

Mississippi Veterinarian

Fall/Winter 2013

President's Letter

Winter Meeting Dates
February 27th—March 1st

Join Us at the Winter
Meeting on Friday
Evening,
February 28th for
“Mardi Gras in
Mississippi”
At the Hunter Henry
Center

Registration
Information
Enclosed



A Message from Your President—Dr. Lanny Pace



Thank you for allowing me to serve as president of our association this year. I am honored to have been elected to the position and trust that I will live up to the expectations of the MVMA membership. Previous leaders of the MVMA have set some very high standards and have guided the MVMA through some difficult issues in recent years. I'm sure other issues will arise, but if we continue to work together, we will be able to continue to grow even stronger.

The MVMA Executive Board is made up of volunteers who willingly take time away from their practice activities to conduct the required business of MVMA. I really appreciate the sacrifices these individuals make to help run the MVMA. Our Executive Director, Mrs. Jamie Stennis also repeatedly goes above and beyond her assigned duties to make MVMA successful. Thanks to all of these people for what they do for the organization. Veterinary medicine is a diverse profession and, even though most of you work in areas of clinical practice, I am pleased to serve the MVMA from one of the non-traditional veterinary fields. As with the profession as a whole, the MVMA is made up of veterinarians representing many areas of veterinary medicine including clinical practice, academia, diagnostics, food safety, public health, and others. This broad representation certainly adds strength to the MVMA.

One issue both national and state organizations are dealing with is how to engage younger people, including student groups, in the organization. The methods of communication are certainly different today than when I graduated from veterinary school. In addition to the traditional communication methods of my generation such as newsletters, phone calls, and face to face meetings a couple of times a year, the

younger generation obtains information in much more rapid forms (social media) such as Facebook and twitter and the information is often delivered in smaller segments than us older folks are accustomed to. In order to engage as many veterinarians as possible and remain successful the MVMA must show benefits to the members, therefore the MVMA has embraced such changes as social media, even though some of older folks are intimidated by or reluctant to participate in social media. Thanks again to Mrs. Jamie Stennis for keeping us up to date with the modern technologies. I also want to thank the previous and current officers and board members of MVMA for their leadership in this area.

Every year, both at the State and National levels, legislation that could affect veterinary medicine is introduced in the MS Legislature and/or Congress. The MVMA lobbyist, Mr. Harry Dendy does an excellent job of communicating with Mrs. Stennis and the MVMA Legislative Committee to keep us up to date, particularly on legislation that could adversely affect the profession. As in previous years we plan to host a legislative luncheon during the 2014 legislative session. This allows direct contact between key legislators and the MVMA to discuss such issues and lets the legislators know who to contact should they need input on veterinary medicine.

We have had success with both our summer and winter meetings the past few years. Dr. Bill Miller and Mrs. Stennis are commended for their dedication to making sure we have had excellent speakers for our scientific sessions. The 2014 winter meeting is shaping up to be another great meeting. We are trying something a little different for the upcoming meeting by closing the meeting at the end of the Saturday sessions. Everyone will still be able to get the same number of CE credits but the revised schedule will allow people to have more flexible travel plans at the end of the meeting.

Thank you for your participation in and support of the MVMA. Please continue to contact your district representative or any board member with questions or issues that need to be addressed by MVMA. I hope to see you at the winter meeting at College of Veterinary Medicine, Mississippi State University, February 27 – March 1, 2014.

Sincerely,
Lanny W. Pace, DVM, PhD

MVMA 2013-2014 EXECUTIVE BOARD

DR. LANNY W. PACE
PRESIDENT
P. O. BOX 97813
PEARL, MS 39288-7813
601-420-4700
lpase@mvrdl.msstate.edu

DR. BILL MILLER
PRESIDENT - ELECT
1067 OLD WEST POINT RD.
STARKVILLE, MS 39759
662-312-2597
eyebbad@hotmail.com

DR. TODD ARCHER
VICE - PRESIDENT
240 WISE CENTER DRIVE
P. O. BOX 6100
MISSISSIPPI STATE, MS 39762
662-325-1226
tarcher@cvm.msstate.edu

DR. JOE DUNCAN
SECRETARY/TREASURER
P. O. BOX 578
EUPORA, MS 39744
662-258-2139
tickybend@hotmail.com

