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From the MVMA Executive Director

First, I would like to thank you for allowing me serve as Executive Director of your state organization. As a group of professionals you could not want for a more gregarious, civil minded, group of individuals dedicated to maintaining the welfare of not only the animals but also the people of the state. We have a solid group of district representatives that take seriously their responsibility to both the local veterinarians and the group at large. At the national level, the stature of our AVMA representatives provides us respect that is larger than our state size would dictate. Our organization is strong because we stay united for a common cause and a greater good. It looks so easy. The MVMA is fiscally stable, and provides year after year high quality, affordable continuing education. Our membership includes every stripe of veterinarian practitioner as well as the government and poultry veterinarians. As your Executive Director I am always available through our website (www.msvet.org), e-mail, and telephone to answer public questions or to be able to respond in case of emergency. Our association has contracted the expert services of Harry Dendy to protect the veterinary interest at the State legislature. Our organization is strong because we stay united for a common cause and a greater good. Our strength lies in involving all of the members, young and old, and harness that collective intellect and energy. Yet many state organizations have fallen apart with internal conflict and lack of trust and collegiality. Frequently, practitioners from other states comment on how they envy our association and veterinary cohesiveness. We are starting an initiative this year to reach out and engage veterinary students and recent veterinary graduates in the association. Our plan is to meet them where they exist, on Facebook, email, Twitter, and YouTube. Once we have gained their confidence and trust, we would like to provide personal presentations of inspiration. Our goal is to provide life, management, and veterinary skills to develop their confidence to be practice owners and civic and association participants. We hope you will want to be part of this initiative. Be on the lookout for more information soon in your e-mail inbox!

DeAnna Dillard

Mission Statement
Promoting the importance of the veterinarian as a medical professional in his or her role in protecting animal and public health.
Two students from the Class of 2016 MSU Vet School are Mississippi Veterinary Medical Association and Dr. Harvey F. McCrory Memorial Scholarship Award Recipients

Relief Veterinarians (as of 9/1/16)

<table>
<thead>
<tr>
<th>Veterinarian</th>
<th>Phone</th>
<th>E-Mail</th>
<th>Location (if known)</th>
</tr>
</thead>
<tbody>
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www.medvetforpets.com
The veterinary profession is constantly changing. Legislation pertaining to medical professionals and small business owners are in the forefront more and more these days. If you become aware of a problem or have issues pertaining to the veterinary profession, please do not hesitate to contact your district representative.

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Call for Nominations

The MVMA is now seeking nominations for the 2017 Annual Awards. As usual, the association will present the Young Veterinarian of the Year and the Veterinarian of the Year. Before the honorees can be selected we need you to nominate them. So please review the criterion complete the form below for the deserving friend or colleague and send it in to the MVMA office by January 31, 2017. Once selected, award recipients will be notified and there will be a presentation during the Winter Conference on February 11, 2017. The nominator of the selected recipients will also be asked to attend the Winter Meeting to present the award.

**Young Veterinarian of the Year:** Individual must be a current member of the MVMA, have graduated within 5 years, be 35 years of age or younger, and demonstrated activity that has promoted and enhanced veterinary medicine within Mississippi.

**Veterinarian of the Year:** Individual must be a current member of the MVMA for at least 5 years and demonstrated activity that has promoted and enhanced veterinary medicine within Mississippi.

<table>
<thead>
<tr>
<th>VETERINARIAN OF THE YEAR</th>
<th>YOUNG VETERINARIAN OF THE YEAR</th>
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<tr>
<td>Nominee__________________</td>
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<td>Address__________________</td>
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<td>City______________________ State_______ Zip____________</td>
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<td>Local, state and national committees served on/positions held</td>
<td>Local, state and national committees served on/positions held</td>
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<tr>
<td>Describe nominee participation in promoting animal health and welfare</td>
<td>Describe nominee participation in promoting animal health and welfare</td>
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<tr>
<td>Describe any other activity which should make this individual a good candidate for the Veterinarian of the Year</td>
<td>Describe any other activity which should make this individual a good candidate for the Veterinarian of the Year</td>
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</table>

Nominated by
Veterinarian Name________________
Phone__________________________

Please return this form to MVMA no later than January 31, 2017.
P.O. Box 395 - Clinton, MS 39060  Fax: 877-872-3731  E-mail: msvetmed@gmail.com
WHAT IS MVMA-PAC?
The non-partisan political arm of the MVMA. Its primary purpose is to raise funds that are contributed to campaigns of candidates running for public office in Mississippi. When we pool our resources to rally with candidates who support our profession, the voice of the veterinarian community proves more powerful. MVMA-PAC’s strength comes from Mississippi veterinarians who contribute they resources, enabling the MVMA to lobby with policy makers in our state.

