



1121 Chatham Road  
Springfield IL 62704

Phone: 217-546-8381  
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**Take Advantage of Online Registration!  
Go to [www.isvma.org](http://www.isvma.org) and register today.**

**Pre-Registration deadline:  
February 26, 2019**

# Mississippi Valley Veterinary Medical Association

**115<sup>th</sup> Annual Meeting**  
**March 6-7, 2019**

**Practice Management**  
Jeanne Malnati, MSW, LCSW

**Dinner Program**  
Brian Conrad, CVPM

**DVM Program**  
Kimberly Hsu, DVM, MSc, DACVO  
Kenneth Welle, DVM, DABVP, Avian

**Technician Program**  
Brian Conrad, CVPM

**The Par-A-Dice Hotel**  
**21 Blackjack Blvd**  
**East Peoria IL 61611**  
**800-547-0711**  
**[www.par-a-dice.com](http://www.par-a-dice.com)**



The Mississippi Valley Veterinary Medical Association (MVVMA) Board of Directors invites you to join them for their 115<sup>th</sup> Annual Meeting.

# MVVMA

## Past Presidents

### MVVMA OFFICERS

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*President-Elect*

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*Past President*

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Dr. Kyle Flessner  
*Program Chairman*

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Dr. Nicole Johnson  
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**TECHNICIANS,  
OFFICE MANAGERS AND  
STAFF ARE WELCOME TO  
ATTEND ALL LECTURES**

### **Continuing Education Hours**

#### **DAILY HOURS**

DVM **6 hours**                      CVT **6 hours**

#### **DINNER MEETING**

All Attendees                      **2 hours**

Register online at [www.isvma.org](http://www.isvma.org)  
Or Fax registration form to  
**217.546.5633**

### MEMBERS OF ISVMA BOARD OF DIRECTORS

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- |                       |                       |                        |
|-----------------------|-----------------------|------------------------|
| 1905 W.F. Browniee    | 1944 C.F. Pauly       | 1983 D.M. Rash         |
| 1906 G.M. Predmore    | 1945 O.G. Martens     | 1984 J.F. Connor       |
| 1907 W.G. Nelson      | 1946 E.O. Smith       | 1985 J.H. Withers      |
| 1908 J.A. Dilley      | 1947 A.M. Orum        | 1986 D.E. Huwe         |
| 1909 W.W. Wamock      | 1948 N.J. Angerer     | 1987 T.P. Griener      |
| 1910 M.C. Eckley      | 1949 R.E. Ruggles     | 1988 G.G. Pearl        |
| 1911 E.H. Kinmith     | 1950 C.M. Rodgers     | 1989 R.W. Larson       |
| 1912 J.C. Brown       | 1951 W.M. Munson      | 1990 L.L. Loop         |
| 1913 W.E. Miller      | 1952 G.L. McGinnis    | 1991 S.J. Schaefer     |
| 1914 J.R. Feiser      | 1953 R.J. Kirkpatrick | 1992 G.L. Henriksen    |
| 1915 R.P. Frans       | 1954 V.B. Beat        | 1993 A.M. McCully      |
| 1916 W.J. Morgan      | 1955 A.C. Gathman     | 1994 M.P. Thomas       |
| 1917 L.F. Brown       | 1956 J.W. Albrecht    | 1995 R.L. Keller       |
| 1918 J.E. Henderson   | 1957 S.M. McCully     | 1996 H. Bordner        |
| 1919 G.C. Eckley      | 1958 A.M. Olson       | 1997 D.R. Cihak        |
| 1920 M.T. Lair        | 1959 W.L. Beer        | 1998 K. Tuttle         |
| 1921 H.C. Rinehurt    | 1960 G.I. Case        | 1999 A. Herm           |
| 1922 J.H. Krichel     | 1961 W.P. Hendren     | 2000 D. Hahn           |
| 1923 J.H. Krichel     | 1962 R.A. Grant       | 2001 D. Schwarzentraub |
| 1924 A. Schnalterly   | 1963 R.C. Williams    | 2002 P.Fairbrother     |
| 1925 G.G. Neilson     | 1964 R.A. Latham      | 2003 D. Knaak          |
| 1926 R.E. Crossland   | 1965 C.A. Poppenhouse | 2004 W. Armbruster     |
| 1927 F.C. Jones       | 1966 J.F. Pula        | 2005 A. Barclay        |
| 1928 J.R. Christian   | 1967 P.A. Ling        | 2006 N. Hayes          |
| 1929 H.C. Wadleigh    | 1968 C.L. Clark       | 2007 T. Myers          |
| 1930 H.C. Pugh        | 1969 G.N. Flater      | 2008 C. Peterson       |
| 1931 H.D. Chamberlain | 1970 V.L. Trotter     | 2009 D. Miller         |
| 1932 M.C. Eckley      | 1971 H.R. Teegarden   | 2010 K. Taylor         |
| 1933 J.W. Lucas       | 1972 J.R. Collins     | 2011 C. Lewis          |
| 1934 M.T. Lair        | 1973 G. Kruger        | 2012 B. Iliff          |
| 1935 F.C. Jones       | 1974 F.M. Kennedy     | 2013 K.Peterson        |
| 1936 R.M. Carter      | 1975 H.C. McCutchen   | 2014 B. Hoerr          |
| 1937 L.M. Darst       | 1976 W. Hunter        | 2015 P. Nichols        |
| 1938 H.R. Hornbaker   | 1977 D.M. Bennett     | 2016 C O'Rourke        |
| 1939 E.R. Kennedy     | 1978 D.W. Schleder    | 2017 Matt Nelson       |
| 1940 A.R. Cowser      | 1979 J.W. Rehn        | 2018 Kim Stevens       |
| 1941 C.M. Rodgers     | 1980 W. Lutz          |                        |
| 1942 W.O. Hillyard    | 1981 J.A. Case        |                        |
| 1943 W.O. Hillyard    | 1982 R.S. Nord        |                        |

