offer special in-clinic promotions during National Dental Health Month, the promotion of home dental care and regular follow-up dental exams is a year-long effort.

The goal of this nationwide effort is to help veterinary health care teams educate their clients and communities on the severity of oral disease and what they can do to protect their pets' teeth and gums. Periodontal disease is currently the number one diagnosed problem in dogs and cats over age three.



Looking Forward To February

Join us in celebrating the 11th annual Pets Need Dental Care, Too[™] public awareness campaign during National Pet Dental Health Month in February. Mark your calendar and **ORDER YOUR FREE KIT TODAY** by sending in the attached card or by calling toll-free 1-877-883-5251.

**NATIONAL
PET DENTAL
HEALTH MONTH**
FEBRUARY 1-28, 2005



www.PetDental.com



Museum

(from page 15)

What does the future hold for a permanent home, an Illinois Museum of Veterinary Medicine? Two key issues need to be determined before an Illinois Museum of Veterinary Medicine can be realized. A suitable location must be found and financial support has to be established. Ideally, a permanent home should be easily accessible to all in the veterinary profession as well as the public. "No firm decisions have been made, perhaps, due to different ideas of where a museum should be located. Chicago, Rockford, Bloomington, Springfield, the College of Vet Med at the University, (they've) all been discussed", shared Dr. Gene Gambrel, Museum Committee Co-Chair. Baby steps have been made recently to pursue a home at the University of Illinois, College of Veterinary Medicine. On October 12, 2004 committee co-chairs Dr. Cecil Ingmire and Dr. Gene Gambrel along with Drs. Dick Hull and Wayne Brown met at the College of Veterinary Medicine with Dean Whiteley and his staff. A report on the veterinary museum developed at Iowa State was presented. The intent is to develop something similar at the University of Illinois. "Our students could (then) be the first ones to benefit from our past history and the development of our profession," stated Dr. Gambrel.

He also cites that lack of finances has been a limiting factor. The many artifacts that have been donated for future use are located in a variety of places because "we could not even afford the

storage fee." As such, there has not been an opportunity to fully catalogue what is currently on hand for use or to appropriately recognize those who have made contributions.

While there still isn't anything specific in place to date, the members of the Committee remain positive. And whether the goals of the Museum Committee happen in the not-so-near future or the near future, this dedicated group of members knows it can happen. Their immediate goal is clear. Illinois needs a Museum of Veterinary Medicine to educate the public of this exciting and ever-changing profession.

Want to go to the Museum? Help it into being and join the Museum Committee.



Continuing Education Calendar

FEBRUARY 2005

FEBRUARY 10-13: SMALL ANIMAL ACUPUNCTURE, SESSION 1. This 130 hour CE program (RACE/State approved) is presented in 4 sessions over a period of 6 months. Offered only to licensed veterinarians. Students will learn acupuncture points only on small animals. Primarily dogs are used for practice in the wet labs. (Some avian is also included). For more detailed information visit online at www.tcvn.com or call the Chi Institute of Chinese Medicine at 1-800-891-1986.

FEBRUARY 16-17: WESTERN VETERINARY OPHTHALMOLOGY SOCIETY. 49er Inn, Jackson Hole, WY. Visit online for details at www.acvo.org/meetings/general.htm or email Margie Neaderland at mneaderland@comm-putserve.com.

FEBRUARY 18 - 20: WISCONSIN VMA WINTER RETREAT Regency Suites, Green Bay, WI. This year's retreat is all about a winning team - everyone in your clinic - veterinarians, receptionists, practice managers, groomers. For information contact the Wisconsin Veterinary Medical Association at 301 North Broom Street, Madison, WI 53703 • (608) 257-3665 Phone • (608) 257-8989 Fax • wvma@wvma.org.

FEBRUARY 20 - 24: DR. ROSS O. MOSIER 77TH WESTERN VETERINARY CONFERENCE. Mandalay Bay Convention Center, Las Vegas, NV. For more information, visit online at www.westernveterinary.org/ or call 702-739-6698.

FEBRUARY 23: DENTAL RADIOGRAPHY FOR TECHNICIANS AND VETERIANS. Philadelphia, PA. This five-hour class consists of lectures, hand-on film exposure, developing and fixing and radiographic interpretation. Limited to 6 participants. For more information contact Ms. Bonnie Miller (215/ 898-3351; bmiller@vet.upenn.edu) or Dr. Alex Reiter (215/ 573-6539; reiter@vet.upenn.edu).

FEBRUARY 23 - 27: VETERINARY SPINAL MANIPULATIVE THERAPY PROGRAM/MODULE II. The Healing Oasis Wellness Center, Sturtevant, WI. 200 hour state-approved certification program for licensed DVM's. Program is divided into five modules, each being four days long. For information call 262-878-9549 or visit online at www.thehealingoasis.com.

FEBRUARY 24 - 27: 121ST OHIO VMA MID-WEST VETERINARY CONFERENCE. Greater Columbus Convention Center, Columbus, OH. To register online go to <http://www.ohiovma.org/> or phone 1-800-662-6862.

FEBRUARY 26: VETERINARY DENTAL WORKSHOP 3, FELINE DENTISTRY. St. Paul, MN. Drs. Gary Goldstein, Liz Brine and Larry Klima. This is an all day program with 3.5 hours of lecture in the morning and 4 hours of hands-on wet labs in the afternoon. University of Minnesota Outreach Programs. Contact Sarah Summerbell at (612) 624-3434, email: peter415@tc.umn.edu

FEBRUARY 25-27: VETERINARY DENTAL EQUINE CONFERENCE. University of Minnesota Outreach Programs. 3 full days of lectures and labs covering periodontal disease and treatment, radiology focusing on intra-oral radiology, endodontics, restorations and orthodontics. Drs. Ian Dacre, University of Edinburgh, Michael Lowder, University of Georgia, David Klugh, Portland, Oregon, Gary Goldstein, University of Minnesota and Larry Klima, University of Minnesota. Contact person, Sarah Summerbell (tel: 612/ 624-3434, email: peter415@tc.umn.edu)

MARCH 2005

MARCH 2: 101ST ANNUAL SPRING MEETING. PAR-A-DICE Hotel, East Peoria, IL. Hosted by the Mississippi Valley VMA. 12 hours CE. Featured speakers and their topics will be Dr. Steve Dullard, NCVEI issues, Shawn McVey, Practice Management, Dr. Craig Barnett, Infectious Equine Respiratory Disease and Dr. Todd Tamms, Gastroenterology. Meeting will be open to veterinarians and staff. For complete information download the brochure at <http://www.isvma.org/region4.htm> or call to request registration forms by contacting Dr. Mike Thomas at 309/ 444-2311.

