REACHING ACROSS THE PROFESSION TO ADVANCE ANIMAL CARE

The NAVC has launched the collaborative, industry-wide Veterinary Innovation Council to lead global animal health initiatives.

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Existing veterinary trade organizations perform vital roles in protecting and advancing the interests of their members. But we saw an unmet need for a veterinary organization that works industry-wide to focus on positive change and push the envelope for innovative solutions across professional boundaries.

—Thomas M. Bohn, MBA, CAE, NAVC CEO

During Saturday’s Conference Opening Ceremony, the NAVC announced that it has established the Veterinary Innovation Council (VIC), a non-profit 501(c)(6) association with the mission of convening the brightest minds in the profession and industry to tackle innovation opportunities that lift up all animal healthcare segments, including caregivers, academia, suppliers and consumers.

The VIC, as an exciting, new, project-driven, collaborative industry body, is aimed at three primary goals:

1. Convening talent from across the profession to tackle global challenges facing the animal health industry—challenges that require collaboration and innovation
2. Developing realistic, innovative solutions capable of transforming areas of critical value to the veterinary profession and animal health industry
3. Collaborating with professional organizations, companies and nonprofits to implement the innovations and reforms

NAVC President Christine Navarre, DVM, MS, DACVIM (LAIM), added, “We’re proud to initiate this exciting development for our profession. The VIC will carefully leverage the breadth and depth of the NAVC and its relationships within the profession to build the foundation for a long-term engine that drives innovation and reform.”
Adrian Hochstadt, JD, CAE, is the new Senior Vice President of Industry Services & Executive Director of the Veterinary Innovation Council. He comes to this new position with significant association management and veterinary advocacy experience. For the past 10 years, he served as the AVMA Assistant Director of State Relations. His background also includes roles at the Accreditation Association for Ambulatory Health Care, the American Society of Plastic and Reconstructive Surgeons and the American Bar Association.

He said, “I look forward to working with a variety of entities and individuals to promote solutions that will enhance animal health for the benefit of consumers, veterinary professionals and the animal health industry.” (Read more about Adrian on p. 9)

Introducing the Veterinary Innovation Council Board of Directors

The following industry leaders have joined the VIC Board:

Back row: Tom Bohn, MBA, CAE, NAVC CEO; Dr. Christine Navarre, NAVC President; Dr. Doug Aspros, Pet Nutrition Alliance, President; Adrian Hochstadt, JD, CAE (Executive Director of the VIC); Dr. Mark Seraly, DermatologistOnCall®; Kenichiro Yagi, BS, RVT, VTS (ECC, SAIM), Adobe Animal Hospital

Middle row: Dr. Mia Cary, NAVC, Chief Innovation Officer; Dr. Charlotte Lacroix, JD, NAVC Immediate Past President

Bottom row: Dr. Mia Cary, NAVC, Chief Innovation Officer; Dr. Charlotte Lacroix, JD, NAVC Immediate Past President

Not pictured: Dr. Eleanor Green, Dean, Texas A&M University; Dr. James Lloyd, University of Florida

Two industry partners remain to be named.

For questions about the VIC, please contact Adrian Hochstadt directly at AHochstadt@NAVC.com.

VETERINARY INNOVATION COUNCIL (VIC) AT A GLANCE

OUR MISSION
Assemble the right people from industry, nonprofits and academia, then identify game-changing issues that cut across the borders of states and industry associations and require innovative solutions, without fear of offending established interests or changing how we do things.

WHAT WE HOPE TO PRODUCE
Improved animal health, greater access to pet care, increased demand for veterinary services, and higher-performing veterinary teams with technology from human healthcare becoming a staple in small animal practices. Just to name a few goals.

VIC BOARD OF DIRECTORS
Various industry representatives will serve as a resource to drive change and will act for the benefit of consumers and the entire profession, rather than any one industry group. It’s about what’s best for animals, consumers and the animal health community overall.

SWIFT ACTION
The VIC will involve experts across the industry without bogging down in task forces, long-term working groups or conventions. Our expectation is that one year from the day we start a project, VIC and its collaborators will be implementing reforms or in the final stages of introducing innovations into the marketplace or regulatory bodies.