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PAST - PRESIDENT
1206 WEST 6TH ST.
LAUREL, MS 39440
601-428-0442
lrij1@comcast.net

DR. STEPHEN KING
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TUPELO, MS 38801
662-840-0210
thatkingthing@bellsouth.net

DR. REBECCA HOLIFIELD
EXECUTIVE BOARD
CENTRAL DISTRICT
27084 HWY 51
CRYSTAL SPRINGS, MS 39059
601-892-3944
animaldrs@bellsouth.net

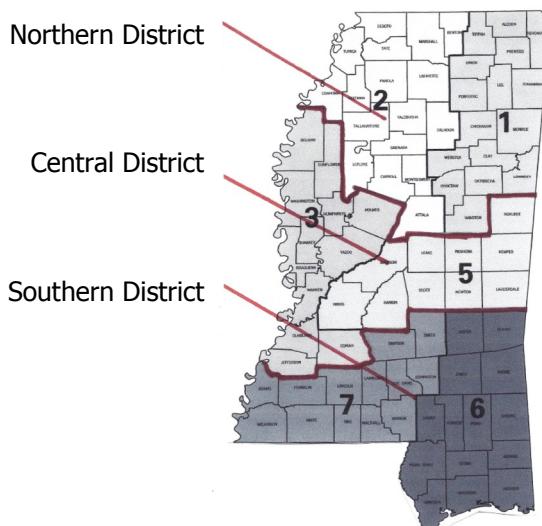
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SOUTHERN DISTRICT
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PICAYUNE, MS 39466
601- 799-1300
doctksmith@bellsouth.net

DR. SUSAN THRASH
EXECUTIVE BOARD
DIRECTOR AT LARGE
262 NEW MANNSDALE RD.
MADISON, MS 39110
601- 856-5333
strash@acacc.com

DR. JIM BRETT
AVMA DELEGATE
P. O. BOX 130
STARKVILLE, MS 39760
662-325-5863
jbrett@cvm.msstate.edu

DR. TIM FLEMING
AVMA ALTERNATE DELEGATE
8330 HIGHWAY 51 NORTH
SOUTHAVEN, MS 38671
662-342-4899
timflemingdvm@gmail.com

Contact your District Representative with any issues or concerns that may arise.



Mississippi Veterinary Medical Association—2014 Winter Meeting

THURSDAY, FEBRUARY 27TH

DISASTER TRAINING—Auditorium—1:00 pm—5:00pm—Veterinary Disaster Response—

Dr. Garry Goemann, Team Commander, Veterinary Medical Assistance Team, American Veterinary Medical Association
This session is sponsored by the American Veterinary Medical Foundation

** The Disaster Committee will meet from 10:00-11:30am on Thursday, February 27, 2014 in the Auditorium. This committee is meeting just prior to the Veterinary Disaster Response training. All veterinarians attending the training are welcome to attend the committee meeting.

FRIDAY, FEBRUARY 28TH

4 HOUR CYTOLOGY WET LAB—ONLY \$75—FRIDAY 9:45am—11:45am—break for lunch—continue from 1:00pm - 3:00pm—interpretation of cytology, including how to take the sample and what can and cannot be diagnosed cytologically. This lab would include two hours of the interpretation of skin lumps and bumps, one hour of lymph node cytology and one hour of blood smear evaluation or body cavity effusions. The lab will be looking directly at slides under the microscope. As we look at slides, there will be open discussion and any questions can be answered at that time. **Lab limited to 9 people. Pre-registration required—see registration form**

YOU ARE INVITED: The CVM Senior Clinico Pathologic Conference and Research Awards Presentations will be held in the **Tait Butler Classroom** on Friday, February 27th from 3:15pm—5:15pm. ATTENDEES ARE WELCOME. Attendees will receive two (2) hours of CE credit for attending this event.

