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FALL 2018

A publication of the Illinois State Veterinary Medical Association

IN THIS ISSUE

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ISVMA Mission

Advancing the well-being of veterinary
medical professionals, animals, the public
health and the environment.

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Setting our Goals

by Bob Ebbesmeyer, DVM



"Advancing the well-being of veterinary medical professionals while protecting animals, public health and the environment."

In June, our Board of Directors, staff and lobbyists gathered over two days to look to the future of your ISVMA. This strategic planning session has become a triennial event to

evaluate where we have been and, more importantly, where we are going. Our plan becomes the driving force for the next three years of advocacy and programming. Based on our primary values of integrity, transparency, accountability and inclusion, we have developed and committed to the following core goals:

- **Advocacy** – We are the voice of veterinary medicine in Illinois. This includes our legislative relations (lobbyists, grassroots and student involvement), our PAC and our public policy.
- **Membership Value** – We are responsible for delivering relevant educational opportunities, valuable benefits and pertinent

services for a growing membership.

- **Career Success** – We shall provide lifelong support for career and practice success through expansion of Power of 10 programming, a modern and contemporary annual conference, and services for professional well-being to recognize the lifelong opportunities with ISVMA.
- **Public Awareness** – We shall strive to improve public and community awareness of ISVMA and our profession through social media, leadership awareness and brand strength with One Voice – One Profession.
- **Association Strength** – We are dedicated to lead through professional board governance, effective committees, financial solvency and professional staffing.

I greatly appreciate the time, efforts and input of our staff and Board of Directors. This process is a needed part of the growth and development of all associations, and we look forward to continuing as One Voice – One Profession for the veterinary professionals of Illinois. 🐾

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Fun and Learning for Everyone at Kidzeum

by Deborah Lakamp, CAE, Executive Director



Good things come to those who plan and those who are patient! This summer, Dr. Tracy Myers and myself had the pleasure of attending the grand opening of the Springfield Children's Museum, Kidzeum of Health and Science (412 E. Adams St., Springfield, IL 62701, at kidzeum.org). This interactive learning environment is special and unique because

it is home to a veterinary clinic funded and designed by ISVMA, Illinois State Veterinary Medical Foundation (ISVMF), Northern Illinois VMA and the Mississippi Valley Medical Association.

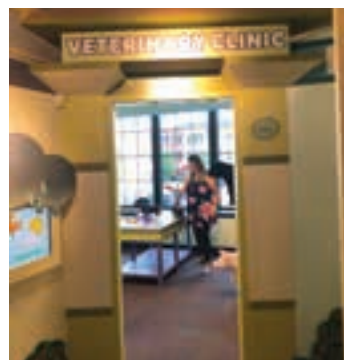
The veterinary clinic features a holding area for a variety of stuffed animals, an exam table, an X-ray area and a bathing area for pets. Children enter the clinic, put on a white coat, select an animal to examine, listen for a heartbeat and maybe give it a shot. They can also take X-rays, and then view real X-rays of broken bones or unusual foreign objects. Plaques on the wall share quick lessons on what to feed or what not to feed your pet, general pet safety, animal anatomy, how to avoid dog bites and more. And then, before a pet completes its appointment, the child has the option to give them a bath.

"Our veterinary clinic in Kidzeum is an exceptional education and outreach tool for the veterinary profession in our state," said ISVMA Past President Dr. Tracy Myers, who was involved in the clinic design and planning, along with ISVMA Past President Dr. Clyde Dunphy.

While all ages will delight in a visit to Kidzeum, children ages 2-12 will truly have fun while learning. In addition to the veterinary clinic, Kidzeum offers children the opportunity to make a giant nose sneeze, climb through the brain, spine and gooey intestines of a three-story human body exhibit; create a weather report; plant vegetables and more.

I hope you will plan to visit the ISVMA veterinary clinic in Kidzeum in the near future. There is a small admission fee, and they are closed on Mondays, so please check the website for details.

Thank you to the entire membership and the specific regional veterinary associations listed above for making this exhibit a reality. 🐾



Passionate People Move the Profession Forward

by Peter Constable, Dean



Have you been advised to “find your passion”?

If so, you might want to tweak that advice a little, based on findings from a recent study at Stanford that has generated buzz in the lay press.

Researchers found that people who believe their career interests are inherent and must be discovered may be less successful than people who think of their interests as something to be cultivated and nurtured. Those who expect to “find” a hidden passion appear more likely to abandon a pursuit that does not come easily to them.

In veterinary medicine, passion abounds: passion for animals, for evidence-based medicine, for enriching the lives of people and their companion animals, for delivering wholesome food to a hungry world and much more.

Microsurgeon with Macro Dreams

Dr. Heidi Phillips, a small-animal surgeon who joined the Illinois faculty in 2012, provides a remarkable example of how interests can flower in innovative and impactful ways, fueled by compassion — and hard work.

Dr. Phillips earned her veterinary degree from the University of Pennsylvania in 2001 and eventually joined the Penn faculty, where she gained expertise in microsurgical techniques used for organ transplant and reconstructive surgery.

When she arrived at Illinois, one of her first priorities was to establish her own training program for microsurgery. She wanted to enhance the skills not only of veterinary surgeons, but also of MD surgery residents and especially of biomedical researchers who perform surgical procedures on laboratory animals.

“Training in handling animal tissue is a missing component in most biomedical labs,” Dr. Phillips said. “Just as patient outcomes in human and veterinary surgeries greatly improve with advanced surgical skill, so

research outcomes benefit from proper surgical training. Surgical training can enhance study results, speed discoveries and reduce the number of animals needed for research purposes.”

Tenure, Investment for Growth Funding

Fast-forward to 2018. Dr. Phillips has achieved tremendous success on multiple fronts.

This summer, she was promoted to associate professor. On the basis of the scope, quality and impact demonstrated in her tenure package, Dr. Phillips received a Campus Distinguished Promotion Award. She is one of only 11 faculty members so designated among more than 100 across campus who were promoted in 2018.

Her research ranges from exploring a novel solution for feline injection-site sarcoma and other cancers to documenting impacts of brachycephalic syndrome in cats. Her teaching accomplishments include offering a course in minimally invasive surgery to senior veterinary students, a Zoetis Distinguished Veterinary Teaching Award, and the Dr. Beryl D. and Renee Mell Faculty Award. And her clinical service has encompassed working with Professor Emeritus Brendan McKiernan to introduce to the United States laser-assisted turbinectomy (LATE) for dogs suffering from brachycephalic syndrome.



Dr. Heidi Phillips

Also this summer, the University of Illinois campus funded Dr. Phillips' proposal titled “Advancing Translational Research and Collaboration through Surgical Training and Innovation” through the very competitive Investment for Growth (IFG) program.

This is the second year for the IFG program, which is designed to generate new sources of revenue that align with the university's missions of education, research and public engagement.

“It has been my dream for a long time to incorporate veterinary expertise into animal research and teaching,” said Dr. Phillips, who plans to build a hub for animal surgical models, non-animal simulations, and online surgical training courses with a shared goal of advancing translational research

and education. The project unites collaborators from the College of Engineering, the Carle Illinois College of Medicine, boarded laboratory-animal veterinarians in the Division of Animal Resources, and other campus teaching and health care centers.

Global Impact and a Win-Win for Animals

"A great many standard procedures in veterinary surgery have direct applications for existing surgical protocols in biomedical research," Dr. Phillips said. "In addition, veterinary knowledge can be extrapolated to develop new research models.