FIRST INITIATIVES
The first transformational topics will be established by the VIC Board (convening for the first time this week), but initial discussions have centered on breaking down the barriers to implementing telemedicine or mobile medicine and leveraging the training of certified veterinary technicians.
Free-spirited, fearless and fierce, Sheryl Crow has garnered nine Grammys, performed duets with musical luminaries such as Sting and Mick Jagger, released seven studio albums which sold more than 35 million records worldwide, saw the launch of her very own clothing line Bootheel Trading Co., is a cancer survivor and passionate humanitarian and has performed for President Obama! From humble beginnings as a jingle and back-up singer, Crow has reached the pinnacle of professional solo success.

Crow's debut, the seven times platinum Tuesday Night Music Club, hit #5 and earned three Grammys—Best New Artist, Record of the Year and Best Female Pop Vocal Performance for the classic “All I Wanna Do.” The album also featured “Strong Enough,” “Can't Cry Anymore,” and “Leaving Las Vegas.”

1996's triple platinum Sheryl Crow (#6) earned the Grammy for Best Rock Album and, for “If It Makes You Happy,” Best Female Rock Vocal Performance. 1998's platinum The Globe Sessions (#5) also garnered the Best Rock Album Grammy, as its “Everyday Is A Winding Road” and “My Favorite Mistake” both reached the Pop Top 20. The new millennium brought 2002's platinum C'mon C'mon (#2), whose gold “Soak Up The Sun” peaked in the Top 20 and “Steve McQueen” again nabbed her a Best Female Rock Vocal Performance Grammy. The 2003 greatest hits compilation, the four times platinum The Very Best Of Sheryl Crow, was also a #2 chart, featuring a new recording, a cover of Cat Stevens’ “The First Cut Is The Deepest.” 2005’s platinum Wildflower (#2) featured the duet with Sting, “Always On Your Side.” On her 2008 release, Detours, Crow explores both personal and global issues. Produced by Bill Bottrell (who last worked with Crow on her 1993 debut, the seven-times platinum Tuesday Night Music Club). Crow unveiled her soul stylings on her seventh studio set 100 Miles From Memphis. Growing up in Kennett, Missouri, 100 miles from Memphis, Crow grew up listening to the irresistible soul sounds on the radio coming out of Memphis in the late 60s; Otis Redding, Wilson Pickett, Booker T, Aretha Franklin and early 70s; Al Green, Curtis Mayfield, Marvin Gaye, Sly Stone and Aretha Franklin, all of which shaped the artist Sheryl Crow is today.

Crow is a passionate supporter of a variety of environmental and health-related charities, including The NRDC, The Breast Cancer Research Foundation and The World Food Program. This year saw the opening of the Sheryl Crow Imaging Center in the Pink Lotus Breast Center in Los Angeles.

FIND MAX, WIN A VETFOLIO PRIZE PACKAGE

Enter to win by spotting the VetFolio mascot Max the Meerkat in this issue of INSIDE NAVC. Meerkats are great at hiding in small places. If you can find Max the Meerkat in today’s issue of INSIDE NAVC, you could win an iPad, a 1-year VetFolio subscription (individual) and a set of VetFolio earbuds! This means you can access VetFolio articles, videos, courses, podcasts and more on the iPad and listen with your new earbuds!

Here’s how it works:

• Check out each page of today’s issue of INSIDE NAVC, cover to cover.
• See if you can spot the Max Meerkat icon hidden somewhere among the content (besides this appearance, of course!)
• Email Max's location to FindMax@NAVC.com by 5:00 PM EST TODAY. Please be sure to include your full name and phone number.
• You can enter once each day on Sunday, Monday and Tuesday.
• Each day by 8:00 PM, we’ll draw one winner at random from all correct emails received and will notify the winner by email or phone.

You never know where Max is burrowing. Good luck!
Introducing the first and only Lyme disease vaccine with two recombinant proteins—OspA and a chimeric protein containing antigenic material from seven common types of OspC.

