

VET - SPRING -
VIRTUAL
VETERINARY EDUCATION TODAY
CONFERENCE & MEDICAL EXPOSITION
APRIL 21-23, 2022

On-demand Access Until June 23, 2022

Media Partners:



Education Partner:



Premium Sponsors:



BE SURE TO
MARK YOUR
CALENDAR!



WE'RE BACK AND CAN'T
WAIT TO SEE YOU!

Veterinary Education Today Conference & Medical Exposition has been one of the few conferences in Canada, throughout the pandemic, that has continued to support your industry, your CE education and provide updates during the pandemic.

Mark your calendar to "Never Stop Learning" October 28-29th, Toronto, International Centre.

Bring the team! We promise to provide you with low cost , RACE approved CE.

Top up your CE, Network, Visit more than 100 international exhibitors, Have Fun!

Secure your spot and gain access to:

- State of the art conference centre
- 100+ exhibitors
- Free parking
- 1000's of hotel rooms nearby
- Free shuttle from our host hotels to the International Centre
- Minutes from Pearson International Airport
- Across from the GO Station and near the UP Express
- Access to all major highways in the GTA

Save 25% off the already low cost for CE.

Register now at:

www.veterinaryeducationtoday.ca/Toronto/

Early bird discount ends May 31st.

WE INVITE YOU TO "SPREAD THE LOVE" AND NEVER STOP LEARNING.



CONTENTS

Welcome message4

List of Exhibitors5

Clinical Sessions6

Practice Management10

Spark Talks12



Jon Walton
General Manager &
Sales Representative
519-829-5953

Did you know?
Contacting us well in
advance will pay dividends



Everything you need to know about the appraisal and sale of veterinary practices
Request an appraisal today at www.mbcbrokerage.ca

- Professional practice appraisal
- Professional practice sales, legacy preservation and transfer guidance
- Feasibility studies – starting a new practice
- Business, financial and day-to-day practice consulting

Tom Schramm
Broker
416-720-3915

Mariana Bracic
Founding Lawyer
905-825-2268 x 111

David Rourke
Sales Representative
647-519-5775

David Schramm
Sales Representative
289-834-3893



Irv Handler
Sales Representative
647-286-5839

Dirk de Lint
Director, Legal Affairs
905-825-2268 x 118

Eric Humes
Sales Representative
416-704-0062



Love our Brokerage Division?... Check out MBC Legal For WHAT EVERY DOCTOR SHOULD KNOW ABOUT HR LAW™

WELCOME LETTER



On behalf of all of us at Macgregor Communications and the VET conference we want to thank all of you for your continued support over the past 2 years while we navigated our way through the turmoil and challenges of this unprecedented pandemic.

As a small, independent organization it has been quite the task. However, our attendees, speakers and sponsors came to the table with great enthusiasm and support. Our virtual platform has proven to be one of the most robust platforms in the industry and has offered attendees and sponsors alike an opportunity to reach out, communicate, and educate. Your continued support throughout all of this uncertainty has allowed VET to thrive, grow and offer top quality CE not only nationwide but globally. For that we thank you.

For this spring, we are excited to offer you some amazing speakers from across North America. One of the advantages of virtual is the ability to bring in international experts from around the globe. We encourage you to reach out to these speakers in our discussion rooms after the session. Most of them will be there, eagerly waiting to continue the conversation.

We hope you reach out to the many sponsors that has made VET Spring possible. They have been instrumental in making VET the go-to conference for the past two years.

New for fall 2022

VET Fall is LIVE and IN-PERSON!!!

Finally, VET is back and better than ever! VET is committed to offering delegates with low cost, high-quality CE, bringing you top quality speakers and topics, VET is the place for you and your team to secure your place this fall. October 28-29, International Centre, Toronto. We promise to provide you with top quality speakers, an exciting exhibit hall, networking and so much more. Registration is now open for the fall, and we hope to see you there.

Amazing Careers Start Here!

