

Mississippi Valley Veterinary Medical Association

117th Annual Meeting March 2-3, 2022

- ◆ Special Wednesday Evening
Dinner Guest Speaker
Peter Ostrum, DVM

Session Speakers

- ◆ Alicia Davis-Wade, MA CAE
- ◆ Eric Garcia, CEO
- ◆ Heather Lindell Tally, PharmD,
BSPH, RPh, DICVP, FSVHP
- ◆ Daniel Smeak, DVM, DACVS
- ◆ Glen Shepard, SHRM, HRCI, CEU
- ◆ Courtney Waxman, MS, CVT, RVT,
VT (ECC)

**The Par-A-Dice Hotel
21 Blackjack Blvd
East Peoria IL 61611**



The Mississippi Valley Veterinary Medical Association (MVVMA) Board of Directors invites you to join them for their 117th Annual Meeting.

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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
Special Interest: 6 hours

DINNER MEETING
All Attendees 2 hours

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

Lodging

Room Block will be
released on
February 4, 2022.

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

Reservation Code: 0301MIS

Call 800-547-0711 to
make your reservation.

Schedule of Events Wednesday, March 2

Track 1 – Practice Management

7:30 Registration and Breakfast

Speaker – Glen Shepard SHRM, HRCI, CEU

8:00 – 9:30 am How to Manage Different Generations

Mention the future of our business, and most people immediately bring up issues such as the economy or going green. But Glenn Shepard says there's an even bigger issue on the horizon that will overshadow everything. There are 75 million Baby Boomers (born between 1946 and 1964) starting to retire, and there are only 19 million members of Generation X (born between 1964 and 1980) to fill the gap. Following on their heels is Generation Y (born between 1980 and 2000), which is about the same size as the Boomer generation, but their values could not be more different. Their focus is on work-life balance, not blind careerism. They expect to work shorter hours but reap faster rewards. They're also accustomed to getting trophies for participation instead of achievement, all creating the "perfect storm" in the labor pool. In this session, Glenn will explain the best techniques for managing and motivating each generation.

9:30 – 10:00 am Vendor Break

10:00 – 11:00 am Zero Defect Hiring

Isn't it amazing that with the economy softening and unemployment rising, it's still hard to find good people to hire? Your ultimate success or failure as a manager can often hinge on knowing where to find the best people – and how to keep from getting fooled by "Dr. Jekyll and Mr. Hyde" job applicants who look great in the interview but turn out to be dead weight after they're hired. In this session, Glenn will reveal advanced interviewing and recruiting practices, including real-life interrogation techniques used by the FBI to determine when you're being lied to. After this session, you'll be an expert on how to recruit and retain top notch people in any economic condition.

11:00 – 11:30 am How to Handle Difficult Customers

Attention Anyone Who's Ever Been Told that the Customer is Always Right . . . It's a Big, Fat Lie. Sometimes it's best to just "Fire" a high-maintenance customer. But here's the rub...

The bank doesn't give you extra points when you deposit checks from customers who were a pleasure to work with. You can't "Fire" all your difficult customers. Here are the three biggest myths that will never get you the results you want:

1. The customer is always right.
 2. If you give people what they want, they'll be happy.
 3. When you make a mistake, you should apologize.
-

Schedule of Events **Wednesday, March 2**

The key is to prevent as many problems as possible, and to find ways to solve the rest without bad feelings or lost business. To do that, you need to know exactly when, where, how, and what to do. In the program, I'll reveal the world's most powerful and effective strategies.

11:30 – Noon	Guest Speakers ISVMA & U of I College VM
12:00 – 1:30 pm	Lunch
1:30 – 2:00 pm	How to Handle Difficult Customers – Continued
2:00 – 2:30 pm	How to Manage Problem Employees and Difficult Supervisory Situations

You're probably a good person – reasonable in your expectations, respectful of other peoples' feelings, quick to praise, slow to criticize and eager to live by the Golden Rule. So why is it that some of your people keep doing things that bring your whole team down and make you look like the village idiot?

Short answer: you're stuck with managing human beings – and human beings have a nearly endless ability to make things difficult.

Slightly longer answer: You haven't had a chance to learn the absolutely key techniques that can make you the kind of manager other managers envy and admire – the kind of manager whose team is happy, loyal and just as productive as all get out.

Every manager – even the most successful – is confronted by difficult people from time to time. What makes the successful ones successful is their ability to deal with toxic behavior and turn trash into treasure.