Ask your Zoetis representative for more information, or visit VANGUARDcrLyme.com.
TODAY’S VETERINARY PRACTICE GROWS AT CONFERENCE

In 2015, Today’s Veterinary Practice (TVP) became an official peer-reviewed publication of the NAVC. TVP brings veterinary professionals cutting-edge articles on clinical medicine, practice management and the hottest topics shaping the veterinary industry that are applicable to every veterinary professional. TVP also interviews key professionals in the veterinary industry, covering topics such as house-call practices, fear-free visits, pet microchipping and canine influenza.

“It’s impossible for busy veterinarians to keep up with all of the latest discoveries and news happening within small animal practice,” said Editor in Chief Lesley King, MVB, DACVECC, DACVIM (Small Animal Internal Medicine).

“Reading our journal allows practitioners to stay up-to-date with the current standard of care and keep abreast of new diagnostic and management options. Because our articles are peer reviewed and rigorously produced by the editorial staff, veterinarians can trust what they find within our pages.”

In line with its focus on bringing new, practical information to its subscribers, TVP sponsored its first conference symposium yesterday. Renowned speakers Drs. Justine Lee, Garret Pachtinger, Susan Little, Jolle Kirpensteijn, Mark Epstein and Duncan Lascelles covered topics ranging from emergency management of hyperadrenocorticism to pain management in case presentations and question-and-answer sessions.

If you couldn’t make the sessions—or even if you did—make sure to read TVP in 2016 to get the details of each presentation! TVP also has a new look online, with the latest articles and back issues now easily accessible and searchable. The homepage features new releases, as well as links to TVP social media, highlighting the latest news and articles geared to the veterinary world.

Subscription to both the print and electronic versions of TVP continues to be free for veterinary professionals and students. Sign up online at www.todaysveterinarypractice.com or visit the TVP/Today’s Veterinary Technician booths in the Gaylord City Hall Lobby and the Marriott Atrium.

Follow TVP on Twitter at twitter.com/tvpjournal, and like Today’s Veterinary Practice on Facebook!

Make plans to join us Tuesday morning for a unique veterinary industry learning opportunity. Last year, in a standing room-only crowd, 15 speakers covered a wide range of topics, from technology and emerging wildlife diseases to leadership and dealing with patient end-of-life grief.

This year you can expect an equally interesting variety of topics, but in a slightly different format. We’ve expanded the 5-minute TED*-like talks into 10 minutes each, giving each presenter more time to dive into a fresh way of thinking about the future of our profession.

Talks begin at 8:00 AM and run through 11:30 AM, covering a diverse range of topics, from Zoobiquity (www.zoobiquity.com) to compassion fatigue, wildlife to cognitive computing and financial concerns to disconnecting from technology. These topics “move” our speakers and hopefully you as well.

Join us for the entire IGNITE! session, or come and go as your schedule allows. Just know that you can expect to hear new insights, inspiration and practical tips in veterinary education, practice, professionalism and community.

IGNITE! 2016 TOPICS INCLUDE:
• Why Veterinary Medicine Is More Viable Than Ever
• Protecting Your Practice from Bullying in the Workplace
• Behavioral Science of Client Retention
• Getting Your Life Unstuck
• Understanding the Era of Cognitive Computing
• Because I’m hAPPy!
• One Health - One Community
• The Vet Confessinals Project: What’s Your Secret?
• A Case for Nurse Practitioners
• How to #UNPLUG...Taking a Digital Sabbatical
• How Sea Turtles Engaged a Young Boy with Cancer
• How Will Veterinary Science Transform Human Medicine?

*The NAVC and IGNITE! are not affiliated with TED or TEDx.
FEATURING EVENTS TODAY

American Association of Human Animal Bond Veterinarians
Sponsored by Elanco
8:00 AM – 4:50 PM
Gaylord | Tampa

Come learn about the significance of the human-animal bond from a wide range of perspectives.

FREE CONCERT SERIES:
SHERYL CROW!
Sponsored by Bravecto
by Merck Animal Health
8:00 PM (Doors open at 7:30 PM)
Gaylord | Osceola Ballroom

Have fun and get your move on!

VETERINARY TECHNICIANS’ LOUNGE
Sponsored by IDEXX
9:00 AM – 5:30 PM
Marriott | Exhibit Hall

Relax, recharge and network with your peers.

