The MVMA Executive Board consists of a group of volunteers. They all have families and careers, just as you do. Amidst their busy lives, this group of individuals has embraced the opportunity to serve a profession that they love and aim to protect. 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.

The MVMA is one association representing many veterinary professionals from many walks of life. Together, we represent Veterinary Medicine in the state of Mississippi. There are many opportunities, both large and small, to serve. If you would like to become more involved and give back to the veterinary profession, please contact the MVMA office or one of the MVMA Officers.

"Alone we can do so little; together we can do so much."
- Helen Keller
Change. It’s a word that elicits many responses. Some positive and some negative. By nature we like things the way they are and have been in the past. The old adage “if it ain’t broke don’t fix it” really is accurate in how we approach new ideas or actions. It is seldom that we accept or certainly embrace change. I must confess when a new update is available for my computer or software program I cringe at the thought of learning a new system. I firmly believe the software companies must make changes to insure the consumer will continue to spend money. Planned obsolescence I think is the name for such actions. The past several years have certainly been full of change in our profession and organization.

Our profession has morphed over the years. The economy has been at the fore front of much of this change. Veterinary schools are increasing enrollments, patient visits have decreased, account receivables are up, inventory costs remain high, on line pharmacies, high equipment costs, and mandated government regulations are just a few of the issues facing each and every veterinarian. Wow, sounds awful doesn’t it? Nothing could be further from the truth. Please don’t look at these issues as all bad. These issues can make each of us reexamine how we conduct our business. I admit that in the past I had a tendency to ignore some items and just let it be. Business was good so it really didn’t matter much on the bottom line. These times have made me scrutinize my business on all levels and every veterinarian. Wow, sounds awful doesn’t it? Nothing could be further from the truth. Please don’t look at these issues as all bad. These issues can make each of us reexamine how we conduct our business. I admit that in the past I had a tendency to ignore some items and just let it be. Business was good so it really didn’t matter much on the bottom line. These times have made me scrutinize my business on all levels and every veterinarian.

These “negatives” can be a source of new found skills and revenue sources if we look hard. Our profession is like all things. Over time it changes. We simply need to look for the positive in these changes and take advantage of these opportunities.

Your MVMA has been busy trying to keep up with these changes as well. Over the years we have added a salaried Executive Director, moved our office to Alabama, hired a legislative lobbyist, created a web site, started a voucher program with MSSPAN, created an annual budget for our finances, added to our MSU-CVM scholarship and endowment funds, mediated various issues for our members, given MSU cowbells to incoming veterinary students and have integrated with the technicians in order to reenergize their association. We have tried some programs that didn’t succeed. Our attempt to garner a personalized car tag did not pass muster and the success of the voucher program is yet to be determined. We still have ongoing issues and we will attempt to address these in time and hopefully reach equitable solutions for all the unfinished items. Many forces dictate change be considered. Economics, personnel, equipment improvements, technique improvements, even natural forces can all cause and even demand a new approach to an old problem. With that said change must be undertaken with much thought and insight. The Board recognizes that not all decisions are received by all members as positive and good. Please know that much thought and research goes into all matters brought before the Board for action. The Board also welcomes input from the members on all issues. I have received e-mails and phone calls on many of the matters mentioned above. Some have been positive and some have been negative. I welcome them both. In order for our association to continue to improve and move forward it needs the input from everyone. Constructive comments and even criticism are both good if it ultimately leads to a better idea or action. Please familiarize yourself with your Board members and know your district representative. Open dialogue is a good thing for everyone.

Finally, I receive the same journals that most of you do. I don’t read them cover to cover but do try and hit the high spots. Many of these articles, especially the economic centered periodicals, are constantly giving advice and ideas. In some cases what they suggested last year is outdated this year. One says raise prices, another says price match and still others suggest lower prices. There is change all around us and many times it does nothing more than confuse and confound us on just what direction to take. I certainly don’t have the exact answers on these matters. But I am sure of one thing. We have an incredible profession and association to take care of and pass along to those coming behind us. If we focus on this idea and make wise decisions the rest will take care of itself.

