Welcome to the Veterinary Innovation Summit: a ground-breaking event brought to you by Texas A&M University, the North American Veterinary Community (NAVC) and the Veterinary Innovation Council (VIC).

Veterinarians today are playing a more significant role and having a more substantial impact on the world than ever before. They are developing new therapies to treat cancer, containing the spread of disease, supporting disabled people through animal assistance programs, promoting the human-animal bond, combating climate change and addressing food security. Veterinarians are quite literally transforming the lives of people and our society each and every day.

Thank you for joining us to celebrate, explore and enhance the Veterinary impact on the world at the Veterinary Innovation Summit.

The time is now.

Investigate the trends and technologies that impact the profession during panel discussions and breakout sessions.

Learn about the global impact of veterinarians and explore organizational growth during an innovation showcase.

Connect with others during structured partnering sessions that encourage joint discovery.

No preparation necessary. You were born for this.
We are pleased to welcome you to College Station, Texas, to a program unlike any other! Thank you for joining us for this second annual event that pushes the boundaries of learning, innovation and growth in the veterinary industry and beyond.

This program will be your guide to all of the educational and social events at the Veterinary Innovation Summit.

2  Introduction & Welcome
8  Event Information
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THE DEAN’S WELCOME

It is with great pleasure that I welcome you to the Second Annual Veterinary Innovation Summit at Texas A&M University’s College of Veterinary Medicine & Biomedical Sciences. This event brings together passionate innovators, creators, scholars, entrepreneurs, and leaders like you who are quite literally transforming the lives of people and our society each and every day. During this event, you will celebrate, explore, and enhance the veterinary impact on the world, while sharing your ideas and perspectives that continue to shape the future of the veterinary profession.

Last year, we heard attendees describe the Summit as a “Disney Wow experience.” They were amazed by the caliber of speakers and topics, as well as enamored by the engaging conversations and this year’s Summit will definitely not disappoint!

The Veterinary & Biomedical Education Complex provides the ideal setting to stimulate ideas, establish collaborations, and initiate productive discussions. All of the extended networking opportunities planned will foster engaging communications and dialogue, while encouraging you to share your innovative ideas. At this unique event, you can absorb information, share creative ideas, develop new relationships, and contribute to new solutions all in one great location.

We look forward to discussing — both from veterinary and non-veterinary entrepreneurs and health professionals — your latest innovations and collaborative experiences, your business successes and failures, and the latest controversial issues you face every day.

Our students, staff, and faculty have taken great care to make you feel at home here. If there is anything we can do for you, don’t hesitate to call on us — you can spot us by our maroon shirts and big smiles!

It is an exciting time for veterinary medicine, and we are encouraged as we come together for the next few days; linking our vast strengths and diverse ideas that will no doubt bring about positive changes as we transform the future of our professions.

Eleanor M. Green, DVM, DACVIM, DABVP
The Carl B. King Dean of Veterinary Medicine
Get to Know College Station, Texas!

Named one of the friendliest places to visit, College Station is located in the heart of central Texas and is among the safest and most family-friendly cities. If you are looking for nightlife or great local cuisine, the vibrant Northgate District is the place to be. Located across University Drive from campus, the area includes an array of shops, bars, and eateries to satisfy every taste. The George Bush Presidential Library and Museum is one of the region’s most popular tourist attractions. For nature lovers, College Station’s 55 public parks cover 1,377 acres, with many hiking trails, dog parks, playgrounds, picnic pavilions, walking/jogging and nature trails, along with more than 60 miles of bike trails.
On behalf of the North American Veterinary Community, the Veterinary Innovation Council, and the Veterinary Entrepreneurship and Innovation team at Texas A&M, I’m excited to welcome you to the second Veterinary Innovation Summit.

Last year we started something new, and although we knew that the profession needed a conference like this, we weren’t sure what the reception would be like. From the moment that we kicked off the conference last year, we knew we were onto something.

We’ve built off of last year’s successes and brought together more of the best minds in the profession to help us think in new ways about animal healthcare. New technologies, new modalities of engagement, new client demands, and new personal and professional challenges surround us in the profession. We are gathering at the Veterinary Innovation Summit to confront these challenges and breathe new life into the profession together.

I hope all of you are as excited as I am about the future that veterinary healthcare promises. I look forward to spending the next 48hrs with you as we think through these ideas.

Aaron Massecar, Executive Director, Veterinary Innovation Council, Program Manager Texas A&M University College of Veterinary Medicine and Biomedical Sciences
What You Need to Know

Parking
All parking in Lot 126 at the Thomas G. Hildebrand, DVM ’56 Equine Complex is free after 5:00 PM on April 6. Lot 24 at the Veterinary & Biomedical Education Complex (VBEC) and 101 at the Texas A&M Institute for Preclinical Studies (TIPS) are free after 5:00 PM on April 6 – April 8. A valid TAMU parking pass is not needed.

Registration Open
Friday, April 6 | 8:00 - 9:00 AM
Bootcamp Check In Open
TIPS
Friday, April 6 | 6:00 - 7:00 PM
Thomas G. Hildebrand, DVM ’56
Equine Complex Auditorium
Saturday, April 7 | 7:00 AM - 6:00 PM
VBEC
Sunday, April 8 | 7:30 - 11:00 AM
VBEC

Wear Your Badge
Don’t forget to get your badge when you register and wear it to all Veterinary Innovation Summit programs and events.

Shuttle Bus Transportation
Friday, April 6 | 5:00 - 7:00 PM, 8:00 – 10:00 PM
To and from Equine Complex, The Stella, Cavalry Court, The George, Aloft, and The Hilton College Station & Conference Center
Saturday, April 7 | 6:00 AM – 9:00 PM
To and from VBEC, The Stella, Cavalry Court, The George, Aloft, and The Hilton College Station & Conference Center
Sunday, April 8 | 6:30 AM – 1:45 PM
To and from VBEC, The Stella, Cavalry Court, The George, Aloft, and The Hilton College Station & Conference Center Complex and Hotels

Startup Innovation Hall Hours
Saturday, April 7
8:00 AM to 8:00 PM
Sunday, April 8
8:00 AM to 1:00 PM

Dining Events
Friday, April 6
Please join us for a reception from 6:00 to 7:00 PM and dinner from 7:30 to 9:00 PM at the Thomas G. Hildebrand, DVM ’56 Equine Complex.

