



1121 Chatham Road
Springfield IL 62704

Take advantage of online registration! Go to
www.isvma.org or scan this QR code and register
today.



Pre-registration deadline: Monday, February 24,
2025.



DVMs, CVTs, Office
Managers, All Staff
& Students
Welcome!



Mississippi Valley Veterinary
Medical Association

120TH ANNUAL MEETING

MARCH 5-6, 2025

**The Mississippi Valley Veterinary Medical Association
(MVMMA) Board of Directors invites you to join them for their
120th Annual Meeting.**

MVMMA Officers

Dr. Janelle McFarland, President
Dr. Jason Wrage, President-Elect
Dr. Ray Ramirez, Past President
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ISVMA Board of Directors

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Dr. Peter Nichols, Treasurer
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Region 4 Representative Vacancy

Honorary Members

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Karl Harmon Dr. Calvin Rodgers
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CE **Daily Hours**
Wednesday = 6 hours
Thursday = 6 hours

REGISTER

www.isvma.org
Fax: 217.546.5633



LODGING

Par-A-Dice Hotel & Casino
21 Blackjack Blvd.
E. Peoria, IL 61611

Room block will be
released on Tuesday,
February 11.

A discounted room rate, \$109,
is being held for MVMMA
Conference attendees at the
Par-A-Dice Hotel & Casino.

Call 800-547-0711 or 309-699-
7711 to make your reservation.

Use code MVMC25C for the
discounted rate. Book online at
[www.gaming.com/groups-and-
weddings/groups-reservations](http://www.gaming.com/groups-and-weddings/groups-reservations).

SCHEDULE **WEDNESDAY, MARCH 5**

TRACK 1- Practice Management

7:30 a.m. Registration - Vendor Area

Breakfast - Salon A

8-9:30 a.m. Speaker: Beth Scott, Partner, CPA
Ali Todd, Director, CPA
Katz, Sapper & Miller, Indianapolis, IN

Financial Statements 101 - Salon B

Balance sheets. Income statements. Statements of cash flows. Disclosures. Financial statements can seem overwhelming and, after all, isn't that why you hired an accountant? Going beyond the basics of financial statements, this session will get to the heart of the matter - why a fundamental understanding of financial statements will help you ensure your hospital's well-being. This session will also give helpful tips on what to look for when hiring an accountant and/or a CPA.

9:30-10 a.m. Vendor Break

10-11:30 a.m. Trends at the Most-Profitable Veterinary Hospitals
- Salon B

In this session, the current global statistics - revenue growth, number of invoices, normalized EBITDA, revenue segments and more - will be interpreted to develop insights into veterinary business performance. The session will also include a discussion on business analytics, including interpreting results, making analytics-based decisions and measuring results. Owners and DVMs will also hear about the latest issues and trends in veterinary practices, such as online/low-cost competition, telemedicine, forward scheduling and more.

11:30 a.m.-12 p.m. Guest Speakers: Illinois State Veterinary Medical Association, University of Illinois College of Veterinary Medicine - Salon B

12-1 p.m. Lunch - Salon A

SCHEDULE WEDNESDAY, MARCH 5

TRACK 1- Practice Management, cont.

1-2:30 p.m. Increasing Efficiencies to Create More Profit - Salon B

In this session, attendees will explore various ways to reduce wasted resources to optimize financial and operational outcomes. Topics discussed will include operational improvements, doctor leverage, systematizing processes for common conditions, new ways to utilize technology, the role of fees, and how hospital metrics can help track efficiencies.

2:30-3 p.m. Vendor Break

3-4:30 p.m. Optimizing Practice Performance with KPIs and Budgeting - Salon B

This session combines two essential tools for managing a veterinary practice: KPIs and budgeting. Attendees will learn how to demystify KPIs and use them to track performance, benchmark against industry standards, and drive improvement in areas like profits, labor and inventory costs. The session also simplifies the budgeting process, showing how to create and maintain a budget that supports sound financial decisions and accountability.

4:30-5:30 p.m. Social Hour and President's Reception - Salon A Sponsor: Elanco Animal Health

TRACK 2 - DVM

7:30 a.m. Registration - Vendor Area

Breakfast - Salon A

8-9 a.m. Speaker: Todd Duffy, DVM, DACVECC, Elanco Animal Health, Carmel, IN

Diabetic Ketoacidosis - Salons C & D

This program provides an overview of diabetic ketoacidosis (DKA) and associated treatments. This discussion includes disease state of DKA, how to best screen for this complicating condition, as well as a review of treatment strategies. A brief mention of SGLT2i will be made.