## **Lodging**

Room Block will be  
released on  
February 8, 2019

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

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

# Meeting Registration

*continued*

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

*Includes lunches, dinner (reservation required) and continental breakfasts*

*Deadline: February 26, 2019*

DVM (2 day registration) .....	\$ 335.00
DVM (1 day registration) .....	\$ 285.00
CVT/Practice Personnel (2 day registration).....	\$ 165.00
CVT/Practice Personnel (1 day registration).....	\$ 125.00
DVM/CVT Student .....	\$0.00

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

*Includes dinner (reservation required) and Keynote Speaker Notes*

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

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

*Included with paid Conference Registration.*

Online notes.....	\$ 0.00
One set of printed conference notes.....	\$ 25.00

*(Must be pre-ordered by February 26, 2019)*

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

*For Conference Registration received after February 26, 2019 and/or on-site.*

DVM.....	\$ 50.00
CVT/Practice Personnel.....	\$ 25.00
Student .....	\$ 25.00

## TOTAL FEES OWED ----- \$ -----

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

**MVVMA Conference**  
**1121 Chatham Road, Springfield IL 62704**

*To submit payment by credit card, either fax this completed form to 217.546.5633 or mail it to the address above.*

Check One: MasterCard \_\_\_\_\_ VISA \_\_\_\_\_

Account # \_\_\_\_\_

Exp. Date \_\_\_\_\_ Three Digit Code \_\_\_\_\_

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Billing Address  
if different than front \_\_\_\_\_

## Schedule of Events

Wednesday, March 6

**7:30 a.m.** Registration and Continental Breakfast  
**Speaker:** Jeanne Malnati, MSW, LCSW

**8-10 a.m.** *The Malnati Effect: How to Build an Award-Winning Team and Business*

Jeanne will share personal and professional lessons learned from her 39 years of being an integral part of the successful Lou Malnati deep dish pizza family Chicago based business. She will reveal a company crisis and share the “how-to’s” that led to a successful turn-a-round. You will leave inspired and challenged to laser focus more closely on which parts of your organization/practice may need to be examined, strengthening your Relational Leadership Model.

**10: 10:30 a.m.** Vendor Break

**10:30-11:30 a.m.** *Three Secret Ingredients to Create a Healthy Workplace Culture*

Creating a healthy workplace culture, where everyone loves arriving each day, requires addressing the people side of your business. During our time together we will examine the emotional and relational “health” barometer of your workplace environment, the hidden ingredients often overlooked and undervalued.

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

**Noon- 1 p.m.** Lunch

**1-2 p.m.** *Three Secret Ingredients to Create a Healthy Workplace Culture (continued)*

**2-3 p.m.** *How to Develop/Strengthen Personal and Professional Relationships for High-Performance Living*

Developing relationships and friendships appears to come so naturally for some and not for others. There is a learning curve of simple, practical skills and fine-tuning of old patterns and beliefs that we will address for greater collaboration, connection, and advancement.

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

**3:30-4:30 p.m.** *How to Develop/Strengthen Personal and Professional Relationships for High-Performance Living (continued)*

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

**6:00-9:00 p.m.** Dinner Meeting - Brian Conrad, CVPM  
*Finding Relevancy in Today’s Veterinary Practice*

A look at the state of the unions of our profession along with key elements to maintaining and securing for the long term.

### Schedule of Events

Thursday, March 7

Small Animal: Kimberly Hsu, DVM, MSc, DACVO

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

8:00-8:50 a.m. **All the Colors of the Rainbow: Formulating Differential Diagnoses Based on Color**

A review of the causes of the “red eye” and a discussion of differentiating ocular processes based on disease mechanisms. Causes of “blue”, “pigmented/brown” and “white” eye will also be covered.