SESSION/TRACKS/PRESENTATIONS

Amazing & Devastating Parasites: Grab Your Clients’ Attention and Get Them Wanting Less (Parasites)!
Sponsored by Merial
8:00 - 11:45 AM
Gaylord | Osceola D

Learn how to communicate the dangers of fleas, ticks, and heartworms to your clients.

Behavior Symposium
Sponsored by Purina
8:00 AM - 4:50 PM
Marriott | Sabal

Get expert advice on preventing or minimizing behavior issues in your patients.

Boehringer Ingelheim Vetmedica, Inc. Symposium
8:00 AM – 4:50 PM
Marriott | Crystal Salon H

Find out what’s new in leptospirosis, Lyme borreliosis, bordetellosis and canine cardiac issues as well as studies for evidence-based medicine.

Hill’s Symposium
8:00 - 11:45 AM
Gaylord | Osceola A

Explore a wide range of topics, from allergic skin disease to chronic enteropathy.

Innovation in Veterinary Medicine
Sponsored by Elanco
8:00 AM - 4:50 PM
Marriott | Royal

Unlock the challenges of tricky endocrinology cases and parasite control.

Listen, Learn, Lead: Communication and Leadership Symposium
Sponsored by Vetstreet
8:00 AM - 4:50 PM
Marriott | Grand Salon 8

Discover how updating your clinic’s message can build your practice.

Merck Symposium
8:00 AM - 4:50 PM
Gaylord | Sun C

Get the latest on parovirus, insulin therapy, demodicosis and more.

Nutramax Symposium
1:45 - 4:50 PM
Marriott | Crystal Salon G

Learn how nutritional therapy can have benefits in patients with osteoarthritis, cobalamin deficiencies, and behavior issues.

The Next Level
Sponsored by Virbac
8:00 - 11:45 AM
Marriott | Crystal Salon G

Improve your communication skills when it comes to end-of-life discussions with clients.

HANDS-ON LABORATORIES*

Introduction to CO2 Laser Surgery
8:30 AM – 12:30 PM (Half Day)
Caribe

Learn and practice the principles of successful and safe use of the CO2 surgical laser. The lab includes an introductory lecture and exercises for participants to learn to operate a hollow wave guide CO2 laser and practice laser technique on tissue models. Cadavers will be available to perform introductory procedures, including skin incisions, simulated tumor excision and ablations, onychectomy, oral and eyelid surgeries and other common procedures. Take-home multimedia instructional material will be given to all participants.

Vascular Access Techniques
8:30 AM – 12:30 PM (Half Day)
Caribe

Learn the latest and most practical catheterization techniques for vascular access, including indications, options and techniques useful for primary, emergency and critical care. Peripherally inserted central catheters (PICC), central catheters via a modified Seldinger technique, vascular cut-down and intravenous needles will be covered, as well as long-term catheter maintenance and correct blood sampling protocols.

CPR: Revised Guidelines
1:30 – 5:30 PM (Half Day)
Caribe

CPR guidelines for dogs and cats have changed! Learn the updated techniques using state-of-the-art, high-fidelity canine simulators that have spontaneous chest movements, palpable pulses, and normal and abnormal heart and lung sounds; and an associated simulated patient monitor that can display ECG, pulse oximetry end tidal CO2 and blood pressure data, all synchronized with the physical feedback available from the simulator. This program is based on Reassessment Campaign on Veterinary Resuscitation (RECOVER)-recommended CPR techniques for dogs and cats.

MASTERCLASSES & MEET THE PROFESSOR LUNCHEONS*

Avoiding the Twisted Fate of a Boat: The GDV Masterclass
8:00 – 10:00 AM
Marriott | Crystal Salon K

Tech MC 5 – Monday

Pain Management in Physical Rehabilitation
8:00 – 10:00 AM
Marriott | Crystal Salon L

Tech MC 6 – Sunday

Feline Skin Diseases
2:40 – 4:40 PM
Marriott | Crystal Salon L

Tech MC 8 – Sunday

Is It Time for Laparoscopy in Your Practice?
12:00 – 1:30 PM
Marriott | St. Louis

MTPL 11 – Sunday

Angular Limb Deformities: Secrets to Early Diagnosis, Early Treatment... or Early Referral
12:00 – 1:30 PM
Marriott | San Francisco

MTPL 12 – Sunday

*Additional fee required. See our Information Desk at the Gaylord or Marriott to confirm openings and to register. Limited seating, available on a first-come, first-served basis.
NOW TAKING VIDEO NOMINATIONS

JOIN US IN GIVING THANKS TO THOSE WHO GIVE SO MUCH.

