

140th ISVMA Annual Convention

Nov. 4 – 6, 2022



This Is the CE Convention Planned *by* Veterinary Professionals *for* Veterinary Professionals.

ISVMA is pleased to announce the 140th ISVMA Annual Convention will be live November 4–6, 2022, at a new location, the Hilton Chicago/Oak Brook Hills Resort & Conference Center in Oak Brook, Illinois.

Featured Speakers

Lisa Linke, MBA, MA

Communication with Clients in Difficult Situations



ISVMA is excited to have Second City alum Lisa Linke, MBA, MA, who is an actor, writer, improviser and producer, presenting two communication workshops

aimed at dealing with difficult clients, on Saturday, November 5, 2022.

Workshop Description

The pandemic has made communication much more difficult. Phone conversations, masked conversations and increased stress

overall for everyone often make for difficult communication. **How do you respond when a client becomes angry?** What do you say? Does their anger increase your anxiety?

In this experiential workshop, participants will discuss the following concepts: Mindset, listening and "yes, and" — and how they apply to challenging conversations. As they work in pairs and trios to practice these concepts, they will debrief as a large group on their experiences and how their insights can apply to high-stakes conversations.

You are already the expert of your communication style. This workshop is an opportunity to try on some new skills and approaches in a low-stakes environment and see how they fit your use, both internally with your practice and externally with clients.

Session content warning: *You will giggle, perhaps even laugh. You'll most likely enjoy parts of this workshop or the whole enchilada. You are the expert of you, and while you are not required to share your insights, anything you choose to share will be welcomed and appreciated by the facilitator and other participants.*

Mark Howes, DVM, DACVR



ISVMA would like to highlight ISVMA member Mark Howes, DVM, DACVR, who will be speaking on Saturday, November 5, 2022.

Dr. Howes is sponsored by Universal Imaging.

Dr. Howes grew up in Oregon, Illinois, where he started working with his father, a mixed animal practitioner, at a very young age. Watching his father perform every imaginable veterinary task throughout the countryside of Ogle County solidified the goal of following in those footsteps.

After finishing veterinary school at Iowa State University, Dr. Howes began a long journey to board certification as a veterinary radiologist. The first step was a blend of general practice and emergency medicine in Chicago's northwest suburbs. He then purchased Berglund Animal Hospital in Evanston, where his true passion evolved when he purchased the practice's first ultrasound machine. The ability to see inside the patient in real time had an enormous impact on Dr. Howes' goal for the future.

After 21 years as a general practitioner, a very fortunate series of events allowed Dr. Howes to enter a diagnostic imaging residency at the University of Illinois under the supervision of Dr. Bob O'Brien.

After finishing his residency, Dr. Howes was offered a position at Veterinary Specialty Center in Buffalo Grove, where he joined without hesitation.

He has lectured and led ultrasound laboratories for technicians and veterinarians from around the country at various regional and national meetings.

Saturday, November 5, 2022

Mark Howes, DVM, DACVR

Sponsored by Universal Imaging

8-8:50 a.m.

Thoracic and Abdominal Radiographs

These first two case-based lectures will simplify the interpretation process and examine the criteria for reading various radiographs. These lectures will incorporate tips that can be used on a daily basis. The cases will include thoracic radiographs (including the heart, lungs, mediastinum and thoracic wall) and abdominal radiographs. Lung patterns will be reviewed, with

emphasis on prioritization of the differential diagnostic list and next diagnostic steps. Included in these cases will be some unusual or newly described conditions.

9-9:50 a.m.

Thoracic and Abdominal Radiographs – Continued

10:30-11:20 a.m.

A Focused Look at Ultrasound

The right side of the abdomen will be examined with the ultrasound. There is a lot of information tucked under the right costal arches. Tips and tricks to examine this very important region will be discussed. We'll also touch on what to do when we find something. (Hint: It involves a needle.)

1-1:50 p.m.

Touching on Advanced Cross-Sectional Imaging and How It Relates to the General Practitioner

The use of CT/MRI is increasing for good reason. Better technology and more accurate differentials can make decisions (especially preoperatively) easier for everybody involved. The question of when to radiograph versus when to use CT/MRI will be answered. The natural follow-up question will also be addressed: When do we use CT versus MRI?

Other Featured Speakers

Friday, November 4, 2022

- Raj Naik, DVM, DACVIM (Nutrition), Topic: Nutrition – Sponsored by *Nestle Purina*
- Elle De Ford, MS, PhD, DVM, MCBC, cVMA, TCCC, CCRP, Topic: Rehabilitation
- Michael Rosser, DVM, DACVP, MS, Topic: Cytology & a Wet Lab – Sponsored by *Banfield*
- Mark Mitchell, DVM, MS, PhD, DECZM, Topic: Exotics – Sponsored by *Michor & ARAV*
- Scott Huggins, DVM, MBA, Topic: Current Trends in Practice Management & Staffing – Sponsored by *Trupanion and Blue Heron Consulting*

Saturday, November 5, 2022

- Lesley Smith, DVM, DACVVA, Topic: Small Animal Anesthesia – Sponsored by *Akorn*
- Scott McClure, DVM, PhD, DACVS, DACVSMR, Topic: Equine Medicine – Sponsored by *Hilltop Biosciences*
- Andrea DeLoy, RVT, LVT, CVPM, Topic: OSHA Safety Programs – Sponsored by *Zoetis Animal Health*
- Topic: Telemedicine – Sponsored by *Guardian Vets*

Sunday, November 6, 2022

- Anna McManamey, DVM, Topic: Cardiology – Sponsored by *Ceva*
- Bill Saxon, DVM, DACVIM, DACVECC, Topic: Diagnostics – Sponsored by *IDEXX*
- Patrick Roady, DVM, MS, DACVP (Anatomic), Topic: Veterinary Diagnostic Labs/Sample Submissions – Sponsored by *Illinois Farm Bureau*
- Caroline Tonozzi, DVM, DACVECC, Topic: Critical Care
- Fred Nickl, JD, and Ed Williams, JD, Topic: Protecting Your Licensure