Happy holidays and may the Good Lord bless you and yours.

Sincerely,

Scott T. Segrest, DVM
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I attended a conference last fall hosted by ASVMAE (The American Society of Veterinary Medical Association Executives). I love going to these conferences because I have the opportunity to meet other state VMA directors who struggle with some of the same issues we face here in Mississippi. It is always interesting to me that the Texas VMA, which has 3500 members and 13 staff members, can be facing some of the same dilemmas that our smaller association and staff of one is facing. At this particular meeting, we reviewed data obtained by Edelman Marketing. When asked, “What do your members expect from their association?” an overwhelming 70% of ASMVAE respondents said that their members expected them to promote the veterinary profession.

One of the other aspects of the presentation highlighted the top 6 challenges facing veterinary associations. One of the challenges was the following: “In tough economic times, we need to be able to convince animal owners that they still need to take their pets to a veterinarian.” According to the October 19, 2011 issue of Animal Health SmartBrief published by the AVMA, veterinary visits have steadily declined over the past 10 years, and some 63% of dog owners and 68% of cat owners don’t believe their pets need regular veterinary care, according to results from the Bayer Veterinary Care Usage Study. We all know that regular veterinary exams can protect pets from preventable diseases and also allow veterinarians to detect developing problems earlier, which can improve a pet’s long-term health. The issue is how to get that message out to the general public.

So, the MVMA Executive Board and I were faced with a predicament. How do we promote the veterinary profession and educate the general public on the importance of veterinary care? While the Texas VMA and the Mississippi VMA do have a lot in common, ASVMAE respondents said that their members expected them to promote the veterinary profession.

In an effort to educate the public, the MVMA is publishing a brochure detailing the importance of utilizing a licensed veterinarian in equine and large animal care. These brochures are available at no charge by simply calling or emailing the MVMA office. Veterinarians might consider enclosing a brochure in their monthly billing or keeping a supply in their truck to distribute to clients on the job. Please feel free to distribute these brochures however you see appropriate. It is crucial that we emphasize the hazards of improper veterinary care.

What about our large animal veterinarians? As was highlighted in our last issue of Mississippi Veterinarian, the large animal veterinarian is being encroached upon by lay people performing veterinary procedures. Other states who have been battling this issue agree that education is the key! Steps must be taken to continue to educate the public on the hazards of improper veterinary care. It is imperative that the public understand that proper veterinary care is essential not only to the health of the animals, but to the health of the public and our food supply.

To order your Equine/Food Animal Veterinarian promotional brochures, please call 662-323-5057 or email msvet-med@gmail.com. Please include an estimate of the number of brochures you would like to receive.
MACVT MISSION STATEMENT

“The mission of the Mississippi Association of Certified Veterinary Technicians is to strengthen the veterinary health care team by representing and promoting the advancement of the veterinary technology profession. Our work will be of a caliber that will allow us to know in our hearts that our patients and clients are better off in our care. We will be an organization that each of us is proud to be a part of.”

Hello,

My name is Denise Kennedy-Brown, B.S., C.V.T., V.T.S., and I am Director of the Mississippi Association of Certified Veterinary Technicians (MACVT). I hope everyone celebrated National Veterinary Technician Week and had an awesome week. MSU-CVM hosted various events, speakers, and selected a Technician of the Year. Way to go MSU-CVM Veterinary Technician Students!!

On behalf of MACVT, I would like to invite all Mississippi Technicians, Veterinary Support Staff, and Veterinary Technician Students to attend our annual meeting this February. MACVT continuing education meetings are for Certified and Non-certified Veterinary Technicians, Support Staff, and Veterinary Technician Students. The MACVT 2012 winter continuing education conference is scheduled for Saturday, February 25, 2012. Our meeting is being held at MSU-CVM in Starkville, MS and is also being held in conjunction with the MVMA 2012 winter continuing education conference. Attendance on Saturday will be worth 9 C.E. hours. Technicians may also attend a presentation on Friday or Sunday for a total of 10 C.E. hour credits. This year’s conference will focus on Anesthesia. For complete conference details with the agenda, registration rates, and room reservation details, please refer to the appropriate pages in this edition. If you do Pre-Register, you will be eligible for great door prizes. Don’t wait! Fill out your registration forms today! Please make sure to thank your Representatives from Elanco, Hills, Merck, and Novartis for helping sponsor this year’s conference.