MARCH 2: EQUINE DENTISTRY. Noblesville, IN. Indiana Association of Equine Practitioners. 6 hours CE. Featured Speaker: Dr. Michael Lowder. For more information contact Indiana AEP, Dr. Dawn Frank at 765-564-3400.

MARCH 3: EASTERN IL VMA SPRING MEETING. Details TBA. Contact the ISVMA office for more details or visit online at <http://www.isvma.org/region3.htm>

MARCH 3-5: 10TH ANNUAL ORTHOPEDIC SURGICAL SKILLS LABORATORY. The Marriott Key Largo Bay Resort, Key Largo, FL. Course Director: Karl H. Kraus, DVM. Dipl. ACVS, ABVP, Professor of Surgery, Tufts

(continued on page 18)

The treatment of
choice for
Feline Hyperthyroidism

RADIOCAT has approval to
release patients 3 days after
treatment.

1-800-323-9729

Continuing Education Calendar

(from page 17)

University School of Veterinary Medicine. For more information visit www.tufts.edu/vet/continuedu/conted2.html or call 508/ 887-4723.

MARCH 3-5: GERIATRIC CATS: RENAL AND NUTRITION ISSUES AND ANSWERS. Marriott Key Largo Bay Beach Resort, Key Largo, FL. Presented by Tufts University School of Veterinary Medicine. Speaker: Dr. Lisa Freeman, PhD, Dipl. ACVN. 12 Hours of C.E. Contact Office of Continuing Education 508-887-4723; susan.brogan@tufts.edu. Web site and registration info: <http://www.tufts.edu/vet/continuedu/geriatriccats.html>.

MARCH 5: SEVENTH ANNUAL HUMANE EDUCATION SEMINAR: REACHING DIVERSE AUDIENCES. ACES Library, Information, and Alumni Center, University of Illinois at Urbana-Champaign. Presented by The Department of Animal Sciences. Topics and speakers for the day are "How We Learn to Care", Bill Samuels, Ph.D., ASPCA, "Compassion Fatigue", Cheryl Weber, UIUC CVM, "Distance Learning Opportunities for Humane Educators, Shelter Personnel and Others", Lisa Cushing, NAHEE/Humane Society University, and "Animal Assisted Intervention Programs: Who, What, When, Where, Why and How", Debbie Coultis, People, Animals, Nature, Inc. For further information contact Susan Helmink at susanh@uiuc.edu or call 217.244.5141.

MARCH 5: VETERINARY DENTAL WORKSHOP 3, FELINE DENTISTRY. University of Minnesota Outreach Programs. Drs. Gary Goldstein and Larry Dlima. This is an all-day program with 6 hours of lectures in the morning and afternoon. Contact person, Sarah Summerbell 612-624-3434, email: peter415@tc.umn.edu

MARCH 9: HEMATOLOGY. Chicago VMA. Featured speaker, Dr. Ann E. Hohenhaus, DACVIM. "Immune-Mediated Hematologic Disorders of the Dog" will be the focus of Dr. Hohenhaus's morning session. Her presentation will continue with a case-based discussion of the diagnosis and treatment of various anemias. For more information contact the CVMA office at 630-325-1231 or email cvma@chicagovma.com.

MARCH 9: DENTAL RADIOGRAPHY FOR TECHNICIANS AND VETERIANS. Philadelphia, PA. This five-hour class consists of lectures, hands-on film exposure, developing and fixing and radiographic interpretation. Limited to 6 participants. For more information contact Ms. Bonnie Miller (215/ 898-3351; bmiller@vet.upenn.edu) or Dr. Alex Reiter (215/ 573-6539; reiter@vet.upenn.edu).

MARCH 9 - 13: MEDICAL ACUPUNCTURE FOR VETERINARIANS 2005 PROGRAM SESSION II: CHINESE MEDICINE: PRINCIPLES AND PRACTICE FROM A PHYSIOLOGIC PERSPECTIVE Jointly produced by CMVA and Colorado State University. For more information contact the Colorado Veterinary Medical Association at 303-318-0447.

MARCH 12: FUNDAMENTALS OF DENTISTRY. Animal Dental Training Center of Baltimore. 16 CE hours. Beginner to intermediate level. Instructors: Drs. Ira Luskin and Glenn Bridgen. For more information contact Dr. Ira Luskin, Animal Dental Center, phone: 410-828-1001; e-mail: Training@AnimalDentalCenter.com; web site: www.AnimalDentalCenter.com.

MARCH 13 - 15: AAFP WINTER CONFERENCE. Caribe Hilton Hotel, San Juan, Puerto Rico. Offered by the American Association of Feline Practitioners. Program features Drs. Joanne Messick and Barb Kitchell on the topics of pathology and oncology. 15 hours CE. For further information call the AAFP at 1-800-908-359-1184 or visit online at www.aafponline.org.

MARCH 13 - 15: 2005 ANNUAL IACUC CONFERENCE. Town and Country Resort and Convention Center, San Diego, CA. Sponsored by: Public Responsibility in Medicine and Research Applied Research Ethics National Association. Registration will begin in January 2005. Please call 617.423.4112, extension 0 with questions.

MARCH 18 - 28: "CRUISING THE PANAMA CANAL", CE TRIP. Indiana Animal Health Foundation. For more information and to make reservations, contact Ms. Evie Shaw at Edgerton's Travel at 1-800-643-4604 or contact the Indiana VMA office at 1-800-270-0747.