Saturday, April 7
A continental breakfast will be provided from 6:30 - 8:30 AM and a complimentary lunch will be provided on Saturday from 12:15 - 1:45 PM at the VBEC in VENI Commons 1 to all attendees. There will also be an evening reception and Innovation Competition from 6:00 - 8:00 PM, also located in the VENI Commons 1 and Courtyard.

Sunday, April 8
A continental breakfast will be provided from 7:00 - 8:30 AM at the VBEC in VENI Commons 1 to all attendees.

No trip to Aggieland would be complete without enjoying the delicious food in the area. From mom-and-pop diners to gourmet establishments, whatever your desire, you’re sure to leave with a full stomach and happy heart. Whatever your appetite, Bryan/College Station offers a tantalizing menu of restaurants for your dining pleasure visit experiencebcs.com/restaurants.

Live Streaming
Visit VeterinaryInnovationSummit.com!
CE Accreditation & Certificates
The Veterinary Innovation Summit is approved for veterinary continuing education credits by the College of Veterinary Medicine & Biomedical Sciences at Texas A&M University. A veterinarian may earn up to 8 hours of CE credit.

In order for veterinarians licensed in Texas to receive CE credits, we will have the following procedures in place:

• Each registrant will sign an attendance roster at the time of registration.
• Registrants will receive a preprinted checklist in their packets so that they may conveniently record which sessions they attend.
• Remember that in order to document attendance at the meeting in the case of an audit by Texas Board of Veterinary Medical Examiners (TBVME), attendees must present BOTH the CE certificate and the checklist.
• In order to be compliant with the regulations of the TBVME, we may not distribute certificates prior to the end of the Symposium or until the registrant is leaving the Symposium.

Don’t forget to pick up your CE certificate before you leave. CE Certificates are not allowed to be mailed.

Please Remember
No recordings will be permitted in sessions. No children or guests will be permitted in sessions. Please be courteous and silence your mobile devices and laptops before sessions begin.

Evaluations
We want to hear your feedback! Look for our survey, which will be sent to you via email after the event and please let us know your thoughts about this event.

Internet Access
Complimentary internet access will be provided throughout the event, but must be renewed on your device(s) each day.

• Connect to the network: TAMU_Visitor in your device settings
• Create a 24-hour account at the top of the pop-up page
• Fill in your name and mobile number, and you will receive a password in an email
• Use your email and password to log in for the day, from the pop-up page
The Program

The Veterinary Innovation Summit is a collision of different ideas, technologies, organizations, and people that are all committed to advancing the future of the veterinary profession. The North American Veterinary Community (NAVC), Veterinary Innovation Council (VIC) and Texas A&M College of Veterinary Medicine & Biomedical Sciences (TAMU) have collaborated to create this unique and immersive program that will challenge the status quo while developing a mindset and skills to thrive in this world of innovation and change.

Veterinarians are quite literally transforming the lives of people and our society each and every day!

Each theme will feature 3-4 keynote speakers who will deliver TED-Style talks or panel discussions designed to expand the perspectives and minds of participants. After gaining this foundational knowledge, participants will move into smaller breakout sessions that have been designed to provide participants with the knowledge and expertise to turn these ideas into action.

There are six types of breakout sessions for attendees to choose from and as attendees, you will be able to mix and match sessions so you can create the most valuable experience for yourself and your team.

- AI and Big Data,
- How AI, Alexa, and Google Home Bring a Veterinarian Into Every Living Room
- Experiences from Not One More Vet
- Working Dogs
- Telemedicine
- Blockchain
- Technology’s Impact on Individual Business Models
If you consider yourself an innovative thinker or someone who welcomes change and growth, you’re in the right place.

Brought to you by Texas A&M University, North American Veterinary Community (NAVC), and the Veterinary Innovation Council (VIC)

VeterinaryInnovationSummit.com
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<thead>
<tr>
<th>Time</th>
<th>Session Description</th>
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<tr>
<td>9:00-9:15 AM</td>
<td>OPENING REMARKS</td>
<td>Greetings</td>
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<td>Aaron Massecar, Executive Director Veterinary Innovation Council, Program Manager</td>
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<td>Innovation Council, Program Manager Texas A&amp;M</td>
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<td>9:15-10:45 AM</td>
<td>TELEMEDICINE FOUNDATIONS (3 topics, 25 minutes each)</td>
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<td>Bridging Online and Offline Relationship</td>
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<td>How Veterinary Practices Think About Working With Early Stage Companies</td>
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<td>Moderator: Adam Little</td>
<td>Working With Early Stage Companies</td>
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<td>Speakers: Jessica Vogelsang, Danielle K. Lambert, NVA</td>
<td>Speakers: Jessica Vogelsang, Danielle K.</td>
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<td>LOCATION: TEXAS A&amp;M INSTITUTE FOR PRECLINICAL STUDIES</td>
<td>Lambert, NVA</td>
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<td>BREAK (15 MINUTES)</td>
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<td>11:00 AM-12:30 PM</td>
<td>Startup Pitches (10 minutes per company, 5 companies)</td>
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<td>Moderator: Adam Little</td>
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<td>1:30-2:30 PM</td>
<td>How Startups Succeed</td>
<td>Giving Effective Feedback</td>
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<td>Chuck Hinton</td>
<td>Stephanie Morley</td>
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<td>2:30-3:45 PM</td>
<td>Matchmaking Breakout Sessions: Roundtable Discussions on Networking and Business</td>
<td>LOCATION: TEXAS A&amp;M INSTITUTE FOR PRECLINICAL</td>
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<td>Development</td>
<td>STUDIES</td>
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<td>BREAK (15 MINUTES)</td>
<td>3:45-4:00 PM</td>
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<td>4:00-5:00 PM</td>
<td>Next Steps and Maximizing the Relationship with the Company</td>
<td>Preliminary Commitments</td>
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<td>Matchmaking Breakout Sessions: Action Plans and Commitments</td>
<td>Preliminary Commitments</td>
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<td>Moderator: Adam Little</td>
<td>Moderator: Adam Little</td>
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<td>LOCATION: TEXAS A&amp;M INSTITUTE FOR PRECLINICAL STUDIES</td>
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**VIS PROGRAM | FRIDAY 4.6.18**