I would like to invite all Mississippi Technicians, Certified or Non-certified, Support Staff, and Veterinary Technician Students to become a member of our state association. If you are currently a member of MACVT, remember membership dues expire in December, so please make sure to send in those renewals at the beginning of the year. Jamie will be sending out MACVT membership forms via Email and regular mail. If you were once a member, but left the association, or if you just have not been to a recent MACVT meeting, I would like to ask that you reconsider becoming a member. Give the MACVT another shot! I challenge everyone to recruit new members.

MACVT membership dues are as follows:
- Active Membership (Certified Technicians) $35/year
- Associate Membership (Non-Certified Technicians) $35/year
- Student Membership $5/year

By becoming a member of MACVT, you are entitled to awesome benefits. Look at what you can do!!

**SUPPORT YOUR STATE ASSOCIATION**
- *Lower Continuing Education Costs*  
- *Local Continuing Education Meetings*  
- *Being Part of a “Community”*  
- *Networking Ability*  
- *Constant Ability to Communicate with Fellow Members*  
- *Constant Resources*  
- *Ease of Meeting CE State Requirements*  
- *Makes You More “Marketable” to the Workforce*  
- *Ability to Feel Good About Yourself-Pride*  
- *Improving Personal and Public Voice*  
- *Increase Professionalism*  
- *Job Opportunities*  
- *Leadership Opportunities*  
- *Leading Edge Information at your Fingertips.*

I hope that our organization will help to support each Veterinary Technician in their career choice. Our organization has the potential to grow fast, and we need each and everyone's help. We have a great future ahead of us! Remember why we all chose to be in Veterinary Medicine and let that show in your profession and our state organizations.

I hope to see everyone this February!

Denise Kennedy-Brown, BS, CVT, VTS
Director MACVT
Survey results: Quantifying the Value of Technicians

What's the true value of a Veterinary Technician? Immeasurable, in our book. But Firstline and Banfield wanted to hear from the profession, so we partnered to survey more than 2,000 veterinarians, technicians, and other team members. Here's a peek at some of the results which will be folder for a panel discussion hosted by Banfield in April.

**Technicians as teachers and mentors:** Credentialed technicians are helping team members learn medical knowledge through mentoring (58%) and organized CE like team meetings (17%). But a quarter of team members said techs aren’t teachers because the medical team is mostly separate from the client service team.

**Survey respondent’s comment on technicians as teachers:** “They need to come out of their shells and show us they can shine. We try very hard to maintain our approachability so they aren’t afraid to make changes.”
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 31, 2012

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

Or, email submissions to msvetmed@gmail.com. Winners will be honored at The banquet of the MVMA Winter Meeting
In Memoriam

Dr. Bobby Chancellor

Dr. Chancellor, 84, of Collinsville, MS, died on June 21, 2011, at Meridian, MS. She was a retired United States Department of Agriculture veterinarian who in her early years as a Veterinarian had a mixed practice with her husband Dr. James E. Chancellor Jr. of Macon, Ms. A member of Antioch Southern Methodist Church for many years, Dr. Chancellor is perhaps best remembered for her active participation in her profession, veterinary medicine, and in particular for the encouragement and opportunities she worked to provide to young women entering the profession. Her accomplishments include graduating from Auburn’s Veterinary Medical School in 1951 as the seventh woman to complete the degree, running a small and large animal veterinary practice, Vice President of the American Veterinary Medical Association for two terms, President of the Women’s Veterinary Medical Association, State of Mississippi Veterinarian of the Year, frequent volunteer and continuous supporter of the U.S. Pony Club, a lover, owner, and trainer of Arabian horses, and over 25 years with the United States Department of Agriculture. Survivors include her son, Dr. James Edward Chancellor III and his wife Rita, of Lacey’s Spring, AL, her son Robert Sydney Chancellor and his wife Carolyn, of Port Aransas, TX, her son Paul Douglas Chancellor and his wife Allison, of Simi Valley, CA, her daughter Bonnie Patricia Rand and her husband Lydel of Meadville, MS, and grandchildren Alexandra Frederika Chancellor, Hallie Alexander Chancellor, and Kelly Marie Rand. The family requests memorials be made to the Antioch Southern Methodist Church, 11483 Center Hill Martin Rd., Collinsville, MS 39325 or the U.S. Pony Club (USPC), 4041 Iron Works Parkway, Lexington, KY 40511.