As a veterinary leader, you know how important it is for our profession to impact public policy and awareness on animal health and welfare, zoonotic diseases, and small business issues. As veterinarians we speak more effectively when we speak collectively. One very effective way in which to ensure our voice is heard is to support the Mississippi Veterinary Medical Association’s Political Action Committee.

BECOME A LEADER
Choose a level of giving that is comfortable for you. Let us recognize you for the veterinary leader that you are. Return the form below with your contribution.

QUESTIONS?
Contact the Mississippi Veterinary Medical Association at (662) 323–5057 or email msvetmed@gmail.com

CONTRIBUTION LEVELS

- [ ] PAC Backer $200
- [ ] Sustaining Member $300
- [ ] Contributing Member $50
- [ ] Member $25

Please send non-corporate checks only to MVMA-PAC, P.O. Box 395, Clinton, MS 39060. Thank you!
Left to right - Dana Woodward CVT, Hinds CC faculty, Sarah Lewis Brown-1st year scholarship recipient, Martha Young CVT, Hinds CC faculty, Angela Wade- 2nd year scholarship recipient, Bobby Glenn DVM- outgoing director of VT program, DeAnna Dillard - MVMA Executive Director, and Kirby Sills, DVM, new director of the Vet Tech program at Hinds CC.

The MVMA Board of Directors also presented the following awards last spring at MSU-CVM:

Large Animal Award
Small Animal Medicine Awards
Economic/Performance Medicine Award
New membership benefit! Thanks to a partnership between the Mississippi Veterinary Medical Association and Communication Solutions for Veterinarians, use promo code MSVET to save $10 and pay $89 per webinar.

EACH WEBINAR INCLUDES:

- Live webinars at 11 a.m. and 2 p.m. CT on third Thursday each month
- Unlimited playback of recorded webinar
- Handout
- 1 hour of CE credit
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- CE certificate

MEET YOUR CONSULTANT

Wendy S. Myers, CVJ, owns Communication Solutions for Veterinarians in Denver. Her consulting firm helps teams improve communication skills, client service and compliance. Communication Solutions for Veterinarians is a leader in phone-skills training. Wendy is a certified veterinary journalist. Her new book is 101 Communication Skills for Veterinary Teams. She has been an instructor for the American Animal Hospital Association’s Veterinary Management School.

VISIT CSVETS.COM FOR MORE RECORDED WEBINARS:

PHONE SKILLS

- 4 easy steps to turn price shoppers into new clients
- 10 phone skills every receptionist should know
- Callbacks that get clients to come back
- Have receptionists speak with confidence
- Missed opportunities over the phone
- Phone skills for veterinary teams

COMMUNICATION SKILLS

- 15 communication skills for veterinary teams
- Best practices: Exam communication
- Creating a comforting euthanasia experience
- How and what you say matters
- How to talk to clients about money
- Preparing clients for surgery and dentistry
- Understanding body language in client conversations

CLIENT SERVICE SKILLS

- Be a client service superstar
- Create a better checkout experience
- Creating great first impressions for new clients
- Creating the client experience for dentistry
- How to deal with jerks
- How to keep doctors on time
- Rejuvenating client service to keep clients coming back
- Secrets to effective scheduling

MARKETING SKILLS

- Capturing compliance every patient visit
- Get your overdue patients back
- How to say it: Talking with clients about dentistry
- How to use social media to promote preventive care
- Protecting your pharmacy in a changing marketplace
- Selling the value of diagnostics

Communication Solutions for Veterinarians is an American Association of Veterinary State Boards RACE-approved provider #419.
Special Mississippi VMA member benefit lets you train your entire team with monthly CE credit webinars

The Mississippi Veterinary Medical Association has partnered with Communication Solutions for Veterinarians to offer monthly webinars that let you train your entire team for an affordable price. Topics include client service, communication skills and compliance. Live one-hour webinars are the third Thursday of each month at 11 a.m. and 2 p.m. Central time. If your team isn't available on the live webinar date, set your staff meeting around your schedule and use the recorded webinar. Each webinar is an MVMA member rate of $89 per hospital, a savings of $10 off the regular price.

