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On the Cover...

Dr. Michael Pfander, MVMA 2011 Veterinarian of the Year, and one of his tiny patients grace this issue’s front cover.

For nearly 20 years, Dr. Pfander has served the Springfield community with their veterinary medical needs. He also served the MVMA as president of the association and board chair. He chaired the MVMA’s Public Relations Committee, and is a member of its Legislative Committee.

Congratulations to you, Mike, on this well-deserved honor.

See full article on page 6.
From the President

It was great to see so many of you at the convention in January. It is such an honor to be your president for the upcoming year. I once again can’t thank everybody enough for their support as I take on this new adventure. A new year is upon us and it is starting out with a bang, so to speak! We have a number of our committees hopping already, dealing with legislative issues that have been coming up fast and furious. I want you, our members, to know that members of these various committees are serving you well, and are protecting the livelihood we all love and cherish.

If you have an opportunity to visit with your legislators please do so, and go to the New MVMA website for talking points on these various issues. We need to be informing these people on these various subjects. We, as a profession, need to be a united front. We are the ones who should be making the decisions on these issues, not those who know little about our profession and have no stake in the outcome.

Today, I had a high school student riding with me that has a strong interest in being a large animal veterinarian. It was so wonderful to see his enthusiasm. As we went from call to call, he was soaking it in like a sponge, just like I did when I was in high school: loving every minute just hoping there was an OB just around the corner. I just want to impress on everyone the importance of mentoring students, whether they are high school, undergrad or current vet students on externships. Mentoring is the greatest way for us to grow our profession and give them the building blocks they need to one day be our future leadership. As you and I both know it is an AWESOME career path to choose – tell them, let them see the enthusiasm in your eyes, and hear it in your voice as you talk about.

District officers: If you need anything please contact me, Richard, Julie or any of the other board members and let us know how we can help you. We hope to have a workshop for our district officers in the future.

Please contact me if there is anything you need, and I will be happy to help in any way I can.

Dana K. Gillig DVM

From the Vice President

I would like to thank everyone for their kind words and support as I begin my term as the MVMA vice president for 2011. This year is already shaping up to be a busy one legislatively but I am confident the veterinarians of Missouri and the MVMA leaders and committees are ready for the challenges that lie ahead.

As vice president, one of the challenges I have in the coming year is that of devising a strategy for keeping the membership of the association strong. Historically, the MVMA has undertaken membership drives which focused on recruiting non-members who have been in practice for some time. While such efforts will continue, the return on these recruiting efforts has been somewhat disappointing. This year I am proposing we target a different audience and hopefully increase our returns.

In the coming months, the MVMA membership committee will begin working closely with the College of Veterinary Medicine and our student liaisons to devise a plan that is intended to increase student involvement in the MVMA. The long-term goal is to have a core group of students within each class working closely with the MVMA so they develop an understanding of how the MVMA functions and why organized veterinary medicine is important. These students will in turn be relied upon to be advocates of the association within their peer groups as well as be ready to step into leadership roles soon after graduation. The hope is this approach will lead to greater retention and involvement of new graduates in the association.

In closing, I am looking forward to an exciting year and would like to thank you once again for the opportunity to serve as MVMA vice president.

Have a great spring,
Craig Payne, DVM
In the middle of winter and in the middle of the state, Missouri’s veterinarians met for education, friendship and a bit o’ fun.
Over 600 veterinarians, veterinary technicians, and their families attended the Missouri Veterinary Medical Association’s 119th Annual Convention on January 21-23 at the Tan-Tar-A Resort, Osage Beach, Mo. The convention offered over 60 continuing education lectures to participants.

The convention was sponsored by numerous associate members and exhibitors, plus major support from the MVMA Partners For Progress members: Merial, Pfizer Animal Health, Bayer Animal Health, Insight Financial Services, AVMark Software, Boehringer-Ingelheim, MWI Veterinary Supply and Nestle Purina.

After a day of continuing education lectures, attendees enjoyed a fun Friday evening with hors d’oeuvres, Missouri wine, a silent auction, and friendly conversation while prize winners were drawn in the annual Missouri Veterinary Medical Foundation Drawing. This year, Dr. Tom Dorsey, Hannibal, Mo. and Owen Smith, Buffalo, Mo. were the $10,000 Grand Prize winners. After the last two remaining numbers were drawn, Tom and Owen decided to split the winnings. Congratulations to all of the winners at this year’s drawing! See page 18 for a complete list of lucky winners.

The Saturday morning General Membership meeting saw the installation of officers for 2011. Newly installed officers include: Dana K. Gillig, DVM, President, Sedalia, Mo.; Bruce P. Whittle, DVM, Board Chair, Trenton, Mo.; James K. Schuessler, DVM, President-Elect, St. Louis, Mo.; Craig A. Payne, Vice President, Columbia, Mo. and Shelia L. Taylor, DVM, Secretary/Treasurer, Springfield, Mo.

2011 MVMA Executive Board Members are as follows: Dr. James Mrkvicka, Northwest District Delegate; Dr. Ryan Montgomery, North Central District Delegate; Dr. Clifford Miller, Northeast District Delegate; Dr. Mel Falk, Greater Kansas City District Delegate; Dr. Paul Smith, West Central District Delegate; Dr. Mark Lux, Greater St. Louis District Delegate; Dr. Cynthia Vedder-Penrod, East Central District Delegate; Dr. Ellen Ratcliff, Southwest District Delegate; Dr. T. Everett Mobley, Southeast District Delegate and Mr. Doug Suntrup, Student Board Member- 2013.

Also on Saturday, the association played host to the annual Veterinary Technician and Practice Staff Conference. Fifty-two technicians and office staff and 30 veterinary technician students attended lectures on pathology, blood smears, transfusion medicine, exotic pets, computer software training, and communicating with clients.

Later in the afternoon technician student teams from six Missouri colleges competed in the MVMA/MVTA Academia Bowl. The contest is a fun-filled session of questions relating to veterinary medicine. Congratulations to the Crowder College team who carried away the travelling trophy to Neosho, Mo.

While technician students competed, veterinary students visited with practicing veterinarians during the Speed Networking event sponsored by the Veterinary Business Management Association at the MU-College of Veterinary Medicine. The round-robin, timed event is always a hit with both students and doctors.

Saturday evening’s banquet highlight was the presentation of the 2011 MVMA Veterinarian of the Year award to Dr. Michael Pfander. For nearly 20 years, Dr. Pfander has served the Springfield community with their veterinary medical needs. He also served the MVMA as president of the association and board chair. Dr. Pfander also served as chair of the MVMA’s Public Relations Committee, and as a member of the Legislative Committee, and was also instrumental in forming the MVMA’s Political Action Committee (MVMPAC).

One highlight of the Awards Banquet was a visit from keynote speaker, Dr. Temple Grandin. Her advocacy work with autism and study of animal behavior resulted in a 2010 HBO movie that received seven Emmy Awards. Dr. Grandin enlightened and entertained the audience with subjects that covered animal science and behavior and how to function on a movie set in Hollywood.

Another special recognition at the banquet is the MVMA President’s Award. This year’s award was presented to Julie Vaughn. Ms. Vaughn is Operations Manager for the MVMA and worked closely with Dr. Bruce Whittle, MVMA past president, on numerous association projects including coordination of the summer and fall equine medicine seminars.

Long-time member and volunteer, Dr. James Howard was honored by the Missouri Veterinary Medical Foundation receiving the 2011 Distinguished Service Award. For over 18 years, Dr. Howard has helped expand the Foundation’s mission of public education and charitable giving to worthy organizations. See next page for all of the 2011 honorees.

Plan on another great convention next year in St. Charles. We’re meeting at the St. Charles Convention Center on January 27-29 with great educational opportunities, product exhibitors and a chance to meet old friends and make some new ones.
Awards & Honors
Dedicated Members Working for Missouri’s Veterinarians

Dr. Michael Pfander - 2011 Veterinarian of the Year

In honor of his lifelong commitment to his community and Missouri veterinary medicine, Michael B. Pfander, DVM, was honored at the Missouri Veterinary Medical Association's 119th Annual Convention on January 22 as the recipient of the coveted Veterinarian of the Year Award. Friend and fellow southwest Missouri veterinarian, Dr. David Prigel, Republic, Mo. presented Dr. Pfander the award.

For nearly 20 years, Dr. Pfander has served the Springfield community with their veterinary medical needs. He also served the MVMA as president of the association and board chair. He chaired the MVMA's Public Relations Committee, and is a member of its Legislative Committee. He was also instrumental in forming the MVMA's Political Action Committee (MVMPAC) working on various legislative issues in the state's Capitol.

Dr. Pfander is a 1982 graduate of the Missouri University-College of Veterinary Medicine. He is active in several organizations including president of the Cleaver, Mo. Fire Department Board, the Springfield Shriners, and the regional Homeland Security Oversight Committee. He and his wife, Jeanne, live in Cleaver, Mo. and have a daughter, Meghan.

The MVMA Board of Directors selects the Veterinarian of the Year based on the candidate’s contributions to their community, their state, and to people whose lives they have touched.

Dr. William Wolff Presented MVMA Volunteerism Award

William Wolff, DVM, Columbia, Mo. was presented the MVMA's inaugural William A. Wolff Volunteerism Award for his many years of service to veterinary medicine in Missouri during the Missouri Veterinary Medical Association’s annual convention.