Nominate a hero from the Front Lines of animal health!

With your video submission, you’ll help us honor the veterinarians, veterinary technicians and all clinic staff fighting the good fight on behalf of animals in need. Video contributors and chosen nominees will be eligible for a special grand prize, and all contributors will receive a free gift! Brought to you by Merial, the maker of FRONTLINE® Plus.

NOW TAKING VIDEO NOMINATIONS

While at NAVC, visit Merial’s Booth 1019 to record your nomination at the SALUTING THE FRONT LINES Kiosk.

Sunday, January 17, 2016 -
Wednesday, January 20, 2016
Merial Booth 1019, Gaylord Palms

NO PURCHASE NECESSARY. PURCHASE DOES NOT IMPROVE CHANCE OF WINNING. Open only to residents of the 50 United States and D.C. (excluding Minnesota), 18 and older who are registered attendees of the NAVC 2016. Nominees must be employees of a veterinary clinic in the US and do not need to be attending the conference. You may nominate yourself. Contest ends January 20, 2016. Contest Prizes: Two (2) Grand Prizes will be awarded: one (1) Laptop computer each for the Nominee and one for the Nominator (ARV: $1,500 each). For judging criteria and additional terms and conditions see Official Rules, available at the Merial Booth and at http://certified.promotrust.com/merial/salutingthefrontlines/videocontest/rules.
INSIDE NAVC

HOW DO I...?

Keep Track of My 2016 CE Credits
Every time you attend a session, make sure your conference name badge is scanned to record your attendance. In addition, you may want to list each CE session you attend on the 2016 Record of Participation (ROP) form (p. 65 of our Official Program Guide).
Then, check your ROPs at a CE kiosk located near our CE Centers at each hotel (Gaylord & Marriott) beginning on Monday. You can:
• Email the certificate PDF directly from our CE kiosk to your personal email (this is BY FAR the easiest and best way to maintain an electronic record).
• Print certificates and ROPs from our CE kiosks before you leave.
Note: Veterinarians licensed in Texas and New York must do this.
• Print certificates at home from NAVC.com using your registration login.

Important!
It is your responsibility to submit CE to your State Board. The NAVC does not submit CE reports for attendees.

Get NAVC Conference 2016 Proceedings
The following three Proceedings volumes are available: Small Animal, Large Animal and Veterinary Technician. Practice Management is included in all versions.
• If you preordered your Proceedings (print or USB) and didn’t get them during check-in, you can pick them up at the Registration Desk (Gaylord & Marriott).
• If you ordered the digital version online, you should have received an email with a link and download instructions. Questions? See our IT Help Desk at the Gaylord or Marriott.
• If you’d like to order Proceedings onsite, you’ll find order forms at our On-site Sales or Registration Desks (Gaylord & Marriott).
• You’ll also find thousands of Proceedings from previous NAVC Conferences online at VetFolio.com (subscription required). Visit the VetFolio booth (Gaylord City Hall Lobby, Marriott Atrium) for more information or a demo.

Recharge My Laptop & Mobile Devices, Get Online
Stop by the Aratana Recharge Lounge in the Gaylord Osceola Lobby and the VetFolio Recharge Lounge in the Marriott Cypress Foyer.
You’ll find charging stations as well as Internet access and comfortable seating so you can recharge your own batteries while powering up your equipment.
Monday — Tuesday | 7:00 AM – 6:00 PM
Wednesday | 7:00 AM – 5:00 PM

Know When & Where to Get a Shuttle
Our free NAVC Shuttle, sponsored by Merial, runs daily for your convenience. Shuttle pick-up/drop-off points are clearly marked outside each hotel. You’ll find a shuttle map with routes on pp. 214 and 215 of our Official Program Guide and online at NAVC.com/Location.
Monday, Wednesday | 6:00 AM – 10:30 PM
Tuesday | 6:00 AM – 9:30 PM