SCHEDULE WEDNESDAY, MARCH 5

TRACK 2 - DVM, cont.

9-10 a.m. Fluid Therapy - Salons C & D

Fluid therapy is a cornerstone of treatment for most ill patients. Our understanding of fluid physiology continues to evolve despite being around for more than 100 years. A failure to understand basic fluid therapy principles can lead to either underutilization or overutilization of fluids, both of which can lead to poor patient outcomes.

10-10:30 a.m. Vendor Break

10:30-11:30 a.m. Practice Pearls for Common Emergencies - Salons C & D

This presentation will highlight methods to improve upon both the diagnosis and management of common emergencies. The recommendations provided will allow individuals to be more thorough with little additional effort, be more efficient with staff time, as well as spotlight scenarios where moving more slowly is faster.

11:30 a.m.-12 p.m. Guest Speakers: Illinois State Veterinary Medical Association, University of Illinois College of Veterinary Medicine - Salon B

12-1 p.m. Lunch - Salon A

1-2 p.m. CPR Update - Salons C & D

The first veterinary CPR guidelines were published in 2012 and were updated in 2024. This lecture will review the updated guidelines while also discussing how to avoid the most common errors in CPR. Finally, learn which medications remain evidence-based in achieving the best CPR outcomes.

2-2:30 p.m. Vendor Break

2:30-3:30 p.m. Thoracoabdominal Trauma - Salons C & D

Trauma to the thorax and abdomen can occur for a variety of reasons, but high rise and motor vehicular accidents are some of the more common causes. This presentation reviews some of the more common presentations of such injuries and how they should be best managed. Included will be the recently advocated blood patch technique described in the literature for pneumothorax management.

SCHEDULE WEDNESDAY, MARCH 5

TRACK 2 - DVM, cont.

3:30-4:30 p.m. Interesting Emergency Cases - Salons C & D

This presentation will spotlight a few unique presentations of relatively common ailments that are intended to challenge the attendees, allowing them to work through the diagnostics and treatments in a supported fashion.

4:30-5:30 p.m. Social Hour and President's Reception - Salon A
Sponsor: Elanco Animal Health

TRACK 3 - CVT

7:30 a.m. Registration - Vendor Area

Breakfast - Salon A

8-9 a.m. Speaker: Beth Armstrong, CVT, CVBL, CFE, CCFP, CFT, CTP, FT, VTNE Prep, Plano, IL

Understanding Animal Behavior and Low Stress Handling
- Salon E

Delve into animal behavior to improve handling techniques and reduce stress during veterinary visits. Learn practical methods for safe, low-stress handling that enhance patient comfort and strengthen the human-animal bond.

9-10 a.m. CVT's Role in Nutritional Recommendations - Salon E

Understand the Certified Veterinary Technician's role in guiding pet nutrition. Explore the basics of dietary counseling, addressing health-specific needs, and collaborating with veterinarians to support optimal pet health through proper nutrition.

10-10:30 a.m. Vendor Break

SCHEDULE WEDNESDAY, MARCH 5

TRACK 3 - CVT, cont.

10:30-11:30 a.m. Triage: Sorting Sick Pets - Salon E

Develop essential triage skills to prioritize care for sick and injured pets. Learn to assess clinical signs, manage critical cases and ensure timely interventions, improving outcomes in high-pressure situations.

11:30 a.m.-12 p.m. Guest Speakers: Illinois State Veterinary Medical Association, University of Illinois College of Veterinary Medicine - Salon B

12-1 p.m. Lunch - Salon A

1-2 p.m. Developing a Training and Development Program - Salon E

Learn to create effective training programs for veterinary teams. Explore best practices for assessing needs, designing curricula and fostering continuous learning. Build a culture of professional growth to enhance team performance and client care.

2-2:30 p.m. Vendor Break

2:30-4:30 p.m. Dignified End of Life Care Workshop - Salon E

Master compassionate approaches to end-of-life care, including communication skills, designing a modern comfort room and aftercare options. Gain tools to provide dignified support for pets and families during this sensitive time, ensuring a peaceful and meaningful farewell.

4:30-5:30 p.m. Social Hour and President's Reception - Salon A
Sponsor: Elanco Animal Health



SCHEDULE THURSDAY, MARCH 6

TRACK 1 - DVM

7:30 a.m. Registration - Vendor Area

Breakfast - Salon A

8-9 a.m. Speaker: Jason Pieper, DVM, MS, Diplomate, ACVD, Assistant Professor, Iowa State University, Ames, IA

Dermatology Diagnostics: Old and New! - Salon B

We have a variety of diagnostics available to our dermatology cases, including some that are quite old and others that are relatively new. We will discuss how to perform some of these diagnostics and the positives and negatives of each.