"The translational model offers benefits in both directions. A biodevice such as a cardiac implant may be tested first in a mouse model but may eventually have applications not only in human patients but also for companion animals affected by heart disease."

With the grant from campus, Dr. Phillips will leverage technology and online learning to greatly multiply her impact in this area. Whereas her week-long in-person training programs in microsurgery accommodate only three learners per session and are offered only a few times per year, she envisions reaching a global audience and expanding the areas of training and innovation to help advance medical care for animals and humans.

She will tap into the resources in the college's i-Learning Center, developed by Dr. Jim Lowe with funding from a campus IFG grant received in 2017. He has created a resource for delivering online and

blended educational products, beginning with programs focused on livestock system health.

Passionate Students Garner National Research Awards

I'm proud to share that Illinois students took top honors in the national Phi Zeta Scholarly Article competition in both categories this year. Drs. Jamie Stewart and Mark Byrum won for their basic research and clinical research articles, respectively. Both are Illinois DVM graduates who participated in the college's Summer Research Training Program and entered residencies at Illinois.

Dr. Stewart, who is a boarded theriogenologist, also completed a master's degree at Illinois and is a PhD candidate in the laboratory of Dr. Fabio Lima. During her nine years at the college as a student and researcher, Dr. Stewart has demonstrated incredible commitment to the teaching, research and service mission of the college. We look forward to her continued impact on the veterinary field as she moves to a faculty position at Virginia-Maryland College of Veterinary Medicine.

Dr. Byrum is currently an oncology resident whose research mentor is Dr. Tim Fan. His interest in cancer research has a very personal origin: his own father died of lung cancer when Dr. Bynum was a child. As a veterinary student, Dr. Bynum was the first recipient of the Dr. Casey Cadile Memorial Scholarship, created in honor of a 2001 graduate who successfully battled breast cancer during her veterinary studies and went on to become a boarded veterinary oncologist. 🐾



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Power of 10 Classes Announced

The ISVMA Board of Directors is pleased to announce its 2018-19 Power of 10 classes. The Power of 10 program is designed to help veterinarians develop skills in leadership, communication and business. The program is welcoming its fourth class of veterinarians who have been practicing less than seven years and its first class for veterinarians who have been practicing eight to 25 years.

"ISVMA is proud to offer a complimentary program that allows veterinarians to expand their skills and create stronger peer networks while gaining 20 hours of continuing education," said ISVMA President Bob Ebbesmeyer, DVM. "This program helps veterinarians step into or expand their leadership roles in practice, their communities and in organized veterinary medicine."

Congratulations to the Power of 10 class for veterinarians practicing less than seven years:



Chelsea Ballinger, DVM
Greenville Veterinary Clinic



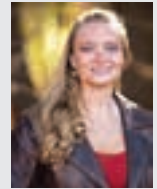
Maggie Collins, DVM
Banfield Pet Hospital,
Oswego



Mara Fehrenbacher, DVM
Effingham Veterinary
Clinic



Serena Lawfer, DVM
Morrison Veterinary
Clinic, Morrison



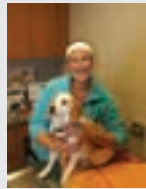
Kiley Mettendorf, DVM
Pana Animal Hospital,
Pana



Kari Murdoch, DVM
Banfield-Aurora



Malgorzata Pajak, DVM
Banfield, Grand
Avenue – Chicago



Emily Schier, DVM
Pine Meadow Veterinary
Clinic, Oregon



Amber Slaughter, DVM
Medical District Vet
Clinic at University of
Illinois – Chicago



Kate St. John, DVM
Sandwich Veterinary
Clinic,
Sandwich

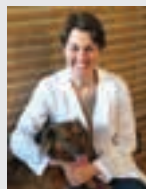
Congratulations to the Power of 10 class for veterinarians practicing eight to 25 years:



Thomas A Brooks, DVM
Fox Valley Veterinary
Clinic – North Aurora



Matt Bussan, DVM
Town & Country Animal
Hospital – Normal



Denise Cudiamat, DVM
Markham Animal
Clinic – Markham



Byron De La Navarre, DVM
Owner, Animal
House of Chicago



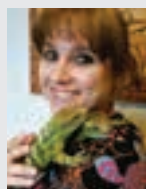
Nicole DiGiacomo, DVM
DuPage Animal
Hospital – Villa Park



Shannon Greeley, DVM
Owner, Scottsdale
Animal Clinic – Burbank



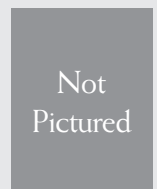
Devon Hague, DVM
University of Illinois,
Veterinary Teaching
Hospital – Urbana



Nicole Johnson, DVM
Owner, Pekin
Animal Hospital,
Pekin



Vaishali Joshi, DVM
Oz Animal Hospital,
Chicago



Brenda Burnham-McQuillam,
DVM
Banfield Pet Hospital,
Countryside



VETERINARIANS: PROTECTING THE HEALTH OF ANIMALS & PEOPLE | Veterinarians are dedicated to improving the health and well-being of both animals and humans. They practice in all counties in Illinois and are the trained experts who are familiar with issues involving animal welfare, disease, food safety, environmental conservation, and public health.

Some **Illinois veterinarians** have advanced designations in one or more of the following areas:



Completion of a Doctor of Veterinary Medicine degree requires four years of specialized study. There are 30 accredited colleges of veterinary medicine in the United States.

Veterinary students generally complete their four-year undergraduate college experience and earn their bachelor's degree. At the University of Illinois students can apply for admission before completing their undergraduate studies. However, few students choose this option and only a few are admitted under it.

Just like in human medicine, veterinarians may choose to specialize, and will complete additional training and testing. Oftentimes the additional training requires a one year internship followed by a three year residency program. Additionally, certain specialties require veterinarians to complete a research degree (Master's or PhD).

The average student debt for the 89.2 percent of veterinary students who reported that they expected to have debt at the time of their graduation was \$151,672

- 1 Anesthesiology
- 2 Animal Welfare (provisional recognition)
- 3 Behavior
- 4 Clinical Pharmacology
- 5 Dermatology
- 6 Dentistry
- 7 Internal Medicine
- 8 Emergency and Critical Care
- 9 Laboratory Animal Medicine
- 10 Microbiology
- 11 Nutrition
- 12 Ophthalmology
- 13 Pathology
- 14 Preventive Medicine
- 15 Poultry Medicine
- 16 Radiology
- 17 Sports Medicine and Rehabilitation (provisional recognition)
- 18 Surgery
- 19 Theriogenology
- 20 Toxicology
- 21 Veterinary Practitioners
- 22 Zoological Medicine



Share with clients and legislators



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The Illinois State Veterinary Medical Association is a not-for-profit, professional association representing approximately 2,900 licensed veterinarians and certified veterinary technicians working in sectors such as private or corporate practice (small animal, exotic pet animal, equine, food animal, zoo or mixed animal), industry, government, zoo or preserve organizations, uniformed services and academia. The organization is dedicated to advancing the well-being of veterinary professionals, animals, the public and the environment.



Private or Corporate Clinical Practice | Provide medical and surgical care for companion animal, exotic, equine, and food animal species.



Teaching | Teach and train veterinarians, certified veterinary technicians, undergrad and graduate students. Also conduct research, provide care for animals in veterinary teaching hospitals, and develop continuing education programs.