Download the Conference Mobile App
Look for the NAVC Conference 2016 Mobile App in these online stores:
• Apple App Store for iPhone/iPad devices
• Google Play Store for Android devices

Register for Hands-on Laboratories, Masterclasses, Meet the Professor Luncheons and Behind the Scenes Tours
Visit our Registration Desks at the Gaylord & Marriott to see which sessions still have openings and to register. Openings are filled on a first-come, first-served basis.

Give Us Your Opinion — Win Prizes!
We want your input to make the NAVC Conference EVEN BETTER next year. We’d also love to have your vote for the NAVC Conference 2016 Speakers of the Year. It’s easy to complete our survey in just minutes.
• Simply take our electronic survey on the Mobile App or at an Evaluation Station in the Gaylord Osceola Lobby & Marriott Palms Foyer.
• If you include your name and email address, you could win prizes that include $100 gift cards and a free registration to the NAVC Conference 2017.

Move up in the World with an Important New Skill
Discover what’s still available in our NAVC Conference 2016 Hands-on Laboratories, Masterclasses and Meet the Professor Luncheons
This week, you have a chance to make a serious move up in your skills and abilities through one of our small-group, interactive add-on continuing education (CE) sessions. You can...
• Master an advanced skill you’ve always been interested in pursuing.
• Discuss your questions one-on-one with seasoned colleagues.
• Get feedback on your technique from a leading specialist.
• Solve case challenges with peers.
• Prepare for a new technique or service you can offer at your practice right away.

Where can you find these opportunities?
In addition to the hundreds of tracks, sessions and sponsored lectures presented each day as part of your registration, 135 different NAVC Conference "ancillary CE programs" are offered this year. These include:

Hands-on Laboratories (34 for veterinarians, 22 for veterinary technicians): Master a new technique working alongside a seasoned instructor. You’ll have the tools, supplies, space and feedback you need for success.
Masterclasses (49 for veterinarians, 11 for veterinary technicians): Join a top practitioner who presents an unusual or challenging case, and work together to explore approaches for diagnostics and treatment.
Meet the Professor Luncheons (19 for veterinarians): Instead of standing in line, hoping to talk with a presenter, relax together over lunch, sharing strategies and making connections.

Seats are still available in certain sessions.
Since these limited-seating, small-group sessions are quite popular, many of them were sold out long before the NAVC Conference started this week. However, a few still had openings at press time, which means you still may have a chance to seize the opportunity and expand your skills. Check out our Highlights Grid on p. 6 to see a few of them or stop by our Gaylord or Marriott Registration Desks for complete details.

Register for an Available Opening on the Spot
Look through our Official Program Guide, NAVC Conference 2016 Mobile App and this newspaper (p. 6) to see the daily list of options. If you see one or more Hands-on Laboratories, Masterclasses and Meet the Professor Luncheons that interest you...
• Visit the NAVC Registration Desk at the Gaylord or Marriott.
• Ask about available openings.
• Add the class to your registration and pay the fee.

Important!: Scrubs and closed-toe shoes are required for Hands-on Laboratories. Remember to wear your NAVC Conference 2016 Name Badge for entry into the session(s).
MEET ADRIAN HOCHSTADT, JD, CAE
Executive Director, Veterinary Innovation Council and Senior Vice President of Industry Services

Adrian Hochstadt, JD, CAE, joined the NAVC in October 2015 to serve in two new leadership positions with the NAVC and the Veterinary Innovation Council (VIC). He has a significant background in association management and veterinary advocacy. For the past 10 years, he served as the AVMA Assistant Director of State Relations. We sat down with Adrian to discuss his new adventures with the NAVC, and what they mean to the veterinary profession.

What is your educational background?
Adrian: “I earned a BS from University of Illinois, Champaign-Urbana, and a law degree from Northern Illinois University. In 1999, I became a CAE, which stands for Certified Association Executive, a credential obtained from the American Society of Association Executives, requiring considerable continuing education in association management and passing a written examination.”