9-9:50 a.m. **Are Dogs From Venus and Cats From Mars?! An Overview of Common Feline Ocular Diseases**

A review of feline herpesvirus, corneal sequestrum, feline uveitis, and feline glaucoma. The emphasis will be on feline herpesvirus.

10-10:30 a.m. Vendor Break

10:30-11:20 a.m. **A Crack in the Windshield: Corneal Diseases in Dogs**

A review of ulcerative (superficial, indolent, complex/deep) and non-ulcerative (immune-mediated, degenerative, dystrophic) diseases of the canine eye. The emphasis will be on ulcerative disease of the cornea.

11:30-noon Business Meeting

12-1:00 p.m. Lunch

1 - 1:50 p.m. **Putting the “Fun” Back in Fundic Exam**

Tips and tricks for performing a thorough fundic exam followed by a case-based review of common retinal/optic nerve diseases with lots of pictures!

2- 2:50 p.m. **Ocular 9-1-1: Ophthalmic Emergencies**

How to diagnose, treat, and triage ocular emergencies including deep corneal ulcers/lacerations, glaucoma, lens luxation, retinal detachment, etc.

3-3:50 p.m. **Neo/Poly/Dex and Beyond: What Ophthalmology Essentials to Stock in Your Pharmacy, Diagnostics Kits, and Surgery Room**

A discussion of ocular medications, when to and when not to use them. We will also discuss essential basic ocular diagnostics and surgical instruments to consider having in your clinic.

## Meeting Registration

Please photocopy if more than 1 attendee

Name \_\_\_\_\_ Credentials—DVM, CVT, etc.

Address \_\_\_\_\_

City/State/Zip \_\_\_\_\_

Phone \_\_\_\_\_

Email address required for registration confirmation and link to conference notes

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

\_\_\_\_\_ Wednesday only \_\_\_\_\_ Thursday only \_\_\_\_\_ Both Days

**Thursday Tracks:** Please indicate which track you will be attending -

\_\_\_\_\_ Ophthalmology \_\_\_\_\_ Exotics

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

**Wednesday Dinner Meeting — Pre-registration required.**

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

\_\_\_\_\_ I will attend Dinner Meeting

**Non-Conference Attendee:**

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

\_\_\_\_\_ Wednesday Dinner Meeting ONLY

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

\_\_\_\_\_ Standard \_\_\_\_\_ Vegetarian \_\_\_\_\_ Other  
(Please indicate dietary restriction)

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

**Pre-Registration deadline: February 26, 2019**

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

**Conference Notes****Online notes** are no charge.

- ◆ A link will be emailed to the address on registration form.

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

- ◆ Pre-order REQUIRED, and included on registration form.

**Thank You to our Sponsors**

*Sponsors confirmed through January 3, 2019*

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

**Schedule of Events****Thursday, March 7****Exotics and Husbandry: Kenneth Welle, DVM, DABVP, Avian****8:00-8:50 a.m. Customizing Wellness Care for Exotic Pets**

The efficacy of the wellness visit in enhancing health and welfare depends on the veterinarian utilizing appropriate diagnostic, therapeutic, and care recommendations.

**9:00-9:50 a.m. Exotic Emergencies: Getting Them Through the Night**

Exotic pets frequently scare veterinarians. Not so much in the sense of actual fear, but in the sense that they are well outside of the comfort zone of many clinicians. Some technical procedures are sufficiently different or difficult that they present challenges, and frequently the exotic pets present in worse condition than traditional pets. Most are in worse condition than they appear. These factors conspire to make exotic animal emergencies a more difficult task for many veterinarians.

**10:00-10:30 a.m. Vendor Break****10:30-11:20 a.m. Dermatology of Small Mammals**

Broad topics like small mammal dermatology often do not lend themselves to a small scope presentation. In this case, some generalizations can be very helpful for veterinarians with less familiarity to these species. Most species have a fairly short list of common diagnoses. This means that the differential diagnosis list can be very manageable and the diagnostic approach can be simplified to best distinguish between the most common diagnoses.

**11:30-Noon Business Meeting****12:00-1:00 p.m. Lunch****1:00-1:50 p.m. Rabbit and Rodent Dentistry**

Rabbits and rodents, while not closely related, have some similarities in their dentition that make their dental care similar. Here, we will cover some of the basics on this critical aspect of care for these small mammals.

**2:00-2:50 p.m. Appropriate Grooming for Birds**

As avian veterinarians, we are often called upon to perform grooming procedures on pet birds, trimming of the beak, wings and nails most commonly.

**3:00 - 3:50 p.m. Care and Diseases of the Geriatric Bird**

Psittacine birds are unique companion animals in the fact that they combine both strong bonds with humans and a life expectancy rivaling humans.