Research | Working at universities, governmental agencies or industry to find innovative ways to prevent, diagnose and treat diseases that affect human and animal health. | For example, veterinarians identified the cause of West Nile virus infection, and made discoveries to control malaria and yellow fever. | Pharmaceutical and biomedical research-veterinarians develop, test, and supervise the production of drugs and biological products. Veterinarians working in this sector have specialized training in toxicology, pathology, pharmacology, or laboratory animal medicine.



Industry | Veterinarians work in management, technical sales, services, and regulatory affairs for pet food companies, agribusinesses, and pharmaceutical companies.



Regulatory Medicine | Federal and state agencies employ veterinarians to quarantine and inspect animals brought into the country, supervise interstate shipment of animals, and have been involved in the prevention and eradication of diseases including rabies and tuberculosis. | Veterinarians working for the United States Department of Agriculture's Food Safety Inspection Service (USDA-FSIS) ensure that only healthy animals enter the food supply. They ensure that meat, poultry, and eggs are safe for human consumption. | The USDA's Animal and Plant Health Inspection Service (APHIS) veterinarians monitor the development of and testing of new vaccines for safety and effectiveness. | They also enforce animal welfare regulations to ensure humane treatment of animals, protect U.S. agriculture through disease surveillance, and prevent foreign animal disease from entering our country and endangering the U.S. food supply. | Veterinarians also work for other governmental agencies including the Environmental Protection Agency (EPA), Food and Drug Administration (FDA), Fish and Wildlife Service (FWS), and the National Institutes of Health (NIH).



Public Health | Veterinarians are trained as epidemiologists in city, county, state, and federal agencies investigating human and animal disease outbreaks such as food-borne illness, influenza, and rabies. | Over 100 veterinarians work for the Centers for Disease Control and Prevention (CDC). They protect public health by investigating disease throughout the world and developing programs to help prevent the spread of diseases such as Ebola, malaria, and avian influenza. | Veterinarians in the Department of Homeland Security (DHS) protect human and animal health and safety by developing disease surveillance and anti-terrorism procedures and protocols. | Veterinarians play vital roles in helping communities recover from manmade and natural disasters.



Military Service | Veterinarians serving in the U.S. Army Veterinary Corps protect the U.S. against bioterrorism. They are responsible for food safety, veterinary care of government-owned animals, and biomedical research and development. | In the U.S. Air Force, veterinarians serve in the Biomedical Science Corps as public health officers. They manage occupational illness, foodborne disease, and communicable disease control programs at Air Force bases throughout the world. | Military veterinarians also help to rebuild and improve animal care systems in underdeveloped and war-damaged countries.



Other Service | Veterinarians also work in the areas of animal welfare, zoo medicine, aquatic animal medicine, aerospace medicine, sports medicine, animal-assisted therapy programs, and wildlife medicine. | Veterinarians are involved in local, state and federal governments, working with legislators to shape laws that protect the health, welfare, and well-being of animals and people.



In Memoriam

ISVMA's members and Board of Directors extend their condolences to the family of the following veterinarian.

Raymond J. Morandi Sr., DVM

Raymond J. Morandi Sr., DVM, had a million horse stories of interrupted Christmas dinners and calls at all hours of the day and night at farms and race tracks throughout the Chicago region. A pioneering equine veterinarian and cornerstone of Orland Park, Dr. Morandi died on May 19, 2018, after a brief struggle with lymphoma. He was 86.

Born June 24, 1931, to Peter and Bernice Morandi in Chicago's Roseland neighborhood, Dr. Morandi worked on his father's ice delivery truck. His love and fascination for horses began when he was a kid, when his father kept a couple of buggy racing horses on their property in Roseland.

After graduating high school, Dr. Morandi joined the Army, where he served in the Korean War. After the war, he attended Bradley University in Peoria, where he earned a bachelor's degree. He went on to Iowa State University in Ames, Iowa, where, after 12 years of study, he graduated with a degree in veterinary medicine.

Dr. Morandi moved back to the Chicago area, where he settled on a 50-acre estate and opened the Orland Park Equine Hospital in 1966. He was a familiar figure at Chicago's race tracks, treating standardbred horses at Washington Park, Maywood, Sportsmen and Balmoral by day, and performing surgeries throughout the night. He became known as a leg man in horse circles. He pioneered treatments for treating leg and hock injuries in standardbred racers, as well as privately owned riding and farm horses.

Dr. Morandi belonged to ISVMA and the Horsemen's Council of Illinois. Some of Dr. Morandi's more famous patients included the Budweiser Clydesdales and Rambling Willie, nicknamed "the horse that God loved," a champion harness standardbred with 128 victories, earning more than \$2 million during his 13-year racing career.

Dr. Morandi is survived by his wife, Janice, and their three children and their families. 🐾

IVMF Donations

The Illinois Veterinary Medical Foundation (IVMF) welcomes contributions to celebrate or honor the life of a pet as well as to memorialize a loss. Download a donor form from the ISVMA website at www.isvma.org/illinois-veterinary-medical-foundation to submit your memorial. Please indicate whom you are honoring on the form, and give an address where the memorial notification can be sent.

In Memory

The IVMF thanks the following veterinary clinics for their contributions in memory of the following pets:

<i>Mon-Clair Animal Hospital in Millstadt</i>	Clyde	Frosty	Marcus	Pup	Teddy	Duke
Bear	Cooper	Georgie	Martini	Radar	Tiger	Gracie
Bella	Coral	Gilligan	Marty	Romeo	Tigger	Henry
Bo	Cosmo	Gizmo	Max	Romi	Tiny Baby	Higgins
Bonhan	Daisy	Gracie	Misty	Roscoe	Tipper	Lucky
Bouncer	Dannie Lynn	Harry	Molly	Sam	Webster	"M"
Brutus	Deke	Honey	Mufasa	Samantha	Zippy	Peaches
Bubba	Dexter	Hunter	Newman	Scruffy	Zoe	Randle
Buddy	Diesel	Josie	Olivia	Shaggy		Rocky
Charlie	Dudley	Katie	Oreo	Sissy	<i>Heartland Animal Hospital in Bartlett</i>	Sarah
Chase	Winston	Lacie	Ozzie	Skye	Bella	Serena
Chessie	Dylan	Lexy	Pepper	Smokey	Belle	Speedy
Chi Chi	Ellie	Lu Lu	Phoebe	Spunky	Buster	Tobias
Cleo	Emmie	Lucky	Pooh	Stripe	Diesel	Zelda 🐾
	Frankie	Maggie	Princess	Suzie Q		



How to Approach Crappy Cat Cases

by Craig B. Webb, DVM, PhD, DACVIM



Introduction

The steps to a diagnosis in cases of feline chronic enteropathy usually include the following:

1. Identify the patient as having a chronic enteropathy (diarrhea, vomiting, weight loss, change in appetite of more than three weeks' duration); localize the clinical signs to a dysfunction of the enteric system because non-enteric causes have been ruled out. Diagnostic Step One usually includes the minimum database plus any number of ancillary tests, such as fPLI, TLI, cobalamin, abdominal ultrasound, etc. With a stable patient:
2. Fecal examination and prophylactic deworming (antibiotic trials are controversial; see a number of excellent discussions of this topic by Dr. Steve Marks, UC-Davis)
3. Diet trial (ruling out an adverse reaction to food; possible diagnosis: see below)
4. If the chronic enteropathy persists, tissue diagnosis to rule out neoplasia.