The award, bearing his name, will be presented periodically in the future to recognize veterinarians who have demonstrated extraordinary acts of volunteer services to society on a local, state, national or international level.

Over a period of nearly 10 years, Dr. Wolff has taken the Missouri Volunteer Veterinary Corps from its humble beginnings and made it into a force of over 300 veterinary volunteers who stand ready to assist state and federal government in the event of natural disaster or animal disease outbreaks in Missouri.

Julie Vaughn Receives Annual MVMA President’s Award

The MVMA's annual President's Award is given to individuals who were instrumental to the President's efforts to advance the veterinary profession for the betterment of animal health in the state. Dr. Bruce Whittle, MVMA Executive Board Chair, presented this year’s award to Julie R. Vaughn, New Bloomfield, Mo.

Ms. Vaughn is the Operations Manager for the Missouri Veterinary Medical Association and has worked on many projects throughout the year with Dr. Whittle including the summer and fall Equine Medicine and Dentistry Seminars. The fall Dentistry Seminar worked in conjunction with the Humane Society of Missouri's Longmeadow Ranch. Over 50 rescued horses received dental care at no charge to the Humane Society. She has been employed with the MVMA for six years and is a graduate of Lincoln University, Jefferson City, Mo. with a degree in agriculture.
Dr. James Howard Receives Foundation’s Service Award

James P. Howard, DVM, Jefferson City, Mo., received the Distinguished Service Award from the Missouri Veterinary Medical Foundation. Dr. Howard has been a dedicated volunteer for nearly 30 years and has helped expand the Foundation’s mission of public education and charitable giving to worthy organizations. Since his graduation in 1983 from the MU College of Veterinary Medicine, Dr. Howard has been the director of the Foundation’s Veterinary Museum of Missouri located in Jefferson City. Dr. Howard is a practitioner at Animal Medical Center, Jefferson City, Mo.

Richard Antweiler Presented MVMA Years of Service Award

Richard D. Antweiler, Jefferson City, Mo. received the Missouri Veterinary Medical Association’s Years of Service Award at the association’s General Membership Breakfast held during the MVMA convention on January 22, 2011.

It took quite a bit for Dr. Bruce Whittle to hide the award from the person who wrote the script for the breakfast presentation, but he did it!

Mr. Antweiler has been the executive director of the association for 10 years assisting the veterinarian membership with professional education, legislative issues and public relations initiatives to enhance the quality of veterinary medicine in Missouri.

Dr. William Fales Receives Distinguished Service Honor

William H. Fales, PhD, Columbia, Mo., received the 2011 MVMA Distinguished Service Award. Dr. Fales has given endless hours of service to the MVMA for many years. In addition, he has the unique privilege of being the only non-DVM to be bestowed regular Active membership in the MVMA. Dr. Fales’ research at the MU-CVM Veterinary Medical Diagnostic Lab focuses on antimicrobial resistance, utilization and adapting automated methods to veterinary clinical microbiology and pathobiology.

Gregory Dennis Presented Honorary MAVP Membership

Gregory M. Dennis, JD, was presented the 2011 Honorary Membership Award of the Missouri Academy of Veterinary Practice during its luncheon at the MVMA convention on January 21. Weather-related issues prevented Mr. Dennis from attending the meeting.

Mr. Dennis is Legal Counsel for both the Missouri and Kansas veterinary medical associations. Presently, he co-edits the Veterinary Reports of the Animal Legal Reports Services, L.L.C. Mr. Dennis is a member of Kent T. Perry & Co., L.L.C. in Overland Park, Kansas.

MAVP honorary members are individuals who have rendered distinguished or meritorious service to the veterinary profession.

Members Elect 2011 Industry Representative of the Year

Congratulations to Pam Johnson, of Pfizer Animal Health, who received the 2011 Industry Representative of the Year Award at the convention’s Saturday morning General Membership Meeting.

The annual award is given to a company representative who went the "Extra Mile" in helping serve our members and is based on their service, attitude, ability to detail products, and availability to provide information and answer questions.
2011 Executive Board Installed at Association’s Annual Convention

2011 Executive Board members were installed during the 119th Annual Convention’s General Membership Meeting held Saturday, January 22 at Tan-Tar-A Resort, Osage Beach, Mo.

Pictured above are the officers with Dr. Larry Kornegay, AVMA President (far left). From left: Dr. Dana Gillig, President; Dr. James Schuessler, President-Elect; Dr. Craig Payne, Vice President; Dr. Shelia Taylor, Secretary/Treasurer; and Dr. Bruce Whittle, Board Chair.

Missouri Academy of Veterinary Practice Installs 2011 Officers

The Missouri Academy of Veterinary Practice installed officers for 2011 at their business luncheon held January 21 during the MVMA convention.

Dr. Craig Payne Installed as MVMA Vice President

Dr. Craig A. Payne, director of the MU-College of Veterinary Medicine’s department of Veterinary Extension and Continuing Education and assistant extension professor, was installed as vice president at the Missouri Veterinary Medical Association’s Annual Convention held January 21-23 at Tan-Tar-A Resort, Osage Beach, Mo.

As vice president, Dr. Payne will chair the MVMA’s Statewide Membership Committee, serve as a member of the Budget Committee, and fulfill the responsibilities of the President and President-elect in their absence.

Dr. Payne received his DVM degree from the University of Missouri - College of Veterinary Medicine in 1993. He spent his first year in practice at the Animal Medical Center in Marshfield, MO and then moved to Sedalia, MO where he eventually became a co-owner of the Sedalia Veterinary Center. He practiced in Sedalia until 2005 at which time he moved to Kingsville, TX where he pursued a MS degree in Agribusiness at the King Ranch Institute for Ranch Management at Texas A&M – Kingsville. After completing his MS degree in 2007, he accepted a position as an extension veterinarian for the University of Missouri.

Dr. Payne is a member, alternate delegate and past president of the MVMA’s West Central VMA as well as a member of the AVMA, American Association of Bovine Practitioner (AABP) and Academy of Veterinary Consultants (AVC). He currently serves on several MVMA committees including the Convention Program Committee, Membership Committee and Missouri Stocker Feeder Quality Assurance Program Committee. He is also on the board of directors for the AVC.

In Memory

William W. Leatherwood, DVM
Salisbury, Mo.
Passed Away: May 10, 2010
Survived by: his wife, Bette; a daughter, Mona; and two sons, Michael and Mitchell.

James C. McCrea, DVM
Platte City, Mo.
Passed Away: December 2, 2010

Charles C. Middleton, DVM
Tarpon Springs, Fla.
Passed Away: December 14, 2010
Survived by his wife, Rose; daughter, Sara and son, Michael.
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The MVMA Executive Board met with Missouri Veterinary Medical (licensing) Board and discussed various issues related to animal health and veterinary practice in Missouri.

The Board reviewed current knowledge of a proposed large animal veterinary training program potentially located near St. Joseph, Missouri. It would possibly expand post-graduate veterinary and veterinary technician training for specific needs and interests with a grant through the USDA. The MVMA will continue to monitor this development.

The MVMA Executive Board also:
- Assigned the Scope of Practice Committee to review the Missouri Veterinary Practice Act and identify areas where definitions should or could be modified.
- Reaffirmed its policy to not share email addresses of its members with other entities or companies.
- Voted to nominate Dr. R.C. Ebert to be re-appointed as Veterinarian Trustee for the AVMA Professional Liability Insurance Trust.
- Voted to recommend approval at the General Membership meeting of a dues increase of $9 which would raise regular active membership fees from $263 to $272.
- Recommended to the Budget Committee to consider a line item in the upcoming budget reflecting a significant donation to Dr. Clark Fobian’s potential campaign for AVMA President.
- Declined the invitation to make a $500 donation to the NCVEI.
- Gave approval to the Equine Committee’s proposed changes to the veterinary supervision chart which the committee chair will use in a presentation to the licensing board.

The MVMA Executive Board also heard a report from AVMA Alternate Delegate Dr. Linda Scorse on various AVMA issues. Due to term limits of the delegate position, the Board asked staff to canvass the membership for persons interested in the AVMA Delegate position.

The Board also:
- Heard plans for MVMA’s Advocacy Day, scheduled for March 15, 2011. Members will be able to sign up on the new MVMA website: www.movma.org.
- Heard a report of AVMA Leadership Conference attendees including Dr. James Schuessler, Dr. Dana Gillig, Dr. Sarah Hesse, and others.
- Heard plans for the AVMA Annual Convention to be held in St. Louis, Missouri, July 16-19, 2011. Volunteers interested in free registration can find out more at the MVMA website.
- Heard a report of MVMA Leadership reported on Proposition B and the MVMA’s meetings with different organizations on this issue.
- Signed and returned their individual conflict of interest forms.
- Several current licensing board members are serving on expired terms. The MVMA Executive Board asked that the MVMA Membership be surveyed for interest in these positions.

The MVMA Executive Board approved the Legislative Committees activities related to the various legislative issues being followed as of the date of the meeting including:
- Restoration to the Board of Pharmacy its Jurisdiction over veterinary prescription drugs.
- Statute of Limitations for Malpractice from 5 years to 2 years which is what other health professions have.
- Proposition B adjustments as recommended by the MVMA Animal Welfare Committee.
- Minimum standards for MVMA’s neutrality any bill creating the position of Euthanasia Technicians in animal shelters.
- Provisions for Cite and Fine authority for the Licensing Board.
- A statewide rabies law.