**OPENING CEREMONIES FOR VIS**

**OPENING REMARKS**

Cancer Unit in a Box: Elevating the Evidence Base for Oncology

Shea Cox, Ravi Tolwani

LOCATION: EQUINE COMPLEX

**RECEPTION, COCKTAIL HOUR, DINNER**

LOCATION: EQUINE COMPLEX

**OPENING REMARKS**

**DIINNER**

LOCATION: EQUINE COMPLEX

**Sponsored by Banfield**
***CONTINENTAL BREAKFAST | 6:30 - 8:30 AM | SPONSORED BY NVA***

REGISTRATION | 7:00 - 7:30 AM

7:30 - 8:00 AM

**OPENING REMARKS**

Greetings

Eleanor M. Green, the Dean of Veterinary Medicine at Texas A&M’s College of Veterinary Medicine

LOCATION: VENI 107 A/B

8:00 - 9:00 AM

**THEME 1 - PATIENTS LIKE US**

Moderator: Adam Little

**Advanced Imaging Technology in Veterinary and Human Medicine**

Scott Echols

**Texas A&M Veterinary Emergency Team**

Wesley Bissett

**Comparative Oncology: How Dogs are Man’s Best Friend in More Ways Than One**

Heather Wilson-Robles

LOCATION: VENI 107 A/B

9:00 - 10:30 AM

**TOPIC-BASED NETWORKING ACTIVITY**

Wearable Tech  Human-Animal Bond  Crowd-sourced Topic  Crowd-sourced Topic  Crowd-sourced Topic  Crowd-sourced Topic  Crowd-sourced Topic


10:30 - 11:00 AM

**BREAK (30 MINUTES) | 10:30-11:00 AM | SPONSORED BY ANIMAL POLICY GROUP**

11:00 AM - 12:15 PM

**THEME 2 - THE HUMAN-ANIMAL BOND**

Moderator: Adam Little

**Human-Animal Bond in the 21st Century**

Mark Cushing, Steve Feldman

**E-Commerce**

Steve Eidelman

**Marginalized Communities & Building Veterinary Capacity & Adoption Attitudes**

David Haworth

**Global One Health**

Gerald Parker

LOCATION: VENI 107 A/B

12:30 - 1:45 PM

**LUNCH (75 MINUTES) | 12:30-1:45 PM | SPONSORED BY MERCK**

1:45 - 2:45 PM

**FACILITATED BREAKOUTS BY TOPIC**

AI & Big Data  Alexa, Google Home and On-Demand Veterinary Services  Experiences from Not One More Vet  Working Dogs  Telemedicine  Blockchain  Technology’s Impact on Individual Business Models

Jonathan Lustgarten  Cal Lai  Carrie Jurney  James T Giles III  Aaron Masseevar, Nuala Summerfield, Deb Leon  Shea Cox  Rafe Gavin


2:45 - 3:00 PM

**BREAK (15 MINUTES) | 2:45-3:00 PM | SPONSORED BY PURINA**

3:00 - 4:00 PM

**WOMEN IN VETERINARY LEADERSHIP: THE FUTURE | SPONSORED BY SHEPHERD**

Moderator: Eleanor M. Green, the Dean of Veterinary Medicine at Texas A&M’s College of Veterinary Medicine

Speakers: Julia Stephanus, Jeannine Taaffe, Ellen Lowery, Charlotte Lacroix

LOCATION: VENI 107 A/B

4:00 - 5:30 PM

**UNCONFERENCE - ADDITIONAL NETWORKING - Topics Crowdsourced**


6:00 - 8:00 PM

**RECEPTION**

LOCATION: VETERINARY & BIOMEDICAL EDUCATION COMPLEX (VBEC) COURTYARD (WEATHER PERMITTING), AND VENI COMMONS

*Sponsored by AVMA*
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<tr>
<td>8:00-9:00 AM</td>
<td>CONTINENTAL BREAKFAST</td>
<td>7:00 - 8:30 AM</td>
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<td>9:00-9:30 AM</td>
<td>BREAK (30 MINUTES)</td>
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<td>9:30-10:30 AM</td>
<td>THEME 3 - THE FUTURE OF PRACTICE MODELS AND OWNERSHIP (PANEL)</td>
<td>IDEXX</td>
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<td>10:30-11:00 AM</td>
<td>BREAK (30 MINUTES)</td>
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<td>THEME 3 - VETERINARIANS SERVING SOCIETY (PANEL)</td>
<td>HILL’S PET NUTRITION</td>
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<td>12:00-12:30 PM</td>
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**CEO Fireside Chat**
Jon Ayers, Tom Bohn, John in de Braekt
LOCATION: VENI 107 A/B

**Moderator:** Aaron Massecar  
**Speakers:** Bob Lester, Doug Aspros, David Strauss

**Training the Next Generation of Graduates (Panel)**
Moderator: Andy Maccabe  
Eleanor Green, Michael Lairmore, Jim Lloyd, Rustin Moore
LOCATION: VENI 107 A/B

**Closing Remarks**
Eleanor M. Green, the Dean of Veterinary Medicine at Texas A&M’s College of Veterinary Medicine  
LOCATION: VENI 107 A/B
Record of Participation

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In order for veterinarians licensed in Texas to receive CE credits, we will have the following procedures in place. Each registrant will sign an attendance roster at the time of registration. Registrants will conveniently record which sessions they attend in the form below. Remember that in order to document attendance at the meeting in the case of an audit by the Texas Board of Veterinary Medical Examiners (TBVME), attendees must present both the CE certificate and this checklist. In order to be compliant with the regulations of the TBVME, we may not distribute certificates prior to the end of the Summit or until the registrant is leaving the Summit. Don’t forget to pick up your CE certificate before you leave. We are not allowed to mail the certificates.