TIME	COMPANION ANIMAL TOPICS AUDITORIUM	EQUINE TOPICS/FOOD ANIMAL SEMINAR ROOM
7:30am—8:30am	Dermatophytosis in Small Animals, Feline Dermatology—Dr. Tina Brown	Equine - Lowering Risk of Colic —Dr. Jim Ward— sponsored by Cargill, Inc.
8:30am—9:30am		Equine—Laminitis. Prevention and Management —Dr. Jim Ward— sponsored by Cargill, Inc.
9:30am—9:45am	BREAK—VISIT THE EXHIBITORS	
9:45am—10:45am	Otitis Externa and Diseases of the Pinnae, Cutaneous Manifestations of Systemic Disease—Dr. Tina Brown	Equine—Managing Equine Metabolic Syndrome and Cushing's Disease —Dr. Jim Ward— sponsored by Cargill, Inc.
10:45am—11:45am		Equine—Lowering Risk of Developmental Orthopedic Disease —Dr. Jim Ward— sponsored by Cargill, Inc.
11:45am—1:00pm	LUNCH - ON YOUR OWN	
1:00pm—2:00pm	Autoimmune Diseases of the Skin, Deep Fungal Infections—Dr. Tina Brown	Food Animal/Equine-State Veterinarian's Update
2:00pm—3:00pm		Food Animal/Equine-Diagnostic Testing—Dr. Michael Smith
3:00pm—3:15pm	BREAK - VISIT THE EXHIBITORS	
3:15pm—4:15pm	Principles of Wound Management and Grafts in Veterinary Medicine—Dr. Mac Maxwell	Food Animal/Equine—Sampling and Sample Submissions—Dr. Lanny Pace/CVM Pathology
4:15pm—5:15pm		Food Animal/Equine—Laboratory Tour—

5:30 pm

MARDI GRAS IN MISSISSIPPI— HUNTER HENRY CENTER
TICKETS REQUIRED—PLEASE INDICATE ATTENDANCE ON YOUR REGISTRATION FORM

FRIDAY, FEBRUARY 28TH—CONTINUED

TIME	POULTRY TOPICS—TAIT—BUTLER CLASSROOM
10:00am—10:30am	Autogenous Reovirus & GA08 IBV Vaccine Experiences—Dr. Mark Burleson—Wayne Farms
10:30am—10:45am	Merial GA08 IBV Vaccine Update—Dr. David Smith—Merial
10:45am—11:00am	Zoetis GA08 IBV Vaccine Update—Dr. Tim Cummings—Zoetis
11:00am—11:30am	Backyard Chicken Diseases of Alabama—Dr. Sam Christenberry—PhiBro
11:30am—12:00pm	Backyard Chicken Diseases of Mississippi—Dr. Kelli Jones—MSU-CVM, PRDL
12:00pm—1:00pm	LUNCH—POULTRY PARTICIPANTS ONLY
1:00pm—1:30pm	Poultry Cases submitted to PRDL—Dr. Danny Magee—MSU-CVM, PRDL
1:30pm—2:00pm	Histogrammometrics of Broiler Skeletal Lesions—Dr. Floyd Wilson—MSU-CVM, PRDL
2:00pm—2:30pm	Mobility, Leg Scores and Plant Trim with Ross 708 Broilers—Dr. Morgan Farnell—MSU, Poultry Science
2:30pm—3:00pm	Optimization of Spray Delivery for Vaccine Application—Dr. Jody Purswell—USDA—ARS, Miss State

SATURDAY, MARCH 1ST

NAFV (National Assoc. of Federal Veterinarians) Meeting—FRESHMAN CLASSROOM—Saturday, February 28th from 8AM—5PM . The Mississippi Chapter of the National Association of Federal Veterinarians will once again conduct its annual meeting during the MVMA's Winter Meeting at the MSU-CVM.

Business Practice Workshop—Real Doctors Treat All Species—TAIT BUTLER CLASSROOM—

Saturday, February 28th from 1:30PM—4:30PM—Dr. Brigid Elchos

This session will cover veterinary occupational stressors and provide tools to enhance work performance and retention of both staff and clients. This session will build on itself so it highly encouraged that participants attend the full workshop.

TIME	COMPANION ANIMAL TOPICS AUDITORIUM	FOOD ANIMAL TOPICS SEMINAR ROOM
7:30am—8:30am	Principles of Wound Healing with Assistance of Wound Closure—Dr. Cory Fisher	FA—Trichomoniasis I
8:30am—9:30am		FA—Trichomoniasis II
9:30am—9:45am	BREAK—VISIT THE EXHIBITORS	
9:45am—10:45am	Don't forget the Secondary Infections—Review of Malassezia Dermatitis and Superficial Bacterial Pyoderma—Dr. Juli Gunter— Sponsored by Zoetis	FA—Trichomoniasis III—Diagnostics
10:45am—11:45am	MVMA BUSINESS MEETING—AUDITORIUM	
11:45am—1:00pm	LUNCH - PEGASUS DINING ROOM	