March 19-23: AAHA! BALTIMORE 2005 —IT'S DIFFERENT HERE. There is no difference between nonmember and member registration fees this year. For more information, call AAHA Member Service Center at 800/883-6301 or 303/986-2800 between 7:00 a.m. and 5:00 p.m. Mountain Standard Time, Monday through Friday or email at misc@aaahanet.org.

MARCH 20: AAHA DENTAL WETLAB. Animal Dental Training Center of Baltimore, Baltimore, MD. 8 CE hours. Course content: surgical extractions, oro-nasal fistula repair, emergency management of the acute crown fractures, partial mandibulectomies-maxillectomies, jaw fracture repairs. Instructors: Drs. Mark Smith, Ira Luskin, Tiffany Brown. For online registration for the AAHA conference in Baltimore and the Dental wet lab in Baltimore visit www.aaahanet.org/AnnualMeeting/Baltimore/Bal_registration.htm.

MARCH 30 – APR 3: VETERINARY SPINAL MANIPULATIVE THERAPY PROGRAM/ MODULE III. The Healing Oasis Wellness Center, Sturtevant, WI. 200 hour state-approved certification program for licensed DVM's. Program is divided into five modules, each being four days long. For more information call 262-878-9549 or visit online at www.thehealingoasis.com.

MARCH 30: KANKAKEE VALLEY VMA SPRING MEETING. Details TBA. Contact the ISVMA office for more details or visit online at <http://www.isvma.org/region5.htm>



Veterinary Education Online

In October of 2004, the University of Illinois - College of Veterinary Medicine began offering a Web-based continuing education program specifically developed for busy veterinarians looking to enhance their knowledge and increase their clinical skills. Veterinary Education Online (VEO) delivers professionally developed, university-level courseware in an interactive environment. All that is required to complete the CE course is a computer and Internet access.

Getting started is quick and easy and the cost is just a fraction of typical CE courses. Visit the ISVMA home page and click on the VEO button. You will immediately be linked to the courses and other information on VEO home-page. Check out how VEO can be a smart alternative in obtaining your continuing education requirements.

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2005 Introductory Veterinary Chinese Herbal Medicine Course

March 17-20/ May 12-15/ June 23-26/ August 11-14.

4 consecutive modules. Location: Wonder Lake, Illinois, Lakeside Learning Center. Speakers are Dr. Mona Boudreaux, Dr. Steve Marsden and Dr. Deborah Mitchell.

Fax information requests to: 847/ 352-0647.

Continuing Education Calendar

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MARCH 31-APRIL 3: SMALL ANIMAL ACUPUNCTURE, SESSION 2. This 130 hour CE program (RACE/State approved) is presented in 4 sessions over a period of 6 months. Offered only to licensed veterinarians. For more detailed information visit online at www.tvcm.com or call the Chi Institute of Chinese Medicine at 1-800-891-1986.

APRIL 2005

APRIL (TBA):

12TH ANNUAL ASSOCIATION OF REPTILE & AMPHIBIAN VETERINARIANS CONFERENCE.

Tucson, AZ. Scientific Sessions include general herpetological veterinary topics, diagnostics and therapeutics, anesthesia and surgery, case reports, snakes, lizards, chelonians. Wetlabs to include biology, medicine and surgery of the desert tortoise,

reptile surgical techniques, amphibian medicine and clinical techniques. For updated conference and registration information please view the ARAV website at www.ARAV.org.

APRIL 2: COLLEGE OF VETERINARY MEDICINE OPEN HOUSE. University of Illinois, Urbana, IL.

APRIL 9-10: 14TH ANNUAL WEZAM EXOTICS CONFERENCE. University of Wisconsin, School of Veterinary Medicine, Madison, WI. This year's conference will focus

on small mammals and birds as companion animals. Please contact the WEZAM office at the U of WI for more information at (608) 263-6319.

APRIL 10: IT'S NOT WHAT YOU SAY; IT'S HOW YOU SAY IT: TIPS AND STRATEGIES FOR EFFECTIVE CLIENT COMMUNICATIONS. The Hyatt Lodge at McDonald's Office Campus, Oak Brook, IL. Featured speaker: Karyn Gavzer. For more detailed information, or to register online, visit the ISVMA website at www.ISVMA.org.

APRIL 11-13: AMIA 2005 SPRING CONGRESS BEST PRACTICES FOR AMBULATORY ELECTRONIC HEALTH RECORDS: MAXIMIZING THE VALUE OF YOUR EHR INVESTMENT. The Seaport Hotel, Boston, MA. Meeting will address the practical aspects of selecting and electronic health records (EHR) systems, including identifying key value features, how to successfully implement and how to maximize EHR value, particularly with respect or provider order entry and population management tools. For more information contact the American Medical Informatics Association at 301/ 657-1291.

APRIL 13 - 17: MEDICAL ACUPUNCTURE FOR VETERINARIANS 2005 PROGRAM SESSION III: CLINICAL APPLICATIONS: NEUROANATOMIC BASIS, CHINESE MEDICAL INTERPRETATION, AND RESEARCH FOUNDATIONS. Jointly produced by CMVA and Colorado State University. For more information contact the Colorado Veterinary Medical Association at 303-318-0447.

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Consultant:



Continuing Education Calendar

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APRIL 17: IT'S NOT WHAT YOU SAY; IT'S HOW YOU SAY IT: TIPS AND STRATEGIES FOR EFFECTIVE CLIENT COMMUNICATIONS. The Pere Marquette Hotel, Peoria, IL. Featured speaker: Karyn Gavzer. For more detailed information, or to register online, visit the ISVMA website at www.ISVMA.org. Illinois State Veterinary Medical Association can be reached at 1-800-942-4246.

APRIL 21-22: 8TH ANNUAL CONFERENCE ON NEW AND RE-EMERGING DISEASE. University of IL College of Veterinary Medicine, Urbana, IL. Contact Debra Domal, Center for Zoonoses Research at 217/ 265-8511.