With the growth of the companion animal market these past years, there has been a desperate need for more veterinary professionals in all areas across Canada. As such, VET has launched an in-person VET Career Fair. Coming this fall, the VET Career Fair will be held in conjunction with the Veterinary Education Today Conference & Medical Exposition. October 28-29th – Toronto, International Centre will be home to a unique career fair. See details here: <https://www.veterinaryeducationtoday.ca/career/>

Yours truly,
Lee Baker
Event director, VET

LIST OF EXHIBITORS

Antech Diagnostics Canada

NVA Canada

Biomatcan

Oculus Insights

Canadian Vet Practice

P3 Veterinary Partners

CDMV

ROI Corporation

Central Sales Ltd

Royal Canin

Christian Veterinary Mission

Simmons & Associates

Eickemeyer Veterinary Technology

Spa-la-la

Grey Wolf Animal Health

TD Professional Banking

Hill's Pet Nutrition Canada Inc

VetCare Canada

HK Medical Instruments

Veterinary Practice News Canada

IDEXX Laboratories

Vetoquinol

ILVM LLC

Vetrex Group Inc.

LifeLearn Inc.

Virtual VetTechs


Nestle Purina Petcare

CLINICAL SESSIONS

TITLE	DESCRIPTION	SPEAKER
Interprofessional Collaboration - Panel discussion	Interprofessional Collaboration has existed in human healthcare for a number of years. While there are still a number of challenges that are faced in this area, there have been a lot of positive advancements as well. While veterinarians are familiar with intrAprofessional collaboration and referral, intErprofessional collaboration is far less common. There are several reasons for this including the role of the veterinarian typically being the sole and primary individual in the management of anything to do with animals and health care. As options such as rehabilitation, chiropractic, and massage are more readily available as part of the treatment plan for patients, our traditional roles and laws of liability are being challenged. These conversations have been taking place not only in Ontario, but at an international level. Questions such as: How do we refer to a non-veterinarian? Who is liable when something goes wrong? Should a referral be mandatory? How do I know who is certified in rehab/chiro? Come join this multidisciplinary panel of veterinarians, technicians, physiotherapists, and chiropractors as we answer these questions, and discuss the positive moves we have made in this area.	<p>Danielle Anderson BSCH, DVM, CCRP, cVMA, SOAR Veterinary Services</p> <p>Chelsey Davey DVM, CCRP CVA</p> <p>Jan Robinson Registrar & Chief Executive Officer, College of Veterinarians of Ontario</p> <p>Barbara Lee PT, MCPA, Dip. Canine Rehab, Canine Conditioning Centre</p> <p>Stephanie Crawford DC, CAC, On Course Chiropractic</p> <p>Kelsey Streef RVT, Bus dip, CCRP, Willow Grove Animal Wellness Centre</p>
Demystifying Aftercare; what is our patient's trajectory after they leave the practice?	Euthanasia and cremation are part of our daily practice and yet few of us have ever visited a crematorium. The purpose of this lecture is to familiarize members of the veterinary team with this process and the ethical aspects of cremation and burial.	Celine Leheurteux DVM, Euthabag
Feline CKD: Prediction, Diagnosis, and Staging	IRIS staging guidelines for the diagnosis of CKD have gone under some important modifications over the last few years. The focus of the discussion will be Feline Chronic kidney, specifically predictive testing (RenalTECH) and diagnostic tests (SDMA, chemistry, urinalysis). Case examples will be given to illustrate how RenalTECH results can be incorporated into the workflow of the practice and guide clinicians with regards to subsequent recommendations via the formulation of personal care plans targeted to the individual patient. After discussing the predictive testing we will focus on the diagnosis of chronic CKD, utilizing International Renal Interest Society (IRIS) guidelines. The use of multiple parameters Cases will be used to demonstrate how trends in the blood work, urine specific gravity and SDMA are utilized to make a diagnosis of CKD. Staging via IRIS guidelines will be reviewed by case example. Substaging will also be discussed. Finally, recommendations with regards to the monitoring of feline CKD will be discussed.	<p>Lindsay Avila DVM, Professional Service, Veterinarian, Antech</p> 
Addison's disease: Keep it in mind	This review will focus on both typical and atypical Addison's including presenting complaints, diagnosis and management. Several cases will be presented to show the varied signs seen with this disease.	Anthony Carr Dr. med. vet. DACVIM, Professor, Western College of Veterinary Medicine
Cardiac Diagnostic Tests for the Veterinary Technician	This lecture will discuss the pros and cons of various diagnostic tests and how to get optimal results.	Anthony Carr Dr. med. vet. DACVIM, Professor, Western College of Veterinary Medicine