The Board also heard reports from all of the MVMA committees and other entities. Minutes of these committee meetings can be accessed through the MVMA website, www.movma.org under Groups and Committees.
Finally, fly tags wired to hold more insecticide, without the wire.

Introducing new Corathon™ and CyGuard™ from Bayer, the only insecticide cattle ear tags available with new FyberTek™, the fiber-filled technology that holds more active ingredient in a single tag.

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Upcoming CE & Events

April 2011
- 2-3 MU Pfizer Dental Weekend, Adam's Auditorium, Columbia, Mo. Drs. Steve Holmstrom and Curt Coffman. Covers many facets of canine & feline dentistry. Open to DVMs and Veterinary Techs. 8-12 hours CE. Go to http://muconf.missouri.edu for information.

May 2011
- 9 MU-CVM Gentle Doctor Benefit. Hilton Garden Inn, Columbia, Mo. For more information on attending the event, becoming an individual sponsor, or donating an auction item contact Gina Damico Landeck at 573-882-5972, or go to www.gentledoctorbenefit.org. (See article pg. 20)

28-May 1 American Board of Veterinary Practitioners Symposium, Hyatt Regency Hotel, St. Louis, Mo. 12 hours of CE. See article on page 25 for more information.

June 2011
- 18-19 MVMA Summer Equine Program. MU-CVM Adams Conference Center, Columbia, Mo. More information to come. Dr. Anthony Blikslager who was unable to attend the MVMA convention will be the Sunday speaker.

July 2011
- 16-19 AVMA Annual Convention, St. Louis, Mo. Volunteers are needed for the Welcome Center and as moderators. Get your registration fees reimbursed to volunteer for 10 hours of work (moderators - 8 hours). Call the MVMA office at 573-636-8612 or email mvma@movma.org for info or to sign up.
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Meeting was called to order by President Dr. Bruce Whittle at 7:15 a.m.

I. Minutes of Last Meeting
Dr. Shelia Taylor, Secretary/Treasurer, presented minutes from the January 29, 2010 MVMA General Membership Meeting held at St Charles, MO. It was moved and seconded to approve the minutes as prepared and presented. Motion carried.

II. Financial Reports
Dr. Shelia Taylor, Secretary/Treasurer, presented the 2010 financial statement. As of December 31, 2010, the MVMA reported $213,259.93 in bank accounts and Certificates of Deposit, plus $257,685.81 in receivables, fixed and other assets for total assets of $470,945.74. It was moved and seconded to approve the financial statement as prepared and presented. Motion carried.

Dr. Bruce Whittle presented the Executive Board’s proposal for a $9 dues increase.

It was moved and seconded to approve the dues increase as presented. Motion carried.

III. Executive Board Report
Executive Board Chairman, Dr. Scott Fray presented the Executive Board Report from the Thursday, January 20, 2011 board meeting (see board minutes highlights on page 10).

It was moved and seconded to approve the actions of the Executive Board since the last Membership meeting. Motion carried.

IV. Reports
Dr. Clark Fobian, AVMA District VII Executive Board Member presented the AVMA report.

V. Keynote Address
Dr. Clark Fobian introduced AVMA President Dr. Larry Kornegay who delivered the keynote speaker address.

VI. Old Business
Dr. Bruce Whittle presented the Issues & Activities document. (on the MVMA website homepage, right column)

VII. New Business
Guest Speakers:
Dr. Bruce Whittle introduced State Senator Dr. Dan Brown to share his thoughts on the upcoming session.
State Veterinarian, Dr. Taylor Woods reported to the membership on the activities of the Mo. Department of Agriculture Animal Health Division.

VIII. Announcement of the Election of 2011 MVMA Officers and New Board Members
Dr. Scott Fray presented the results of the 2011 Officers Election. They were as follows:

President – Dr. Dana Gillig
President-Elect – Dr. James Schuessler
Secretary/Treasurer – Dr. Shelia Taylor
Vice President – Dr. Craig Payne
Board Chair – Dr. Bruce Whittle

New or re-elected MVMA Executive Board Members were as follows:
Dr. Mel Falk, Greater Kansas City Delegate to the Board

Dr. Thomas Coletti, Greater St. Louis Alternate Delegate to the Board
Dr. Cynthia Vedder-Penrod, East Central Delegate to the Board
Dr. Stacey Beddoe, East Central Alternate Delegate to the Board
Dr. Ellen Ratcliff, Southwest Delegate to the Board
Dr. Ned Caldwell, Southwest Alternate Delegate to the Board
Dr. T. Everett Mobley, Southeast Delegate to the Board
Dr. Martha Huck, Southeast Alternate Delegate to the Board
Mr. Doug Suntrup, Student Board Member Class of 2013

AVMA President-Elect Dr. Larry Kornegay installed the new officers and board members.

Receiving Retiring Board Member Plaques were the following:
Dr. Allyson Cook, Greater Kansas City Delegate to the Board
Dr. Christopher Baughman, Southeast Delegate to the Board

In accordance with the MVMA Constitution & Bylaws, Immediate Past-President Dr. Bruce Whittle became the MVMA Executive Board Chairman. Dr. Dana Gillig presented him with a Retiring President plaque for service to the MVMA.

Receiving the Industry Representative of the year award was:
Companion Animal: Pam K. Johnson, Pfizer Animal Health

Meeting Adjourned at 8:30 a.m.

Respectfully submitted,

Dr. Shelia Taylor, DVM
Secretary/Treasurer
Dr. Sam Reichman, of Fayetteville, GA, shared how he and his practice changed their approach to flea education with their clients, and how they boosted the confidence of the practice and their clients in the flea control products that they dispensed.

The Problem
An increasing number of clients were complaining about flea products’ performance. Dr. Reichman tried to solve his clients’ flea problems by switching products, but this did not make the problem go away.

The Solution
Dr. Reichman realized that he was not engaged in flea control with his clients, and he decided to change that. “I couldn’t remember the last in-depth flea control or flea life cycle talk I’d had with a client. Finally, I realized it wasn’t the products, it was me.” Dr. Reichman decided that the solution was for him and his staff to approach flea control like a medical problem.

• First, he made a commitment for his clinic to provide better flea control education for its clients.
• Second, he had to re-educate himself, then his staff, on flea biology.
• Third, he trained his clinic team to talk to pet owners about the flea control product they were using, explaining how the product worked and how to properly apply it. And, they were to emphasize the importance of treating all household dogs and cats.

“I started doing my job and talking about fleas again, speaking face-to-face with the client and explaining that it wasn’t a resistance problem but a much bigger picture.”

Dr. Sam Reichman

The Result
Dr. Reichman and his staff became more confident in providing solutions for his clients’ flea control problems. Clients now understand that there is no “quick fix” and the practice provides them with long-term solutions for their flea concerns. Everyone is more satisfied.

“I went from being the problem to assuming the real role of the practitioner, the problem solver.”

THE FIVE SIMPLE STEPS TO THE PRACTICE BECOMING CONFIDENT PROBLEM SOLVERS ARE:

1. Understand flea biology and apply this to the clinical setting.
2. Understand why pet owners still see fleas when they use a veterinary flea control product.
3. Educate the staff on flea biology and flea control.
4. Provide clients with a consistent message.
5. Become diagnosticians and problem solvers.
Building family tradition on Environmental Stewardship

“We have to be good stewards of the land,” Jason notes, “or we won’t have a business or a family tradition of ranching to pass on.”

The McCann clan of Miller, Mo., front row from left, Rebekah Chute, Maggie and Christian McCann, and Caleb Chute. Back row from left are Mary Lou and Jason McCann, Linda and Jim McCann, and Hannah and Monica Chute.

This article originally appeared in Missouri Life Magazine.
The McCanns have implemented several practices on their Missouri ranch that are both environmentally friendly and economically motivated.

They practice an intensive, rotational grazing system of their perennial grass, mostly fescue. This rotational grazing keeps the grass blades cut, which spurs new growth, and the cows trample manure and decaying plants into the soil, which helps the soil retain water and microbes so the soil stays healthy. Research has shown that rotational grazing can actually reverse land degradation, turning dead soil into thriving grassland.

Also, all livestock are fenced away from ponds and creeks. "It prevents mastitis (an infection of the udders), foot rot, and weak calves from bogging down. The cattle are healthier, drinking clean water from our waterers. I could drink from our waterers," Jason says. And it keeps the cattle manure out of the water and on the grass, where it serves as a natural fertilizer, offering yet another economic benefit to their business.

They also use a GPS system for applying any herbicides to control broadleaf weeds only where needed and to ensure no overlap occurs, such as overlapping a strip of spray width. This is again environmentally sensitive because it cuts the amount used, but it's also economical. "When you pay $5,000 for a 55-gallon barrel of herbicide, you don't want to waste any," Jason has qualified for his private applicator's license, as required by law and to ensure his own family's safety and health during application.

In addition, the McCanns have maintained 40 acres of big bluestem native prairie grass that was on the farm when they bought it. They have discovered it is worth its weight in gold during a drought, and one summer fed 71 cattle rotating on and off of it all summer, although it has a narrow window for its best nutritional value for the cattle. They do not put cattle on it after September 15, for example, while their fescue pastures are grazed throughout the fall.