At the Veterinary Innovation Summit, I attended the following:

<table>
<thead>
<tr>
<th>Date</th>
<th>Title of Session</th>
<th>Room</th>
<th>Speaker(s)</th>
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*Veterinarians licensed in the state of Texas MUST obtain their CE Certificates prior to leaving the Veterinary Innovation Summit 2018. They cannot be mailed or issued after the Veterinary Innovation Summit 2018.*
Speakers

The Veterinary Innovation Summit features a wide array of presenters with different backgrounds and exemplary achievements to provide a well-rounded, divergent learning experience for you.

Below are some highlights of this year’s presenters:

Jon Ayers - Chairman & CEO of IDEXX
Jon Ayers is entering his seventeenth year as Chairman and CEO of IDEXX Laboratories. During that time, the company pursued a strategy of revenue growth by focusing on continuous new product development and innovation in veterinary diagnostics and software field. The company’s revenues during Jon’s tenure have grown from $380 million in 2001 to close to $2 billion in 2017, while the stock price has advanced about 30-fold during this same period. IDEXX (NASDAQ: IDXX) was recently added to the NASDAQ 100 and the S&P 500 in early 2017.

IDEXX’s growing global workforce of more than 7,500 includes over 700 veterinarians and PhDs who bring a consistent stream of diagnostic and software innovations to the veterinary industry. Recent product introductions include SDMA for the early diagnosis of kidney disease, SediVue for point of care urine sediment analysis, and CRP, offered as a test on the Catalyst chemistry analyzer for the point of care diagnosis of systemic inflammation. Extensive software offerings include both cloud-based and client server applications, with over 8,000 PIMS customers and more than 35,000 users of VetConnect Plus. Recently, rVetLink and DataPoint (middleware between most PIMS and third party applications) joined the IDEXX family. Outside of IDEXX, Jon enjoys time with his wife and their feline family members Prince and Reese, who both recently turned 18 in human years. As they both have been diagnosed with chronic kidney disease, they are being managed in part with kidney-friendly therapeutic diets.

Wesley Bissett - Associate Professor and Director of the Texas A&M Veterinary Emergency Team
He received his DVM from Texas A&M University in 1997. After three years in a private practice that he owned, developed, and operated, Dr. Bissett returned to Texas A&M as a member of the College of Veterinary Medicine & Biomedical Sciences faculty and completed a PhD in microbiology with a focus in Environmental Epidemiology while also being actively involved with clinical and teaching activities in the food animal section of the Large Animal Clinical Sciences Department. Following the experiences of Hurricanes Katrina and Rita on the campus and region, he became focused on disaster preparedness and response and a leader in the College’s new initiatives to respond to animal issues during emergencies and disasters. In 2009, Hurricane Ike impacted Texas and initiated the formation of the Texas A&M Veterinary Emergency Team at the request of the Texas Animal Health Commission and Division of Emergency Management.

Thomas M. Bohn - CEO, NAVC
Tom Bohn became CEO of the NAVC (North American Veterinary Community) in January 2013. He oversees the NAVC’s $24 million budget and more than 60 staff members and 150 seasonal personnel under the direction of the NAVC Board of Directors, including the delivery of products and services to NAVC’s growing domestic and international constituents. Working with the Board of Directors and
NAVC staff, Tom supports each group toward growth and achievement of the organization’s strategic plan. Tom is a Certified Association Executive (CAE) with over 20 years of experience working with local, state, national and international associations. Tom has served as the executive director and CEO of several associations, including The Institute of Internal Auditors, ranging from $2-25 million in revenue representing many different constituencies and professions. He has personally directed all aspects of association management including marketing, event management, membership development, leadership development, conferences, fundraising, certification programs, lobbying and more. He has also led several associations through successful mergers. In addition, he is a nationally recognized association leader whose articles have appeared in leading journals and magazines including the ASAE’s Associations Now and Association News Magazine. He has also co-published a peer reviewed academic paper on customer service best practices for associations. A sought after and dynamic public speaker, he has presented to groups large and small and has been a guest on Bloomberg News Radio and Fox Business Channel discussing topics on association management, document management, image to archive, taxation, automation and more. He has an MBA from the University of Central Florida. Tom has an Old English Sheepdog named Winston Churchill and a Golden Retriever named Derby. He lives in Orlando with his son, Hudson, and his wife, Jennifer. He’s a huge Springsteen fan and a fan of his son’s lacrosse skills!

Shea Cox - Director of Hospice and Palliative Care, Co-Founder The One Health Company
Shea Cox has enjoyed an indirect path through her professional life, initially obtaining degrees in fine arts and nursing. She later obtained her veterinary medical degree from Michigan State University in 2001 and has been practicing emergency and critical care medicine solely since that time. In 2006, she joined the ER staff at PETS Referral Center in Berkeley and cannot imagine a more rewarding and fulfilling place to spend her working hours. In her spare time, she loves to paint, wield her green thumb, cook up a storm and sail. Her days are shared with the three loves of her life: her husband Scott and their two Doberman children that curiously occupy opposite ends of the personality spectrum.

Mark L. Cushing - Founding Partner Animal Policy Group LLC
A long-time political strategist, lobbyist, corporate executive and former litigator, Mark focuses his advocacy practice on providing high-level strategic advice, state and Federal lobbying, and consulting services to clients with needs at any level of government, and key trade/industry associations in the U.S., Canada and Mexico. He maintains offices in Portland, OR; Scottsdale, AZ; Knoxville, TN; and Washington, DC.

Mark is the Founding Partner of the Animal Policy Group, LLC. Since 2004 he has specialized in animal health, animal welfare, veterinary and veterinary educational issues, developing a cutting-edge practice across these sectors. He also serves as University Counsel and VP of Public Affairs at Lincoln Memorial University in Harrogate, TN and Policy Advisor to the Center for Animal Health in Appalachia.