For live, in-person times and dates, please consult the website <https://virtual.veterinaryeducationtoday.ca/sessions/>

CLINICAL SESSIONS


TITLE	DESCRIPTION	SPEAKER
<p>Feline Hypertrophic Cardiomyopathy and the Role of Nutrition</p>	<p>Feline Hypertrophic cardiomyopathy (HCM) is the most common heart disease in cats. This presentation will review HCM, its prevalence, risk factors, signs, and breed predispositions. We will take an in-depth look at the role of nutrition as part of effective multimodal management of HCM, examining specific nutrients which aid in improving the quality of life for cats with HCM. Effective treatment requires a multifaceted approach, of which therapeutic nutrition is an important component. We will take an in-depth look at foods formulated for cats with cardiovascular disease and the specific nutrients that may help manage hypertension, decrease fluid retention, maintain heart muscle function, and help slow the progression of concurrent disease processes.</p>	<p>Kara Burns MS, MEd, LVT, VTS (Nutrition), VTS-H (Internal Med) Founder & Past President, Academy of Veterinary Nutrition Technicians President, Pet Nutrition Alliance</p> 
<p>When do you refer for a CT, MRI - the added value from cross section imaging</p>	<p>With the increased availability of CT and MRI, it is beneficial for veterinarians to understand when referral for advanced imaging is most useful in diagnosis and patient management.</p> <p>With cross-sectional imaging, the superimposition of anatomic structure that can be made radiographic localization and interpretation difficult is eliminated. Combined with the improved contrast resolution, these modalities can offer superior diagnostic abilities compared to radiographs and ultrasound.</p> <p>However, just because you can, does not mean you need to use advanced imaging. This talk will provide an overview of these modalities and the cost-benefit of their use for a variety of problems so that you can make appropriate referrals for your patients.</p>	<p>Ryan Appleby DVM, DACVR, Assistant Professor</p>
<p>Cushings Disease: Something new, something old, something blue</p>	<p>A review of hyperadrenocorticism including clinical picture, diagnosis and therapy. Special attention will be focused on complications of this disease including thromboembolism, proteinuria and hypertension.</p>	<p>Anthony Carr Dr. med. vet. DACVIM, Professor, Western College of Veterinary Medicine</p>
<p>Pump It Up: CRI Recipes for Anesthesia and Analgesia</p>	<p>Various drugs can be used as constant rate infusions (CRIs) to achieve numerous outcomes, including primary anesthesia, adjunct anesthesia, primary analgesia, adjunct analgesia and physiologic support, in all or select patients. What drug/outcome/patient fits YOUR practice? CRIs will be laid out in step-by-step easy to follow descriptions while novel uses of the infusions will also be explored.</p>	<p>Tamara Grubb DVM, PhD, DACVAA, President Elect, International Veterinary Academy of Pain Management</p>
<p>Get Nervy: Top Local Anesthetic Blocks For Every Practice</p>	<p>Local anesthetics stop the transmission of pain from peripheral tissues to the central nervous system, making this an incredibly powerful analgesic drug class. Pain relief occurs not only intra-operatively but also post-operatively and may last far beyond the duration of the drug (months-years). Patients with lower pain levels have better recoveries from anesthesia, normal behavior at home and are more interactive with owners. Miraculous! We will discuss the importance of using local anesthetics, review all of the local anesthetic drugs and engage in a step-by-step 'how to' for some of the most commonly used local anesthetic blocks.</p>	<p>Tamara Grubb DVM, PhD, DACVAA, President Elect, International Veterinary Academy of Pain Management</p>

For live, in-person times and dates, please consult the website <https://virtual.veterinaryeducationtoday.ca/sessions/>