**Schedule of Events****Thursday, March 7****Technician Program: Brian C. Conrad, CVPM****8-8:50 a.m. Client Loyalty Starts with an “Easy” Experience—Keeping Clients Coming Back for Future Visits is Critical to Future Success of our Veterinary Hospitals**

**Objective:** New data aggressively suggests the easier we are able to make it for the client to obtain services and products from us the greater likelihood they will return for future visits. Whether it is for a preventative check-up or simple prescription refill because of the hardship we place on them they seek out pet care elsewhere. We will evaluate steps for making an “Easy Visit” and look at what other industries are doing to grasp this thought process.

**9-9:50 a.m. TRUST—Where did it go and do we get it back?**

**Objective:** Between the media outlets, the internet, and ourselves, we have diminished the trust clients have in our veterinary clinics and our recommendations. It is time to work with staff and clients in regaining that special bond of providing pet care each day.

**10-10:30 a.m. Vendor Break****10:30-11:20 a.m. F-U-N—Creating a Work Environment that You Don’t Mind Waking up for Each Day**

**Objective:** Life is short and you don’t need to dread coming to work. Spend time in this interactive session learning how to enhance the culture of your veterinary hospital in one that you are proud of even when difficult decisions have to be carried out.

**11:30-Noon Business Meeting****12-1 p.m. Lunch****1-1:50 p.m. Damage Control with Upset Clients**

**Objective:** We are not perfect and we will let clients down at times. How we handle the circumstances going forward will either defuse the situation or explode on us. Learn to positively manage volatile situations for optimal outcomes.

**2-2:50 p.m. Phone Calls Gone Bad**

**Objective:** Listen to real life phone calls and evaluate the good, the bad, and the ugly. Learn how to improve and team members for optimal results on the phone.

**3- 3:50 p.m. Showing Value in the Treatment Area**

**Objective:** Many good things happen for the patient and the client alike in the treatment area along with the surgery suite. Much of it is never understood or valued by the client because they don’t even know it happened. Learn more how to convey that great information and instantly increase the perception of value.

**Speakers****Brian C. Conrad, CVPM**

Mr. Conrad has been the practice manager for the Meadow Hills Veterinary Center in Kennewick, WA, since 1999. During his tenure at Meadow Hills, the clinic has been named *Veterinary Economics* Hospital of the Year in 2001 and the 2004 Mid-Columbia Small Business of the Year. Conrad is a frequent lecturer for the Fetch dvm360 conferences and contributor to *Veterinary Economics* and *Firstline* magazines. He was recently appointed to the board of directors for the Veterinary Hospital Association.

**Kimberly Hsu, DVM, MSc, DACVO**

Dr. Hsu completed three of four years towards a Bachelor of Science degree in Animal Biology at the University of British Columbia before beginning her studies at the Western College of Veterinary Medicine in Canada. Dr. Hsu graduated with her Doctorate of Veterinary Medicine in 2010. Following veterinary school, she completed an internship in small animal medicine and surgery at the Royal Veterinary College in the UK. She then returned to the Ontario Veterinary College in Canada to pursue graduate studies, where her research focused on feline ocular health. Dr. Hsu joined the Eye Care for Animals residency program in 2013 and graduated in June 2016. Dr. Hsu became a Diplomate of the American College of Veterinary Ophthalmologists in 2016.

**Jeanne Malnati, MSW, LCSW**

Ms. Malnati is a licensed psychotherapist, with expertise in Relational Leadership, and Founder and CEO of a small business. Being a member for 38 years of the oldest family name in Chicago pizza, *Lou Malnati’s Pizzeria*, I helped us receive the Top Workplace Award from the Chicago Tribune for six consecutive years, as determined by our 3200+ employees. Believing this ‘secret recipe’ needed to be shared with the world, I began my own company in 2012, *The Culture Group*, where I teach and train individuals and teams simple, practical, yet profound communication tools and conscious leadership principles that, when applied, bring immediate positive results to the health of a workplace culture.

**Kenneth Welle, DVM, DABVP, Avian**

Dr. Welle studied Animal Science at the University of Illinois and graduated from the College of Veterinary Medicine in 1988. In 1991, Dr. Welle joined the veterinary college as an assistant professor, teaching avian, exotic, and wildlife medicine. In 1992, he opened All Creatures Animal Hospital. Dr. Ken became the first veterinarian practicing in Illinois to become board certified in avian medicine. He is a member (and currently treasurer) of the Association of Avian Veterinarians, the American Board of Veterinary Practitioners, the Association of Reptile and Amphibian Veterinarians, and the Association of Exotic Mammal Veterinarians. Dr. Welle has presented at local and national veterinary conferences and has achieved his goal of creating an exceptional avian and exotic animal hospital for central Illinois.