Mark is a frequent speaker at veterinary medicine and other animal policy-related conferences. He is a professor at the LMU Duncan School of Law, and prior adjunct faculty member in Animal Law at the Lewis & Clark Law School in Portland, Oregon, and visiting lecturer at the University of Oregon School of Law. Mark is an honors graduate with distinction from Stanford University and the Willamette University College of Law.
Scott Echols - Founder and President, Scarlet Imaging, LLC and Avian Veterinarian at The Medical Center for Birds

Scott Echols is an active private practitioner, lecturer, author and researcher. He currently runs Echols Veterinary Services, Avian Studios and Scarlet Imaging in Salt Lake City, UT and works with the Medical Center for Birds in Oakley, CA. His research project, The Grey Parrot Anatomy Project, has gained international attention and participation. Advances made from the Project have been used to better understand anatomy, disease, biology and more in multiple animals including birds, reptiles, mammals (including humans), insects and fish.

Steven Eidelman - COO of Whistle

Steven Eidelman co-founded Whistle following his time at Spectrum Equity, where he focused on investments in consumer Internet. Previously he spent time driving online strategy for Warner Music Group and working at Bain for a number of technology, healthcare and private equity clients. Steven graduated from the University of Pennsylvania.

Steve Feldman - Executive Director, Human Animal Bond Research Institute

As the Executive Director of the Human Animal Bond Research Institute (HABRI), Steve Feldman is committed to advancing the science and the public policy that validates the positive roles of pets and animals in the integrated health of families and communities.

Rafe Garvin - Co-Founder and Director of Virtual Veterinary Specialists

Rafe trained as an economist. He has had a long career in finance, where he has lead teams and built businesses within leading financial institutions. Rafe enjoys working with entrepreneurs. He has a strong interest in the veterinary profession and in particular the use of technology to challenge existing business and service delivery models. He is of course a pet owner too!

James Giles III - DVM, MS, DACVS-SA, South Texas Veterinary Specialists, San Antonio, Texas

Dr. James T. Giles III recently retired as a Lieutenant Colonel in the United States Army Veterinary Corps. His last posting was the Chief of Surgery for the Department of Defense Military Working Dog Veterinary Service. He is currently a small animal surgeon at South Texas Veterinary Specialists in San Antonio, Texas. He recently served as the senior veterinary surgeon in Afghanistan, providing medical support to Military Working Dogs in a combat theater. He has been a leader in developing doctrine for MWD care in combat and training health care providers for combat deployment.

Eleanor M. Green - Dean of Veterinary Medicine at Texas A&M’s College of Veterinary Medicine

Eleanor M. Green, DVM, DACVIM, DABVP holds the Carl B. King deanship of Texas A&M University College of Veterinary Medicine & Biomedical Sciences. She is a Diplomate of ACVIM and ABVP. She received a BS in Animal Science from the University of Florida and a DVM from Auburn University. She
established a veterinary practice in Mississippi as partner/owner. She became a founding faculty member of the College of Veterinary Medicine at Mississippi State University. Her academic appointments have included: equine faculty member at University of Missouri; head of Department of Large Animal Clinical Sciences and director of large animal hospital at the University of Tennessee; chair of Department of Large Animal Clinical Sciences and Chief of Staff of large animal hospital at the University of Florida. She served as president of three national organizations: American Association of Equine Practitioners, American Board of Veterinary Practitioners, American Association of Veterinary Clinicians. Her awards include: 2004 Award of Distinction from UF College of Agriculture and Life Sciences, 2011 Wilford S. Bailey Distinguished Alumni Award from Auburn, 2012 Women's Progress Award for Administration and 2015 Distinguished Achievement Award for Administration at Texas A&M, and induction into the National Cowgirl Hall of Fame in 2013.

David Haworth - President, PetSmart Charities

David Haworth, DVM, PhD is the President of PetSmart Charities in the US and Canada. An independent non-profit, strategic grant-making organization, PetSmart Charities seeks to end pet homelessness by supporting partner organizations that keep pets out of shelters, find homes for pets in shelters, support and advance the relationship between pets and people, and provide disaster relief. PetSmart Charities also partners with PetSmart, Inc. to provide adoption centers in most of the over 1,400 PetSmart stores. PetSmart Charities has helped almost 7 million pets find their forever homes, and in 2015 provided more than $30 million in grants to organizations throughout the United States and Canada. Dr. Haworth was formerly President & CEO at Morris Animal Foundation, the world’s largest non-governmental funding agency for veterinary medical research. He was also previously Director of Global Alliances within the Business Development group at Pfizer Animal Health (now Zoetis, Inc.), the largest producer of veterinary pharmaceuticals and vaccines in the world, and before that a Director in Pfizer Animal Health’s Research & Development division, focusing on development and global registration of vaccines and pharmaceuticals for companion animals (dogs, cats and horses). Prior to joining Pfizer Animal Health, he was an associate veterinarian at a small animal and emergency clinic in Washington State. Dr. Haworth received his bachelor of science in biology from the College of William & Mary and his doctor of veterinary medicine and doctorate of philosophy from Colorado State University. He also completed a postdoctoral fellowship at Colorado State University’s Animal Cancer Center.

Chuck Hinton - MBA, Director, I-Corps, Mentor, Startup Aggieland

Recruits and readies research scientists and engineers for participation in National Science Foundation Innovation Corps (I-Corps) commercialization and startup business courses and serves as a mentor at Startup Aggieland.

John in de Braeckt - President, Veterinary Health Group Mars Petcare

As President of the Veterinary Health Group, seated in Portland, Oregon, In De Braeckt proudly leads a growing organization of veterinary healthcare providers, making up one third of the 70,000 Petcare Associates in more than 50 countries who serve the nutrition and health needs of dogs, cats, horses, fish and birds every day. As a long-timer in the Mars business, In De Braeckt has witnessed the growth of Mars as a Petcare company. He joined Mars in Veghel, The Netherlands in 1990 as a management trainee and 10 years later became the European Controller and Supply Finance Director. From being born and raised in the south of The Netherlands in a family that ran a retail business to traveling the world in his profession, In de Braeckt has always managed to find his feet in different places and roles. And when he’s not working, In De Braeckt goes skiing, plays tennis, squash and golf and practices photography. His wife and two teenage children keep him company on his professional
journey, together with his beloved Chocolate Labrador, Snickers.