CLINICAL SESSIONS

TITLE	DESCRIPTION	SPEAKER
Hypertension with systemic diseases	This lecture will provide more in-depth information on hypertension-related to various disorders not covered by other lectures that may be given during the same conference. This lecture will definitely encompass information on hypertension in association with renal disease, hyperthyroidism, diabetes, and obesity. There will also be information on the various treatments available including amlodipine, ACE inhibitors and the newly described (in veterinary medicine) utility of angiotensin receptor blockers such as telmisartan.	Anthony Carr Dr. med. vet. DACVIM, Professor, Western College of Veterinary Medicine
IMHA Diagnosis and therapy	IMHA can be a severe and difficult to treat disease. Diagnostic criteria and prognostic factors will be discussed. The various treatment options including corticosteroids, anabolic steroids, cyclophosphamide, cyclosporine, azathioprine and human intravenous IgG will be addressed	Anthony Carr Dr. med. vet. DACVIM, Professor, Western College of Veterinary Medicine
Keep calm and carry on: How to navigate through tough times in practice	Navigating the changes necessitated by COVID while providing high-quality patient and client care has been (and still is) incredibly demanding; and unfortunately, this presentation can't change that. What this talk is going to do is provide practical information about how stress and fatigue impact our physiology, and explore ways to effectively manage ourselves so that things feel manageable. It will also provide insight on how to remain compassionate and empathetic to our clients, our colleagues, and ourselves. The strategies and tools shared will be relevant not only to our COVID experiences, but all tough situations in practice, including burnout and compassion fatigue.	Colleen Best DVM, PhD, CCFP, Leader, Mentorship and Engagement, NVA Canada 
Understanding Urinary Health Nutrition	You've recommended urinary formulas, but you don't really understand how they work. You have a good understanding of urinary nutrition but struggle to explain these concepts to pet owners. You're performing a urinalysis in the context of urolith management and you're not sure what information may be important to know, or how nutrition affects what you see. Join us to discuss these questions and more as we bring your knowledge of urinary health nutrition to the next level.	James Wenzel DVM, Scientific Communications Veterinarian, Royal Canin Canada 
Dermatology is a Team Sport: How to have success with your dermatology cases	Dermatology appointments can make everyone frustrated: you, your team, your client and your patient! Derm cases are frequently convoluted and more often than not, they have very similar presentations. It takes time to work up these cases so it's tough to do them justice in just 20 to 30 minutes. Add in that most treatment protocols are multimodal with the majority of patients requiring life-long management vs cure, and it's no wonder owner compliance drops off, further complicating things. Jennie Tait has been working in a dermatology referral setting for the past 22 years and can share some pearls of wisdom on how to decrease everyone's anxiety, elevate your level of patient care, improve team moral, increase owner compliance and make your patients more comfortable. All of that adds up to a big win for all.	Jennie Tait AHT, RVT, VTS (Dermatology - Charter Member) 
Non-Surgical Management of Degenerative Joint Issues	Osteoarthritis (OA) is the number 1 cause of chronic pain in dogs that requires patient-specific management. The goal of this presentation is to introduce the "ebb and flow" of OA as well as the COAST approach. The process of prescribing an anti-inflammatory and pain medication is past us, and veterinarians should focus on a multimodal approach. After a brief review of joint anatomy, physiology, pathophysiology, and diagnostics the presentation will then focus on the multimodal approach to OA from different clinical perspectives. Not all patients are on the same OA spectrum; therefore, not all patients need the same type of management. The presenter will present his approach to management for differing spectrums of OA. The discussion will be spent on pain management, rehabilitation, and joint injections. The goal is for the veterinarian to walk away with new management ideas to use in daily practice as well as to understand the "ebb and flow" of OA.	Michael Jaffe Associate Professor of Small Animal Surgery, VetMed 