What is your career/industry background before joining the NAVC?
Adrian: “For the past 10 years, I served as the AVMA Assistant Director of State Relations, helping to create and implement the association’s state advocacy program. In that role, I collaborated closely with state and other veterinary associations to advocate on behalf of veterinary medicine at the state and local level. Of course, I became immersed in many of the same regulatory, legislative and legal issues that will be critical to understand and shape in my new role at NAVC.

“My background also includes extensive experience with associations of various structures and sizes, such as the Accreditation Association for Ambulatory Health Care, the American Society of Plastic and Reconstructive Surgeons and the American Bar Association. In addition, I am honored to serve as the current President of the American Society of Veterinary Medical Association Executives (ASVMAE), which is composed of executives who manage various veterinary associations. That one-year term expires in July 2016.”

You uniquely have two roles with the NAVC. Can you tell us about those?
Adrian: “Working in two critical areas is actually one of the most exciting parts of the new job. On one hand, through the VIC, I will work with key stakeholders such as individual veterinary professionals, organizations and industry partners to identify game-changing issues that require innovative solutions and then make an immediate impact in these areas. (See our related VIC story on p. 1 of this issue.)

“On the other hand, I will also play a key role in the recently launched NAVC Industry Services Division, providing management solutions to veterinary associations so they in turn can represent their members appropriately and offer top-quality services.”

How do these initiatives benefit others in the veterinary profession?
Adrian: “Consumers, veterinary professionals, associations and industry partners will all benefit from the innovations that help expand animal healthcare in the United States and beyond, with positive initiatives that unite pet owners, veterinary teams, suppliers, educators and nonprofit organizations devoted to animal health.

“The result will be improved animal health, greater access to veterinary care, increased demand for veterinary services and higher-performing veterinary teams. On the association management side, we hope to see a well-managed and stronger organized veterinary medicine service community that better represents its members.”

What’s the #1 most exciting thing veterinary professionals need to know about these NAVC initiatives?
Adrian: “I really see the VIC as a game changer in how veterinary care will be delivered in the future. If you’re in our profession, you’ll see exciting innovations developed and implemented for you and through you. The VIC will be about results more than process. I look forward to working closely with industry, as well as the profession, in making a difference in animal health and helping make veterinary medicine all that it can be.”

To learn more about the VIC, visit navc.com/veterinary-innovation-council/ or contact Adrian at ahochstadt@navc.com.

MAKE THE NEW YEAR BRIGHTER FOR AN NAVC HANDS-ON LABORATORIES DOG!

Meet the pups who helped attendees master endoscopy techniques during the NAVC Conference 2016 Hands-on Laboratories.

These wonderful dogs are available for adoption now at Hillsborough Pet Resource Center in Tampa. You can meet them there or call +1.813.744.5660.

Stop by the Adoption Center in the Caribe, Boca 5, for other dogs and cats looking for a forever home!
JESSICA IDEN NAMED OVERMAN AWARD WINNER

NAVC is proud to present the 2015 Neill P. Overman Award to Jessica Iden, who serves as the Manager of Conferences and Conventions at Merial

The Neill P. Overman Award demonstrates the NAVC’s commitment to providing the ultimate exhibit experience to our Conference attendees. This award is presented in honor of Neill P. Overman, the NAVC’s Emeritus Past Director of Exhibits, founder of Veterinary Learning Systems and one of the founders of the Eastern States Veterinary Association, Inc., the forerunner of the NAVC.

Nominated by Kin Sweet, Director, Customer Marketing at Merial, Jessica exhibits the characteristics of fairness, ethical behavior, salesmanship and knowledge of the profession with which this award is synonymous, as she has worked to further the profession by promoting continuing education for all members of the veterinary healthcare team.

“Jessica has seen first-hand how the numerous compelling technical programs, when combined with very creative promotion, can drive attendees to learn more about our products and services,” Kin explained in her nomination of Jessica. “She is an advocate for new ideas to truly enhance the customer experience at NAVC. I believe this is of great benefit to practicing veterinarians, hospital managers and technicians.”

Congratulations to Jessica Iden!