Each webinar includes:
• Live webinars at 11 a.m. and 2 p.m. CT on the third Thursday of each month
• Unlimited playback of recorded webinar
• Handout
• Test
• 1 hour of CE credit
• CE certificate

View webinar topics and enroll at www.csvets.com/webinars. When purchasing online, use promo code MSVET to save $10 on individual webinars.

Your webinar instructor is Wendy S. Myers, CVJ, who owns Communication Solutions for Veterinarians in Denver. She spoke at this year’s MVMA Winter Conference in Starkville, MS. Her consulting firm helps teams improve client service, communication skills and compliance. Communication Solutions for Veterinarians has provided phone-skills training to 5,000 veterinary teams in the United States and Canada. Wendy is a certified veterinary journalist and the author of five books and five videos. Her latest book is 101 Communication Skills for Veterinary Teams and DVD is “Become a Client Communication Star.” Wendy is a member of the American Animal Hospital Association and has been an instructor for AAHA’s Veterinary Management School. Communication Solutions for Veterinarians is an American Association of Veterinary State Boards RACE-approved provider.

stay connected.

@msvetmed mississippi veterinary medical association
6 Scheduling Secrets Your Receptionists Don’t Know

By Wendy S. Myers, CVJ

A frustrated receptionist emailed me looking for solutions to her clinic’s scheduling nightmares. The three-doctor practice double-books veterinarians most days, must sometimes turn away sick patients and has exhausted employees. The hospital is hiring another doctor and two technicians, which may take months.

How can the hospital see the maximum number of patients and give employees relief? Here are six scheduling secrets that your receptionists don’t know:

Secret 1: Ask questions to book exams in less than 3 minutes. A receptionist can’t spend 12 minutes talking with a client when booking an appointment. Two callers are on hold and a third client is waiting at the front desk to pay. To control the pace of the conversation, ask four questions:

1. “What will we be seeing your pet for?” This lets you evaluate urgency. Sick patients should be seen the same day, while preventive checkups can be scheduled within one week.

2. “Is there a doctor you prefer?” If the client requests a specific doctor, offer the next two available exams with that veterinarian. If the caller doesn’t have a preference, offer two appointment choices with the doctor who is first available or with a new associate who is building client relationships.

3. “Which day of the week works best for your schedule?” If she requests Wednesday, search available exams on the next two Wednesdays.

4. “Do you prefer an appointment in the morning, afternoon or evening?” You’re asking the caller for a window, not a specific time. If the caller replies, “2 p.m.” say, “Let’s see what we have available on Wednesday afternoon.”

Secret 2: Ask about health concerns when scheduling checkups. When clients receive reminders and call to book exams, ask, “Does <pet name> have any health or behavior concerns that you want to discuss with the doctor?” Her answer may require a longer appointment. When the caller explains that her 10-year-old dog seems stiff and doesn’t enjoy walks, schedule a 30-minute exam for an arthritis workup instead of a 20-minute preventive checkup. My webinar on “Secrets to Effective Scheduling” includes choosing the right appointment lengths and using a surgical and dental point system to book procedures at www.csvets.com/cart/webinars/secrets-to-effective-scheduling/. Use promo code MSVET at checkout to save $10.

Secret 3: Lead callers with the two-yes-options technique. Suggest two times that will work well for exam flow and client experiences. Say, “The doctor could see you at 1 or 3 p.m. Which choice works for you?” If neither fits the client’s schedule, move onto the next two options.

Don’t overwhelm callers with too many choices. Saying, “Do you want the 1:10, 2:15, 3:45 or 5:15 p.m. exam?” sounds like the city bus schedule rather than a time to see a veterinarian. You’ll confuse callers.

Secret 4: Guide clients toward specific appointments rather than letting them choose. You’ll have a messy schedule if clients erratically pick appointments. Receptionists need to follow guidelines for appointment lengths and create structure when booking preventive checkups, sick-patient exams, medical progress exams, attended euthanasia, new clients and other exam types. Lack of organization could cause peaks and valleys in your schedule. You end up with a crazy Monday morning and an empty Thursday afternoon. When a client calls about a preventive checkup, steer her towards lower volume appointment times where you need to fill valleys.
Secret 5: Sandwich a sick-patient exam between two preventive checkups. A client calls to request an appointment at 2:30 p.m. today for her sick dog. This slot is open, but you have sick-patient exams at 2 and 3 p.m. If you grant her wish, you will have three sick-patient exams in a row. Workups may cause exams to run late, increase client wait times and stress your medial team.