APRIL 24: IT'S NOT WHAT YOU SAY; IT'S HOW YOU SAY IT: TIPS AND STRATEGIES FOR EFFECTIVE CLIENT COMMUNICATIONS. The Ramada Inn in Fairview Heights. Featured speaker: Karyn Gavzer. For more detailed information, or to register online, visit the ISVMA website at www.ISVMA.org. Illinois State Veterinary Medical Association can be reached at 1-800-942-4246.

APRIL 25-27: 54TH WESTERN POULTRY DISEASE CONFERENCE. Fairmont Hotel Vancouver, Vancouver, British Columbia. This year's program will highlight important infectious and non-infectious diseases, biosecurity, diagnostics, antibiotic use, food safety and animal welfare. For information contact Conference & Event Services, Attn: WPDC/ACPV, University of California, Davis, One Shields Avenue, 442 Memorial Union, Davis CA 95616.d

APRIL 27: NORTHERN IL VMA SPRING CLINIC. Details TBA. Contact the ISVMA office for more details or visit online at <http://www.isvma.org/region6.htm>.

APRIL 28: 14TH NATIONAL DETECTOR DOG CONFERENCE. Sponsored by Auburn University CVM. This conference brings together many of the world's leading experts in the field of detector dogs including scientists, handlers, trainers, law enforcement agents and administrators. Registration information is not currently available online but a schedule of events can be accessed by visiting www.vetmed.auburn.edu.

APRIL 27 – MAY 1: VETERINARY SPINAL MANIPULATIVE THERAPY PROGRAM/ MODULE IV. The Healing Oasis Wellness Center, Sturtevant, WI. 200 hour state-approved certification program for licensed DVM's. Program is divided into five modules, each being four days long. For more information call 262-878-9549 or visit online at www.thehealingoasis.com.

APRIL 29-May 1: PRACTITIONER'S SYMPOSIUM 2005. Washington Marriott, Washington D.C. Hosted by the American Board of Veterinary Practitioners. Opening sessions on Friday feature Jim Wilson, DVM, JD, who will speak on "Are We Killing the Goose That Lays the Golden Egg? - Pricing Long Term Care Drugs" (1 hour), "\$250,000 for a Dog - Changing Legal Precedents" (1.5 hours), "The Growing Risks for Veterinary Malpractice - Are You Ready For the Massive Legal Changes?" (3.5 hours). For detailed information and online registration visit online at http://abvp.atiba.com/site/2005_symposium/main.htm. Call ABVP for information at 1-800-697-3583.

APRIL 29-30: SOUTHEAST VETERINARY OPHTHALMOLOGY SOCIETY ANNUAL CONFERENCE. Radisson Lido Beach Resort, Sarasota, FL. 11 CE hours. Please contact Debbie Sechler at 877/887-1914 for registration forms and information.

MAY 2005

MAY 12-15: ELEVENTH ANNUAL LAKE ERIE WALLEYE FISHING AND GOLF SEMINAR WEEKEND. The Island House Hotel, Port Clinton, Ohio. Education with recreation, 13 hours of CE that you can take home and use in your practice Monday morning. For information contact Dr. Ron Fuller, 1862 Cardiff Road, Newark OH 43055. Tel: 740-344-3061 or visit online at <http://www.symbiosisine.cc/LakeErieTripHome.htm>.

MAY 21-22: SAN DIEGO SPRING VETERINARY CONFERENCE: GASTROINTESTINAL MEDICINE AND SURGERY. The Red Lion Hanalai Hotel, San Diego, CA. 15 hours CE. Featured speakers: Dr. Howard Seim, III, DACVS and Dr. Michael Willard, DACVIM. For more information contact SDCVMA Conference Committee by calling 619/ 640-9583 or by emailing sdcvma@aol.com.

MAY 21: VETERINARY DENTAL MARKETING. HOW, WHAT AND WHY TO MARKET VETERINARY DENTISTRY IN YOUR PRACTICES. University of Minnesota Outreach Programs. This will be 8 hours of lecture only. Drs. Gary Goldstein, Liz Brine and Larry Klima. Contact person, Sarah Summerbell 612-624-3434, email: peter415@tc.umn.edu

MAY 18 - 22: MEDICAL ACUPUNCTURE FOR VETERINARIANS 2005 program SESSION IV: SYTHESIS AND INTEGRATION: PUTTING ACUPUNCTURE TO WORK. Jointly produced by CMVA and Colorado State University. For more information contact the Colorado Veterinary Medical Association at 303-318-0447.

JUNE 2005

JUNE 2: SMALL ANIMAL ACUPUNCTURE, SESSION 3. This 130 hour CE program (RACE/State approved) is presented in 4 sessions over a period of 6 months. Offered only to licensed veterinarians. For more detailed information visit online at www.tcvn.com or call the Chi Institute of Chinese Medicine at 1-800-891-1986.

JUNE 8 - 12: VETERINARY SPINAL MANIPULATIVE THERAPY PROGRAM/MODULE V. The Healing Oasis Wellness Center, Sturtevant, WI. 200 hour state-approved certification program for licensed DVM's. Program is divided into five modules, each being four days long. Emphasis will be given to functional advanced neurology, neuro-anatomy and hands-on. For more information call 262-878-9549 or visit online at www.the-healingoasis.com.

June 15: INFECTIOUS DISEASES. Hosted by Chicago VMA. Featured speaker, Dr. Alice Wolf, DACVIM, DAVBP. "Vaccines: The Good, The Bad, and The Ugly" will lead Dr. Wolf's morning presentation. Included in the day's topics will be an FIP update, "What's New, What's Not" and "Care of the FeLv or FIV Infected Cat." For more information contact the CVMA office at 630-325-1231 or email cvma@chicagovma.com.

NEW TO ISVMA MEMBERS!

A new link has been added to the Member Center page of the ISVMA website! Members can now go to the Member Center page and click on the CE Listings link. Additional opportunities for CE will be updated and posted each month!