CLINICAL SESSIONS

TITLE	DESCRIPTION	SPEAKER
<p>Everything you wanted to know about dental X-rays but never dared to ask!</p>	<p>As we look into dental X-ray interpretation. Veterinary clinics have had to purchase dental X-ray equipment to respond to recent changes in practice standards. But what should team members look for now that they are required to take X-rays? During this webcast, dental specialist Dr. Loïc Legendre will help to clarify dental and oral anatomy by interpreting shades of grey in two-dimensional radiographs.</p>	<p>Loïc Legendre DVM, FAVD, Dipl. AVDC, EVDC</p>
<p>Face the fear and embrace client communication</p>	<p>Do you love communicating with clients? You should! The session will focus on communication tips to help veterinary team members engage the pet owner and communicate effectively and with less angst. Using osteoarthritis as a disease condition example, we will prepare for questions and overcome obstacles with confidence. Communication skills are a set of skills that can be learned and applied effectively. This session will identify and discuss how to practice and apply communication skills to create dialogue and reach a shared meaning or understanding.</p>	<p>Kara Burns MS, MEd, LVT, VTS (Nutrition), VTS-H (Internal Med, Founder & Past President, Academy of Veterinary Nutrition Technicians President, Pet Nutrition Alliance</p>
<p>Mobility Matters: Nutrition in Joint Disease</p>	<p>The goals of medical management of joint disease include: 1) mitigation of risk factors, 2) controlling clinical signs, and 3) moderating progression of the disease. Effective medical management generally requires a multimodal approach. Nutrition and specific nutrients play a critical role in the successful long-term management of patients with osteoarthritis. This presentation will review the veterinary technician's role in history taking, identifying the various stages of OA, implementation of the multimodal treatment plan, and communication with the pet owner. In addition, tools will be provided to assist the veterinary technician in this process.</p>	<p>Kara Burns MS, MEd, LVT, VTS (Nutrition), VTS-H (Internal Med, Founder & Past President, Academy of Veterinary Nutrition Technicians President, Pet Nutrition Alliance</p> 

For live, in-person times and dates, please consult the website <https://virtual.veterinaryeducationtoday.ca/sessions/>

PRACTICE MANAGEMENT



TITLE	DESCRIPTION	SPEAKER
<p>Strategies for Attracting Top Talent to Your Practice</p>	<p>The competition for hiring new employees is getting fierce, with employers increasingly desperate to find qualified, experienced staff who will also be a great fit for their practice’s culture. In today’s job-seekers’ market, how do you make your practice stand out from the rest? This session will explore various practical and actionable strategies for attracting the talent you want, focusing both on immediate and longer-term actions you can take to position yourself as an employer of choice in your area.</p>	<p>Katie Ardeline BA, CHRL, Human Resources and Operations Specialist and Partner at Oculus Insights, Oculus Insights</p> 
<p>Informed Decisions - Interviewing and Selecting the right candidate</p>	<p>Interviewing is a crucial step in the employee selection process. If done effectively, it can help you find the exact individual you’re looking for. If done ineffectively and in desperation, it can lead to bad hiring decisions, unhappy employees, and low retention. This session will dig into best practices for interviewing including how to effectively structure your interview process, how to ask the right questions, and how to find a balance between hiring for skills and task proficiency and hiring for culture and team fit.</p>	<p>Katie Ardeline BA, CHRL, Human Resources and Operations Specialist and Partner at Oculus Insights, Oculus Insights</p> 
<p>5 Advanced Steps To Increase Your Patient Acquisition</p>	<p>Building a successful veterinary practice requires a strong foundation. A well thought out, strategic approach to marketing and business development is an important element of that strong foundation. With potential patients increasingly turning to the Internet for information on pet care options and other related resources – it is imperative that your practice is visible on search queries, social engagements, and various apps. Additionally, you need a long-term engagement plan that keeps your audience engaged and satisfied.</p> <p>In this presentation, I will share techniques to help you develop a digital marketing strategy that helps you build a thriving practice. The proven strategies I share will help your practice attract the right patients. Patients who stay with you long-term. Patients who appreciate your expertise and dedication to their pet’s health! Veterinary practices throughout North America have used my methods and techniques to build successful businesses providing long-term value to pets, pet owners and vets!</p> <p>With real-world examples and actionable insights, I will share systems, strategies and platforms that will help you grow your practice. You will walk away from my presentation with actionable insights that you can implement the first day back at work!</p>	<p>Shailesh Ghimire Speaker, Entrepreneur, ShaileshSpeaks.com</p>
<p>How to Introduce a New Service to Your Practice</p>	<p>Introducing a new service to a practice, whether it is an expensive piece of technology, or new skills offered by a veterinarian is exciting. We love learning new things and the ability to offer better diagnostics or therapeutics is what drives many of us in the veterinary profession. At the same time most of us have a piece of equipment sitting in a closet gathering dust that just never fulfilled its promise. Memories of that failure often put a damper on our eagerness to introduce a new service.</p> <p>In this presentation Dr Mike Pownall will provide a framework on how to assess if a new service is right for your practice, how long will it take a new modality to break even, how to charge for it and finally, how to promote it. Following these simple steps will allow anyone to have more confidence on what to expect when they introduce a new service.</p>	<p>Mike Pownall DVM, MBA, Dr, Oculus Insights</p> 