Turn this scheduling nightmare into manageable exams. Whenever possible, sandwich a sick-patient exam between two preventive checkups. Preventive care is more predictable and likely to stay on time. When responding to the caller with a sick pet, first express empathy. Say, “I’m sorry to hear that your dog is sick. Let’s schedule an urgent care exam today. The doctor can see your dog at 10 a.m. or 1 p.m. Which time fits your schedule?” You’ve directed the pet owner to two exam times that follow preventive visits.

Secret 6: Use urgent care slots. Panicked pet owners call your clinic every morning about sick pets. Because this pattern is predictable, block urgent care slots in your schedule so you can see sick patients the same day. Reserve at least three 30-minute urgent care slots per doctor per day. You may need more urgent care slots on Mondays, Fridays and Saturdays, when practices typically see a higher volume of sick animals.

How many urgent care slots will you need? Estimate that 20 percent of exams will be same-day sick patients. If your veterinarian averages three exams per hour and has appointments for six hours, he would see 18 patients. If you assume 20 percent will be same-day sick patients, you would need to block four urgent care exams in the schedule.

Because the number of urgent care exams may vary by weekday, review last week’s schedule. Add up how many patients each doctor saw on each weekday. Multiply each day’s patient count by 20 percent to determine how many urgent care slots you will need on specific days of the week. If the volume of sick patients on Saturdays consistently has you working late, schedule an urgent care exam at the top of every hour.

In a multi-doctor practice, stagger urgent care slots for each doctor by one hour. If two doctors both see urgent care exams at 10 a.m., they will play “steal the technician” game and trigger traffic jams in the treatment area for workups. Here is an example of staggered urgent care blocks:

Because these patients will need workups, reserve the last urgent care slot 60 to 90 minutes before closing time to avoid employee overtime. If urgent care appointments don’t get filled within 90 minutes of the blocked time, open them for any client. Let’s say you have an urgent care slot at 10 a.m. At 8:30 a.m., no one has called with a sick pet. A client calls at 8:45 a.m. and asks, “I have a new puppy. Can I bring him in today?” If the urgent care slot at 10 a.m. hasn’t been claimed, reply, “Congratulations on your new baby! We have an appointment at 10 a.m. today. Does that work for you?”

Effective scheduling techniques will let you increase patient care, hospital revenue and client satisfaction. Reclaiming control of your appointments also will improve employee morale.

Wendy S. Myers owns Communication Solutions for Veterinarians in Castle Pines, Colo. She helps teams improve client service, communication skills and compliance through consulting, seminars and monthly CE credit webinars. Wendy is a certified veterinary journalist and author of 101 Communication Skills for Veterinary Teams. Her “Callers Into New Clients Course” teaches receptionists how to turn price shoppers into new clients. You can reach her at wmyers@csvets.com or www.csvets.com.
The MVMA is now offering classified advertising in our newsletters.

As an MVMA member you can place an ad (business card size) in the newsletter for only $25. Things you can highlight in your ad:

- PRACTICE OPPORTUNITY
- JOB OPENING
- EQUIPMENT SALE
- AND MORE!

If you would like to place an ad in this new edition, please mail your ad and payment before March 15 to:

MVMA
PO Box 395
Clinton, MS 39060

Questions? Contact us at msvetmed@gmail.com.

Advertising deadline for the Spring 2017 edition is March 15!
As you know, our organization is a proud Associate Member of Partners for Healthy Pets (PHP) and we are very pleased to announce a collaborative program between PHP, Veterinary Medical Association Executives (VMAE) and our association. We believe this initiative will have a significant impact on the health of your patients and your practice.

This collaborative program focuses on the importance of forward booking, which simply means scheduling all patients’ next appointments before they leave your practice, regardless of the reason for their current visit. This includes medical progress exams and preventive healthcare exams. Forward booking ensures your patients receive the highest quality of care at the right time.

You have probably been hearing about and maybe even considering implementing forward booking in your practice, but are not quite sure how to get started.

We can help you!

To get started, visit the forward booking section on the Partners for Healthy Pets website http://www.partnersforhealthypets.org/forward_booking.aspx. Download the document titled, “The Key to Forward Booking Appointments: Unlock the Potential of a Best Practice For Your Practice.” This gives you a simple, step-by-step approach to how to use the handful of tools available to you to provide your practice team with the skills necessary to be successful. Ready. Set. Forward Book!