Classifieds □ Classifieds □ Classifieds

SEEKING VETERINARIANS

ASSOCIATE VETERINARIAN

FULL-TIME ASSOCIATE

Newly opened facility in So. Elgin IL seeks associate to join established practice. Ideal candidate should enjoy surgery and small animal medicine. No after hours emergency! Rewarding salary and benefits package. Fax resume to Kenlyn at 847-717-0344 or e-mail at Voyagery2k@aol.com

FULL-TIME VETERINARIAN

Exciting 6 doctor State-of-the-Art ER practice in Chicago looking for a full-time experienced veterinarian. We offer great pay, flexible schedule, medical and disability insurance, 401(k), CE, clothing allowance and paid vacation. If interested please contact Alec Hopmayer at cves3123@earthlink.net or fax 773-913-8041.

ASSOCIATE W/BUY IN OPPORTUNITY

Plum Creek Regional Animal Medical Center is looking for an associate with opportunity to buy in. Located in Illinois (Crete), we are 1/3 mile off of I-394 (straight south on I-90/I-94). Great location - edge of city with 17 acres, a garden and a pond - just 45 minutes south of Chicago and definitely worth a look. 4 year AAHA hospital. Former Merit Award hospital. Wellness is important but we are also diagnostically intense. Ultrasound, flexible and rigid endoscopes, vetoscope for otoscopy, dental x-ray, tonopen, paperless AviMark computer system, IV pumps, heated surgery table, ICU unit. Consistent Standards of Care followed and expected. Example: All pets get blood pressure monitored with all life cycle consultations and examination, ear, skin cytology. Lots of good stuff and a great staff...even a bowling team called the Rolling Bones. Production based pay and benefits so your sky is the limit. Look at www.bigredbarn.com for a tour. Then contact me, Sam Morris DVM - Hospital Director. If interested, you can email a resume to drsam@bigredbarn.com, fax it to 708-672-9906 or phone: 708-672-9999.

FULL-TIME VETERINARIAN

Full-time veterinarian wanted for north suburban small animal practice. We are a fast growing hospital with great clientele. This allows us to practice high-quality preventative medicine and progressive diagnostics. Salary, based on experience, includes two weeks paid vacation, paid C.E. and health insurance. Those interested should contact Lincolnshire Animal Hospital at 847/ 634-9250 and ask for Drs. Clarke, Emmelot or Swearingner.

FOURTH VETERINARIAN

For quality, far west suburban Chicago companion animal practice. Great work environment. Excellent salary and comprehensive benefits package. Send resume to Steven Rohrback DVM, Amber Leaf Animal Hospital, P.O. Box 685, Winfield IL 60190. Phone (630) 231-7640.

VETERINARIAN

Seeking a caring veterinarian to join a wonderful team in providing exceptional care for pets. New graduates and experienced doctors will be considered. Aroma Park is a semi-rural community near the Kankakee River. Excellent salary and benefits. Interested team players please contact Melissa Wallace, DVM, DACVIM by phone at 630-264-2816 or 1-800-966-1822 Ext 5251, by e-mail melissa.wallace@vcamail.com or visit our website at www.vcapets.com.

FULL-TIME ASSOCIATE

Progressive multi-doctor companion animal practice in a near-west suburb of Chicago is seeking a full time associate. VCA Franklin Park offers 24-hour care, ultrasound, STAT laboratory, radiology film reading service, a well-trained technical staff, and many other amenities. Excellent salary and benefits. Veterinarians with a desire to practice high quality medicine and surgery please contact Melissa Wallace, DVM, DACVIM at 630-264-2816 or email melissa.wallace@vcamail.com or visit www.vcapets.com.

FULL-TIME VETERINARIAN

Excellent opportunity to join a great group of veterinarians in an attractive facility at VCA Worth Animal Hospital. This high quality, AAHA-certified multi-doctor practice is seeking a full time veterinarian with great medical, surgical and client communication skills. An interest in exotics would be encouraged, but not required. Please contact Melissa Wallace, DVM, Dipl. ACVIM at 630-264-2816 or melissa.wallace@vcamail.com.

FULL-TIME VETERINARIAN

St. Charles Veterinary Clinic is looking for a full time veterinarian to join our dedicated, diverse team of doctors at our newly expanded state of the art facility. We are a progressive, well-equipped, well-staffed full service hospital. We have received AAHA accreditation for over 20 years. We offer small animal medicine in addition to traditional and minimally invasive surgery, behavior consultations, and exotic animal care. For details please send or fax resume to: James R. Miles, D.V.M., 530 Dunham Road, St. Charles IL 60174. Fax: 630-584-0416.

FULL-TIME ASSOCIATE

Hawthorne Animal Hospital is currently seeking an Associate Veterinarian to join our team. We are located in Glen Carbon, Illinois which is 30 minutes east of St. Louis. We are AAHA certified and recently moved to a new 12,000 sq ft building which includes 8 exam rooms, surgery suite, separate dental suite, ultrasound and endoscopy room & conference room. We offer an excellent compensation package including base salary with bonus potential, full benefits, paid vacation, retirements, CE, and membership to associations.

If you want to work with a well-trained, motivated staff this could be the place for you. Please send resume to Leigh Ann Johnson, Practice Manager, 5 Cougar Drive, Glen Carbon IL 62034. Phone (618) 288-3971. Fax (618) 288-3977. Email Lajohnson1@attglobal.net.

SMALL ANIMAL VETERINARIAN

7 year old practice in Rockford IL ready for an associate small animal veterinarian. Experience preferred. New facility opening spring 2005. After-hours handled by local emergency clinic. Contact Dr. Andy Maxwell @ 815-282-3371, or forestcityvet@insightbb.com.

FULL/PART-TIME ASSOCIATE

Animal Care Clinic in Homer Glen (southwest suburbs of Chicago) is seeking a full/part-time veterinarian. Four day work week. No emergencies. No evenings after 6pm. Excellent salary and benefits; health insurance, pension plan, paid vacation, paid CE and much more! Practice high quality medicine in a friendly hospital. Contact Dr. O'Brien 708-822-8790 or email at ACCDVM@aol.com.