On the Headquarters farm, the McCanns have also fenced out one acre for quail and turkey habitat, participating in an Environmental Quality Incentives Program operated by the United States Department of Agriculture.

The end result of these practices? A little better bottom line and a better beef product for the consumer, too. The McCanns have emerged as progressive Missouri beef producers since they first started here in 2004, and Jason now works only part-time with orthotics. Mary Lou works with Jason on the ranch and is the bookkeeper and works off as an accounting assistant during tax season.

Jason says, "We like the fact that here in Missouri we can own our own land." But the McCanns fear that the same activists that were against cattle ranching in Arizona are also making inroads into Missouri. "We are definitely concerned that people don't understand that we have a big incentive to be environmentally friendly. We have no reason or motive to treat the land or the cattle in a way that would be harmful to the family, the cattle, or the environment. We live here. We eat our own beef. We want to protect our land and our way of life, not just for us but for this future generation, too."

Time magazine agrees with the McCanns. In a January 2010 article, entitled "Save the Planet: Eat More Beef," Time postulates that "Environmentalists have been giving cows a bad rap in recent years. Between what bovines eat and what they excrete, cattle production emits a lot of greenhouse gas. But if fed solely grass, cows could play a key role in reversing climate change."

The reason grass plays a key role is this: Grass requires little besides sunlight and water to grow. Fertilizer and pesticides generally aren't needed. Cows on grass work manure and decaying matter into the soil, which helps keep the carbon dioxide (often called greenhouse gases) underground and out of the air. So compared with feedlot cattle, the "net" methane emissions are lower. In fact, some researchers hypothesize that just a 1 percent increase in soil carbon levels on existing agricultural, grazing, and desert lands throughout the world could be enough to capture the total equivalent of the world's greenhouse-gas emissions, according to the Time article. That's a lot of responsibility for a cow! Or other ruminants.

That said, most of Jim and Jason's cattle are sold into feedlots, where they acquire the grain-fed taste and texture most consumers prefer. For the first time last year, the McCanns sold four freezer beefs directly to consumers, and they hope to sell more like that this year. But the decision to buy grass-fed beef lies with consumers, of course. "I much prefer the taste of grain-finished beef, too," Jason says.

It is the consumer that is ultimately the reason the McCanns do what they do. "We know we have to produce a consistent and highly desirable product. That's how anyone stays in business," says Jason, as he looks at his two children, Christian and Maggie, just home from school. "We want to pass on what we know to them and maybe continue what has been a family tradition since the 1800s."

He looks out the window and sees the green grass growing and smiles.
2011 Drawing & Silent Auction

The MVMF is grateful to all those who support its mission, and the annual Foundation Drawing is one way to show your financial support. Because of your generous contributions, hard work and participation, we are enjoying great success in fulfilling our goals for the good of the human/animal bond and veterinary medicine.

Many thanks to this year’s sponsors of the Foundation Drawing event: Insight Financial Services, ProPartners Wealth, Missouri Grape & Wine Program, and Missouri Pork Association. Also, thanks to all of you who donated the fantastic items for our silent auction.

The Big Winners!

Owen Smith (left) and Dr. Tom Dorsey are smiling big after sharing the $10,000 drawing prize. Mrs. Ann White, MVMF Board Secretary, is just as happy to present them the “Big Check”.

Below: Deidre Mueller, Museum Public Relations, shows off the bike donated for the Silent Auction by Dr. George Buckaloo.

Sandy Gwin counts out the cash for Dr. Bill Fales, the 50/50 Drawing Winner.

All the Winners...

Owen Smith & Dr. Tom Dorsey - $10,000 Grand Prize (Split)
$1,000 Winners - Dr. Mike Muhlbauer, Fenton, MO; Dr. Teresa Bradley-Bays, Belton, MO; Fredericktown Animal Hospital
$200 Winners - Mike McCartney – Huntsville, MO; Damon Schmadeke & Ron Devries; Dr. Burton Schauf, Columbia, MO; Rodawn Minor – Lone Jack, MO
$150 Winners - Heather Strobietto, KC, MO; Dr. Nan Taylor-Keiholz, Linn, MO; Laurie Webb, DVM Resources; Dr. Dave Prigel, Republic, MO
$100 Winners - Trenton Boyd, Columbia, MO; Dr. Jay Kirkpatrick, Osage Beach, MO; Debbie Hemmel, Jefferson City, MO; Dr. John Bates, Imperial, MO
Minutes Summary of the Missouri Veterinary Medical Foundation Board

Thursday, January 20, 2011
4:00 – 6:00 p.m.
Tan-Tar-A Resort
Osage Beach, Missouri

NOTE: Complete minutes can be found at www.movma.org

Chairman Dr. Mac Wilt called the meeting to order at 4:05 p.m. Board members present included Dr. Mac Wilt, Dr. Roger Dozier, Dr. Greg Popp, Dr. G.W. Buckalo, Dr. Clark Gwin, Dr. Bill Shore, Dr. George Fischer, Dr. Phil Brown, Dr. Ed Migneco, and Mrs. Ann White. MVMA staff members present included Rhonda Blythe, Deidre Mueller, Denise Colvin, and later in the meeting, Richard Antweiler.

The minutes of the September 24, 2010 meeting were approved as printed.

The treasurer’s report was adopted as printed with the Balance Sheet showing equal assets and liabilities at $262,334.26 and current assets of $16,300.99 in the checking and savings accounts.

Dr. Bill Jones, chairman of the MVMA Emergency Management Committee presented a proposal to the MVMF Board that would create a program for the veterinary care of search and rescue dogs used in Missouri. Money would be available to persons who apply for funds to help with the cost of veterinary care for their search and rescue dogs.

The MVMA Emergency Management Committee Chairman would serve as the Chairman of this proposed program with the MVMF Chairman serving as Vice-Chairman. The basic responsibilities of the MVMF are to administer the money, and to provide the MVMF Chairman as a member of the program committee.

Dana Kammerlohr of Cassville, Missouri and her husband, Dr. Chip Kammerlohr, attended the meeting to answer questions about search and rescue dogs.

COMMITTEE REPORTS

Legacy
The motion was made and seconded to allow the Gift Acceptance Policies and Guidelines to stand as currently stated, with no changes at this time. Motion passed.

Chairman Dr. Mac Wilt led the discussion on the previous concept of a donation letter. After discussion, the mailing of a donation letter was tabled until a future date.

Dr. Wilt entertained discussion on how to recruit funds for the Heritage League and how to distinguish between donations to the Heritage League and to the MVMF. The Board agreed that we need to define the programs of the Heritage League.

Dr. Wilt appointed the following to a Steering Committee for the Heritage League: Chairman Dr. Greg Popp, Dr. Phil Brown, Dr. Roger Dozier, and Dr. Mac Wilt. The committee was assigned to discuss programs that the Heritage League can do and in what ways MVMF can share these programs with veterinarians/public.

Museum Activities and Programs
Chairman Dr. Roger Dozier reported the cleaning task has continued at The Museum. Approximately 98% of the books have been removed, with 800+ books going to Trenton Boyd, CVM librarian and additional books donated to Missouri Farm Bureau. Denise Colvin reported on the organization of the books and the criteria for keeping books or donating books. Dr. Dozier will explore the possibility of taking some Museum artifacts to display at the MVMA welcome center at the AVMA convention in St. Louis during July.

Deidre Mueller presented a written report of her activities and events with The Museum. She reported there have been approximately 70 visitors to The Museum since September. Veterinary clinics across the state are continuing to sponsor Museum tours.

OLD BUSINESS

LLC Report
Dr. Popp announced that the LLC returned $18,000 each to MVMA and MVMF. He also stated the LLC received over $25,000 from the renters in the lower level of the building. Renters are currently halfway through a three-year contract.

Affiniscape Website Program
Richard Antweiler reported our new Affiniscape website program is up and running. The Animal Archives are easy to locate and easy to use. As discussed at previous meetings, the displays will be placed at a few select animal shelters as a pilot project. These displays will promote the Animal Archives program for a fee of $25, of which $10 will be returned to the shelter.

AHP, PHA 2010 Funds
Previous commitments to AHP, PHA 2010 funds include $1000 to Heifer International and $1000 to Dr. Meadows’ Shelter Medicine program at CVM.

After discussion, the motion was made to give $500 to our Heritage League, give $500 to establish the Search and Rescue Dog Care (SRDC) Program as proposed and discussed, and move $500 from the Heritage League to the Search and Rescue Dog Care Program. The motion was seconded and passed.

MVMA Loan Payment
The motion was made, seconded, and passed to pay $2000 to MVMA for repayment of our loan. Balance of the loan, after payment, will be $19,000.

NEW BUSINESS

Elections
MVMA Executive Board appointed the following MVMF Board Members to serve until 2014: Dr. George Fischer, Dr. Ed Migneco, Dr. Greg Popp.

The motion was made, seconded, and passed to elect Dr. Roger Dozier to serve on the MVMF Board until 2014.

The motion was made, seconded, and passed to elect Drs. Buckalo, Migneco, Popp, and Wilt to serve as MVMF representatives on the LLC Board.