Histopathology is still considered the "gold standard" for diagnosis of inflammatory bowel disease (IBD), although ironically, many studies show very little correlation between histopathologic severity and clinical reality. (See the histopathology guidelines produced by the World Small Animal Veterinary Association, www.wsava.org.) An overlap between IBD and alimentary lymphoma in cats has been suggested, with

some cases of IBD suspected of progressing to alimentary lymphoma (as has been demonstrated in humans). Fortunately, the information that can be derived from a piece of tissue is rapidly extending beyond a classical histopathologic description. Particularly relevant technological advances include immunohistochemistry, PCR and flow cytometry, all designed to give much more detailed information regarding the cells that are present in the tissue specimen.

History Lesson

"Pharmaceutical agents are often given inappropriate precedence in the treatment of gastrointestinal tract diseases. Nutrients have marked influences on the gastrointestinal tract and manipulation of the diet provides clinicians with a powerful therapeutic strategy to be used alone or concurrently with drug therapy." — Dr. W. Grant Guilford, 1994

As early as 1994, Dr. Guilford recognized that different diseases of the GI tract were likely to respond to different dietary manipulations. Simply characterizing the clinical condition was an important first step toward deciding on the best fit amongst diet choices. For example, for chronic small bowel diarrhea, Dr. Guilford recommended a "highly digestible, gluten-free, hypoallergenic, isosmolar, low in fat and low in lactose" diet. That should just about cover it!

We have long recognized the cat as an obligate carnivore, but we continue to debate just exactly what impact that status should have on

what we actually feed this species. Bear in mind that if left to their own devices, and assuming they more closely resembled a contestant in the Hunger Games as opposed to the couch potato so many of us are accustomed to dealing with, cats would consume a diet high in protein, with low to moderate amounts of fat and minimal carbohydrates. A cat's obligate daily protein requirement (30 percent DMB) is twice that of a dog, and cats have specific requirements for particular proteins (such as taurine) as well as a number of vitamins, arachidonic acid, carnitine and vitamin D.

Food Responsive Diarrhea, a Chronic Enteropathy of Cats

The veterinary profession (with the persistent prodding of pet food companies) is expanding the clinical definition (a bit faster than our basic understanding) of the impact diet has on gastrointestinal disease. Even the language is evolving to acknowledge the fact that diet plays a role in GI health well beyond the simple classification of allergy or intolerance. Cataloging dietary components as a cause or contributor to GI disease has evolved from "It's the beef" to looking at the potential role of grains, gluten, preservatives and preparation. Prescribing dietary intervention as a contributor to the cure for GI disease has evolved from single-source lamb and rice to diets incorporating most any creature on the planet, exotic vegetables, prebiotics, probiotics, a spectrum of digestibility, combinations of fibers and various volumes of fat, essential ingredients, as well as essentially eliminated ingredients.

Dr. Guilford and many others have continued to contribute strong research evidence for the impact of diet as both the cause and potential cure for GI conditions. Several key take-home points from this effort are:

- A significant percentage of cats with GI disease will respond favorably, if not completely, to dietary intervention.
- A diet trial for a gastroenterologist lasts about two weeks, compared to the eight- to 12-week effort for a dermatologist.
- The standard dietary intervention remains the hypoallergenic/hydrolyzed diet.
- A much more diverse array of dietary options should be considered.
- Sometimes it is a matter of matching a specific diet with a particular patient, especially with cats.

Cobalamin, fiber and probiotics are additional interventions to consider in cats with chronic enteropathy.

Summary

- Dietary intervention may not be the only therapy, but it must be a part of an effective plan.

- It takes three strikes before a cat is out; even a different version of a diet type may hit the mark.
- Two weeks, not 12, or "Thank heaven I'm not a dermatologist!" for a GI diet-trial.
- Expand the definition of dietary intervention beyond diets. 🐾

Sources

1. W. Grant Guilford. *Nutritional management of gastrointestinal tract diseases of dogs and cats.* J Nutr 124:2663S-2669S, 1994.
2. Zoran DL. *Nutritional management of feline gastrointestinal diseases.* Top Companion Anim Med 23:200-206, 2008.
3. Guilford WG, Jones BR, Markwell PJ, et al. *Food sensitivity in cats with chronic idiopathic gastrointestinal problems.* J Vet Int Med 15:7-13, 2001.

Dr. Webb is a Clinical Sciences Department professor and head of Small Animal Medicine Section at Colorado State University, College of Veterinary Medicine & Biomedical Sciences in Fort Collins, Colorado. He is a featured presenter at the ISVMA Annual Convention on November 10 at the Tinley Park Convention Center. He will be presenting six lectures on feline topics, titled: Diagnosing Feline GI Disease: Setting Yourself Up for Success; Getting Nutrition Into a Cat, Getting Crap Out of a Cat, Feline Triaditis: Fact or Philosophy; Fecal Microbiota Transplantation: From Theory to Practice; Diagnostic Dilemmas and Failed Therapy.

Dietary Interventions Beyond Diet



Cobalamin (B12)



Fiber



Probiotic

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Featured Speaker

Debi O'Keefe, DVM, DACVIM (Oncology)
Joel Alsup, DVM, DACVS

Cruise prices start at \$1,075/person, oceanview,
group rate (interior \$965 per person, balcony
\$1,275 per person)

These fees include taxes and port charges!

Registration

CE registration is \$295 DVM member
\$225 CVT member/staff
\$150 student
(\$375 DVM non-member,
\$295 CVT non-member)

For travel details, please contact:

Uliana Buxton
AAA Travel
2629 North Illinois Street
Swansea, IL 62226
(618) 235-5700, ext. 104
buxton.uliana@aaamissouri.com

For meeting details, please contact:

Alicia Davis-Wade
ISVMA Assistant Executive Director
1121 Chatham Road
Springfield, IL 61704
(217) 546-8381
alicia@isvma.org

Invite your friends. The more cruisers in our group, the more fun (and perks) for everyone!

2018 ISVMA Annual Convention

November 9-11, 2018 Tinley Park Convention Center Tinley Park, IL

Convention Host Hotel

Holiday Inn • Tinley Park Convention Center

18501 Convention Center Dr. • Tinley Park, IL 60477



Located 30 miles from downtown Chicago at Interstate 80 and Harlem Avenue, the Tinley Park Convention Center is conveniently located near Midway and O'Hare International Airports and several major interstates, including I-80, I-294, I-57, I-355 and I-55.

For registration and hotel information, visit www.holidayinn.com, or call the Holiday Inn directly at (708) 444-1100 and ask for the ISVMA room rate — single/double: \$120 (plus tax).

There is no charge for parking.

For Visitor Information

Chicago Southland
Convention & Visitors Bureau

Toll-free: 888-895-8233
VisitChicagoSouthland.com



CE Opportunities

CE: What You Need to Know!

All educational sessions will take place at the Tinley Park Convention Center.

Please note, the USDA sessions and all wet labs require pre-registration.

How Many CE Hours Can I Earn?

Friday: 6 hours + 6 p.m. CE Reception = 7 hours

Saturday: 6 hours + 7 a.m. CE Breakfast = 7 hours

Sunday: 5 hours + CE Luncheon = 6 hours

Total Convention CE Hours = 20 hours

Notes: The CE Reception, CE Breakfast, CE Luncheon and the USDA Modules are included in your conference registration fee but do require pre-registration, as they are ticketed events.

If you are unclear about how much CE credit you will receive based on the sessions you plan to attend, please contact the ISVMA convention desk for assistance. It is your ethical responsibility to attend the entire session of every CE hour for which you will receive credit.

USDA Accreditation Training Courses

There are no additional fees to participate in the training, and enrollment is open to all. However, pre-registration by accredited veterinarians is mandatory for training credit. On-site/walk-in registration for training credit will not be permitted. Attendance will be ticketed and tracked. The class maximum is 60.