9-10 a.m. Managing the Superficial Pyoderma - Salon B

Unfortunately, pyoderma is a common problem within our clinical patients. As more antibiotics have been used, bacteria have mutated and become more resistant. We will discuss diagnostic techniques in identifying the bacteria responsible for these infections.

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

10:30-11:30 a.m. The Itchy Cat - Salon B

The itchy cat is a troubling case presentation as so many of the underlying causes for pruritus look similar. We will cover some of the common causes of pruritus in the cat, including clinical signs and treatment.

11:30 a.m.-12 p.m. MVVMA Business Meeting - Salon B

12-1:15 p.m. Lunch & Final Vendor Break - Salon A

1:15-2:15 p.m. Managing Atopic Dermatitis in Dogs - Salon B

Atopic dermatitis is increasing in prevalence with dogs and becoming much more common of an issue. We will discuss some of the management options for atopic dermatitis and how they can be applied to your canine patients.

SCHEDULE THURSDAY, MARCH 6

TRACK 1 - DVM

2:15-3:15 p.m. Tips and Tricks for Managing Otitis Externa - Salon B

Otitis externa is a common problem, and most cases are managed relatively easily with proper medications. We will discuss some helpful tips and tricks for managing and preventing these cases of otitis externa from returning.

3:15-4:15 p.m. Common Cutaneous Autoimmune Diseases - Salon B

While autoimmune diseases are not extremely common, there are some which can be mimickers of our other common diseases. We will cover some of the common autoimmune diseases including clinical signs and treatment options.

4:15-5:05 p.m. What is Up with Food Allergies? - Salon B

Adverse food reactions can be difficult and annoying to deal with. We will discuss some updates in adverse food reactions and literature to support our recommendations for the prevalence, clinical signs, diagnostics and treatment of adverse food reactions.

TRACK 2 - CVT

7:30 a.m. Registration - Vendor Area

Breakfast - Salon A

8-9 a.m. Speaker: Alyssa Stair, CVT, Anesthetist, University of Tennessee College of Veterinary Medicine, Knoxville, TN

Capnography for the Veterinary Anesthetist - Salons C & D

Presenting the respiratory anatomy and physiology, as well as how equipment works to measure end tidal carbon dioxide. Additionally, learning how to analyze capnography waveforms, going through normal and abnormal waveforms that can be seen throughout anesthesia, and how to correct those abnormalities.



SCHEDULE THURSDAY, MARCH 6

TRACK 2 - CVT, cont.

9-10 a.m. Hypotension: The Cause and Effect - Salons C & D

Learning to understand the ins and outs of blood pressure: A quick vocabulary review and then learning the makeup and model of the blood pressure equation, identifying the causes of hypotension, addressing hypotension, and lastly learning about receptors and drugs that play a role in correcting hypotension.

10-10:30 a.m. Vendor Break

10:30-11:30 a.m. Everything But the Kitchen Sink! Utilizing the Entire Anesthetic Protocol - Salons C & D

Discussing the benefits of each step, from take-home meds before the day of surgery, preoperative options for premedication, perioperative drugs and lastly, postoperative options. The goal is to look at ways to use analgesics and anesthetics to help decrease the negative side effects and increase the benefits.

11:30 a.m.-12 p.m. MVVMA Business Meeting - Salon B

12-1:15 p.m. Lunch & Final Vendor Break - Salon A

1:15-2:15 p.m. Anesthetist's Guide to ECGs - Salons C & D

This presentation will do a short review of the anatomy and physiology of the heart and description of the electrical cycle. This will be followed by teaching the attendee the locations leads are able to be placed, how to properly read the ECG tracings, and identify abnormalities that may be observed under anesthesia.

SCHEDULE THURSDAY, MARCH 6

TRACK 3 - Special Interest

7:30 a.m. Registration - Vendor Area

Breakfast - Salon A

8 a.m.-10 a.m. Speaker: Todd Duffy, DVM, DACVECC, Carmel, IN

How Money Works: Personal Finance Lecture, Part 1 - Salon E

This lecture series will discuss personal finances and How Money Works. As veterinary professionals, we balance a unique set of priorities, limiting our ability to accomplish our career and life goals. With an estimated 70% of families living paycheck to paycheck, and ever-increasing student loan debt, especially in the veterinary profession, economic struggles exist for most families.