The motion was made, seconded, and passed to elect the following officers for 2011: Chairman Dr. Mac Wilt, Vice Chairman Dr. Bill Shore, and Secretary/Treasurer Mrs. Ann White.

Chairman Dr. Wilt re-appointed all 2010 committee members to serve in the same capacity for year 2011.

NEXT MEETING
Saturday, April 30, 2011
3:00 – 6:00 p.m.
MVMA/MVMF Office Building
2500 Country Club Drive
Jefferson City, Missouri

ADJOURNMENT
Chairman Dr. Wilt adjourned the meeting at 6:15 p.m.

Ann White
Secretary/Treasurer
News Briefs

Boehringer Ingelheim Celebrates Its 125-year Jubilee. In its 125th year too, the research-driven pharmaceutical company Boehringer Ingelheim continues its successful history, researching, developing and marketing innovative medicines for humans and animals. The world’s largest family-owned pharmaceutical company has stayed true to the values of the company’s founder, Albert Boehringer, and in its jubilee year also confirmed its commitment to its guiding principle “Value through Innovation”. Today, 41,500 employees worldwide work in 142 affiliated companies on all continents.

E. Coli Bacterial Extract vaccine with SRP® technology now available from Pfizer Animal Health. Pfizer Animal Health announces the availability of E. coli Bacterial Extract vaccine* with SRP® technology, the first vaccine demonstrated to reduce E. coli O157 shedding and prevalence at the source — inside the cattle. “The beef industry has made significant strides in reducing food borne pathogens, such as E. coli O157, but it continues to be a significant concern among consumers,” says Dale Grotelueschen, DVM, MS, Managing Veterinarian, Pfizer Animal Health Veterinary Operations.

Insight Financial Services does for a client’s finances what a chief financial officer does for a company. From the Second Opinion Service to full-service financial planning, Insight Financial helps create an investment strategy that meets a client’s needs while fitting their fiscal needs and goals.

Just a few of the services offered by Insight Financial include: investment management and risk analysis; education planning; estate and retirement planning; charitable giving strategies; and investment tax planning.

Go to: www.ifsadvisors.com for more information

Merial Licenses Centegen’s Staphylococcal Vaccine for Veterinary Applications. Centegen Inc today announced that it has entered into an exclusive licensing partnership with Merial for the development and global commercialization of its proprietary vaccine, CEN-102, designed to reduce staphylococcal infections in ruminant animals such as cows.

The CEN-102 vaccine elicits potent antigen-specific T-cell and B-cell responses not present in unvaccinated animals. The vaccine aims to protect against spontaneous staphylococcal infections, reduce the need for antibiotic use, and significantly improve milk quality.

Bayer Study Finds Six Causes for Yearly Decline in Companion Animal Veterinary Visits. Bayer Animal Health, Brakke Consulting and the National Commission on Veterinary Economic Issues (NCVEI) announced today results of the Bayer Veterinary Care Usage Study, a comprehensive investigation into reasons for the decline in companion animal veterinary visits over the past several years. The study identified six root causes: The economic impact of the recession; Fragmentation of veterinary services; Consumers substituting Internet research for office visits; Feline resistance; Perception among pet owners that regular medical check-ups are unnecessary; and Cost of care.

Over $67,000 raised last year!

Plan to Attend the MU-CVM Gentle Doctor Scholarship Benefit

The Gentle Doctor Benefit is a long-standing tradition within the College of Veterinary Medicine at the University of Missouri. Funds generated from this non-profit gala are used to support the College and its students. Currently, funding from the Gentle Doctor Benefit is being applied toward an endowed scholarship fund for veterinary medical students. The interest from the endowment provides a much-needed scholarship to an incoming student each year. Our scholarship fund has reached our $250,000 goal. As we continue to have successful events, we will place additional funds into the scholarship. One $8,000 scholarship is given on an individual basis, yet providing more than one scholarship is our future goal.

In recent years, tuition has risen beyond the rate of inflation, in part due to state budget cuts. MU veterinary graduates incur an average debt load over $100,000. To encourage the best and brightest students to attend MU, we need to ensure that sufficient scholarship funding is available. The Gentle Doctor Benefit Endowed Scholarship Fund will better enable the College of Veterinary Medicine to meet the goal of providing as many scholarship opportunities to as many students as possible.

There are many ways to help: buy a ticket, buy a table, donate for the silent auction, be a individual or corporate sponsor.

When: Saturday, April 9, 2011

Where: Hilton Garden Inn & Conference Center, 3300 Vandiver Drive, Columbia, MO 65202

Tickets: Individual tickets - $60.00 each
Student and student spouse tickets - $30.00 ea.
All individual ticket seating is OPEN seating
Children under 12 years of age - $15.00

How to Get Tickets: Invitations for the Gentle Doctor Benefit will go out at the end of February, 2011. If you would like to purchase tickets before that time, please contact Gina Damico Landeck at 573-882-5972 or via email at damicolandeckg@missouri.edu for information.
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**MVMA Launches New Website - Sign In Today!**

MVMA members can view a new web presence in 2011. The updated website is combined with an online back-end database that will give members a seamless online experience with new functionality.

The clean appearance makes news and alerts easy to find. Navigation to the board, various committees, Foundation, Academy and the Animal Archives of Missouri are easier to find.

Logging on will be a much better experience also, with an easily retrievable username and password system.

Membership renewal in May will be payable online. In the future, MSFQAP tags and other items for sale will be added to the online store.

Members will be able to view and change their profile information and view invoices and payments.

The new website can be viewed at www.mvma.org. All members will need to set up a new user name and password to access the “Member” side of the website.

Login using your first name and last name like this for the user name: JohnSmith (notice the caps and no space)

Use the password: MOVMA (all caps).

The site should prompt you to change your password, which you should do. The passwords are case sensitive and should be at least six characters long with at least one number.
Our executive board was present at the MVMA convention and academia bowl held at Tan-Tar-A Resort, Lake Ozark, Missouri, on January 21-23, 2011. We always enjoy meeting and exchanging ideas with our members who stop by our booth in the exhibit hall and this convention was no exception! A combined total of 52 credentialed technicians, veterinary technology students and assistants attended the technician and practice staff portion of the CE track. We hope that all of you enjoyed it and learned some valuable information! Topics that were covered included: generational communication strategies, laboratory techniques and restraint of the non-traditional exotic pet, understanding grief and pet loss, drug interactions, transfusion medicine, the value of a blood smear evaluation, and many more!

On January 22, we co-hosted (with the MVMA) the 2nd annual academia bowl. At this exciting event, students from all Missouri-based, AVMA-accredited schools are eligible to participate in a “knowledge bowl”, competing for a “traveling” trophy by answering questions related to veterinary medicine. The schools whose teams participated were: Crowder College (Neosho), Maple Woods community College (Kansas City, MO), Sanford-Brown College (Fenton), and Sanford-Brown College (St. Peters). We are SO PROUD of all of the teams who participated in this event, sharing their enthusiasm and expertise in veterinary nomenclature, identification of species and understanding of disease processes. Although we initially had a tie between team Maple Woods and team Crowder, team Crowder was victorious in taking home the trophy!

Congratulations to Dr. Stephanie Watson (veterinary technology program director at Crowder College) and your students!!

After the bowl, we enjoyed a delicious meal and a chance to meet and listen to (according to TIME magazine) one of the world’s 100 most influential women… Temple Grandin, PhD! She captivated the audience with her high-energy discussion and shared her vast knowledge of animal handling and behavior, as well as her personal struggle with Autism.

On January 23rd, we held an open forum to talk about association goals, activities, and future events. We thank all who attended. We appreciate your interest and share in your passion for the veterinary profession! The feedback and suggestions we received were very helpful and we will continue to work hard to meet and exceed our association goals, to include the proper designation and utilization of credentialed veterinary technicians and veterinary assistants.

If you missed the convention or the bowl, please plan to join us next year for the 120th annual MVMA convention and 3rd annual Academy bowl, which will be held in St. Charles, MO on January 27-29, 2012. We are happy to report that there will be a number of positive changes to the bowl in 2012… you won’t want to miss it! This is a wonderful opportunity to meet with your colleagues and cheer for veterinary technician students as they represent their school and compete for the traveling trophy. These students are the future of our profession and they appreciate your interest and support!

We are also excited to report that the AVMA convention will be held in St. Louis, MO on July 16-19, 2011! Our board is in the process of making arrangements to attend and encourage all of you to register as well! For veterinary technology students, registration will be complimentary!! For more information, please reference www.avmaconvention.org

We have continued our monumental efforts to coordinate our annual MVTA CE conference at the Kansas City Zoo early October 2011! We will be co-hosting this event with the Kansas Veterinary Technicians Association (KVTA) and inviting members from both Kansas and Missouri to attend. We will update all of you soon regarding this upcoming event! Reference our website www.mvta.us for the most current info.

As always, we invite your questions, comments and suggestions and welcome members and non-members to contact the MVTA at any time. In addition, if you are interested in how you can help, we encourage you to contact us to find out more about open board positions, special committees and future projects. Thanks for your interest and support!

Rhonda Haywood, RVT
MVTA, President (rjhay@hughes.net)
NAVTA, Missouri State Representative

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Missouri Veterinary Tech-Assoc
By Steven Adams, MU News Bureau

Nobody enjoys colonoscopies, including mice. University of Missouri researchers are excited about the potential of using genetic biomarkers to predict colon cancer caused by inflammation. A new method developed at the MU Research Animal Diagnostic Laboratory (RADIL) could eventually lead to a method that might eliminate colonoscopies altogether.