USDA Accreditation Program Training Sessions – Part of This Year's Convention

Under the U.S. Department of Agriculture's (USDA's) revised National Veterinary Accreditation Program, accreditation status expires every three years. As a requirement of renewal, each participating veterinarian

must complete the mandated three hours or six hours of continuing education provided specifically by the USDA. The training/educational materials can be presented live or found online. When completed, the participating veterinarian receives credit for completing the necessary CE for renewal of his or her accreditation status. Upon completion of each session attended, attendees will receive their certificates from the USDA representative for renewal of their accreditation status.

Training Sessions Being Offered

Module 1: Introduction to NVAP

This module introduces veterinarians to the National Veterinary Accreditation Program (NVAP). A brief history of the veterinary accreditation program, the importance and benefits of being an accredited veterinarian, the duties and responsibilities of accredited veterinarians, and information on the Category I or II level accreditation and program certification opportunities are described.

Module 8: International Movement of Horses

This module illustrates the scope of international horse travel and the economic factors associated with its growth, including examples of disease outbreaks that have occurred throughout the world. Proper completion of health certificates for temporary or permanent movement is included. An interactive scenario that demonstrates the process for permanently exporting a horse internationally is presented. Emphasis is placed on the role of the accredited veterinarian, isolation procedures, the required laboratory tests

and accurately completing an International Health Certificate.

Module 25: Using Behavior to Assess Welfare

This module explains how veterinarians can assess the health and welfare of animals by observing their behavior. Normal behaviors seen in many healthy animal species under conditions promoting good welfare are explained, as are abnormal behaviors exhibited from different illnesses and improper living conditions. Information on recognizing, treating and preventing pain and distress in animals is also provided.

Each accredited veterinarian must supply his or her six-digit national accreditation number on the registration form to receive credit for attending. If you don't know your accreditation number, you can call the USDA office at (217) 547-6030 to obtain it.

Students

Students attending the ISVMA Convention are welcome in any of the sessions being presented. Students may attend one ISVMA Annual Convention at no charge during their veterinary school career. To attend at no charge, students must contact the ISVMA office at (217) 546-8381 to register. A credit card number or a check is required for students who are taking advantage of their complimentary attendance. Payment will be held or returned once the student checks in at convention. No-shows will be charged. Students are required to pay wet lab fees.

Conference Speakers

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Exhibit Hall Highlights

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Visit the Trade Show to learn about new veterinary products and solutions to your daily practice problems. Plus, plan to make your supply and equipment purchases at the ISVMA Convention to take advantage of exhibitor show specials. You are sure to find some great values!

The hours are Friday, 8 a.m. to 6:30 p.m., and Saturday, 8 a.m. to 2:45 p.m.

Events

Be sure to attend the President's Welcome Reception, from 5 to 6:30 p.m. on Friday, November 9 — hors d'oeuvres and drink tickets provided! Enjoy complimentary drinks and lunch on Friday and Saturday in the Exhibit Hall while you network with exhibitors and fellow attendees.

Annual Meeting Reception

Everyone is welcome to enjoy heavy hors d'oeuvres and use a drink ticket at the bar while attending the ISVMA Annual Meeting Reception on Saturday, November 10, from 5 to 6:30 p.m. Hear the latest happenings at ISVMA, meet

the association award winners and enjoy a fun reception with your colleagues.

Additional CE Opportunity at Sunday's Lunch

There is no cost to attend, but RSVPs are required on the registration form.

IVMF Silent Auction

The Illinois Veterinary Medical Foundation (IVMF) is again hosting a Silent Auction in the Exhibit Hall. Bidding opens on Friday, November 9, at 9:15 a.m. and closes at 6:30 p.m. Continue the bidding war throughout Saturday, November 10, in the Exhibit Hall from 8 a.m. to 1 p.m. The auction will conclude at 1 p.m., and all winning bids will be finalized.

Bidders need to be present to win, and items can be picked up on-site from the auction table from 2:15 to 2:45 p.m. If the winner is unable to pick up the item, the item will go to the next highest bidder.

To make a donation, please contact the IVMF/ISVMA office at (217) 546-8381.

Volunteers Welcome

Seeking Moderators

The ISVMA welcomes dedicated volunteers. Enhance your convention experience by moderating program sessions! Contact Sherrie Leezer at (217) 546-8381, or sherrie@isvma.org, to find out how you can receive a rebate on your conference registration.



Senior Vet Program

ISVMA will be presenting its annual Senior Vet Program, which runs concurrently with the convention for veterinarians who have retired or chosen part-time or inactive status, and no longer need CEs offered by the regular convention program.

On Saturday, program participants will be driving to the Brookfield Zoo for a behind-the-scenes tour of the animal hospital. You will have the opportunity to visit with hospital staff on how they care for residents of the zoo. The cost of the tour will be \$10 per participant.

Please note on the registration form special pricing for the senior veterinarians who meet either of the following criteria:

- Retired, non-practicing ISVMA members
- Retired, life members of ISVMA

Members and nonmembers who do not meet the above criteria must pay the appropriate rate on the registration schedule but may choose to participate in the Senior Vet Program.



Special Events

Trivia Night Benefiting the Veterinary PAC

Join Us for Trivia Night on Friday, November 9 —
Fajita Bar, Entertainment, Fun Prizes!

Share your knowledge and join us on a quest to answer questions in a variety of knowledge areas, including unique veterinary facts, during the first Veterinary PAC Trivia Contest. Plus, there will be fun contests and prizes, so bring your colleagues, family and friends for some laughs and great food. This is how memories are made!

To register individually or as group, mark the appropriate boxes during your online convention registration or call the ISVMA office at (217) 546-8381. Doors will open at 6:30 p.m. and the contest will begin at 7 p.m. Cost is \$50 per person or \$500 per table, which includes all food. There will be a cash bar. Your players do not need to be convention registrants to play. All proceeds will benefit the veterinary PAC.

IVMF Silent Auction

The Illinois Veterinary Medical Foundation (IVMF) is hosting a Silent Auction in the Exhibit Hall. This is a great place to pick up some unique holiday gifts or a treasure to take home or to the clinic. All proceeds benefit student scholarships and foundation programs.

Bidding opens on Friday, November 9, at 9:15 a.m. and closes at 6:30 p.m. Continue the bidding war throughout Saturday, November 10, in the Exhibit Hall from 8 a.m. to 1 p.m. The auction will conclude at 1 p.m., and all winning bids will be finalized.

Bidders need to be present to win, and items can be picked up on-site from the auction table from 2:15 to 2:45 p.m. If the winner is unable to pick up the item, the item will go to the next highest bidder.

To make a donation, please contact the IVMF/ISVMA office at (217) 546-8381.

University of Illinois College of Veterinary Medicine's Reception

Saturday, November 10, 6:30 to 8:30 p.m., Side Street Tavern
Main Room

Socialize with U of I CVM staff, alumni and other colleagues while catching up on the latest college updates.

Sunday Morning Worship Services

Sunday, November 11, 6:45 a.m.

You are invited to join fellow conference attendees for a morning of worship and fellowship. Sponsored by Christian Veterinary Mission.

Free Headshots by Professional Photographer

Update your website, social media or clinic pictures with a free headshot by our professional photographer, Larry Burrows. The mini-session includes free makeup by professional stylists! And, the entire experience and photo are free!

Going Green

Registration Confirmations

All registrants will need to provide an email address to forward registration confirmations. The ISVMA respects your privacy and will not sell or forward your email address. Email addresses are for internal use only. If an email address is not provided, ISVMA will be unable to provide a confirmation or other conference updates to the registrant.