SATURDAY, MARCH 1ST—CONTINUED

TIME	COMPANION ANIMAL TOPICS AUDITORIUM	FOOD ANIMAL TOPICS SEMINAR ROOM
1:00pm—2:00pm	Why Will this Dog Not Stop Scratching?!? Canine Atopic Dermatitis—Updates on Pathogenesis and Treatment; Canine Food Allergy—Dr. Juli Gunter - Sponsored by Zoetis	FA—Statewide Trich Program—Dr. Jim Watson
2:00pm—3:00pm		FA—Performing BSE's in Bulls—Dr. Richard Hopper
3:00pm—3:15pm	BREAK—VISIT THE EXHIBITORS	
3:15pm—4:15pm	New Drugs and Applications of Older Drugs in Dermatology, Common Parasitic Skin Diseases in Small Animals—Dr. Juli Gunter— Sponsored by Zoetis	FA—Bull BSE's wet lab and Trich Certification (\$20)
4:15pm—5:15pm		

**Mardi Gras
in Mississippi**

Winter Meeting attendees/guest and MSU/CVM Alumni

Join us at The MSU Hunter Henry Center

Friday, February 28th—5:30pm

(Cocktails from 5:30—6:30pm, Dinner at 6:30pm)

Attire: CASUAL—It's Mardi Gras—Come Festive!

**The MSU/CVM Alumni Association will hold a brief
meeting before dinner, join us in the dining room at 6:00!**



Registration at the MVMA Meeting includes 2 tickets to Mardi Gras, but tickets are limited, so please include the number of tickets needed on your registration form. Additional tickets are available to non-attendees at a price of \$25 per person.

HOTEL INFORMATION

The following hotels are holding room blocks for the MVMA Winter Meeting. Rooms will be released by **February 6th**, so make your reservations early. **PLEASE** Inform reservations that you are with the Mississippi Veterinary Medical Association (MVMA) to receive group rates

Comfort Inn Suites 662-324-9595 – \$89.00

La Quinta Inns & Suites 662-270-4100—\$89.00

Hampton Inn 662-324-1333 - \$99.00

Holiday Inn Express 662-324-0076 – \$95.00

Days Inn 662-324-5555—\$65.99—\$75.99

Hilton Garden Inn 662-615-9664—\$109

Rates listed do not include taxes or fees

MISSISSIPPI VETERINARY MEDICAL ASSOCIATION WINTER MEETING 2014
FEBRUARY 27-MARCH 1, 2014
VETERINARIAN REGISTRATION

WANT TO SAVE A STAMP? REGISTER & PAY ON-LINE AT www.msvet.org

Last Name (please print)	First	Middle	Spouse/Guest (if attending)
Mailing Address		City	
State	Zip Code	Phone	E-Mail Address

	Pre-Registration	Late/On-Site (After Feb. 15)	
Member of _____ Veterinary Medical Association (Must be a member of one of the 50 state VMA's for member discount)	\$285.00	\$360.00	\$ _____
Non-association members (of MS or another state)	\$375.00	\$450.00	\$ _____
Life Members of MVMA (includes Mardi Gras dinner for Life member ONLY (FRIDAY NIGHT); guest tickets must be purchased separately below)	\$100.00	\$ 100.00	\$ _____
Cytology Lab - Friday 9:45am—3:00pm with lunch break	\$75.00		\$ _____
Attendees of NAFV meeting ONLY		\$ 30.00	\$ _____
Extra Meal Ticket for "Mardi Gras in Mississippi"		\$ 25.00	\$ _____
Attendees of Veterinary Disaster Response Training ONLY on Thursday, February 27th (FREE to Winter Meeting Attendees)		\$ 25.00	\$ _____

I will be attending the Veterinary Disaster Response Training (in addition to the Winter Meeting) @ N/C YES _____ NO _____

TOTAL ENCLOSED \$ _____

Tickets will be required for the "Mardi Gras in Mississippi" (Friday Night). There will be a limited number of tickets available, so please indicate the total number included in your party. **Two tickets are included with the price of regular registration and one ticket with Life Member registration.** Should you need to **PURCHASE** additional tickets, you may do so by purchasing an "Extra Meal Ticket" for \$25.