We are very excited to provide this opportunity to you and your practice. By using these tools, you will be able to easily implement forward booking in your practice. The result? Healthier patients and a healthier practice!
WINTER CONFERENCE SPEAKERS

Richard Rummel
MS Dept of Wildlife
Veterinarians & Wildlife Laws

Dr. Jim Watson
Regulatory Update

Dr. Brigid Elchos
MS Board of Animal Health
Regulatory Update

Dr. Marc Seitz
Differentiating and treating the many faces of diabetes mellitus
MacGyver medicine: treating common emergencies on the cheap
Feline urethral obstruction: updates, controversies, and challenging cases

Louise Dunn
Drama in the Practice
Training Your Team

Dr. Gretchen Grissett
Small Ruminants

Heather Romano (iVET360)
New Generation of Culture

Joanna Larsen
Asset Management & Protection

Dr. Patricia Talcott
Facts and Fiction: Decontamination Procedures - Is it ever too late?
‘My Neighbor Poisoned My Dog’ Syndrome - When CSI and Reality Collide
Tasty Treats Pets Should Avoid
‘Treats’ that aren’t so tasty, but Toxic

Dr. Lee Jones
Stocker Cattle Health

Dr. Kim Johnson
Oncology

Dr. Dianne Mawby
Common Questions from RDVMs regarding the Respiratory System
Common Questions Regarding the Endocrine System

Dr. Burt Gaddis
Dentistry

Dr. Lou Gasbarre
Bovine Parasitology

Dr. Tracy Turner
Equine Podiatry

Dr. Kermit Harvey
One Health Relevance in Veterinary Practice

Dr. Jerome Goddard
Vector-borne Diseases

JoAnna Collins
Liquid Gold: Complete Urinalysis

HOTEL INFORMATION

Courtyard Marriott
100 Mercantile Street
Phone: (662) 338-3116

Hampton Inn
700 MS-12
Phone: (662) 324-1333

Comfort Suites
801 Russell St
Phone: (662) 324-9595

LaQuinta Inn
982 MS-12
Phone: (662) 270-4100

Conference Location
The Mill Conference Center
600 Russell Street - Starkville, MS
The MS Veterinary Medical Association (MVMA) is excited to announce the addition of a One Health continuing education track at the upcoming winter conference. One Health is used to describe the practice of multiple disciplines working locally, nationally, and globally to promote optimal health for people, animals, and the environment. This One Health tract is designed to provide educational information of relevance and importance to a broad swath of the entire medical community and its professionals. It will be of benefit to professionals, practitioners, clinicians, and educators in the veterinary and human health communities.

Educational topics considered for this tract include epidemiology, zoonoses, vector-borne diseases, geographical mapping, emerging diseases, governmental considerations, private and public practice implications, government policies and legal issues, partnering for solutions, pathogenicity, international public health, emergency response. One Health concepts will be brought forward to both educate and encourage participation by all interested parties, when geographical threats/outbreaks threaten animal and human health and/or the food supply.

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**WINTER CONFERENCE SPEAKERS**

**Dr. Mark Russak**  
Tips for successful practice in any economy  
Mastering the exam room  
A primer of basic financial concepts of companion Animal Practice

**JoAnna Collins - IDEXX**  
Evaluate a blood sample in less than 3 minutes

**Dr. David Pugh**  
Equine Nutrition & Parasite Control

**Dr. Matt Miller**  
Heartworm University

**Dr. Brian Lubbers**  
Antibiotic Use & Stewardship  
Diagnostic Test Results  
Antimicrobial resistance

**Dr. Michael Gilsdorf**  
Federal Veterinary Career Opportunities

**Nancy Wilson, CVT**  
Anesthesiology

**MBAH & MSU CVM**  
Hot Topics in One Health

**Dr. Sandra Foster**  
Emergency Medicine for the Tech

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**Mix & Mingle Reception**

Friday, February 10  
5:15-6:30  
Mill Conference Center
# WINTER CONFERENCE SCHEDULE

## Thursday, February 9, 2017 (4 hours)

<table>
<thead>
<tr>
<th>TIME</th>
<th>GENERAL SESSIONS</th>
</tr>
</thead>
<tbody>
<tr>
<td>1:00 pm- 3:00 pm</td>
<td>(GS-1) Veterinarians &amp; Wildlife Laws - Richard Rummel, MS Dept of Wildlife</td>
</tr>
<tr>
<td>3:00 pm - 3:15 pm</td>
<td>BREAK ———— BREAK ———— BREAK ———— BREAK ———— BREAK ———— BREAK ———— BREAK</td>
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<tr>
<td>3:15 pm - 5:15 pm</td>
<td>(GS-2) Regulatory Update — Dr. Jim Watson &amp; Dr. Brigid Elchos, MS Board of Animal Health</td>
</tr>
</tbody>
</table>