While working to develop novel therapeutics for colon cancer, Craig Franklin, associate professor of veterinary pathobiology in the MU College of Veterinary Medicine; Aaron Ericsson, post-doctoral researcher at MU; Mike Lewis, assistant professor of veterinary medicine and surgery; Matt Myles, assistant professor of veterinary pathobiology, and Lillian Maggio-Price, professor of comparative medicine at the University of Washington, found biomarkers in mouse feces that predicted inflammation-associated colon cancer. This is the same type of cancer associated with some common inflammatory bowel diseases such as ulcerative colitis and Crohn’s Disease.

The team found that the bacterium that leads to inflammation-associated colon cancer in mice first results in inflammation that can be detected by screening feces for messenger RNA of genes. Franklin believes this discovery could lead to tests for similar genes that are present in humans with early inflammation-associated colon cancer. The study was published recently in Neoplasia, which also featured the study on the journal’s cover.

“The assumption was that the gene expression couldn’t be detected in fecal matter because RNA breaks down very rapidly. Historically, this was something that a lot of scientists, including us, hadn’t considered,” Franklin said. “But technology has evolved, and we now have the means of preserving RNA much better than we did 15 years ago.”

As a laboratory animal veterinarian, Franklin believes this discovery also could decrease the number of animals used in research.

“We’re excited about the potential for application in humans, but this also will decrease animal numbers, which is one of our goals,” Franklin said. “This test determines which mice will get cancer in advance, so we won’t need to have as many animals in an experimental group to achieve statistical significance.”

“There’s also no stress on the animal for us to test their fecal matter,” Ericsson said. “Many people put off colonoscopies longer than they should because of the invasiveness and unpleasant nature of the exam, and it’s not pleasant for mice either. That unpleasantness is negated with this test.”

For this study, the team used a high-powered MRI machine located in the Department of Veterans Affairs facility located at the Harry S. Truman Memorial Veterans’ Hospital. While effective, this technique was not as sensitive as the fecal biomarkers in predicting cancer, and it requires extensive expertise and very expensive equipment. Franklin credits the success of the project to a multidisciplinary team that included Wade Davis, assistant professor of biostatistics; Lixin Ma, assistant professor of radiology, and a multitude of veterinarians.

“It was a large collaboration, and veterinarians are ideal for collaborative medicine because we know the animal model,” Franklin said. “There are several angles that converge here, and we’re now interested in finding collaborators in human medicine that would like to explore this further. Ultimately, I’d envision panels of tests that predict diseases, with this method in the mix.”
The first veterinary licensing law was enacted in Britain in 1843. In the United States it took a bit longer for states to start enacting such laws:

- 1886 - New York first state to enact a veterinary practice law. First legislative Bill had been proposed in 1878.
- 1889 - Pennsylvania enacts its first veterinary licensing law after originally being introduced in 1883.
- 1894 - Minnesota and Ohio enact their first veterinary licensing laws.
- 1899 - Michigan enacts its first veterinary licensing law.
- 1905 - Missouri enacted its first veterinary licensing law (Veterinary Surgery, Medicine and Dentistry Law) [Missouri House Bill 254 (1905); Missouri Legislature, 1905, pp. 209 - 212].
- 1907 - Kansas enacts its first veterinary licensing law.

Henry Bixby Hemenway, Essentials of Veterinary Law, pp. 64 - (1916):
"It is the incompetent man who least realizes the dangers, and he fails also to realize that cheap products generally indicate inefficient care in production. It is the incompetent man who is not prepared to recognize a dangerous disease which may be new in the district. It is therefore a prime necessity, under the present state of advancement in scientific knowledge of animal diseases, for the safeguarding of the general animal industry of the United States that strict laws be enacted, and enforced, regulating the practice of the veterinary profession."

Commonwealth v. Palmer, 71 Pa. Super. 188, 190 (1919)—lay equine teeth floater:
"It has been deemed wise by the legislature to give our domestic animals the same scientific care and attention that we do to human beings, and while the facts in the case may appear to be trifling, the guilt of the defendant under his own testimony is established."

"The legislative intent in raising the requirements for registration was obviously for the purpose of raising the standard of proficiency of those who should enter upon the practice as veterinarians or veterinary surgeons."

Barnes v. State, 83 Neb. 443, 444 - 45, 119 N.W. 662, 663 (1909):
"We are aware that examinations are imperfect tests of learning, and that degrees afford no guaranty of mature judgment or the possession of practical common sense. We recognize the fact that it is in the school of experience that professional men begin the acquisition of real knowledge; yet the owner of domestic animals requiring the advice or aid of someone skilled in veterinary medicine may well take into account the fact that one practitioner has availed himself of the training afforded by a veterinary college and passed the examination prescribed by the state board, while another has failed to do so, and we think he may properly conclude that, other things being equal, it would be safer to commit the care of his live stock to the one who had received the training which common experience demonstrates to be desirable, if not indispensable."

Finally, in rejecting a contention that requiring an individual to obtain a veterinary education would be cruel and unusual punishment, the Michigan Supreme Court in Conkey v. Carpenter, 106 Mich. 1, 5, 63 N.W. 990, 992 (1895), said:
"We are not aware that it is a part of the punishment inflicted upon convicts in [the state prison] to study veterinary surgery, nor that they furnish a library to them for that purpose."

"It has been deemed wise by the legislature to give our domestic animals the same scientific care and attention that we do to human beings..."

Mr. Dennis is the legal counsel to the MVMA. He is a member of Kent T. Perry & Co., LLC, Overland Park, KS.
An Invitation...

**ABVP Annual Practitioners Symposium to be Held April 28 - May 1 in St. Louis**

The American Board of Veterinary Practitioners invites you to attend the 16th Annual Practitioner’s Symposium, April 28 thru May 1, at the Hyatt Regency At the Arch Hotel, St. Louis, Missouri. This comprehensive scientific program will provide veterinarians with cutting-edge information by top speakers in the fields of Canine, Feline, Avian, Food Animal, Equine, Exotic Companion Mammal and twelve full hours of Reptile and Amphibian. We also welcome The Academy of Veterinary Technicians in Clinical Practice to the Symposium. Twelve hours of lecture specifically formulated for their attendees will be offered.

Up to sixteen hours of species-specific CE will be provided from Thursday through Sunday. Obtain an additional four hours by attending the cross-species session on Friday, April 29, and another six hours of CE by attending the ABVP/AAHA Kick-Off on Thursday, April 28.

For an additional fee, take advantage of a one-time offering - a Wet Lab on Rabbit Dentistry / Basics and Beyond (six hours of CE).

Every course is designed not only to assist those seeking certification, but also to provide excellent updates for all practitioners and academicians. This Symposium provides great opportunities for focused, species-based professional development in the veterinary industry.

Plan to attend the Symposium Dinner and Annual Awards as we honor our new ABVP Diplomates. Registration to the Symposium includes:

- The ABVP/AAHA Pre-Symposium Seminar on Thursday
- Thursday, Friday, Saturday & Sunday Sessions
- Thursday Cross Species and Sunrise Session,
- Entry to Exhibit Hall
- Welcome Reception
- Friday and Saturday Networking Luncheons
- Regents’ Receptions
- Online proceedings

Go to www.abvp.com for more information. We look forward to seeing you in St. Louis!

### President Obama Signs Red Flags Rule Exemption

On Dec. 18, 2010, President Obama signed into law S. 3987, a bill that removes certain businesses including most veterinary practices and other health care practices from the Federal Trade Commission (FTC)’s “Red Flags Rule.” The Senate and U.S. House of Representatives approved the measure unanimously in recent weeks.

The Red Flags Rule requires “creditors” and “financial institutions” to develop written plans to prevent and detect identity theft. The rule is a section of the Fair and Accurate Credit Transaction Act of 2003, a federal law which requires the establishment of guidelines for financial institutions and creditors regarding identity theft.

Although S. 3987 does not specifically mention veterinarians or any other professionals, it exempts from the definition of “creditor” those businesses that merely advance funds on behalf of a person for expenses incidental to a service provided. This definition is narrower than that adopted by the FTC, with the intent of exempting small businesses and other service providers who do not receive payment in full from their clients at the time they provide their services.

The FTC has delayed enforcement of the Red Flags Rule five times, most recently until December 31, 2010. The AVMA and 27 other organizations, including the U.S. Chamber of Commerce, American Medical Association, American Dental Association, Ambulatory Surgery Center Association, and American Academy of Family Physicians, have been lobbying Congress and the FTC to stop implementation of the Red Flags Rule for smaller health care professional practices. Enactment of this legislation was the culmination of a successful advocacy effort that will save veterinary practices compliance expense and time.

### Veterinary Lab Coming to Kansas City Area in 2011

A California company plans to open a laboratory near Kansas City International Airport this year for blood, tissue and other analysis of pets.

The arrival of the Abaxis Veterinary Reference Laboratory would add yet another piece to the so-called Animal Health Corridor stretching from the University of Missouri in Columbia to Kansas State University in Manhattan.