In this two-part session, Glenn will show you how to fix bad attitudes, what motivates people more than money, how to end office gossip, recognize the line between helping employees and enabling them, deal with tattletales, whiners, office hypochondriacs, folks who throw temper tantrums, and much more.

2:30 – 3:00 pm	Vendor Break
3:00 – 4:00 pm	How to Manage Problem Employees and Difficult Supervisory Situations – Continued
4:00 – 5:00 pm	How to Manage Problem Employees and Difficult Supervisory Situations – audience questions
5:00 – 6:00 pm	Social Hour and President's Reception
6:00 – 8:00 pm	Dinner Meeting – Open to All Staff Transitioning from Film to Farm After Winning the Golden Ticket from Willie Wonka—Living Happily Ever After as a Veterinarian. – Special Guest Peter Ostrom, DVM

Schedule of Events **Wednesday, March 2**

After 35 years of working in a busy dairy consulting practice, Dr. Ostrum shares his thoughts and observations on staying enthusiastic, engaged, and relevant in a changing dairy environment. As bovine practitioners, embracing new challenges with imagination and grace is our responsibility to the veterinary profession in the 21st century. Remember that “we are the music makers and we are dreamers of dreams”.

Track 2 – Technician

7:30 Registration and Breakfast

Speaker – Courtney Waxman, CVT, RVT, VTS

8:00 – 9:00 am Choose Your Adventure: Top 3 Emergencies

This lecture is intended to be highly interactive, with the audience choosing from a list of top emergencies seen in practice they want to learn about (this will be done using the PollEverywhere app).

Emergencies to choose from: shock, GDV, urinary obstruction, head trauma, toxin ingestion, heatstroke, anaphylaxis, respiratory distress, sepsis, and Addisonian crisis. Each emergency will review pathophysiology, clinical signs, diagnostics, treatment, and nursing care. The PowerPoint lecture and manuscript notes will be prepared covering all 12 emergencies, but only 3 will be discussed during the lecture.

9:00 – 9:30 am Vendor Break

9:30 – 10:30 am ER Boot Camp

This lecture will review what veterinary technicians should know day 1 working in emergency medicine. Topics to be discussed include triage, CPR, venous access, patient monitoring/care, medical math, and ECC team dynamics.

10:30 – 11:30 am CU Boot Camp

This lecture will review what veterinary technicians need/should know day 1 working in critical care medicine. Topics to be discussed include patient handoff, patient handling, nursing care, charting, and ECC challenges.

11:30 – Noon Guest Speakers ISVMA & U of I College VM

12:00 – 1:30 pm Lunch

1:30 – 2:30 pm The Art of Triage

This lecture will review the history and definition of triage as well as how triage can be implemented in a general practice. Topics to be discussed include phone triage, hospital triage, the primary survey, and triage classification systems.

2:30 – 3:30 pm Code Blue! CPR for Veterinary Techs

This lecture is based on the RECOVER guidelines and will review and give focus to the RECOVER initiative. Briefly introduce/review the history of CPR and the RECOVER

initiative. Topics to be discussed include definitions, basic life support, advanced life, and CPR team dynamics.

3:30 – 4:00 pm Vendor Break

4:00 – 5:00 pm Emergency Room Procedures

This lecture is based on the RECOVER guidelines and will review and give focus to the RECOVER initiative. Briefly introduce/review the history of CPR and the RECOVER initiative. Topics to be discussed include definitions, basic life support, advanced life, and CPR team dynamics.

5:00 – 6:00 pm Social Hour and President's Reception

6:00 – 8:00 pm Dinner Meeting – Open to All Staff
Transitioning from Film to Farm After Winning the Golden Ticket from Willie Wonka—Living Happily Ever After as a Veterinarian
 – Special Guest Peter Ostrom, DVM

After 35 years of working in a busy dairy consulting practice, Dr. Ostrum shares his thoughts and observations on staying enthusiastic, engaged, and relevant in a changing dairy environment. As bovine practitioners, embracing new challenges with imagination and grace is our responsibility to the veterinary profession in the 21st century. Remember that “we are the music makers and we are dreamers of dreams”.

Schedule of Events Thursday, March 3 **Track 1 DVM**

7:30 – 8:00 am Registration and Breakfast

Speaker – Daniel Smeak, DVM, DACVS

8:00 – 9:00 am Paramedian Approach

This is the presenter's go-to approach for cystotomy in male dogs and removal of intra-abdominal ectopic testis in dogs. In this practical step-by-step technical presentation, the audience will understand the advantages of using this simple limited approach in select cases over a conventional ventral midline option.