I WILL NOT BE ATTENDING THE MARDI GRAS CELEBRATION _____

TOTAL NUMBER OF ADULTS ATTENDING THE MARDI GRAS CELEBRATION _____

Please indicate your method of payment:

CHECK _____ VISA MASTERCARD AMERICAN EXPRESS DISCOVER

Card # _____ Exp. Date _____ / _____ Three Digit Code on Back of Card _____

Name on Card _____ Signature _____

Billing Address for Card _____ City _____ State _____ Zip _____

**Please Mail Form and Payment to : Mississippi VMA—P. O. Box 964—Trussville, AL 35173
Fax (205) 655-0777 or register online at www.msvet.org**

MISSISSIPPI VETERINARY MEDICAL ASSOCIATION WINTER MEETING 2014
MARCH 1, 2014

TECHNICIAN REGISTRATION

Agenda will be posted at www.msvet.org as soon as it is available

Last Name (please print) _____ First _____ Middle _____ Spouse/Guest (if attending) _____

Mailing Address _____ City _____

State _____ Zip Code _____ Phone _____ E-Mail Address _____

Are you a member of MACVT (Mississippi Association of Certified Veterinary Technicians)? YES NO

REGISTRATION FEES: Registrants will receive access to scientific sessions, notes from technician topics, continental breakfast, Saturday lunch, and coffee breaks. Technicians are invited to the Mardi Gras dinner Friday night, but are required to purchase a separate ticket. Proceedings books for DVM sessions may be purchased for an additional fee. 8 hours of CE is available by attending all Saturday sessions.

VETERINARY TECHNICIAN REGISTRATION

	Pre-Registration	Late/On-Site (After Feb. 15)	
Veterinary Technician— MACVT Member	\$50.00	\$70.00	\$ _____
Veterinary Technician—Non-Member	\$65.00	\$85.00	\$ _____
Student Registration	\$5.00	\$5.00	\$ _____
DVM Proceedings Book		\$ 20.00	\$ _____
Dinner Ticket for Friday night "Mardi Gras in Mississippi"		\$ 25.00	\$ _____
MACVT 2014 Dues Payments		\$35.00	\$ _____
Attendees of Veterinary Disaster Response Training <u>ONLY</u> on Thursday, February 27th (free to Winter Meeting Attendees)		\$ 25.00	\$ _____

I will be attending the Veterinary Disaster Response Training
(in addition to the Winter Meeting) @ N/C YES _____ NO _____

TOTAL ENCLOSED

\$ _____

Please indicate your method of payment:

CHECK # _____ Payable to Mississippi VMA

VISA

MASTERCARD

AMERICAN EXPRESS

DISCOVER

Card # _____ Exp. Date _____ / _____ Three Digit Code on Back of Card _____

Name on Card _____ Signature _____

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Please Mail Form and Payment to : Mississippi VMA—P. O. Box 964—Trussville, AL 35173
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Consumer Campaign Launches to Profession!

Attendees at the AVMA Convention in July were treated to early exposure to the Partners for Healthy Pets' greatly anticipated consumer campaign, which will launch in September. The tightly focused campaign will promote a straight forward call to action: call your veterinarian and make an appointment for a yearly checkup today!

Research by the Partners for Healthy Pets and others indicates that women ages 32-49, generally urban or suburban, with an annual household income over \$75,000 are the pet owners most likely to respond to the message. These women view the pet not just as an extension of her family, but part of the family core, and she feels responsibility for the health and happiness of the entire family. The target further focuses on the 60% of pet owners that already have a relationship with a veterinarian, but who have not visited within the past 18 months.

The Campaign's Primary Message

The profession, consultants, industry marketing experts, and the veterinary media have all responded very positively to the creative advertisements revealed at the Convention. The ads feature a very lovable pet (there are both dog and cat versions) wearing a tag reading "Special Care Instructions: Feed daily, Yearly checkups, Love forever." Below the photo of the pet is the simple line: "A yearly visit to your family vet is as essential as food and love. Make an appointment for an annual checkup today."

The campaign's visual elements were thoroughly tested in both focus groups and in online surveys of the target audience, and the ads scored very high in areas such as the ability to attract immediate attention as well as the call to action message.