Dr. Larry Mayberry

Dr. Larry Mayberry, of Brandon, Miss., passed away at Baptist Hospital, Jackson, Miss., on Sunday, Oct. 23, 2011. Dr. Mayberry was a native of Oklahoma, a graduate of Oklahoma State University School of Veterinary Medicine and practiced equine medicine exclusively for over 35 years. He held a private practice and resided in Charles Town, from 1974 to 1984. Dr. Mayberry taught equine clinical medicine at Mississippi State University College of Veterinary Medicine from 1984 to 1988. With a substantial stint in academia that included teacher of the year two of his four years at MSU-CVM, he again entered private practice in Mississippi, establishing Strong River Equine in Brandon. Dr. Mayberry was a member of the MVMA, AVMA, AAEP, NCHA, AQHA. He is survived by his wife of 49 years, Marcia E. Anderson Mayberry; his son, Dr. Larry Brook Mayberry, DVM, and daughter-in-law, Dianne Mayberry; granddaughters, Baye and Layla Mayberry; his daughter, Amy Mayberry-Fries and son-in-law, Kery A. Fries, Esq.; sisters, Ouida Mayberry-Self, Delcine Mayberry Goodpasture; and brother, Tim Mayberry. A memorial for the family will be held in Oklahoma. The family has asked that donations in his honor to be made to the Leukemia and Lymphoma Society.

Dr. Daryle E. Whitfield

Dr. Daryle E. Whitfield, age 89, of Prentiss, MS, passed away June 15, 2011 at Forrest General Hospital in Hattiesburg, MS. Dr. Whitfield lived in Picayune until entering the US Army in November 1942. Dr. Whitfield served in the 82nd Airborne Division in Company F of the 505th Parachute Infantry Regiment during World War II. He had combat jumps behind enemy lines in Sicily, Italy; Normandy, France; and Groesbeck, Holland. He saw action in Belgium during the Battle of the Bulge and in Germany. After returning home, he entered Pearl River Junior College and finished there. He then entered Auburn University, where he received a degree in agriculture and Doctor of Veterinary Medicine. Upon his graduation in 1955, he worked as a Veterinarian in private practice in Kentucky and Louisiana. Dr. Whitfield entered service with the federal government as a Regulatory Veterinarian in September of 1958 and moved to Hattiesburg, MS. He lived and worked in Hattiesburg until his retirement in March 1989. Dr. Whitfield was married to Ginny Jacobs Whitfield for forty years until her passing in October 1989. Together they raised four children; Daryle Ealey Whitfield, Jr. of Perkinston, MS, Patricia W. Vance and Melinda W. Bradley both of Pascagoula, MS and Debi W. Cox of Petal, MS. Dr. Whitfield is survived by his second wife, Diane Seward Price Whitfield of Prentiss, MS; his four children and their spouses, six grandchildren, six great-grandchildren; three step-children, Joel Price of Huntsville, AL, Paul Price of Houston, TX and Jan Green of Goldsboro, NC, a brother, Edgar Whitfield of Milton, FL; two sisters, Sylvia Whitfield and Andrea Lingenfelter both of Milton, FL and a host of nieces, nephews and friends.
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