9:00 – 10:00 am Surgical Approach Cryptorchid

Understand important embryonic anatomy and how these structures are important in locating ectopic testicles during surgery. Learn how to determine if a dog or cat has been neutered or has retained cryptorchid testicles. Review several surgical approaches to an ectopic testicle in dogs and cats depending on its likely location.

- 10:00 – 10:30** **Vendor Break**
10:30 – 11:30 **10 Minute Solo Gastropexy**
In this presentation, a step-by-step presentation and video clips will highlight this complication-free, easy to perform procedure. This procedure is the author's go-to technique for an open incisional gastropexy. Several technical keys will be covered so anyone can perform this procedure on day 1.
- 11:30 – Noon** **Mississippi Valley Veterinary Medical Association
Business Meeting**
- 12:00 -1:15 pm** **Lunch & Last Vendor Break**
- 1:15 – 2:15 pm** **Cosmetic Skin Closure**
The presenter will describe how to close a wound atraumatically and with excellent skin apposition. Detailed technique tips the presenter will describe will ultimately result in a flat, inflammation-free, apposed wound without resorting to using overtight skin sutures- a closure you and your clients will appreciate. Learn tips about how to close subcutaneous and dermal tissues optimally during this how-to presentation.
- 2:15 – 3:15 pm** **Consistent Secure Ligation**
Review the keys to creating secure "mass" ligations on critical pedicles in surgery. Learn why friction knots are an important key to security. This presentation will demonstrate knotting techniques that you can employ day 1 so you are confident in your ligations.
- 3:15 – 4:15 pm** **Smeak's Tips – GI Surgery**

Schedule of Events Track 2 CVT

7:30 – 8:00 am **Registration and Breakfast**

Speaker – Eric Garica, CEO

8:00 – 9:00 am **How to Stand Out in an Increasingly Competitive Market-
place**

The veterinary industry is growing by leaps and bounds each year. The good news is that this means more business. The bad news? More competition. If you feel like you're offering the same services as most other veterinary practices, that's most likely because you are. Chances are you are also marketing yourself in the same way. Fully stocked in-house pharmacy? In-house laborato-

ry? Unfortunately, this is now the standard, and your competitors are showcasing these services in the same way too. If you're looking to define your brand and market yourself more effectively, this is the session for you. We'll be deep diving into these fundamental questions of branding and identity, so that you can enhance your practice and create an impact on social media, the web and locally. **Spoiler alert:** standing out in a saturated marketplace is actually easier than you think.

9:00 – 9:30 am Vendor Break

9:30 – 10:30 am How to Stand Out in an Increasingly Competitive Marketplace- Continued

10:30 – 11:30 am Cats the NEW Revenue Opportunity - Get More Feline Patients and Keep Them Coming Back

Have you noticed a decline in cat veterinary visits at your clinic? If so, you're not alone. While dog owners may seem to have no problem bringing their pets in for their annual and semi-annual visits, sometimes it can feel like you need to coax your cat owners to pursue more consistent appointments and lifelong care. But in the long run, this may not be so surprising. Pet owners have different needs and concerns that vary from species to species. When you understand how a cat owner's mind works, and what they value and look for when it comes to their precious pet's care, then you have the chance of gaining a client for life. This session will help you better understand how to communicate with cat owners. You will learn how to help them feel more comfortable and taken care of at your practice. And, you will help them better understand the needs and reasons behind more regular visits for their furry friend's overall preventative care.

11:30 – Noon Mississippi Valley Veterinary Medical Association Business Meeting

12:00 -1:15 pm Lunch & Last Vendor Break

1:15 – 2:15 pm Help! My Practice Isn't Growing: Marketing Success Stories

It's no secret that growth takes time, but to truly scale you not only have to want growth but be willing to push for change. This lecture dissects real case studies from practices at all stages, including those that went from a place of struggle to a place of growth and even practices that were already seeing steady growth accelerate into a place of established success. Along the way, I'll give you actionable, practical tips you can apply and implement back at your own practice. I'll also talk about practices that have had massive success, and how that success was made in a series of simple steps towards change. Come and learn from tried-and-true growth strategies so your practice can make positive steps towards positive growth, regardless of whether you're the new practice owner in the area, or your clinic has been around for decades.