Carrie Jurney - Founder, Not One More Vet
Carrie Jurney likes to refer to herself as a “tragic extrovert.” She brings enthusiasm to anything that she takes on. As a passionate speaker about mental health, she brings this energy and humor to what otherwise can be a rather challenging and somber topic. Because of her work as the Director of Forum Moderators for the board of NOMV, she’s sought extensive continuing education in crisis counseling and suicide prevention. She brings this knowledge, and her experience doing peer to peer interventions with members of our group, to her lectures. When she’s not managing the day to day activities of the NOMV forum, she is a practicing veterinary neurologist, wife to Chris and zoo keeper of three rambunctious cats.

Charlotte Lacroix - Owner, Veterinary Business Advisors
Charlotte Lacroix owns and manages Veterinary Business Advisors, Inc., a consulting firm which advises veterinarians and attorneys nationwide on veterinary business and legal issues. Dr. Lacroix received her Doctorate in Veterinary Medicine in 1988 from the University of California at Davis. After completing a large animal internship at the University of Guelph (Ontario, Canada), she worked for several years at an equine medical and surgical referral practice serving northern New Jersey’s large equine community. Dr. Lacroix is a regular contributor to JAVMA, Veterinary Economics, DVM Magazine, Veterinary Forum, Partners in Practice and AAHA publications. She has written numerous other articles, contributed to several books, and appeared on radio and television. She also volunteers her time and expertise to veterinary and other organizations including AVMA, AAHA, AAEP, NJAEP, NJVMA, PVMA, and NAVC.

Michael Lairmore - Dean and Distinguished Professor School of Veterinary Medicine University of California – Davis
Dean Michael Lairmore oversees all School of Veterinary Medicine teaching, research and service activities, personnel, facilities and funding resources. He presides over six academic departments, the William R. Pritchard Veterinary Medical Teaching Hospital, the California Animal Health and Food Safety Laboratory System, the Veterinary Medicine Teaching and Research Center in Tulare, Veterinary Medicine Extension, and numerous centers of excellence. Dean Lairmore is committed to finding new ways for the faculty, residents, students and staff of the UC Davis School of Veterinary Medicine to contribute to the health of animals and people while being good stewards of the environment and the economy of California. Dean Lairmore earned his Doctor of Veterinary Medicine degree from the University of Missouri at Columbia. Following private practice, he completed a residency and PhD program in experimental pathology at Colorado State University at Fort Collins. He is board certified in veterinary anatomic pathology as well as veterinary virology and immunology. He is a member of numerous prestigious national boards and committees, is one of the few veterinarians elected as a Member of the National Academy of Medicine, the health arm of the National Academy of Sciences. He is also a Fellow in the American Academy of Microbiology and the American Association for the Advancement of Sciences, and has received numerous teaching and research awards throughout his career. Dean Lairmore is a scientist who bridges multiple disciplines to address basic questions related to viral causes of cancer. His research has provided significant breakthroughs in the biology of human retroviruses and the understanding of viral-associated carcinogenesis. He has authored or co-authored 190 scientific publications.
Adam Little - Co-Founder & CTO at FuturePet

Dr. Adam Little works at the intersection of accelerating technologies and veterinary medicine. As co-founder of FuturePet, Little is focused on empowering practices through intelligent augmentation to create a better world for clients, vets, and pets. He also serves as an adjunct faculty member at Texas A&M’s College of Veterinary Medicine & Biomedical Sciences and spearheaded such initiatives as the Veterinary Innovation Summit and the Veterinary Entrepreneurship Academy. Dr. Little holds a Doctor of Veterinary Medicine degree from the Ontario Veterinary College and was the first veterinarian to complete the Graduate Studies Program at Singularity University. He serves on the Board of Directors with the Catalyst Council and was recently appointed to the Vet Futures Commission.

Jim Lloyd - Dean, University of Florida

Dr. James W. Lloyd received a DVM at Michigan State University in 1981 and a PhD in Agricultural Economics and Operations Research from Michigan State University in 1989.

- PhD, Agricultural Economics & Operations Research, Michigan State University, 1989
- DVM, Michigan State University, 1981
- BS, Fisheries & Wildlife, Michigan State University, 1978
- LGVMA Leadership Award, 2013
- Senior Fellow, Outreach and Engagement, Michigan State University, 2005-13
- Certificate of Appreciation, Assoc. of Vet. Practice Management Consultants and Advisors, 2004
- Norden Teacher of the Year Award Finalist, College of Veterinary Medicine, 2003
- Creativity in Teaching Award, Merck Agvet, 1995
- State Team Award, Milk Quality Assurance Program, Michigan State University Extension, 1993
- Commendation (for Extension activity), Michigan Cattlemen’s Association, 1992
- The Honor Society of Phi Kappa Phi, Michigan State University, inducted 1985
- Phi Zeta, Honorary Veterinary Society, Michigan State University, inducted 1981
- Butler Award, voted by peers as “most likely to succeed” in large animal veterinary medicine, 1981

Ellen Lowery - Professor of Practice at Kansas State University - Olathe

Dr. Lowery is a member of the faculty at Kansas State Olathe working on the design and implementation of educational programs and courses tailored to the animal health industry. She provides graduate-level instruction and serves as major professor to graduate students and as a member of graduate student supervisory committees. Dr. Lowery designs and supports programming relevant to workforce development through innovative approaches to the changing demands of higher education. She leads the effort to grow industry/government/academic partnerships bridging education with research and work application.