PRACTICE MANAGEMENT

TITLE	DESCRIPTION	SPEAKER
<p>Identifying and Correcting Team Toxicity</p>	<p>The competition for hiring new employees is getting fierce, with employers increasingly desperate to find qualified, experienced staff who will also be a great fit for their practice's culture. In today's job-seekers' market, how do you make your practice stand out from the rest? This session will explore various practical and actionable strategies for attracting the talent you want, focusing both on immediate and longer-term actions you can take to position yourself as an employer of choice in your area.</p>	<p>Katie Ardeline BA, CHRL, Human Resources and Operations Specialist and Partner at Oculus Insights, Oculus Insights</p> 
<p>Effective Employee Onboarding is Key for Employee Retention</p>	<p>First impressions matter! While it can seem difficult to find the time and resources to do so, research shows that companies with a standardized onboarding process experience, among other benefits, greater new hire productivity, along with increased new employee retention and engagement. In this session we will discuss best practices we can employ in order to welcome a new employee and make them feel like part of the team, and how to engage various stakeholders across the company in order to give new team members the best and most well-rounded new employee experience possible.</p>	<p>Katie Ardeline</p> 
<p>Nurture & grow</p>	<p>You've earned a new client but that's not enough. To build a successful practice you need to build a relationship with your new clients. That goal is achieved by leaning into segmentation and personalization. During this session, you'll learn how to identify opportunities to expand your practice reach and cultivate loyalty with your existing audiences using methods such as targeted email marketing campaigns, strategic SMS efforts, and more.</p>	<p>Jennifer Shaheen</p>
<p>Identifying and Correcting Team Toxicity</p>	<p>What makes a workplace behavior "toxic" and what makes some more toxic than others? Learn how to triage and treat toxic team behaviors</p>	<p>Cyndie Courtney DVM, Founder The Jerk Researcher® LLC, The Jerk Researcher</p>
<p>Effective inventory management means savings... and more time!</p>	<p>Does either of the following situations sound familiar? "My client needs this medication, but I don't have any left on the shelves!" "And yet the inventory is showing that I have two in stock!" If so, this conference will definitely be appreciated since it is designed to offer concrete tips and tricks on how to effectively manage a practice's inventory. By introducing the S.M.A.R.T.E.R. method, Nicole Brown, Account Executive at CDMV, will explain how to save precious time while minimizing losses. That's important because inventory represents the second highest expenditure for veterinary clinics! Applying this method will also help improve the practice's service offer. Finally, saving time means allows the team to focus on what really counts: providing care for animals!</p>	<p>Nicole Brown RVT, Account Executive, CDMV</p> 
<p>Face the fear and embrace client communication</p>	<p>Do you love communicating with clients? You should! The session will focus on communication tips to help veterinary team members engage the pet owner and communicate effectively and with less angst. Using osteoarthritis as a disease condition example, we will prepare for questions and overcome obstacles with confidence. Communication skills are a set of skills that can be learned and applied effectively. This session will identify and discuss how to practice and apply communication skills to create dialogue and reach a shared meaning or understanding.</p>	<p>Kara Burns, Founder & Past President, Academy of Veterinary Nutrition Technicians President, Pet Nutrition Alliance MS, MEd, LVT, VTS (Nutrition), VTS-H (Internal Med)</p>