2:15 – 3:15 pm Using Technology to Meet Client Expectations in Today's World

What if I told you that doing nothing could actually be detrimental to the long-term success of your veterinary practice? While it might sound severe at first, it's actually quite true when it comes to adopting the latest technology tools to better engage pet owners. Holding out or avoiding the change that comes with utilizing the newest tech can make you blend into a crowded industry, eventually eroding your ability to gain new business... Is the idea of Walmart opening veterinary practices something that bothers you? How about the thought of Amazon taking a large share of your pharmacy? In this session, I'll be giving you a sneak peek into the newest technology, showing you exactly how it works and give you clear tips on how to improve client experience and retention by meeting the modern, evolving demands of today's pet owner. Trust me, you won't want to miss this one.

3:15 – 4:15 pm Can You Help My Yelp?: How to Handle Online Haters, Bullies, and More

From the beginning of sites like FourSquare (anyone remember this!), Yelp, and Google Reviews there have been wannabe critics, complainers, and even trolls. It can be difficult to know the difference sometimes between real criticism and online harassment, especially when you're talking about something so deeply personal as your own practice. But believe me, there is a difference. In this session, we'll be talking about how to handle online hate, and what you can do about it. I will be sharing real-life stories of veterinary practices that have come to me with problems in the past, and what my advice was and is for when things have gotten really bad. Learning how to take criticism with a grain of salt, and to grow from it is important...but so is learning how to overcome cyberbullying and online haters. This talk is about how to navigate the online reviews and let your practice thrive.

Track 3 Special Interest

7:30 – 8:00 am Registration and Breakfast

Special Guest Speaker – Peter Ostrum, DVM

8:00 – 9:00 am Managing Multi Practice Locations

Managing and owning a busy mixed animal practice can be a daunting endeavor. Countryside Veterinary Clinic, LLP operates 4 separate clinics in northern New York, managing 74 full and part time employees. Our success as a practice is directly linked to the well-being of our staff. Covid 19 made this even more apparent. Jim Randall, Hospital Administrator, and Dr. Stacy Kenyon will join Dr. Peter Ostrum to discuss the challenges of practice ownership in the 21st Century.

Track 3 Special Interest**Thursday, March 3**

9:00 – 10:00 am Herd Health Tips from the Field
Lessons learned from multiple years of clinic ownership and dairy consulting have provided a sound foundation for training students and recent graduates. Strategies, techniques, and practice philosophy will be discussed as they are important considerations in keeping food animal veterinarians relevant in today's agricultural climate.

10:00 – 10:30 Vendor Break

Speaker: Alicia Davis-Wade, MA, CAE

10:30 – 11:30 Sexual Harassment Prevention Training
Sexual Harassment Prevention Training meets both the Illinois Department of Human Rights annual training requirement and the Illinois Department of Financial and Professional Regulation license renewal requirement.

11:30 – Noon MVVMA Business Meeting

12:00 -1:15 pm Lunch & Last Vendor Break

Speaker: Heather Lindell Tally, PharmD, BSPH, RPh, DICVP, FSVHP

1:15 -2:15 pm Safe Opioid & Controlled Substance Prescribing Practices In Your Veterinary Practice: Part 1

This course reviews drug categories regulated by state and federal laws and regulations. Specific code and regulations are discussed including federal information and state information for Illinois. Safe opioid and controlled substance prescribing practices in the veterinary setting are discussed with an emphasis on references and resources; drug scheduling; proper handling; security; and diversion.

Objectives

- At the conclusion of this activity, the participant should be able to;
- 1) Utilize resources/references for controlled substance regulations.
 - 2) Determine the schedule of a drug product and proper handling.
 - 3) Discuss registration requirements.
 - 4) Implement security protocols within the veterinary setting.
 - 5) Discuss diversion and associated red flags.
-

Track 3 Special Interest

Thursday, March 3

2:15 – 3:15 pm

Safe Opioid & Controlled Substance Prescribing Practices

This course reviews code and regulations governing the practice of veterinary medicine including federal information and state information for Illinois. Safe opioid and controlled substance prescribing practices in the veterinary setting are discussed with an emphasis on utilization of references; clarification of definitions within controlled substance and opioid code and regulations; recordkeeping; storage and disposal; and violations of the Illinois Controlled Substance Act.

Objectives

At the conclusion of this activity, the participant should be able to;

- 1) Implement the use of described references in their veterinary practice.
- 2) Discuss definitions found within code and regulations.
- 3) Identify/utilize recordkeeping requirements within the veterinary practice.
- 4) Determine proper storage/disposal requirements of drug products.
- 5) Discuss violations of the Veterinary Practice Act and associated penalties.