FULL-TIME VETERINARIAN

Excellent opportunity to join our team at VCA Bolingbrook Animal Hospital. We offer quality medicine and surgery in a caring environment and actively promote preventive medicine, nutritional counseling and pain management. Dedicated doctors with a positive team attitude please contact Melissa Wallace, DVM, Dipl. ACVIM at 630-264-2816 or melissa.wallace@vcamail.com.

ASSISTANT TRUST REPRESENTATIVE

AVMA Professional Liability Insurance Trust (PLIT) The AVMA PLIT sponsors an array of insurance products for veterinarians from professional liability insurance (malpractice) to business insurance products. Located in Chicago, IL, the AVMA PLIT is seeking a qualified veterinarian to serve in the capacity of Assistant Trust Representative.

(continued on page 22)

Classifieds □ Classifieds □ Classifieds

(from page 21)

The qualified individual will play a key role in the activities of the trust and will assist in formulating and implementing policies and act as liaison between the trust and the trust's service providers. The Assistant Trust Representative will also discuss malpractice issues with veterinarians, helping AVMA members avoiding claims, and, when necessary, react to lawsuits. Candidates should have a minimum of 10-years' practice experience with good management and speaking skills. Compensation will include benefits and be based on experience. A job description will be supplied upon request. Candidates should submit a resume and cover letter to: Dr. Rodney Johnson, AVMA-PLIT Trust Representative, 55 E Jackson Blvd, PO Box 1629, Chicago, IL 60690-1629, Rodney.Johnson@avmaplit.com

VETERINARIAN W/PARTNERSHIP OPPORTUNITY

Veterinarian wanted for progressive three-veterinarian small animal and equine practice in the Quad City area of Illinois. The practice goal is to provide quality medical and surgical service. Our capabilities include x-ray, ultrasound, endoscopy and in-house blood chemistry. Hospital facilities for both horses and small animals are available. Grooming and boarding are limited to those cases that are medically necessary. The work atmosphere is very friendly and flexible. The practice is approximately 70% small animal and 30% equine, but all veterinarians share some occasional responsibilities for equine practice and must have a comfort level with that species. A small zoo in the area provides opportunities for a change of pace. All after-hour small animal emergencies are referred to a local emergency clinic. Compensation will include salary, IRA and health insurance. Partnership is a strong possibility in the future. Interested applicants should contact Dr. Richard Rock at Oakwood Veterinary Service, 20972 E 450th St, Colona, IL 61241 or call (877) 949-2144 toll free.

FULL-TIME VETERINARIAN

Established, AAHA-certified, 10-doctor practice seeking dedicated, team-oriented Associate Veterinarian. 50-year practice offers latest treatments and equipment - voted one of Chicago's best clinics! 60 service-oriented employees offer compassionate quality care. Contact Dr. Sheldon Rubin, 3219 North Clark Street, Chicago IL 60657, email blumvet@aol.com.

ASSOCIATE VETERINARIAN

Associate Veterinarian needed for busy 2-doctor small animal practice in the near west suburbs of Chicago. Management and potential buy-in/buy-out possible in near future. We practice very high quality medicine, in a family-friendly environment. Flexible schedule, competitive salary and benefits. Interested in meeting you, and seeing how your vision, talent, and special interests will fit with ours. Fax resume to 630-595-4971 or call Cindy at 630-833-9717.

FULL-TIME VETERINARIAN

Do you dread going into work every day? We have a great hospital with wonderful staff. If you are compassionate, motivated, practice progressive medicine and are fun to work with, please fax your resume to Kristin Wojcik at 847/ 634-3539. We provide excellent salary and benefits and are located 30 miles northwest of Chicago.

ASSOCIATE VETERINARIAN

An associate veterinarian needed for part-time or full-time employment. An aggressive practice in an easygoing environment. Competitive salary plus fringes. Fox Valley Veterinary Hospital in Ottawa IL. If interested, please call Dr. Clayton at 630-858-1924.

ASSOCIATE VETERINARIAN

Associate needed for a 2-veterinarian, ambulatory, equine practice with haul-in facility. Practice is located just south of Chicago, IL. We are a well-established 24-year-old practice. Applicant must have an equine background, a thorough understanding of the equine industry and be willing to make a long-term commitment. Someone who has completed an internship preferred, but an outstanding new graduate will be considered. Phone Dr. Gary C. Porter at 815-464-0044 days, 815-469-5026 evenings or email EVPGP@aol.com.

PART-TIME ASSOCIATE

St. Louis area clinic desires Part Time Associate (20 hours) to join our 3 doctor small animal hospital. Requirements are enthusiasm, people-oriented, team player and a love for vet medicine. We have a modern, well-equipped hospital with great support staff. Generous compensation. If interested please send resume to Dr. James Jessen, 2006 W. Hwy 50, O'Fallon IL 62269 or fax to 618-632-4176.

FULL-TIME ASSOCIATE VETERINARIAN FULL-TIME EMERGENCY VETERINARIAN

General Practice and Emergency - Working as a Patient Care Team! Join the Dundee Animal Hospital team and see what makes us the best in the Midwest! Located in the Northwest Suburbs of Chicago, our general and emergency practice currently employs 17 general practitioners, 3 emergency veterinarians and a well-trained, motivated support staff of 70+ team members. We are AAHA certified and have a superior reputation that is built on a 45-year practice history. Our three hospitals with state of the art, new construction are located in East Dundee, Elgin and Algonquin. We see a large volume of both internal and external referrals in our emergency practice, which is located at our Dundee hospital. We offer patient hospitalization only - no boarding or grooming.

A new associate's responsibilities would include out-patient care, surgery and dentistry. Reap the benefits of having an internal emergency care staff for 24 hour monitoring of your patients, as well as a Practice Administration Team to support the medical professionals' needs.