SPARK TALK SESSIONS

TITLE	DESCRIPTION	SPEAKER
Updates from Christian Veterinary Mission Canada: What's new within Canada and around the World	Christian Veterinary Mission Canada exists as an organization to walk alongside veterinary professionals (students, veterinary technicians, veterinarians) and encourage them to use their skills to serve God and others. We desire to encourage, equip and empower men and women to serve in their schools, workplaces and the world by talking with, praying with and providing opportunities and training resources for them. There are student and professional programs as well as short-term and long-term volunteer trips.	Lisa Balzer 
Client education and compliance	Are you or your team uncomfortable with that portion of the job that requires to recommend products (a.k.a. to «sell things»)? If so, this quick lecture's for you! We'll provide great tips aiming at enhancing communications skills while increasing compliance. Essentially, what we all want, in the end, is for clients to comply with recommendations in order to have healthy, happy pets ... and for you to be happy while doing so, too.	Nicole Brown RVT, Account Executive, CDMV 
Market Update - Veterinary Practice Sales and Federal Budget		Melanie Russell CPA, CA, CBV, CIM, CFE, CFF, ABV, Kalex Valuations Inc. Elizabeth Bellavance Certified Exit Planning Advisor, Simmons & Associates Canada Inc. 
Vector-borne Diseases: What Comes after the Positive Blue Dot?		Kymerley McLeod Professional Services Veterinarian, IDEXX Canada 
Behavioural problems are more common than we think!	Recent studies found that 95% of cats and 85% of dogs had behavioural problems. A recent study reviewing the caseloads of Animal Behaviour Specialists found that up to 80% of behaviour consultations referred have an underlying undiagnosed medical condition. To make matters worse, pet parents may miss the early signs and underreport behavioural issues to their veterinarians. This may lead to minor issues escalating and becoming chronic problems that could lead to pets being abandoned or euthanized. Are your pet parents talking to you about anxiety, stress, and behavioural issues? Do your clients know how to recognize the signs of anxiety and stress in cats and dogs? Learn how to help your clients recognize the early signs of anxiety and stress, to prevent behavioural issues from escalating to severe problems that can lead to abandonment or euthanasia and how to intervene early with fast-acting, all-natural supplements.	Colleen Wilson Specialist in Animal Behaviour, Official Fear Free Speaker, Elite Fear Free Certified Prof. 
Beating Pet Obesity - A Pathway to Healthier Living	It's no secret that obesity looms large in our pet population. Veterinary healthcare teams owe it to overweight and obese patients to advocate for their health, but we at Hill's also understand that this is a complicated and downright difficult problem to handle. But there are solutions! This seminar will arm you with scientific data about obesity to help you show owners the significant impact obesity has on their pet's health and guide you through several common clinical scenarios to assist you with successful conversation tips, weight loss strategies, and tools available to inspire you to help us end the obesity epidemic.	Nicole Pitulia Hills Pet 
Client education and compliance		Nicole Brown RVT, Account Executive, CDMV 