Personal financial health is necessary to achieve success as veterinary professionals, design an ideal lifestyle, and attain freedom from financial stress.

We will discuss topics such as budgeting, life insurance and the most common methods to save for retirement. We will review how to formulate a net worth statement to monitor one's financial progress. While you are highly encouraged to bring all your financial questions to join the conversation, this program will NOT provide individualized financial advice. Instead, it is geared to educate individuals around basic principles (Rule of 72, etc.), while making individuals more comfortable on *how* to make decisions that set them up to become financially independent, both personally and professionally.

10-10:30 a.m. Vendor Break

10:30- 11:30 a.m. How Money Works: Personal Finance Lecture, Part 2 - Salon E

11:30 a.m.-12 p.m. MVVMA Business Meeting - Salon B

12-1:15 p.m. Lunch & Final Vendor Break - Salon A

SPEAKERS

Beth Armstrong, CVT, CVBL, CFE, CCFP, CFT, CTP, FT Beth Armstrong combines extensive clinical expertise with a passion for education. As the founder of VTNE Prep,TM Beth has empowered countless veterinary technicians to succeed in their credentialing exams. Her commitment to veterinary advancement led her to serve as a CVT Representative on the ISVMA Board of Directors.

Todd Duffy, DVM, DACVECC Dr. Todd Duffy is a 1997 graduate of the University of Illinois College of Veterinary Medicine. He passed the Veterinary Emergency and Critical Care Board Exam in 2004. Following 20 years of clinical practice, he is now a Senior Specialty Consulting Veterinarian for Elanco Animal Health and provides personal finance coaching.

Jason Pieper, DVM, NS, Diplomate ACVD Dr. Pieper is a board-certified veterinary dermatologist currently working as an assistant professor at Iowa State University. He completed a dermatology residency and earned his master's at the University of Illinois College of Veterinary Medicine and stayed on as a Clinical Assistant Professor until 2020. His areas of interest include otitis, antimicrobial resistance, dermatophytes, dermoscopy and CO2 laser.

Beth Scott, Partner, CPA Beth Scott is a partner at Katz, Sapper & Miller, and co-leader of the firm's Veterinary Services Group. Beth works with clients to provide strategic and actionable solutions to their complex business challenges. As a member of the Veterinary Services Group, Beth provides hospitals with benchmark and profit-enhancement consulting to help increase their profits as well as the values of their practices.

Beth was instrumental in working with the American Animal Hospital Association (AAHA) and Veterinary Management Groups (VMG) to combine their chart of accounts that was subsequently released and accepted as the veterinary industry's standardized chart of accounts.

Alyssa Stair, CVT Alyssa Stair is currently an anesthetist at the University of Tennessee College of Veterinary Medicine. She graduated from the University of Tennessee at Martin in 2013 where she obtained her bachelor's in animal science, with a focus in Veterinary Health Technology. After working in anesthesia at UTCVM for several years, she pursued and obtained a specialty license in anesthesia (VTS Anesthesia & Analgesia). She enjoys the rigorous requirement of expanding her knowledge base to not only obtain and maintain a VTS, but to also be able to educate and mentor others in this field.

Ali Todd, Director, CPA Ali Todd is a director in Katz, Sapper & Miller's Business Advisory and Veterinary Services Groups. Ali works closely with her general business and veterinary clients to understand their challenges and provide practical solutions, whether it is tax planning or creating an action plan for enhancing profits.

Ali received a Bachelor of Arts degree in economics from DePauw University, as well as earning a master's in professional accounting from Indiana University's Kelley School of Business.

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Sponsors confirmed through 1.8.25

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Antech Diagnostics

Central Illinois X-Ray

MedXwaste

MWI Animal Health

Nutramax

Royal Canin

Virbac

CONFERENCE NOTES

Pre-Registration Deadline: Monday, February 24.

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

Online notes are provided no-charge.

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

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

- Pre-ordered required, and included on the registration form.

MEETING REGISTRATION

Please photocopy if more than one attendee.

Name	Credentials
Address	
City/State/Zip	
Phone	Email address (required)

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. _____

I plan to attend. ☐ I am not attending. ☐

Breakfast - A full breakfast will be served daily. Please indicate if you have a dietary restriction. _____

I plan to attend. ☐ I am not attending. ☐



MEETING REGISTRATION



Conference Registration Fees \$ _____

Includes lunches and breakfasts

Deadline: Monday, February 24

DVM (2-day registration):	\$370
DVM (1 day registration):	\$315
CVT/practice personnel (2-day registration):	\$175
CVT/practice personnel (1 day registration):	\$135
DVM/CVT student:	\$ 0

Conference Notes Fees \$ _____

Included with paid conference registration.