The emergency veterinarian's position will complement an existing staff of emergency doctors and support staff specifically trained in emergency medicine. Responsibilities include the treatment of emergency patients from our three hospitals and other area hospitals with an average caseload of 7 - 11 patients per night, or 10 - 15 patients on the Sunday day shift. Other duties involve surgery and the monitoring and continual care of all admitted and transferred hospitalized patients.

Our focus at Dundee Animal Hospital is on teamwork, flexibility, and dedication to quality care. We treat each animal as if it were our own, with great compassion and unsurpassed professionalism. Be an active member of this unique organization and contribute to shaping the future of the practice! If you are interested in more information regarding this opportunity, contact our Practice Administrator, Debra Sisson at Dundee Animal Hospital, (847) 428 - 6114. FAX: (847) 428 - 8213. E-mail: dsisson@dundeeanimalhospital.com.

FULL-TIME ASSOCIATE

North Avenue Animal Hospital - 4 doctor, AAHA accredited hospital is looking for full-time associate. New, fully equipped facility with excellent support staff & clientele. Dogs and cats only. We're looking for a compassionate, personable team player that loves working with people and pets. Competitive salary & benefits. Great location in the heart of Bucktown. 1901 W. North Ave., Chicago. Please contact Marie at (773) 278-1330 option 6, on M-W-F only, 10am-5pm.

(continued on page 23)

Classifieds □ Classifieds □ Classifieds

(from page 22)

FOURTH ASSOCIATE VETERINARIAN

Coble Animal Hospital is interested in welcoming a 4th associate veterinarian to our health care team. Our practice is busy, progressive, well equipped and well staffed and has a varied caseload. It provides an excellent opportunity for a motivated individual to practice virtually all aspects of clinical small animal medicine and surgery. We are looking for a person who is hard working, enthusiastic, client oriented and willing to work as a team member. New graduate or experienced veterinarians welcome. We offer a competitive salary, excellent work schedule, no after hours/weekend/holiday emergencies, paid vacation, health insurance, continuing education and other benefits.

Some of our specialized equipment includes: 300ma x-ray and dental x-ray with automatic processors, CO2 laser surgical unit, EKG with monitor and printout capabilities, in-house lab with Heska CBC and VetTest 8008 Blood Chemistry Analyzer, oxygen cage, tonopen, and volumetric infusion pumps. Ultrasound and flexible endoscope shared with our other clinic. We see approximately 55% canine, 40% feline and 5% exotic. Appointments run on a 15 minute flex schedule with a wellness visit given an average of 30 minutes. There are 3 technical staff and 2 exam room assistants you can leverage to better your efficiency.

We offer a travel stipend for gas as well as lodging if needed to assist you in covering your expenses to come see us. Come look and you will want to stay!

Contact Alice Hermon, Practice Manager, at 217-789-4200, or email at ahermon@aol.com for more information or for a photo packet of our hospital.

FULL- OR PART-TIME VETERINARIAN

Full time or part-time veterinarian wanted for two full-service hospitals in the south and southwest suburbs. Well-equipped. Well-staffed. Salary, generous benefits, signing bonus for full time. Part Time very negotiable. Contact Pat or Lisa at 708-672-6166.

EMERGENCY VETERINARIAN

Central Illinois emergency practice in Bloomington/Normal, population 120,000 has position available immediately. Salary commensurate with experience. Generous benefits included. Contact after 6pm @ 309-665-5020 or daytime @ 815-945-7811.

SEEKING EMPLOYMENT

VETERINARY RELIEF

I will be available as of 04/02/04 for small animal practice relief in Chicago and collar counties. Call Loren Logan-Skanes DVM at 708-267-8157 or email lloganskanes@sbcglobal.net.

SEEKING PRACTICE PERSONNEL

TECHNICIAN/RECEPTIONIST

Our growing specialty practices in surgery, internal medicine, neurology, nephrology, oncology, radiology/imaging, emergency & critical care, dermatology, physical therapy and behavior are seeking certified technicians, veterinary assistants and receptionists. For more information contact Carla Berthold, Veterinary Specialty Center, 1515 Busch Parkway, Buffalo Grove, IL 60089; fax 847-459-1848; phone 847-459-7535 x 308; or e-mail @ cberthold@vetspecialty.com.

TECHNICIAN

Experienced technician needed for growing small animal practice located in South Elgin IL. State of the art facility opened 2004. We are a progressive medical team looking for the right individual. Fax Kenlyn at 847-717-0344, e-mail at Voyagery2k@aol.com

PRACTICES FOR SALE

IN-STATE OPPORTUNITIES

Solo small animal practice in Forest Park, west of Chicago. Practice, clinic, all furnishings and equipment for only \$575,000. Call Dr. Zydeck at 248-891-3934.

Are you ready to sell? Buyers waiting. Buying or selling. I can help. Valuations, consultations. Dr. Zydeck, 248-891-3934.

Central Illinois small animal practice, equine available; growing suburban area; owner retirement. Great future. Confidentiality. Contact by phoning (217) 429-4283.

Established practice and building for sale on Chicago's northwest side. Excellent growth potential. In the Portage Park area for 30 years. Please call Chicago Pet Clinic at 773-283-4627.

SERVICES

VETERINARY HOSPITAL DESIGN AND CONSTRUCTION

New hospitals, additions, or renovation of existing hospitals in Chicago and surrounding communities. Preliminary - facility planning, construction costing, evaluation of potential sites. Design - design, engineering, evaluation of alternatives, permits, documentation for financing. Construction. JF McCarthy phone (708) 547-5096, email jfmc-carthy@ntsource.com

AVMA GROUP LIFE AND HEALTH INSURANCE

Fred Rothschild, CLU, RHU and David Rothschild have advised over 400 veterinarians. For AVMA Group Life and Health information, underwritten by New York Life Insurance Company, New York, NY as well as your investment needs contact us at 1-800-673-5040 or frothschild@mony.com for analysis.

VETERINARIAN LEGAL SERVICES

ATTORNEY STEVEN H. JESSER, (800) 424-0060, (847) 212-5620 (mobile), shj@sjesser.com, www.sjesser.com. Full-service health professional and veterinarian representation; including practice sales and acquisitions, other contracting, litigation, disciplinary proceedings, animal law, real estate and estate planning.