Abaxis said the lab would ultimately generate 150 jobs, but a K-State press release projected 50 to 100 jobs. Although the lab expects to land near the airport, the company said it will set up shop on the Kansas side of the state line. Abaxis hopes to open the Kansas City area lab in six to eight months.

The new Kansas City area lab aims to serve that same market, although it would also include tests on the blood of horses and exotic animals. The lab would also conduct more sophisticated tests than most veterinarians can perform in their offices.
MVMA's Quality Assurance Program

What Is the Missouri Stocker/Feeder Quality Assurance Program?
The Missouri Stocker Feeder Quality Assurance Program is designed to meet the quality improvement and pre-conditioning needs of producers, feeders, and consumers.

This program educates participants in immunology, animal well-being and the economics of disease. Participation in the program increases producer accountability for quality and safety of the product they sell.

How Does the Program Work?
Veterinarians and producers must be certified. Veterinarians are certified by MVMA MSFQAP Committee members. Producers are certified by their veterinarian. Veterinarians and producers learn how they can influence carcass quality and consumer confidence by monitoring where and when injections are administered.

Once certified, the producer may participate in the program at one of three levels (white, red or blue tag). The three-level approach allows all producers the opportunity to match their level of management and facilities to the level of participation.

Level 1: Show-Me Select (White Tag)
- Participating veterinarians and producers must be certified.
- Calves must be properly identified with an approved ear tag. Tag numbers will be listed on an approved certificate.
- External and internal parasite control is administered.
- Calves will be dehorned and healed. Calves will also be castrated with a knife and healed or verified to be steers.
- Vaccinations: 7-way clostridial, IBR, BVD, PI3, BRSV, Mannheimia haemolytica with leukotoxoid, (Histophilus is optional.)
- Cattle must be born on the producer’s farm. A range of birthdates or the birthdate of the oldest calf in the group must be recorded.
- Bull in and out dates will be provided.
- Individual calf treatments will be recorded to include date, product, dosage, route of administration and injection site.
- Vaccinations must be given no younger than four months of age and at least 21 days before sale.

Level 2: Show-Me Superior (Red Tag)
- Weaned 45 days before offering for sale.
- Meet Level 1 requirements - NOTE: Initial vaccinations may be given at an age determined by an attending veterinarian.
- In addition, a second round of vaccinations must be given using the following guidelines:
  - A 7-way clostridial as well as a modified live vaccine containing IBR, PI3, BVD and BRSV must be administered;
  - Histophilus somni is optional;
  - Only one dose of Manheimia haemolytica is required if that dose is administered to calves 5 months of age or older;
  - The time frame between initial and second vaccinations must be a minimum of 21 days and all vaccinations must be completed at least seven days prior to sale;
  - If a veterinarian determines initial vaccinations should be given to calves less than 4 months of age then second vaccinations must not occur until calves are 5 months of age or older.

Level 3: Show-Me Supreme (Blue Tag)
- Meet Level 1 and Level 2 requirements.
- All cattle must be tested and be negative for persistent BVD infection.
- Genetic information is optional.

For More Information... Visit the MVMA website at www.movma.org. An online MSFQAP Producer Manual, newsletter and other materials are available.

PLEASE NOTE: At the meeting of the MSFQAP Committee during the MVMA Annual Convention, the committee reviewed the financial means of the program and its ability to deliver program tags to participants in a timely manner. The group identified the need to increase quantities ordered from the manufacturer, and therefore carry a better supply of tags on hand, and ensure good turn-around on tag orders. To accomplish this, the committee approved a 5 cent increase in the price of all MSFQAP tags.

Effective February 1, 2011, the member price for tags will be 20 cents. The non-member price will be 25 cents.
Finding That Needle

The Missouri Veterinary Medical Association created the Veterinary Career Center (VCC) to give veterinarians, technicians, and veterinary office staff the tools to connect the right people with the right career opportunities. Convenient and efficient, the VCC is a Web-based service that gives employers access to more than 1,500 resumes and job seekers access to the most comprehensive listing of veterinary employment opportunities in the country—all available 24 hours-a-day, seven days-a-week, 365 days-a-year from any computer connected to the Internet.

- Free service to job seekers
- Special pricing for MVMA members posting jobs
- Streamlined search capabilities
- Personalized email notification agent, convenient RSS option
- Save jobs or candidates for later reference
- Download or build online resumes
- Access hundreds of jobs or thousands of resumes updated in real-time

Visit the Veterinary Career Center today and make finding that needle a little easier.

Go to www.movma.org and click on “Veterinary Career Center” button in the right hand column to get started.
Veterinarians Wanted

**Veterinarian Wanted.** Kirkwood Animal Hospital is currently accepting applications for an Associate Veterinarian. Our six-doctor hospital is located in West St. Louis County. KAH is celebrating its 40th anniversary this year.

Our clients and their pets will provide the veterinarian an exciting opportunity to practice “cutting edge” medicine. Kirkwood Animal Hospital is a multi-doctor practice, with an A.B.V.P. Board Certified practitioner as Chief of Staff. In order to pursue our passion we have, weekly staff and doctors meetings, we require continuing professional development for all our staff members. Kirkwood Animal Hospital is a completely computerized hospital, with an impressive array of equipment to enhance your diagnostic capabilities; including in house laboratory equipment, ultrasound, flexible and rigid endoscopes with video and a Luxor Carbon Dioxide Laser.

Our facility, equipment and our hospital’s culture allows us to provide high quality service to our clients. Interested applicants may submit resumes at email address below. Salary and benefits based on the individual’s work ethic, skills and experience.

**Closing Dates:**
February 15, May 25, August 25, October 25

**Part-Time / Full-Time Instructor - Veterinarian.** Private College in St. Louis Missouri seeking Part-Time / Full-Time Instructor. Must be a licensed Veterinarian. Please call Amy @ 314-344-4440 for more information.

Classified Ads

**Classified Ad Policy**
Ads should be submitted to Kim Ralston at kralston@movma.org or faxed to 573-659-7175 and are due by the dates shown below. The MVMA is not responsible for omissions or errors. Member ads will be run for one issue, unless otherwise requested, up to a maximum of three issues. Non-member ads run one issue.

**Rates:**
Members’ Ads: free (up to 70 words) Non-Members: $38.00 per issue up to 3 lines (about 21 words) and $3.00 for each additional line. Contact Kim Ralston at kralston@movma.org for commercial display advertising.

**Closing Dates:**
February 15, May 25, August 25, October 25

**Associate Veterinarian wanted** for busy two doctor mixed animal practice in Kearney, Missouri. We have a large Equine and Small Animal practice. The Associate Position would pay a competitive base salary with production bonuses and emergency bonuses paid monthly. 100% of health insurance, AVMA, MVMA and AAEP fees will be paid yearly. Two weeks of paid vacation and one week of CE will also be paid yearly. I would like to visit with applicants interested in doing mixed animal or strictly small animal practice. Please visit us at www.animalhospitalkearney.com or contact Dr. Leighr at info@animalhospitalkearney.com.

**District Veterinarian Wanted.** The Missouri Department of Agriculture recruiting individuals for the position of District Veterinarian. The position is located in south central Missouri. For complete information click on this website: http://mda.mo.gov/hr/jo12072010b.php

**Associate Veterinarian Wanted** for 3-doctor small-animal practice in Independence, Mo. Competitive salary, great benefits package, 4 1/2 day work week, no emergencies. Practice has been established for 27 years and enjoys an excellent reputation throughout the area. Farview offers the right candidate an excellent opportunity to build a solid future and to become established in a high-quality practice located in a nice community. I am looking for a motivated individual who is committed to building a career in a private practice. We offer quality, compassionate care that our clients appreciate. We maintain a well-trained staff so that you...

**Help Wanted**

The AVMA is looking for volunteers for their 2011 Convention on July 16-19th in St. Louis. The association is offering FREE Registration (reimbursed) for those wishing to work in the Welcome Center for 10 hours, or as a Moderator for 8 hours.

For more information, contact the MVMA office by emailing your request to mvma@movma.org.
will have plenty of assistance performing any procedure. Please send resumes to: Farview Animal Hospital, 17710 Susquehanna Ridge, Independence, MO 64056. Or contact: Dr. Jack Mauck at 816-257-5454 or email FVHINC@aol.com. jfm11

Associate Veterinarian Wanted. The Animal Care Clinic in Princeton, IL is seeking a full-time small animal veterinary associate. The clinic is a two doctor practice specializing in high quality medicine. The practice is a fully equipped general practice and does provide surgical procedures including soft tissue and orthopedic surgery. There are shared emergency duties. The applicant should be personable and have excellent communication skills. Competitive compensation and benefits. Send resume to Animal Care Clinic, Dr. Mark Maxwell, 1616 N. Main St, Princeton, IL, 61356. Email animalc@comcast.net. Visit our website at animalcareofprinceton.com. ond10

Go Nationwide In Finding a Veterinarian or Technician. Place an Ad On the Veterinary Career Network Website. Go to www.movma.org for more information.