Convention Proceedings/Handouts and Annual Meeting

Handouts for educational sessions, wet labs and the annual meeting will be posted online for download and printing. Materials will be posted after October 19, 2018.

What Are My Options If I Am a Note Taker?

You should print off each session's proceedings/handouts before coming to the convention, or you can download session proceedings/handouts to a flash drive or the hard drive on your computer and bring your laptop or tablet to each session. Please note: Wi-Fi will be available, but download times are not guaranteed.

What Are My Options If I Prefer Printed Proceedings?

ISVMA will be offering a flash drive containing speaker notes for the program. Flash drives will be available at the registration desk for a pre-ordered price of \$35 each or an on-site price of \$45 each. Last year's proceedings were over 600 pages. Printed copies of the proceedings are not being offered because of continuing low demand. Check off your preference when completing the convention registration form on page 23. A ticket showing proof of purchase will be placed in your registration packet. Exchange your ticket for the flash drive at the convention registration desk.

Thank you!

We couldn't do it without you.

The 2018 Convention Program Planning Committee

Joanne Carlson, DVM, Co-Chair
Charlotte Waack, CVT, Co-Chair
Devon Hague, DVM, DACVIM
Jennifer Ostrum, DVM
Valerie Eisenbart, DVM, MPH
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Staff

Deborah Lakamp, CAE, Executive Director
Alicia Davis-Wade, MA, Assistant Executive Director,
Finance Director
Sherri Leezer, Administrative Assistant

What If I Didn't Preorder?

A limited number of proceedings saved on a flash drive will be available for purchase for \$45 each at the convention registration desk.

Guidebook

ISVMA will again be offering a convenient convention app for registrants. Our ISVMA Annual Convention app through Guidebook will provide the opportunity to view and create personal schedules, review notes and speaker profiles, see exhibitor information, answer FAQs, allow networking, and more!

Confirmed Exhibitors as of August 31, 2018

- Abaxis
- Antech Diagnostics/Sound
- Aratana Therapeutics
- ASPCA
- AVMA
- AVMA – PLIT
- AVMA-Life Rothschild Insurance
- Banfield Pet Hospital
- Bank of the West
- Bayer Animal Health
- Blue Buffalo
- Blue Door Publishing
- Blue Pearl Veterinary Partners
- Boehringer-Ingelheim
- Carr Healthcare Realty
- CattleDog Publishing
- Central Illinois X-Ray
- Christian Veterinary Mission
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- CryoProbe
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- Doctor Multimedia
- Dog is Good
- Dundee Animal Hospital
- Elanco Animal Health
- Eye Care for Animals
- Great Lakes/Elsevier
- Hero Brace
- Heska
- Hill's Pet Nutrition, Inc.
- Hinsdale Pet Memorial Services
- IDEXX Laboratories, Inc.
- Illinois Department of Agriculture
- Invisible Fence Brand
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- Merck
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- Principal Financial Group
- Road Runner Pharmacy
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- Shor-line Mfg. Co.
- Simmons & Associates Midwest
- Standard Process, Inc.
- Steris Animal Health
- Strategic Financial Group
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- USDA – APHIS
- Vet Ray by Sedecal
- Vetamac
- Veterinarian Recommended Solutions
- Veterinary Orthopedic Center
- VetMatrix
- VetriScience Laboratories
- Zoetis

Illinois State Veterinary Medical Association

2018 Convention Registration Form

Register one person per form. For additional registrants, please copy form.

Part 1

Full name: _____
(Print name as you want it to appear on your name badge.)

Business name: _____ Address: _____

City: _____ State: _____ ZIP: _____

Phone: _____ Fax: _____

Email: _____

(Email address is for office use only and will not be forwarded or sold.)

Part 2

For Veterinarians:

College: _____

Year of graduation: _____

- DVM owner
- DVM industry
- DVM associate
- DVM retired
- DVM faculty or academic
- DVM other

Guest name: _____

For Students:

College: _____

Year of graduation: _____

- DVM student
- CVT student

*ISVMA has created a one-time free convention pass for students. It can be used once in their student career. To utilize it, write FREE in the registration blank below AND submit a check for the fee. The check will be returned uncashed when the student checks in at the on-site registration desk.

For all other attendees:

- CVT
- Practice manager
- Guest
- Practice personnel
- Other

Part 3

Special needs

Please check this box if you have a disability or limitation that would require special arrangements. We will contact you to discuss accommodations.

Dietary Restrictions: _____

Part 4

Method of payment

_____ My check is enclosed _____ Bill my credit card

- Visa
- MasterCard

Card number: _____

V-code (on card back): _____ Expiration date: _____

Cardholder name: _____

Signature: _____ Date: _____

Registration fee \$ _____

Wet lab fee(s) \$ _____

Total for extras \$ _____

Total due \$ _____

Mail this completed form with payment to:
Illinois State Veterinary Medical Association,
1121 Chatham Road, Springfield, IL 62704

Fax credit card information and registration forms to
(217) 546-5633. (If you fax, do not mail this form.)

Questions? Call the ISVMA office at (217) 546-8381.

Registrant's first and last name: _____

2018 Annual Convention Pricing

DVM Registrant		Early (On or Before 9/21)	Standard (Before 10/19)	Late (On or After 10/20)
ISVMA member	Full convention/two days	\$445	\$550	\$620
	One day only	\$285	\$395	\$435
Nonmember	Full convention/two days	\$630	\$680	\$755
	One day only	\$450	\$500	\$555
CVT Registrant				
ISVMA member	Full convention/two days	\$220	\$305	\$330
	One day only	\$160	\$260	\$290
Nonmember	Full convention/two days	\$270	\$355	\$380
	One day only	\$220	\$270	\$320
ISVMA Member Specials				
DVM Retired <i>(Applicable for nonpracticing, retired and life members ONLY.)</i>				
	Full convention/two days	\$255	\$340	\$375
	One day only	\$160	\$255	\$295
2017 and 2018 Graduates				
DVM	Full convention/two days	\$280	\$380	\$430
	One day only	\$185	\$295	\$350
CVT	Full convention/two days	\$205	\$280	\$330
	One day only	\$145	\$240	\$280
Practice Personnel				
	Full convention/two days	\$220	\$305	\$330
	One day only	\$160	\$260	\$290
Student				
DVM Student	Full convention/two days	\$75	\$100	\$125
	One day only	\$45	\$65	\$85
Veterinary Technician Student	Full convention/two days	\$75	\$100	\$125
	One day only	\$45	\$65	\$85
Guest				
	Full convention/two days	\$150	\$200	\$250
	One day only	\$90	\$130	\$170

Special Events

There are no additional fees for the following; however, you must indicate your attendance. A ticket will be issued allowing your participation.

Friday, 11/9/18		
Noon: Lunch in Exhibit Hall	<input type="checkbox"/> I will attend	<input type="checkbox"/> I will not attend
5 p.m.: President's Reception in Exhibit Hall	<input type="checkbox"/> I will attend	<input type="checkbox"/> I will not attend
Saturday, 11/10/18		
7:15 a.m.: Life Member/Past President Breakfast	<input type="checkbox"/> I will attend	<input type="checkbox"/> I will not attend
8 a.m.: Senior Vet Program Off-Site Trip (\$10)	<input type="checkbox"/> I will attend	<input type="checkbox"/> I will not attend
Noon: Lunch in Exhibit Hall	<input type="checkbox"/> I will attend	<input type="checkbox"/> I will not attend
5 p.m.: Annual Meeting Reception	<input type="checkbox"/> I will attend	<input type="checkbox"/> I will not attend
6:30 p.m.: UI Alumni Reception	<input type="checkbox"/> I will attend	<input type="checkbox"/> I will not attend
Sunday, 11/11/18		
6:45 a.m.: Worship Service	<input type="checkbox"/> I will attend	<input type="checkbox"/> I will not attend

Friday, 6 p.m. CE Reception

RSVPs are mandatory to ensure there are enough hors d'oeuvres available for all in attendance.