## Friday, February 10, 2017 (8 hours)

<table>
<thead>
<tr>
<th>TIME</th>
<th>SMALL ANIMAL TRACK 1 BALLROOM A</th>
<th>SMALL ANIMAL TRACK 2 BALLROOM C</th>
<th>LARGE/FOOD ANIMAL TRACK 1 RIVERS</th>
<th>EQUINE TRACK DELTA</th>
<th>PRACTICE MGMT TRACK FOOTHILLS</th>
</tr>
</thead>
<tbody>
<tr>
<td>7:30 am - 9:30 am</td>
<td>(SA-1A) Differentiating and treating the many faces of diabetes mellitus Dr. Marc Seitz</td>
<td>(SA-2A) Drama in the Practice Louise Dunn</td>
<td>(FA-1A) Small Ruminants Dr. Gretchen Grissett</td>
<td>(EQ-1) TO BE ANNOUNCED</td>
<td>(PM-1) “New Generation of Culture” - Heather Romano (iVET360)</td>
</tr>
<tr>
<td>9:30 am - 9:45 am</td>
<td>BREAK ———— BREAK ———— BREAK ———— BREAK ———— BREAK ———— BREAK ———— BREAK</td>
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<tr>
<td>9:45 am - 11:45 am</td>
<td>(SA-1B) MacGyver medicine: treating common emergencies on the cheap Dr. Marc Seitz</td>
<td>(SA-2B) Training Your Team Louise Dunn</td>
<td>(FA-1B) Small Ruminants Dr. Gretchen Grissett</td>
<td>(EQ-2) TO BE ANNOUNCED</td>
<td>(PM-2) Asset Management &amp; Protection - Joanna Larsen (ASAP)</td>
</tr>
<tr>
<td>11:45 am - 1:00 pm</td>
<td>BUFFET LUNCH</td>
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<tr>
<td>1:00 pm - 3:00 pm</td>
<td>(SA-1C) Feline urethral obstruction: updates, controversies, and challenging cases Dr. Marc Seitz</td>
<td>(SA-2C) Facts and Fiction: Decontamination Procedures - Is it ever too late? ‘My Neighbor Poisoned My Dog’ Syndrome - When CSI and Reality Collide Dr. Patricia Talcott</td>
<td>(FA-1C) Stocker Cattle Health Dr. Lee Jones</td>
<td>(LAB) EQUINE WET LAB</td>
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<tr>
<td>3:00 pm - 3:15 pm</td>
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<tr>
<td>3:15 pm - 5:15 pm</td>
<td>(SA-1D) Monitoring &amp; Preventing Anesthetic Complications Dr. Lane Johnson</td>
<td>(SA-2D) Tasty Treats Pets Should Avoid ‘Treats’ that aren’t so tasty, but Toxic Dr. Patricia Talcott</td>
<td>(FA-1D) Stocker Cattle Health Dr. Lee Jones</td>
<td>(LAB) EQUINE WET LAB</td>
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</tbody>
</table>