SPARK TALK SESSIONS

TITLE	DESCRIPTION	SPEAKER
Pet parents have come to expect and even demand antimicrobials for mild acute GI upset - how can we change the narrative?	Despite there being little or no scientific support for the use of antimicrobials in mild acute GI upset, they continue to be a common therapeutic approach in the management of these cases. The long-held belief that antibiotics such as metronidazole and tylosin accomplish that goal continues to fuel their use. Pet parents want the diarrhea to resolve as quickly as possible and expect some type of intervention when they take their pets to see their veterinarian for mild acute GI upset. There is recent evidence that all-natural products, approved by Health Canada, can act more quickly and are safer than antimicrobials. These new options will help veterinarians manage pet parents' expectations without having to resort to using antimicrobials.	Susan Kilborn DVM, DVSc, DACVIM (SAIM) 
Getting the best from your dental hand instruments		Ivan Crotaz BVetMed MRCVS, Dr, Bonovate Ltd 
21 Hacks for Boosting Energy, Resilience and Effective Communications on the Job	<p>"Communicating from the Heart" seminar leader, Laura Nashman offers you practical ways to rejuvenate yourself and manage stress on the job while communicating effectively from your heart to both clients and to yourself.</p> <p>Her training method integrates heart-centered communicating with simple actions you can take every day to energize and optimize your communications at the clinic. By providing a simple, yet effective personal tune-up, you will feel rejuvenated and be able to offer even more exceptional client experiences.</p> <p>As both a communications trainer, plus professional flutist/ recording artist/voice actor, Laura offers you helpful nuggets to regain and maintain your energy level throughout the week. From deep breathing techniques to mindset and mindfulness strategies focused on uplifting your personal energy and resilience, her tips are easy to grab at a moments notice, apply on the job, anyone time when needed.</p> <p>Since it is said that it takes 3 weeks to adopt a new habit, I have chosen to provide 21 hacks, either to do every day or 1 a day for 21 days and then repeat. These wellness, energy, resilience and communication hacks are very easy to do and make a huge difference in the quality of your days every day. The nice thing about it is it positively impacts the quality of experiences you are giving your clients too.</p>	Laura Nashman Spa-La-La 
Speed wound healing by up to 50% with 3 simple steps	<p>Wound care in veterinary medicine has evolved with the usage of advanced wound care products. These new products are well known to create a moist environment and to speed up the healing process by 50%.</p> <p>We now have a clinical tool for treating wounds efficiently in the least traumatic way. This tool help us provide the level of care that can reassure the pet parents who have placed their trust in our hands.</p> <p>The purpose of the Grey Wolf Wound Care Algorithm is to provide an easy-to-use clinical tool to help improve patient outcomes and to be able to treat approximately 90% of the wound cases that are seen in general practice.</p>	Rhea Plesman American College of Veterinary Surgeons (Small Animal) 
A conversation with very special guest Freddi Dogterom	<p>Freddi is a professional retirement planner, certified career development professional and experienced adult educator.</p> <p>She leads workshops and delivers keynote addresses on topics that relate to helping people be built up and progress in their lives or career. Freddi retired from her longtime career after 33 years of service, by putting her career plan for the next stage of her life into action. She has been a fan and admirer of Nell's style, practice and writing for many years.</p> <p>Having lived through a successful career transition, Freddi is passionate about helping others to start the process of planning towards a successful retirement transition.</p> <p>Guy will ask Freddi some of the most common questions around career transition and moving forward in your personal and career life!</p>	Gaetano (Guy) Guzzo Freddi Dogterom 
Behavioural problems are more common that we think!	Recent studies found that 95% of cats and 85% of dogs had behavioural problems. A recent study reviewing the caseloads of Animal Behaviour Specialists found that up to 80% of behaviour consultations referred have an underlying undiagnosed medical condition. To make matters worse, pet parents may miss the early signs and underreport behavioural issues to their veterinarians. This may lead to minor issues escalating and becoming chronic problems that could lead to pets being abandoned or euthanized. Are your pet parents talking to you about anxiety, stress, and behavioural issues? Do your clients know how to recognize the signs of anxiety and stress in cats and dogs? Learn how to help your clients recognize the early signs of anxiety and stress, to prevent behavioural issues from escalating to severe problems that can lead to abandonment or euthanasia and how to intervene early with fast-acting, all-natural supplements.	Colleen Wilson BSc., DVM, DACVB,, Specialist in Animal Behaviour, Official Fear Free Speaker, Elite Fear Free Certified Prof. 

NEW PELLETS FOR EASY FEEDING!

When Performance Matters, Choose

COSEQUIN®

Joint Health Supplements



COLLEEN RUTLEDGE,
CHOOSING COSEQUIN.
SINCE 2009

INTRODUCING



COSEQUIN® ASU PELLETS

TO LEARN MORE, CONTACT YOUR
VETREX GROUP, INC. SALES REPRESENTATIVE.



1550 YORKTON COURT, UNIT 13, BURLINGTON, ON L7P 5B7
1-800-851-3819 INFO@VETREX.CA

nutramax
LABORATORIES
VETERINARY SCIENCES, INC.

946 QUALITY DRIVE - LANCASTER, SC 29720
NUTRAMAXLABS.COM 1-888-886-6442