I will attend I will not attend

Saturday, 7 a.m. CE Breakfast

RSVPs are mandatory to ensure there are enough meals available for all in attendance.

I will attend I will not attend

Sunday, noon, Lunch and Learn

RSVPs are mandatory to ensure there are enough meals available for all in attendance.

I will attend I will not attend

2018 Convention Registration Form

Registrant's first and last name: _____

Registration Fees

Wet Labs

Additional fees will be charged to cover costs of supplies, equipment, etc. As indicated, labs include supporting lectures. A ticket will be issued in your registration packet for all paid wet labs.

Mark all that apply:

Friday, 8-9 a.m.

COACH: Live Instruction in Orthopedic Examination of the Dog

(Max. 12 registrants)

This limited enrollment wet lab will consist of live dog demonstrations by an orthopedic expert, followed by opportunities for participants to practice orthopedic exam techniques.

\$70 early \$80 standard \$90 late

Friday, 9:30-10:30 a.m.

COACH: Live Instruction in Orthopedic Examination of the Dog

(Max. 12 registrants)

This limited enrollment wet lab will consist of live dog demonstrations by an orthopedic expert, followed by opportunities for participants to practice orthopedic exam techniques.

\$70 early \$80 standard \$90 late

Friday, 8-11:45 a.m.

Team Building: Building an Effective Pack (Max. 40 registrants)

This interactive session will provide useful concepts and tools for increased team efficacy. Participants, in working groups, will have opportunities to apply specific methods, tools and activities.

\$25 early \$30 standard \$35 late

Friday, 1:15-5 p.m.

Ophthalmology Surgery Wet Lab (Max. 16 registrants)

This wet lab will cover enucleation, grid keratotomy, entropion, eyelid mass removal, and third eyelid gland replacement. Brief lectures will be followed by opportunities to perform procedures on cadavers.

\$295 early \$325 standard \$350 late

Friday, 2:45-5 p.m.

Anesthetic Equipment Wet Lab (Max. 35 registrants)

This wet lab will continue the principles covered in the lecture, allowing participants hands-on experience in anesthetic machine use and troubleshooting.

\$70 early \$80 standard \$100 late

Friday, 6:30 p.m.

PAC Trivia Contest

See page 7 for details.

\$50/person \$500/per table of 10

Saturday, 9:30-11:45 a.m.

Dental Techniques for Technicians (Max. 16 registrants)

This wet lab will concentrate on performing an oral examination, identification of pathology and charting your findings, and proper use and care of dental hand instruments. The proper and safe placement of regional dental nerve blocks will also be demonstrated and practiced.

\$80 early \$90 standard \$110 late

Saturday, 10:45-11:45 a.m.

Digital Thermal Imaging/Wet Lab (Max. 30 registrants)

Registrants will have the opportunity for hands-on experience with a digital thermal imaging unit, with instruction on technique and interpretation.

\$75 early \$95 standard \$115 late

USDA Accreditation Sessions

- Pre-registration mandatory to receive accreditation education hours
- No additional fee required
- No CE granted toward USDA accreditation for walk-in registrants
- USDA accreditation CE certificates will be distributed on-site only
- A ticket will be included in registration packet for attendance

Friday, 1:15-2:15 p.m.

Module 1: Introduction to National Veterinary Accreditation Program

Friday, 2:30-3:30 p.m.

Module 8: International Movement of Horses

Friday, 4-5 p.m.

Module 25: Using Behavior to Assess Welfare

My USDA Accreditation Number is: _____

Please mark the day(s) you will be in attendance. Thank you!

Full Convention

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Questions? Call the ISVMA office at (217) 546-8381.

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QUICK TIP

I have received a letter/call from a corporate purchaser expressing interest in my practice.

What should I do?

Please, please, PLEASE do not accept the first offer! The first offer is usually not the only offer nor is it the best offer.

We have about 30 corporate purchasers on our contact list. Many of which you probably don't even know about.

When it comes to our many sellers who have been open to selling to a corporation, we have been able to help them acquire multiple offers, higher than when trying to go about it alone. Our sellers have been thrilled with:

- *Their offers
- *Their ability to choose which company fits their culture the best
- *The transition process
- *Operations post-sale including employee satisfaction

Aside from becoming a practice owner, exiting is likely one of the largest decisions with the greatest financial impact on your future.

- *Don't go about this by yourself, you will get frustrated and overwhelmed
- *Seek professional advice
- *Don't leave money on the table

You owe it to yourself and your family to maximize on all of the years of hard work that you have put into building your business into what it is today.

Let us help you like we've helped so many other happy sellers. Call us today for a FREE consult.

****Remember to visit our website to view all current listings.****



Nikki Nitz, CPA, CMA

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Turning Callers into Clients

The data collected from over 1,500 mystery phone shopper calls made to veterinary practices highlights a much-needed room for improvement. When speaking with a pet owner over the phone, most teams jump into talking about pricing, which can send the message that the clinic only cares about payment.

While there are some pet owners who are concerned about prices, there are several who don't know what else to ask other than, "How much is it for ...?" To avoid making negative impressions, staff should treat these callers as though they want to learn about the clinic, the veterinary team and how you would care for their pet, rather than focusing on fees.

If your hospital averages eight to 10 of these calls per week, you could acquire eight to 10 new clients. It's worthwhile to invest in training the team on how to handle these inquiries, especially when looking to attract new clients. Here's how to turn these callers into clients.

Know What Makes You Different

As a team, you need to know what makes your hospital different from the other hospitals that the person is calling. Why should people bring their animals to you? Most hospitals will say that they are friendly and caring, but you can bet that the hospital down the street is saying the same thing. What sets you apart? Discuss this as a team and determine what your message will be to get clients to choose you over the competition.

Prepare Before You Answer the Phone

People can hear your smile through the phone. Be friendly by asking their name and listening to what they have to say with genuine interest.

Practice Active Listening

Listen carefully to what the caller is asking and respond with questions that show you're paying attention. Engage the prospective client in conversation by asking them about their pet and to elaborate if you need clarification. They will appreciate your active listening skills.

Avoid Quoting Prices Over the Phone

It's reasonable to tell someone that his or her pet needs to be examined first to provide an accurate quote for treatment or a procedure.

There are many factors that could affect the price of veterinary care. Invite the caller and their pet in for a tour and meet-and-greet. Provide them with an information package that reinforces what your hospital has to offer them. In some cases, it's acceptable to give a price over the phone (examination fees, flea and tick products, etc.), but numbers should only be discussed after you've provided all the information you want them to hear. If you start with pricing, they won't want to hear anything else.

Track and Measure

Tracking the number of information calls your practice receives is a great way to see what is and isn't working. Asking callers how they heard about your practice provides insight into whether your marketing tactics are successful. In addition, measuring the number of calls that turn into clients will allow you to see whether your telecommunication training is paying off and will help you identify areas for improvement.