Ads will begin appearing online in September and in print in October; a public relations campaign will also begin in September. Television PSAs are expected to be added to the integrated campaign in 2014. Online media placements have been selected based on research showing where the target audience is most likely to go. Digital media selected include CNN, Yahoo, Everyday Health, PetMd, and SheKnows. Print ad placements were selected based on both their reach to the target audience as well as the opportunities to be in issues that contain pet related content. For example, a full page ad will appear in an early December issue of *People*, which will be the very highly read "Sexiest Men Alive" issue and will also feature a photo spread on "Sexiest Men and their Cats." Other ads will appear in *O Magazine*, *Everyday with Rachel Ray*, *Prevention*, and *Family Fun*.



Practice Enrollment Program (This is how **YOU** get involved!!)

Concurrent with the launch of the consumer campaign to the profession the Partners for Healthy Pets introduced its Practice Enrollment Program. Participating practices are provided with materials encouraging them to "start the conversation" about the importance of preventive healthcare for all pets. The goal for each practice is to have the entire team aligned around the effort to ensure that every pet that visits receives the preventive health-



care recommended by the profession. Enrolled practices will also receive consumer campaign materials and editorial content that can be used in their practices, on their websites, and in their newsletters to help support the effort to achieve a checkup for every pet every year. Sales representatives of member companies are distributing enrollment materials. Practices can also self-enroll at www.partnersforhealthypets.org. In the first month of the program, over 1,000 practices have already enrolled.

Success Stories

Veterinarians have long indicated that they often learn best through the experiences of their colleagues. To that end, the Partners for Healthy Pets has launched a series of articles called "Success Stories." These articles feature practices that have used one or more of the tools available on the Partners website and have seen substantial practice benefits as a result. Articles about use of the Opportunity tool, the Implementing the Guidelines tool, and the Preventive Healthcare Program (monthly payment plans) tool have been widely distributed and can also be found at www.partnersforhealthypets.org.

The Mississippi Veterinary Medical Association is a Member of the Partners for Healthy Pets Campaign....Are You? Log on to www.partnersforhealthypets.org/join.aspx to enroll your practice today.



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WINTER MEETING SPEAKER SPOTLIGHT—DR. JIM WARD

Jim Ward D.V.M. is a 1965 graduate of Texas A&M University. He and Kathy, married for 44 years are the parents of Angie, Michael and Stephanie Ward and the grandparents of Madison, Ethan, Caleb and Georgia.

Ward presently is the Equine Management Consultant for the South Central Region of Cargill Inc, a position he has held since 2000. He is a Member of the Cargill Product Development Team and the Cargill Global Equine Team. Ward's passions have been to develop feeds that would provide solutions for veterinarians and horse owners for diseases such as Colic, Laminitis, Tying-up, Developmental Orthopedic Disease, Cushing's Disease and Metabolic Syndrome. Ward's experience managing large horse farms led him to the conclusion that a product should be developed that would lower the risk of digestive upsets, raise a sound foal and that could be fed to a broad range of horses. Feeding trials were conducted by Ward at Rio Medina Ranch that had experienced a 14% incidence of colic with 3% death loss. After introduction of a new product the colic incidence dropped to 0% over a two year period that also saw horses gain significant weight and achieve a 90% conception rate. The product was then taken to large commercial ranches among them 6666 Ranch, Pitchfork Ranch, Waggoner Ranch, Carol Rose Quarter Horses and Center Ranch where these same benefits were experienced. In 2004 retail products, SafeChoice and Safe & Sound were introduced nationwide. Ward received the Innovation Award from Cargill's Southwest District in 2003.

Ward currently serves as the General Manager for Moon Lake Farm, a Thoroughbred farm in Elm Grove, Louisiana. Under Ward's direction, Moon Lake Farm has been the location where several feeding trials have been conducted in association with Cargill's Innovation Campus in Elk River MN. Ward serves in a management position at Center Ranch/Center Veterinary Services, a Cutting Horse operation in Centerville, Texas. He also serves as a consultant for La Bahia Stud, a Thoroughbred farm in Brenham, Texas

Ward has practiced equine veterinary medicine for forty years emphasizing equine reproduction. He has been an owner/manager of two commercial horse farms, Rio Medina Ranch and Pineywoods Stallion Station. He was the former General Manager and Resident Veterinarian for McDermott Ranch from 1993 to 2000. McDermott Ranch was the Leading Thoroughbred Farm in Texas for the years 1996, 1997 and 1998. Ward served as a Member of the Board of Directors from 1997 through 2006 of the Texas Thoroughbred Association. He is a Past President of the Texas Thoroughbred Association 2001, 2002. Ward was awarded the "Member of the Year" Award in 2000 from the Texas Thoroughbred Association. Ward is a former Member of the Board of Directors of The Breeders Cup Ltd and a Member of the Board of Directors Texas Racing Agri-Industry Council. Ward presently serves on The College of Veterinary Medicine Development Council and is Adjunct Professor, Texas A&M University College of Veterinary Medicine.