CHICAGO NORTH FINANCIAL GROUP METLIFE

A full service provider of products to help you plan for Retirement, Wealth Preservation and Growth as well as Life, Health and Disability Income Insurance for individuals and small groups. Call Dan Tobin, FSR; at (630) 875-1644 or (630) 742-4900 or on the web at dtobin@metlife.com for a no charge Personal or Business Financial Checkup. Mutual Funds offered by MetLife Securities Inc., 200 Park Avenue, New York, NY 10166. Metropolitan Life Insurance Company, 200 Park Avenue, New York, NY 10166. L0409IVGW(exp0906)(IL)MLIC-LD

Policy for Classified Advertising

Any classified ad purchased will be posted upon receipt on the ISVMA webpage and the next available edition of the newsletter, the "Epitome". The webpage ad will run through the end of the publication date of the "Epitome" in which it will appear. It will be the responsibility of each advertiser to contact the ISVMA for omissions and errors. **MEMBERS:** ISVMA members will pay a discounted rate of \$25.00 for the first 35 words and \$0.25 for each additional word. This is a combined rate for publication on the website and in the Epitome. **NON-MEMBERS:** The rate for any non-member veterinarian is \$40.00 for the first 35 words and \$0.35 for each additional word. In addition, a fee of \$10.00 will be assessed for placement on the ISVMA website. Each advertiser may determine whether they would like to purchase the ad for placement on the web or waive that purchase. There is no option at this time to purchase just a webpage ad for non-members.

Illinois State Medical Association's First Annual Spring Seminar Series

MEETING DATES AND LOCATIONS:

- April 10 Oak Brook
- April 17 Peoria
- April 24 Fairview Heights

TIME:

Registration begins at 8:30AM
Program runs 9:00AM – 4:00PM

Continuing Education: 6 Hours

This program is offered on three different Sundays at three different locations to allow everyone a chance to participate.

It's Not What You Say; It's How You Say It

Tips And Strategies For Effective Client Communications

Veterinary practices are benefiting from highly developed communication skills: getting clients to accept recommendations and charging appropriately for their services; demonstrating a unique ability to deal with challenging clients and communicate difficult prognoses; an excellent compliance record that helps maintain consistent client visits and improved animal health. These practices don't have a monopoly on success! They are using communication skills that can be learned - skills you can learn about in this one-day seminar.

This practical, useful program is full of ideas to take home and put to work tomorrow to improve client communications, patient care and job satisfaction. Gain valuable insights and understandings into client behavior that will make your job easier and more rewarding. Learn the words to help you connect better with clients and help them make the best health care decisions for their pets.

REGISTER EARLY — SPACE IS LIMITED!

This program is offered with a limited capacity of 150 registrants per site. Paid registrations will be counted on a first come – first served basis. All registrations beyond 150 will be put on a waiting list.

REGISTRATION

The first two ISVMA veterinarian member registrants attend at a cost of \$125 each (\$175 for non-members).

Each additional registrant pays only \$75 (\$125 for non-members).

All members of a practice team may attend at the member rate with the registration of an ISVMA DVM member from that practice.

Practice Name: _____
Address: _____
City/ZIP: _____
Phone: _____

Attendee(s): (use additional sheet of paper if necessary)

1. _____
Position: _____
2. _____
Position: _____
3. _____
Position: _____
4. _____
Position: _____
5. _____
Position: _____
6. _____
Position: _____
7. _____
Position: _____
8. _____
Position: _____

COMPLETE ON THE OTHER SIDE

WHO SHOULD ATTEND:

This program was developed to help train all veterinary staff members!

- Veterinarians
- Receptionists
- Office Managers
- Kennel Staff
- Technicians
- Front Office Staff
- Assistants
- Client Relations Specialists

Everyone in the practice will benefit from this presentation and, just as importantly, their participation will benefit your practice!

This is an ideal program for practitioners who are interested in improving client and co-worker communication and helping their practice become more financially successful.



ISVMA thanks Fort Dodge Animal Health for their generous sponsorship of this important continuing education program. The support of Fort Dodge allows ISVMA to offer "It's Not What You Say; It's How You Say It -- Tips And Strategies For Effective Client Communications" at a substantially reduced registration rate.

About The Speaker

Karyn Gavzer is a practice management consultant specializing in marketing and training. She works with industry, associations and veterinary practices. She says that her job is to help them "go and grow" with marketing, training and ideas.

Karyn has worked in pet health care sales and marketing for over 15 years. She is best known, however, as the former director of marketing for the American Veterinary Medical Association (AVMA) where she created training programs to help veterinarians and their staffs market their services more effectively.

She is a sought after speaker on practice management and marketing, and she has talked on these topics at veterinary meetings around the country and the world. Karyn has an MBA and she is one of less than 100 Certified Veterinary Hospital Managers (CVPM) in North America. She is also an AAHA member and on the Board of the Association of Veterinary Practice Managers, Consultants and Advisors. Above all else, she is a pet owner and one of the people that walk through the door of your office every day. She makes a point of sharing that perspective in all of her talks.

Karyn and her two cats, Max and Ashley, live in Springboro, Ohio.

VISIT US ONLINE

for more detailed information regarding each seminar location at: www.isvma.org/springseminars.htm
or you may contact ISVMA to have the information faxed to your clinic.

REGISTRATION (cont.)

Subtotal first two registrants \$ _____
Subtotal additional registrants \$ _____
Total Registration \$ _____

Location Choice: _____

Please remit to ISVMA by check or credit card. If you wish to pay by credit card, complete the following and mail or fax to ISVMA.

Account #: _____

Expiration Date: _____ V-Code: _____

Cardholder's Name: _____

Billing Address: _____

ZIP Code: _____

Signature: _____

The Illinois State Veterinary Medical Association

133 South Fourth Street

Suite 202

Springfield, IL 62701

Phone: (217) 523-VETS (8387)

Fax: (217) 523-7981

E-mail: info@isvma.org