Ellen is experienced in strategic relations and partnerships with professional veterinary associations/conferences, corporate and private veterinary hospitals, and veterinary academic institutions. She trained as a scientist with proficiency in study design, data collection and technical publications in the field of veterinary dentistry. Her professional marketing experience includes brand marketing, communications, trade media and public relations. Dr. Lowery also co-led the development of an internal affinity network Women Empowered, facilitated Fundamentals of Leadership course and experienced presenter on technical and personal leadership topics.
Jonathan L. Lustgarten - Association of Veterinary Informatics

Jonathan L. Lustgarten is passionate about the practice of veterinary medicine and its future. Through the integration of great doctors, excellent management, advanced tools, and quality partnerships in the industry, veterinary medicine can become a leader in not only the care of animals, but the practice of medicine as well. He remembers the awe he felt when he first worked as a technician in that the care of the doctors and the staff was and still is truly a joint effort. He has had the fortune to walk in the shoes of many roles within the practice of veterinary medicine, from the cage cleaner and dog walker, to the lead on department and advanced diagnostic implementation. Through his training, which spans biology, computer science, engineering, biomedical informatics, and of course, veterinary medicine, he has been able to bring novel and forward looking programs to provide affordable advanced medicine to clients, but to improve the working conditions and the facilities in which he has been honored to have been able to work. He has utilized methods such as LEAN methodology, advanced analytics, project management, and team leadership in a challenging and ever changing environment to be able to follow his path of combining the strengths of technology and operations with the care and advanced skills of the clinicians around me.

Andy Maccabe - CEO, AAVMC

Dr. Andrew T. Maccabe brings a broad range of experience—the military, law, public health, veterinary medicine—to his current leadership position as the Chief Executive Officer of the Association of American Veterinary Medical Colleges (AAVMC), located in Washington, D.C. He was appointed in 2012. Prior to his appointment at the AAVMC, he served as a liaison at the Centers for Disease Control and Prevention (CDC), coordinating policies and programs between the CDC and the U.S. Food and Drug Administration. Dr. Maccabe received his Bachelor of Science and Doctor of Veterinary Medicine degrees from The Ohio State University in 1981 and 1985, respectively. He began his professional career in Jefferson, Ohio, working in a mixed animal practice with primary emphasis on dairy herd health. Dr. Maccabe was commissioned as a public health officer in the U.S. Air Force in 1988 and retired in 2017 following 24 years of active military and reserve officer service. His military career included domestic and international assignments in public health, preventive medicine, epidemiology, communicable disease control, risk assessment and health promotion. While serving in the Air Force, Dr. Maccabe completed his Master of Public Health degree at Harvard University in 1995. He holds memberships in many professional organizations, including the American Veterinary Medical Association, the American Bar Association, the American Veterinary Medical Law Association, and the District of Columbia Veterinary Medical Association. He is a member of the Bar of the District of Columbia and a licensed patent attorney.

Aaron Massecar - MA, PhD, Executive Director, Veterinary Innovation Council; Program Manager, Veterinary Innovation and Entrepreneurship and Adjunct Associate Professor, Texas A&M, College of Veterinary Medicine & Biomedical Sciences; Co-Founder, Drip.Vet, published author, speaker, coach, and consultant.

Dr. Massecar is currently directing a telehealth project for NAVC’s Veterinary Innovation Council (www.navc.com/vic). The project focuses on the impact of telehealth tools on veterinary practitioners. This involves assessing practices, benchmarking, and implementation of tools, all the while providing reviews of new and emerging technologies. He is also on faculty at Texas A&M and is helping develop the Veterinary Entrepreneurship Academy, a program to bring Students, Startup Companies, Faculty, and Practicing Veterinarians together. These student internships help train students in startup business principles and companies in creating tools that are custom built for veterinarians.
Dr. Rustin M. Moore, the Ruth Stanton Chair in Veterinary Medicine, became the 11th dean of the College of Veterinary Medicine on Sept. 1, 2015. A two-time graduate of the college, Dr. Moore has served Ohio State as chair of the Department of Veterinary Clinical Sciences, executive director of the Veterinary Medical Center, associate dean for Clinical and Outreach Programs, and associate executive dean. He has taught at all levels of the undergraduate, professional and graduate curricula, both at Ohio State and at Louisiana State University (LSU), where he served on the LSU faculty from 1994 to 2006. He has served as an advisor, co-advisor or committee member for 21 doctoral or master's students, as well as the clinical advisor for more than 25 interns and residents. A native of Spencer, WV, he earned a BS degree, summa cum laude, from the West Virginia University; and a DVM, summa cum laude, and a PhD from The Ohio State University. In addition, he is a diplomate of the American College of Veterinary Surgeons.

Gerald Parker serves as Campus Director for Global One Health for Texas A&M University within the College of Veterinary Medicine & Biomedical Sciences and also holds joint appointments in the College of Agriculture & Life Sciences, as strategic advisor of the Institute for Infectious Animal Diseases in AgriLife Research, and the Bush School of Government & Public Service, as Director of the Biosecurity and Pandemic Policy Program. Parker leads, coordinates, and expands the Global One Health program to meet its goals of improving global health and actively engage both national and international partners in pursuing innovative health solutions. Parker also served as the principal deputy assistant secretary within the Department of Health and Human Services’ (DHHS) Office of the Assistant Secretary for Preparedness and Response. Parker led the coordination of DHHS-wide efforts to prepare for and respond to public health and medical emergencies. In this role, he also served as a focal point for operational and policy coordination with the White House, Congress, other federal departments, state and local officials, private sector leaders, and international authorities that includes disaster responses to Hurricane Katrina to the Haiti earthquake, and the 2009 influenza pandemic.

Avviare is a consulting practice designed to assist start-ups and established players in the field of veterinary biopharmaceuticals. As a 30-year veteran of the veterinary pharmaceutical industry, Julia was Chief Commercial Officer of Aratana, founder and CEO of Summit VetPharm (now CEVA), and Head of Global Marketing for Pfizer (now Zoetis). She has been involved in the development and launch of 28 innovative veterinary products including multiple blockbusters in pain management and parasiticides. In addition to the extensive animal health experience, she spent two years in human health. A graduate of Indiana University, Julia has continued her executive training at Harvard, Columbia, University of Chicago and the Wharton School of Business.