**MIX & MINGLE RECEPTION**

5:15 until 6:30 pm at the Mill Conference Center
<table>
<thead>
<tr>
<th>TIME</th>
<th>SMALL ANIMAL TRACK 1 BALLROOM A</th>
<th>SMALL ANIMAL TRACK 2 BALLROOM C</th>
<th>LARGE/FOOD ANIMAL TRACK 1 RIVERS</th>
<th>EQUINE TRACK DELTA</th>
<th>ONE HEALTH TRACK PINES</th>
<th>TECHNICIAN TRACK FOOTHILLS</th>
</tr>
</thead>
<tbody>
<tr>
<td>7:30 am - 9:30 am</td>
<td>(SA-1E) Oncology Dr. Kim Johnson</td>
<td>(SA-2E) “Common Questions from RDVMs regarding the Respiratory System” Dr. Dianne Mawby</td>
<td>(FA-1E) Bovine Parasitology Dr. Lou Gasbarre</td>
<td>(EQ-4) Equine Podiatry Dr. Tracy Turner</td>
<td>(OH-1) One Health Relevance in Veterinary Practice Dr. Kermit Harvey</td>
<td>(TECH 1) “Liquid Gold: Complete Urinalysis” JoAnna Collins — IDEXX</td>
</tr>
<tr>
<td>9:30 am - 9:45 am</td>
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<td>——BREAK——</td>
</tr>
<tr>
<td>9:45 am - 10:45 am</td>
<td>(SA-1F) Oncology Dr. Kim Johnson</td>
<td>(SA-2F) Tips for successful practice in any economy Dr. Mark Russak</td>
<td>(FA-1F) Bovine Parasitology Dr. Lou Gasbarre</td>
<td>(EQ-5) Equine Podiatry Dr. Tracy Turner</td>
<td>(OH-2) Vector-borne Diseases Dr. Jerome Goddard</td>
<td>(TECH 2) “Evaluate a blood sample in less than 3 minutes” JoAnna Collins - IDEXX</td>
</tr>
<tr>
<td>10:45 am - 12:00 pm</td>
<td>MVMA BUSINESS MEETING &amp; BUFFET LUNCH - BALLROOM B</td>
<td>NAFV Business Meeting</td>
<td>LUNCH</td>
<td>——BREAK——</td>
<td>——BREAK——</td>
<td>——BREAK——</td>
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<tr>
<td>12:00 pm - 3:00 pm</td>
<td>(SA-1G) Heartworm University Dr. Matt Miller American Heartworm Society</td>
<td>(SA-2G) Mastering the exam room A primer of Basic financial concepts of companion Animal Practice Dr. Mark Russak</td>
<td>(FA-1G) Antibiotic Use &amp; Stewardship Diagnostic Test Results Dr. Brian Lubbers</td>
<td>(EQ-6) Equine Podiatry Dr. Tracy Turner</td>
<td>(OH-3) CDC Speaker Federal Veterinary Career Opportunities Dr. Michael Gilsdorf</td>
<td>(TECH 3) Animal Assisted Crisis Response Pharmacology Laws Becki Vance, AL State Coordinator for HOPE Animal Assisted Crisis Response</td>
</tr>
<tr>
<td>3:00 pm - 3:15 pm</td>
<td>——BREAK——</td>
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<td>——BREAK——</td>
<td>——BREAK——</td>
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<td>——BREAK——</td>
</tr>
<tr>
<td>3:15 pm - 5:15 pm</td>
<td>(SA-1H) Heartworm University Dr. Matt Miller American Heartworm Society</td>
<td>(SA-2H) Dentistry Dr. Bert Gaddis</td>
<td>(FA-1H) Diagnostic Test Results Antimicrobial resistance Dr. Brian Lubbers</td>
<td>(EQ-7) Equine Podiatry Dr. Tracy Turner</td>
<td>(OH-4) Hot Topics in One Health MBAH &amp; MSU CVM</td>
<td>(TECH 4) Emergency Medicine Dr. Sandra Foster</td>
</tr>
</tbody>
</table>

20 hours CE available for veterinarians; 8 hours CE available for technicians.
REGISTRATION FORM
2017 MVMA Winter Conference - February 9-11, 2017 - Mill Conference Center
Pre-Registration Deadline - January 20
Online registration available at www.msvet.org

ATTENDEE INFO:
Name: ________________________________
First name for badge: ___________________
Address: ______________________________________
______________________________________________
City/State/Zip: ________________________________
Phone: _______________________________________
E-Mail: _______________________________________

PROCEDINGS:
Conference proceedings on USB are included with conference registration.
Printed proceedings are available for $50.
Check here if you would like to purchase the printed proceedings.

REGISTRATION

BEFORE JAN 20 AFTER JAN 20
MVMA member $325 $400
non-MVMA member $400 $475
MVMA Life member $250 $300
Technician track only $100 $150
One Health track only $75 $100
Equine Wet Lab $125 (limited to 10 vets)

PAYMENT:
Registration fee $_________
Proceedings (printed) fee $_________
Equine Wet Lab fee $_________
Total amount $_________

Check payable to MVMA

NOTES:
1. Member pricing includes Mississippi VMA members only.
2. Conference proceedings are not guaranteed for on-site registrants.
3. Topics and/or speakers are subject to change due to unforeseen circumstances.

CANCELLATION POLICY:
100% refund if requested in writing before January 10, 2017. 50% refund if requested in writing between January 10 and January 20. No refunds after January 20, 2017.

CE CREDITS
CE hours will be posted to your MVMA online account at the conclusion of the conference. Instructions on how to retrieve your proof of attendance will be in the conference packet.