Veterinarian Wanted. Town in eastern Iowa with a population of 2500 and is within 30 minutes of three larger cities. Practice is 40% feedlot, 30% cow/calf, 5% dairy and 25% small animal. Well-established, 40 year old clinic with a progressive, established group of livestock producers. Seeking a permanent associate who will have an opportunity to buy practice after one year. Contact via email at: docdw@netins.net. ond10

Small animal practice in Springfield, Missouri area seeking experienced veterinarian looking for permanent entrepreneurial relationship interested in patient care as well as client and practice development. Send resume to: nal1253@yahoo.com. ond10

Veterinary Technicians and Practice Staff Wanted

Receptionist/Assistant Veterinary Technician Persons needed for a small animal/exotic Veterinary Practice. It is a growing and expanding practice with onsite lodging. You would be required to work with the public, must have computer skill, assist in the patient exams and answer multiple telephone lines. Person must have a great work ethic. Please call if interested at 573-875-3647 ond10

Employment Wanted

Associate Veterinarian. The Animal Care Clinic in Princeton, IL is seeking a full-time small animal veterinary associate. The clinic is a two doctor practice specializing in high quality medicine. The practice is a fully equipped general practice and does provide surgical procedures including soft tissue and orthopedic surgery. There are shared emergency duties. The applicant should be personable and have excellent communication skills. Competitive compensation and benefits. Send resume to Animal Care Clinic, Dr. Mark Maxwell, 1616 N. Main St, Princeton, IL, 61356. Email animalc@comcast.net. Visit our website at animalcareofprinceton.com. ond10

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Small animal practice in Springfield, Missouri area seeking experienced veterinarian looking for permanent entrepreneurial relationship interested in patient care as well as client and practice development. Send resume to: nal1253@yahoo.com. ond10

2009 graduate looking for long-term employment as an equine veterinarian in the east/central Missouri area starting in June 2010. I am currently completing an equine internship at a progressive 13 doctor practice. I have a strong interest in client education as well as sport horse medicine. If interested please contact Anna Herath at aherath09@gmail.com or (217) 840-4147 and I would be happy to further discuss my qualifications. ond10

Relief Veterinary Services

Relief/part-time veterinary services in the St. Louis area. 7+ years experience in small animal medicine/surgery. Sara Burroughs 314-387-1538 or sburroughs16@yahoo.com. jfm11

Relief or part-time for St. Louis and particularly the area south of St. Louis. General medicine & surgery with special interest in chiropractic and homeopathy. Prevailing rates apply. Henry Kostecki, DVM, hkostecki@gmail.com, cell 775-762-2899, P.O. Box 341, Union, MO 63084. jas10

Part-time/relief small-animal veterinary services in Branson-Springfield area. Call cell phone at 816-718-6773 or home phone at 417-337-5070. ond10

1992 Missouri graduate available for relief work. Contact me at (314) 771-7014 or Kubinak@aol.com. Susan Kubinak, DVM. jfm08

Relief veterinary services, Jason Bradley, DVM, 417-399-6397. Small-animal medicine and surgery. Licenses in MO, KS, AZ, and CA. ond08

Small Animal Relief Veterinarian with over 12 years private practice experience, licensed in IL and MO. Please email Joanne Diaz at amstaff66@sbcglobal.net or call Cell# (618) 363 8140 or Home (618) 372-3108.

Seasoned, reliable, compassionate DVM available for relief work in Illinois. As a former practice owner, with 27 years of clinical experience, I practice high quality medicine with emphasis on prevention, diagnosis/treatment, and client communication. I will provide excellent care for your clients/patients in your absence, or be the “extra help” you need in your presence. Please email or call with inquiries. Thank You! Lorna Sifford DVM doctorloma@aol.com, 618-401-6699. ond08

Relief veterinary services. Call Dr. John Bressett. Gainesville, Mo. 417-679-1244. jfm08

Services Offered

Mobile Veterinary Ultrasound Service. Offering small animal ultrasounds in mid-Missouri hospitals by experienced MU College of Veterinary Medicine graduate. Abdominal, urinary tract, cardiac, pregnancy ultrasounds, ultrasound guided cysto-centric, fine needle aspirates and core biopsies. Convenient, reliable and excellent source of ancillary revenue. Contact 573-489-5009 or fulchernicole@hotmail.com. amj11 Veterans acupuncture house-call service in Kansas City Metro area. Acupuncture, massage, nutritional and holistic consultation. In client’s home or your clinic. Supportive of conventional medical techniques while offering alternatives to improve patient outcome. Great for those clients who ask “Is there anything else we can do?” Pain control, arthritis, IVDD, chronic medical conditions, post-surgical, and acute treatments offered. Sandi Leonard, DVM, CVA. Contact at 913-706-0411 or www.vetalternatives.com. jfm10
Planning & Design of Animal Clinics/Hospitals: Engine House No. 1, Inc., an architectural firm specializing in animal facilities, is referred to veterinarians by AAHA. Representative projects include:

- Webster Groves Animal Hospital, Webster Groves, Missouri
- Billhartz Animal Shelter, City of Collinsville, Illinois
- Wildlife Rehabilitation Center, Penitentiary Glen Nature Center, Lake County, Ohio
- Flight Cage, St. Louis Zoo

Contact Marion Smith, 2411 McNair Avenue, St. Louis, MO 63104, 314-772-7700, enginehouse1@sbcglobal.net ond10

Attention St. Louis veterinarians. Free spay/neuter program for low income residents. Visitors to your office who cannot afford the cost of spay/neuter are encouraged to call the Nooterville Free Spay/Neuter Program. Please help us spread the word. Users of this program must be low income, on government assistance, or fixed-income seniors who reside in the city of St. Louis. We don’t want to take business away from you. We just want to help those who cannot afford your services. For more info, call 314-776-SPAY or visit www.poundpals.org. jas08

Newsletter & Brochure Design. I can provide your clinic with inexpensive newsletter, brochure, etc. design (and printing if desired). Over 20-years experience. Can also write and edit from your scribbles. Keep your clients informed of vaccination dates, events, boarding facilities, etc. and keep your clients. Call Kim Ralston at 573-636-8612.

Businesses For Sale/Lease

PRACTICE FOR SALE. Mixed eastern Iowa veterinary practice for sale. Practice is 75% large animal and 25% companion animal. Large animal is 60% feedlot and 40% cow-calf. This is a progressive practice and has shown growth over the past five years. Buildings include the main clinic and a livestock processing building. Owner wishes to slow down and will help with transition. Contact via email at: docdw@netins.net ond10

FOR SALE: Thirty-four year old, well established, thriving, small animal clinic in center of St. Louis County for sale. This solo practice is exceptionally well equipped and modernized, ready for a cutting edge doctor to take over. Grossing 500K + with high net. Lease hold facility. Equipped with Idexx LaserCyte, Vetlyte, Snap reader, Doppler Blood pressure, radiology with automatic processor, Avimark software, in-room computer network, TTA orthopedic kit and other surgical equipment is fully furnished. Well established, pro-active clientele. Contact Dr. @ 314-341-2937 ond10

Items For Sale

Agfa CP1000 Radiograph processor for sale approx 5 years old, changed over to digital and its just sitting around. Need no plumbing, just plug in and its ready to go. $1200 Contact Tammy or Jennifer @ 636-462-4662 jfm11

For Sale: 2 Metal Organizers, previously used for storing radiographs. Dimensions are: 26’ long, 18’ deep, 15.25’ wide. These organizers are each divided into 6 equal partitions.$25.00 each. Contact Patrick Rogers at Horton Animal Hospital Northeast. phone: 573-474-9508, email: patrick@hortonanimalhospitalnortheast.com. jfm11

Donations Needed

The Wildlife Rescue Center is in the process of expanding its capabilities! As the new (and first) staff veterinarian, I am asking for medical and surgical equipment and supplies donations to enhance the type of care we offer Missouri’s native wildlife. We would like to provide not only quality rehabilitation, but also quality medical and surgical services. Please consider making a tax-deductible donation-small or large-to our expanding non-profit hospital. Thank you!

Wish list: Syringes (all types), 27 and 25 gauge needles, small IV catheters, small IV drip sets, IV tubing, LRS, 0.9% saline, microhematocrit tubes (heparinized and nonheparinized), hemacytometer, microhematocrit tube centrifuge, refractometer, Unopettes (avian and mammal), blood collection tubes (red tops, purple tops, light blue tops), Diff Quik stain, Gram stain, immersion oil, microscope slides, cover slips, Azostix, ampicillin, piperacillin, pen G, enrofloxacin, gentocin, metronidazole, sulfasalazine, tetracycline, nystatin, itraconazole, ketoconazole, anti-parasitics, (strongid, ivomec, Revolution, Heartgard, Panacur), atropine, dopram, dexamethasone, sodium phosphate, aminophylline, furosemide, man nitol, Reglan, cimetidine, carafate, calcium di-sodium EDTA (chelating agent), scales (large and small), pet food.

Any and all donations are deeply appreciated (and tax deductible!)

Contact: Wildlife Rescue Center, 1128 New Ballwin Road, Ballwin, MO 63021, 636-394-1880, fax: 636-394-8143

Special Interest

Ride to Live, Live to Ride! Do you have a motorcycle and an interest in touring and live anywhere remotely near Northwest Arkansas? If so, I am starting a veterinarians on bikes club. If interested contact Dennis Meenen at 479-925-2300 or pcvh@spe cent.com or 14326 E Hwy 12, Rogers, AR 72756. mj03

Missouri Veterinary Medical Association
2500 Country Club Drive
Jefferson City, MO 65109
573-636-8612

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www.liveoakbank.com