Nuala Summerfield graduated from the University of Edinburgh School of Veterinary Studies and completed a residency in veterinary cardiology at the University of Pennsylvania, USA. Nuala obtained her ACVIM Diploma in Veterinary Cardiology in 2002. She is a regular speaker at both national and international conferences and has published widely in the field. Nuala has spent the past 16 years
working in both academia and private practice in UK, France and Switzerland. During this time, she recognised the need to make specialist veterinary healthcare more accessible to primary care veterinarians wanting to diagnose and manage more of their own cases in-house. Seeing the opportunity to do this through a real-time, collaborative and educational digital platform, Nuala created Virtual Veterinary Specialists (VVS).

Jeannine Taaffe - Vice President, Digital Health at Connected Solutions, Mars Petcare

Jeannine recently joined Mars Petcare’s Connected Solutions as their Global Vice President of Digital Health. Connected Solutions was created by Mars to lead the transformation of the pet care experience for consumers and pet health professionals.

Previously, Jeannine worked for Banfield Pet Hospital for over 17 years. Jeannine joined the organization in 2001 to oversee marketing and sales for Banfield’s former pet insurance company — True Paws — which soon after evolved into an inside insurance sales team of three associates to a team of 16 associates today. Jeannine held several leadership positions within Banfield -- most recently as Senior Vice President, Sales & Marketing. In that role, Jeannine was responsible for managing the company’s marketing and sales functions, call center, and wellness plan offerings. In addition to promoting and advertising the organization’s products and services, Jeannine also worked to develop strategic business plans and strategies to attain corporate sales and profit objectives.

Prior to joining Banfield, Jeannine held a variety of account services positions working for Topak Marketing, Inc. and DVM Worldwide, both Philadelphia-based marketing agencies. During her time with both agencies, Jeannine was responsible for day-to-day client coordination, production and creative oversight, database management, and marketing campaign strategy and analysis.

She and her husband, Kent, reside in Portland, Ore. where they enjoy exploring the city, and shops and restaurants in their neighborhood, Portland’s Pearl District. Jeannine also enjoys watching movies, reading and cooking. She has two cats, Tigger who is 18, and Rudy who is 5.

Ravi Tolwani - DVM, PhD

Ravi has been on faculty at Stanford University and is currently at The Rockefeller University where he oversees the University’s translational research programs. He owns two veterinary practices in the Bay Area and is an advisor for The One Health Company. He holds a D.V.M. from Auburn University, a Ph.D. in molecular pathology from the University of Alabama at Birmingham and a M.S. in Management (Sloan Fellow) from the Stanford Graduate School of Business. Ravi is an industry insider pushing animal models into the 21st Century.

Heather M Wilson-Robles - Associate Professor & Dr. Fred A. and Vola N. Palmer Chair in Comparative Oncology

Heather Wilson-Robles is a well-established veterinary medical oncologist specializing in canine models of human cancer at the Texas A&M University College of Veterinary Medicine & Biomedical Sciences. Her research over the past 10 years has focused on improving canine models of pediatric and adult cancers and translating these findings to the mutual benefit of both species. Her basic research focuses on the identification and targeting the tumor initiating cells in osteosarcoma, melanoma and mammary/breast cancers in both canines and humans. Additionally, she has worked with many pediatric oncology partners at M.D. Anderson, Baylor’s Texas Children’s Hospital and others to perform novel preclinical therapies in client owned dogs with spontaneous tumors. She is the site PI at Texas A&M University for the Comparative Oncology Trials Consortium (COTC) through the NCI and serves on the scientific advisory board for several private foundations. She holds the Fred A. and Vola N. Palmer chair in Comparative Oncology and is the director of the Texas A&M Veterinary Clinical Trials Core.
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Venue

Venue Maps

Innovation Summit

- Free Exhibitor Parking has been provided in highlighted lots AFTER 5 PM Friday thru Sunday evening. Neither NAVC nor the College of Veterinary Medicine will be responsible for ticket or towing expense incurred by any exhibitor representative or conference attendee who does not comply with TAMU parking regulations. No Parking in signed spaces.

- Loading / Unloading Area. No more than 5 vehicles at a time. Volunteers will be available curbside to assist.

For more information about parking on campus and a complete list of university parking rules and regulations, please visit transport.tamu.edu or call (979) 862-PARK (7275).
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3 out of 5 pet owners agree their pets beg often.¹

69% of cat owners feed until their cats stop begging.¹

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References:

*On completion of a 3-month weight loss program.
**Decreased or stabilized begging behavior (frequency).

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- **May help cats maintain lean body mass during the early stages of chronic kidney disease.**
- **Nutritionally manages cats in the advanced stages of chronic kidney disease.**

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Dissolves struvite stones in as little as 7 days (average 27 days).

Reduces urine calcium and the risk of calcium oxalate crystal formation 2X better than leading competitor.


When urinary issues make him act out of character, look to the comprehensive nutrition of c/d Multicare.

**TOTAL URINARY CARE — INCLUDING STONES AND FIC**

- The ONLY nutrition shown in a controlled study to reduce the rate of recurring FIC signs by 89%.
- Dissolves struvite stones in as little as 7 days (average 27 days).
- Reduces urine calcium and the risk of calcium oxalate crystal formation 2X better than leading competitor.

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PET CARE THROUGH A NEW LENS

Pet Insight Project is a pioneering mission to collect and interpret the health stories of hundreds of thousands of dogs to improve the lives of pets everywhere.

COLLECT
When participating dogs visit a Banfield Pet Hospital, their comprehensive health records will be paired with around-the-clock behavior data collected by Whistle FIT - a smart, collar-worn device - to establish an unprecedented link between health and behavior.

COMPARE & UNCOVER
Our research team will explore millions of health and behavior pairings collected from hundreds of thousands of dogs, searching for hidden patterns that could be early indications of illness.

ABOUT PET INSIGHT PROJECT

Your pet’s behavior offers extraordinary, yet often hidden, insights into his or her well-being. By observing pets’ behavior and health histories with unprecedented detail and scale, we seek to detect previously unseen patterns that are early indicators of changes in well-being. We strive to provide pet owners and caregivers with groundbreaking insight about their pets to enable a new era of proactive, preventive care.

VISIT PETINSIGHT.COM TO LEARN MORE AND STAY INFORMED