Show Your Interest

Ontario Veterinary Medical Association's annual pet owner survey asks, "What are the top three factors in choosing a veterinary hospital?" and every year the top answer is "Interested in my pet's well-being." Be interested in the caller and especially his or her pet. Find out more about the pet, such as personality and eating habits, and take some time to educate owners about things they may not know when it comes to a new puppy or kitten.

End the Call with a Commitment

Only five clinic staff have asked the caller to book an appointment out of 1,500 mystery phone shopper calls — that's a lot of missed client acquisition opportunities. At the end of the call, either invite the caller to schedule a tour of the hospital (most importantly, for them to meet any available staff), email them more information (it's usually a lot to give over the phone, especially regarding spays and

neuters) or at least ask them about booking their first appointment by saying, "May I go ahead and book you and Fluffy an appointment? We have 4 p.m. on Monday available or 9 a.m. on Wednesday. What works best for you?"

Represent the Clinic

If you consider yourself to be a high-touch/high-service clinic that goes above and beyond for your clients, you need to emphasize that in the first phone call. For example, making the time to email a caller more information and then following up with them shows that you care and are dedicated to helping their pet.

Below is a sample script for how to handle information calls.

Staff: Good morning, ABC Pet Hospital, Karen speaking.

Caller: Yes, I'd like to know how much it would be to have my puppy vaccinated?

Staff: Sure. Can I ask your name?

Caller: Mary.

Staff: Great! Thanks, Mary. Do you mind me asking how you heard about us?

Caller: I went on the internet.

Staff: Wonderful. First off, congratulations on your new puppy. What kind of puppy do you have and what's its name?

Caller: A beagle, and we named her Daisy.

Staff: I love her name! We have quite a few beagles that come to our clinic — they are a lot of fun. Has Daisy been keeping you up at night at all, Mary?

Caller: She was, but she has gotten better.

Staff: Have you had a puppy of your own before or have you had any other pets in the past?

Caller: No, this is my first puppy, but I grew up with a cat.

Staff: How has the training been going for you and Daisy?

Caller: Pretty good, I think. She seems smart, and she's letting me know, most of the time, when she needs to go out.



Staff: It sounds like you're doing well with her. You're going to love having Daisy, as I'm sure you do already. We're clients, just like you, so we know how overwhelming it can be when you get a new pet — there's a lot of information to digest, and it can sometimes be difficult to introduce them to the family. Don't worry, though, we have all the information for you to learn about proper health care for Daisy, so you can keep her feeling great. How does that sound to you?

Caller: Great.

Staff: Has Daisy been to see a veterinarian yet?

Caller: No, not with me. Only with the breeder.

Staff: And how old is she now?

Caller: She's 10 weeks old.

Staff: Well, Mary, we like to have all new pet owners bring their pet in for a tour and meet-and-greet with Dr. Chris. At that time, we can answer all your questions. We want to make sure that you see what we're all about and that you feel comfortable bringing your newest family member to our clinic. We have some time at 5 p.m. today or 9 a.m. tomorrow — what works best for you?

Caller: 5 p.m. works well.

Staff: Great, I have you scheduled for 5 p.m. today. What is your phone number, Mary, just in case there are any emergencies? And do you know where we are located?

Caller: Yes, you're right around the corner from me. My number is XXX-XXX-XXXX.

Staff: Fantastic! It's always nice to have your veterinarian close by. I look forward to seeing you and Daisy at 5 p.m. today! 🐾

Classifieds

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- The Animal Emergency Clinic of Springfield, Illinois, has a position for an experienced veterinarian or recent graduate. We are committed to helping our veterinarians grow and to mentoring both our doctors and staff. Our veterinarians must be committed to providing best medicine first and getting to a diagnosis for our clients and their companions. Client communication, education and customer service are among our top priorities. Our clients are well educated about their pets, which allows them to make the best health decisions regarding their pets. We are a full-service emergency veterinary facility that is well supported by the surrounding community. Our practice is well equipped with digital radiology, in-house blood analyzers, ultrasound, Cardell blood pressure and EKG monitoring. We currently

have three full-time veterinarians, as well as a skilled support staff, including Certified Veterinary Technicians. This position will be full-time with an average schedule of three shifts per week. Our hospital provides emergency care from 6 p.m. to 8 a.m., Monday through Friday, and 24 hours on weekends. The flexible scheduling allows for multiple days per week off to enjoy life outside of work. Benefits include: five days CE with \$1,250 expenses, health insurance, malpractice and license defense insurance, dues to professional organizations, two weeks of vacation, signing bonus and moving expenses. Salary: \$115,000 base with percentage of gross (ProSal) or guaranteed base. For further information about this position, please contact Dr. Thomas P. Antonini by phone at (217) 546-1541 (daytime) or (217) 341-4072 (night-time) or by email at: antonini4442@gmail.com should you be interested in an interview. 🐾



Social Media – Friend or Foe?

by Melissa Stacy, CVT



Social media is everywhere you turn and increasingly a part of our lives. Social media can be a great tool to help build your business and educate your clients. Some of the items you will want to consider when starting with social media is having a strategy, setting media rules and policies, and measuring your performance.

Social media serves as a powerful impression of your business, and having a strategy is very important. What you post on social media for visitors to view is telling them about your practice. Does your staff and clinic look friendly and professional? Sometimes visitors only give you one chance to make a good impression, so having a social media plan or strategy is very important. In the veterinary practice's strategy, you want to know what your business goals are. Where would you like to see an increase in revenue or client compliance? Once your plan is created, then you can coordinate posts around those topics. The topics that are chosen can be changed from week to week or from month to month.

Setting social media rules and policies will also be important. The person in charge of posting social media should be given professional training to understand how to represent your business. It is unrealistic to think that a practice manager or veterinary technician is going to automatically know how to post on social media for your business. Social media can be one of the most powerful tools for your clinic but can also do a lot of damage to a business if a post is unprofessional, inaccurate or controversial. One of the best ways to get a visitor's attention is through short videos. A short video of a pet having a good time while receiving care at the veterinary clinic can speak volumes to your visitors and clients. For example: If your clinic is working on expanding water treadmill for physical therapy, you could post (with the owner's permission) a video of a dog on the water treadmill for therapy. When a social media visitor is watching this video, they should be watching a dog that is having a good time, and they should feel that the staff is loving and caring. In their minds, they are thinking that their dog would have a great time with you and that Rufus should do water therapy, too.

One person should be in charge of making the decisions about what will be posted onto social media, but get your staff involved. Create contests with staff members to see who can get the most creative or who will write the next post that will get the most views or likes.



This creates a great team atmosphere and gets everyone involved. It's amazing how many different ideas you will get by working as a team.

All of this work doesn't matter if you aren't measuring the results! So make sure you are setting goals and measuring those goals for what you're posting. If your goal is to obtain four new patients for water treadmill and you book six new patients, then what you are doing is working. Pay close attention to what was posted for you to meet that goal. Did you post mainly videos, blogs or pictures? Use these strategies for the next goal you set. There are also other strategies where you can pay to put ads up and other marketing tactics. Finding the right fit for your practice may take a little bit of time but can reap big rewards and happy clients in the end.

There is so much more to go over than what I can provide in this one article, and it will continue to change as social media changes. We are in the information age, and we need to give our clients the information they are looking for. It is important that the veterinary industry has a presence in social media. This gives veterinary practices the opportunity to reach out to new clients and create stronger bonds with the clients they already have. The American Veterinary Medical Association has guidelines on their website called Social Media 101 for Veterinary Clinics. I encourage you to check it out and help your veterinary practice have a great social media presence! 🐾

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Friday, November 9th

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