Make sure you attend Dr. Ward's lectures on Friday morning of the MVMA Winter Meeting—SPONSORED BY CARGILL

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Call for Nominations!

Submit your nominations for
"Veterinarian of the Year"
and "Young Veterinarian of the Year"

Submit your nomination along with a letter
explaining why this individual
deserves to receive this honor by January 15, 2014

**Submissions should be mailed to:
MVMA - P. O. Box 964—Trussville, AL 35173**

Or, email submissions to msvetmed@gmail.com

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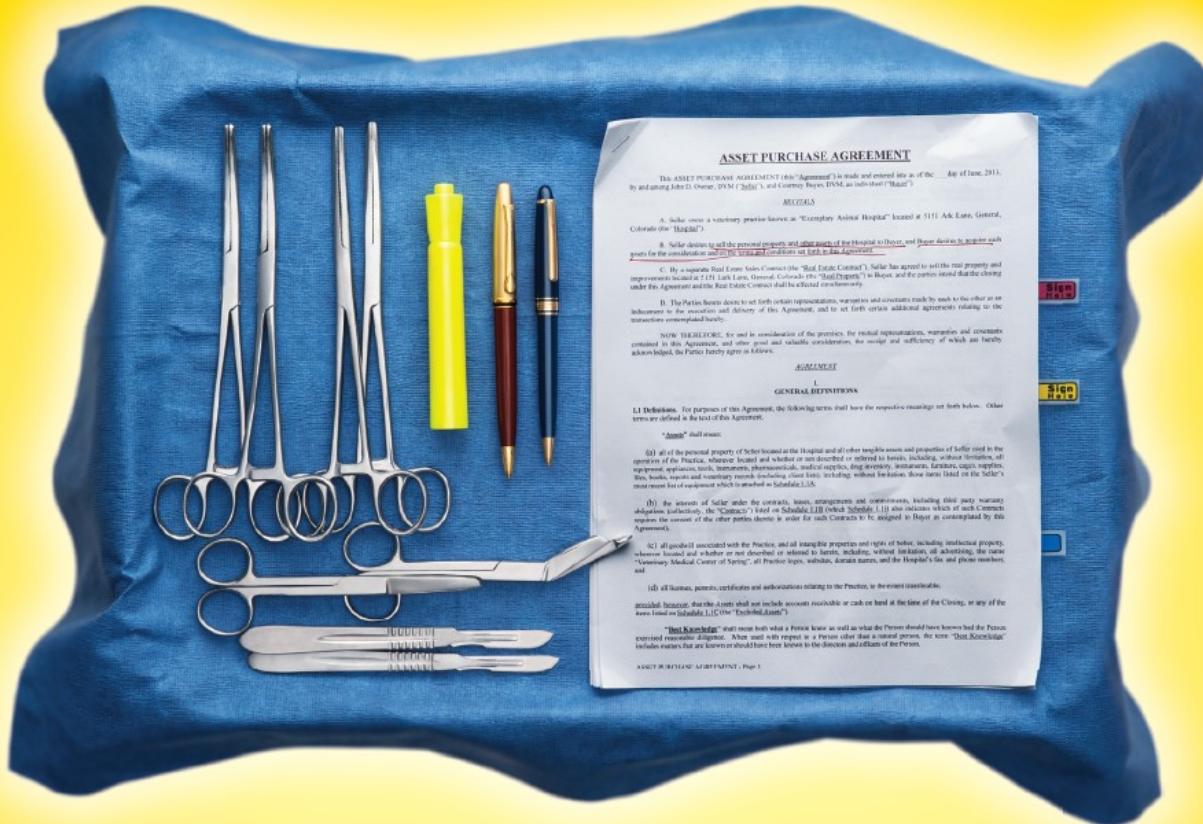
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