3:15 – 4:15 pm

Safe Opioid & Controlled Substance Prescribing Practices : Part 3

This course reviews administering and dispensing drugs within and from your veterinary practice. Specific code and regulations are discussed including federal and state information for Illinois. Safe opioid and controlled substance prescribing practices in the veterinary setting are discussed with an emphasis on clarification of terminology; prescription requirements; packaging; and label requirements.

Objectives

At the conclusion of this activity, the participant should be able to;

- 1) Determine the difference between administer and dispense.
 - 2) Identify the requirements of a prescription.
 - 3) Discuss state requirements for dispensing packaging.
 - 4) Discuss requirements of a dispensing label.
-

Pre-Registration deadline: February 23, 2022

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

Conference Notes

Online notes are no charge.

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

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

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

Thank You to our Sponsors

Sponsors confirmed through Dec. 21, 2021

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

Meeting Registration

Please photocopy if more than 1 attendee

Name _____
Credentials—DVM, CVT, etc.

Address

City/State/Zip

Phone

Email address required for registration confirmation and link to conference notes

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

Wednesday only Thursday only Both Days

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

Wednesday Dinner Meeting — Pre-registration required.

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

I will attend Dinner Meeting

Non-Conference Attendee:

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

Wednesday Dinner Meeting ONLY

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

Standard Vegetarian _____ Other
(Please indicate dietary restriction)

Online registration at
www.isvma.org

Meeting Registration

continued

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

Includes lunches, dinner (reservation required) and continental breakfasts

Deadline: February 23, 2022

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 23, 2022)

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

For Conference Registration received after February 23, 2022 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 _____

Cardholders Name _____

Signature _____

Billing Address
if different than front _____

Speakers

Alicia Davis-Wade, MA, CAE

Assistant Executive Director of the Illinois State Veterinary Medical Association. Prior to her tenure at ISVMA, Alicia spent 17 years in public health. During her time at Menard County Health Department, she held the positions of Director of Family Service and Administrator. As Director of Family Service, she counseled and facilitated both individuals and groups on topics ranging from self-esteem to domestic violence. Alicia earned her MA from the University of Illinois – Springfield.

Eric Graica, CEO

IT expert. Digital marketer. Industry thought leader. When it comes to helping veterinary practices streamline their technology and attract and retain clients, Eric Garcia has a proven track record of educating the industry and producing results. Eric is an internationally recognized IT and Digital Strategist working exclusively with veterinary practices. Garcia's work has been recognized throughout the industry. Eric was voted VMX 2020 Speaker of the Year by conference attendees. He speaks regularly at conferences all throughout the world.

Heather Lindell Tally, PharmD, BSPH, RPh, DICVP, FSVHP

She is Board Certified by the International College of Veterinary Pharmacy (ICVP) in veterinary pharmacy practice and received her Doctor of Pharmacy degree from the University of Georgia in 1994. She currently teaches both veterinary students at the University of Georgia Veterinary College and Pharmacy students at the University of Georgia Pharmacy College and is a

Pharmacist at Northside Hospital Forsyth (human). She is the Director of Learning and Organization Development at Pet Vet Clinic in Cartersville, GA where she precepts students and keeps the clinic compliant within regulatory considerations. Heather does a good job of taking the regulatory requirements and creating practical solutions for veterinarians in private practice and consults private practices that need help with compliance. It is easy to tell by her answers and citations, that her recommendations are grounded in practicality and the regulatory requirements.

Peter Ostrum, DVM

Peter Ostrum, DVM completed his pre-vet studies at The Ohio State University and graduated from Cornell University in 1984. After completing a food animal internship at the University of Florida, Dr. Ostrum joined Countryside Veterinary Clinic in Lowville, NY where he has been a partner since 1988. Concurrently, Dr. Ostrum is a joint founder and partner of Dairy Health & Management Services, a worldwide dairy consulting business that focuses on data-based decision making.

Glen Sheppard, SHRM, HRCI, CEU

Glenn lives in Nashville, Tennessee, where he has owned his own business for 31 years and has been in management for 34 years. He is the best-selling author of six books, 13 DVD programs, and 739 published articles. His seminar is now the #1 ranked front-line supervisory training in America. GlennShepard.com. Glenn offered a free webinar through the ISVMA as the shutdown began in summer 2020.