Online notes	\$ 0
One set printed conference notes	\$ 25

Late Fee \$ _____

For conference registration received after Monday, February 24 and/or onsite.

DVM	\$ 50
CVT/practice personnel	\$ 25
Student	\$ 25

Total Fees Due \$ _____

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

MVMA Meeting, c/o ISVMA, 1121 Chatham Road, Springfield, IL 62704

To pay by credit/debit card, either fax this completed form to 217.546.5633 or mail it to the address above. Check one:

MasterCard ____ VISA ____ Discover ____
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Three-digit sec. code ____ Cardholder's name _____
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Or register online by scanning this QR Code:



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MVVMA PAST PRESIDENTS

1905 W.F. Browniee	1943 W.O. Hillyard	1984 J.F. Connor
1906 G.M. Predmore	1944 C.F. Pauly	1985 J.H. Withers
1907 W.G. Nelson	1945 O.G. Martens	1986 D.E. Huwe
1908 J.A. Dilley	1946 E.O. Smith	1987 T.P. Griener
1909 W.W. Wamock	1947 A.M. Orum	1988 G.G. Pearl
1910 M.C. Eckley	1948 N.J. Angerer	1989 R.W. Larson
1911 E.H. Kinmith	1949 R.E. Ruggles	1990 L.L. Loop
1912 J.C. Brown	1950 C.M. Rodgers	1991 S.J. Schaefer
1913 W.E. Miller	1951 W.M. Munson	1992 G.L. Henriksen
1914 J.R. Feiser	1952 G.L. McGinnis	1993 A.M. McCully
1915 R.P. Frans	1953 R.J. Kirkpatrick	1994 M.P. Thomas
1916 W.J. Morgan	1954 V.B. Beat	1995 R.L. Keller
1917 L.F. Brown	1955 A.C. Gathman	1996 H. Bordner
1918 J.E. Henderson	1956 J.W. Albrecht	1997 D.R. Cihak
1919 G.C. Eckley	1957 S.M. McCully	1998 K. Tuttle
1920 M.T. Lair	1958 A.M. Olson	1999 A. Herm
1921 H.C. Rinehurt	1959 W.L. Beer	2000 D. Hahn
1922 J.H. Krichel	1960 G.I. Case	2001 D. Schwarzentraub
1923 J.H. Krichel	1961 W.P. Hendren	2002 P. Fairbrother
1924 A. Schnalterly	1962 R.A. Grant	2003 D. Knaak
1925 G.G. Neilson	1963 R.C. Williams	2004 W. Armbruster
1926 R.E. Crossland	1964 R.A. Latham	2005 A. Barclay
1927 F.C. Jones	1965 C.A. Poppenhouse	2006 N. Hayes
1928 J.R. Christian	1966 J.F. Pula	2007 T. Myers
1929 H.C. Wadleigh	1967 P.A. Ling	2008 C. Peterson
1930 H.C. Pugh	1968 C.L. Clark	2009 D. Miller
1931 H.D. Chamberlain	1969 G.N. Flater	2010 K. Taylor
1932 M.C. Eckley	1970 V.L. Trotter	2011 C. Lewis
1933 J.W. Lucas	1971 H.R. Teegarden	2012 B. Iliff
1934 M.T. Lair	1972 J.R. Collins	2013 K. Peterson
1935 F.C. Jones	1973 G. Kruger	2014 B. Hoerr
1936 R.M. Carter	1974 F.M. Kennedy	2015 P. Nichols
1937 L.M. Darst	1975 H.C. McCutchen	2016 C. O'Rourke
1938 H.R. Hornbaker	1976 W. Hunter	2017 M. Nelson
1939 E.R. Kennedy	1977 D.M. Bennett	2018 K. Stevens
1940 A.R. Cowser	1978 D.W. Schleder	2019 G. Eales
1941 C.M. Rodgers	1979 J.W. Rehn	2020 B. Wulfekuhle
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	1981 J. A. Case	2022 K. Flessner
	1982 R.S. Nord	2023 N. Johnson
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ISVMA'S 143RD ANNUAL CONVENTION

NOVEMBER 7-9
2025

CHICAGO HILTON
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