RETURN FORM AND PAYMENT TO
MVMA WINTER CONFERENCE
PO Box 395
Clinton, MS 39060
Fax: 877-872-3731
or register online at www.msvet.org
Advocacy
- Update veterinary community to new laws and regulations.
- Speak to news media on your behalf.
- Impact state legislation and regulation.
- Educate lawmakers and the public to veterinary views and concerns.
- Monitor Mississippi legislation affecting veterinary medicine in our state.

NEXT STEP: Join MVMA's Political Action Committee (PAC) on page X.

Community
- Build your network of professional colleagues across the state.
- Develop leadership skills by serving on MVMA task forces.
- Receive personal support from MVMA staff by phone or online.
- Create lasting relationships with fellow animal lovers.
- Collaborate on current topics via MVMA VetChat and Facebook.
- Learn from individuals in all disciplines of veterinary medicine.

NEXT STEP: Join one of the task forces and get involved in the premier organization for veterinarians in the state.

Education
- Gain knowledge at the MVMA Winter Conference in February.
- Save $75 on your conference registration.
- Access members-only informational resources from www.msvet.org.
- Strengthen professional skills through MVMA task forces and CE events.
- Stay informed of veterinary community activities through publications.

NEXT STEP: Register to attend the MVMA Winter Conference at www.msvet.org.
My name is Brittany Moore-Henderson. I was raised in Pickens, which is located in Holmes County, Mississippi. I am from a very close knit family of which I am the youngest of three children. I attended Greater Fairview Missionary Baptist Church, where I was an active member of the youth and mass choir and also served as Secretary of the Sunday School up until college. Prior to college, I attended Williams-Sullivan High School in Durant, MS where I graduated with honors. Throughout high school, I was a member of the women’s varsity basketball and track and field teams which I served as team captain. After high school, I attended Belhaven University, where I was a member of the women’s basketball team until I re-injured my ACL freshman year. In 2010, I transferred to Jackson State University, where I graduated Summa Cum Laude with a Bachelor of Science in Biology and a minor in Chemistry. Besides academics, I spend my past time reading and spending time with family and friends. Prior to starting veterinary school, I married my husband, Neco Henderson.

Currently, I am a fourth year veterinary student in the Class of 2016 here at Mississippi State University College of Veterinary Medicine. Besides staying active in a host of clubs and organizations, I have also spent time working to promote diversity as well as lend a helping hand in underserved populations. This past summer, I spent four weeks working with the People. Animals. Love (PAL) program in Washington, D.C; teaching disadvantaged youth about veterinary medicine. During my third year, I founded the VetAspire program, which is geared towards exposing underserved students to the field of veterinary medicine.

As of right now, I plan to become a mixed animal practitioner with the goal of becoming an AVBP boarded specialist. It has been my lifelong goal to be able to impact the lives of both animals and humans by doing what I love the most. I feel as if this is what God has destined me to do in life and I know that He will continue to be my strength, my guide and my perseverance on this journey.

I am currently a fourth-year student at Mississippi State College of Veterinary Medicine from Pontotoc, MS. Growing up my father owned and managed stockyards. The beef industry has always not only been an area of interest but a way of life. My parents later separated, and my grandfather filled the role of father figure. Fortunately, my grandfather was also a cattleman, and under his mentorship, I learned the in’s and out’s of his small commercial cow-calf operation which was later willed to me upon his passing. Being raised in the beef industry not only generated my love for the industry, but also facilitated the majority of the financial means of which I have used for my education. So in regards to special interest or hobbies, anything to do with agriculture or raising cattle has always appealed to me was an active member of 4H and worked for our local ambulatory veterinarian throughout high school.

After graduating high school, I went on to obtain a Bachelor’s Degree in Animal and Dairy Science from Mississippi State University in 2013. While working to obtain my Bachelor’s, I held a student worker position in the Theriogeneology department at the CVM. I was an MSU Roadrunner, Community services chairman of Kappa Sigma, and on the MSU horse judging team. Being a school known for their involvement in agriculture, I enjoyed my involvement in student recruitment and sharing my love for the University. I deliberately centered both my work and education around the opportunity to further my knowledge about agriculture. I have high hopes of ending up back in my hometown of Pontotoc, MS as a private practitioner. It has been a longtime aspiration to follow in the footsteps of the practitioners I began admiring at an early age.
Mississippi Veterinarian
Mississippi Veterinary Medical Association
P.O. Box 395
Clinton, MS 39060