She received the news along with a check and a commemorative plaque during a special announcement in the Exhibit Hall on Sunday. Be sure to visit Merial and all our exhibitors in the Gaylord and Marriott to see what’s new while you’re here.

NAVC TUESDAY EVENING
MAIN EVENT
January 19
Doors open at 7:15 pm
7:30 - 8:30 pm
Gaylord Palms
Osceola Ballroom

Witness the story of a cardiologist whose help treating a monkey led to a journey of discovery of what animals can teach us about the human body and mind. Don’t miss this intriguing evening with the authors of The New York Times bestselling book, Zoobiquity: The Astonishing Connection Between Human and Animal Health. Discover how we can raise the standard of care for pets with learnings from human science.

Sponsored by

Everyone who attends has a chance to win a copy of the bestselling book or a $100 gift card.

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ABVP SELECTS THE NAVC AS OFFICIAL FULL-SERVICE ASSOCIATION MANAGEMENT COMPANY

The NAVC has been named the official association management company of the American Board of Veterinary Practitioners (ABVP) to oversee conference and membership management, strategic planning initiatives, branding, marketing, governance and accounting services. Founded in 1978, the ABVP is an American Veterinary Medical Association (AVMA)-recognized veterinary specialty organization offering certification for veterinary practitioners with exceptional knowledge, skills and competency in 11 recognized areas: Avian, Beef Cattle, Canine and Feline, Dairy, Equine, Exotic Companion Mammal, Feline, Food Animal, Reptile and Amphibian, Shelter Medicine and Swine Health Management.

In addition to leading the way in veterinary certification programs, the ABVP organizes symposia, educational courses, study groups and other CE opportunities, as well as fundraising activities to support and fund projects. "We chose the NAVC because we were looking for an association management company that truly understands who we are and shares our mission and vision," explained ABVP President Kimberlee A. Buck, DVM; DABVP (Canine and Feline Practice), DABVP (Avian Practice). "The NAVC shares our dedication to advancing the profession and giving back for the overall betterment of veterinary healthcare around the world."

NAVC CEO Thomas M. Bohn, MBA, CAE, added, "We are honored to represent the ABVP and empower their unique identity and independence. Our highly experienced team of executive directors, marketing experts, conference planners and administrators will work alongside our extensive network of contractors and event management experts to help the association reach its goals while maintaining, and even enhancing, its reputation in the field."

The NAVC’s Industry Services Division currently works with veterinary organizations that include the Association of Reptilian and Amphibian Veterinarians (ARAV), The Pet Nutrition Alliance (PNA), the American Academy of Veterinary Nutrition, ExoticsCon, the Latin American Veterinary Conference, the Southern European Veterinary Congress, and VetFolio.

ABVP certification is available to practicing veterinarians without the need to pursue a formal residency or postgraduate education. The ABVP is dedicated to advancing veterinarians who demonstrate excellence in species-oriented clinical practice and share a common desire and willingness to deliver superior, comprehensive and multidisciplinary veterinary service to the public. The main purpose of the certification is self-improvement through displaying specialist-level skills and knowledge. The certification offered by the ABVP is recognized by the American Board of Veterinary Specialties of the AVMA. The ABVP also provides residencies to promote expertise and proficiency in a recognized veterinary specialty by providing instruction and guidance through a structured residency program.

Visit Campbell Pet Company in Booth 2425 to enjoy special show discounts and a chance to win a 16” x 20” print from animal lover and artist April Murphy.

With a simple scan of your badge you’ll be automatically entered into a drawing to win a 16” x 20” print from April Murphy. Bright, unique and very eyecatching, it’s easy to see how prints like these would be a welcome addition on the wall of any pet-care facility.

WHAT IS NAVC’S INDUSTRY SERVICES DIVISION?

Launched in 2015, the NAVC’s Industry Services Division is a not-for-profit association management company providing services exclusively for the veterinary profession. NAVC’s Industry Services Division is:

• Developing realistic, innovative solutions capable of transforming areas of critical value to the veterinary profession and animal health industry
• Backed by decades of experience in the veterinary field, conference/event planning, management, and execution
• A leader in innovation and cost-effective management services for groups ranging in size from $50,000 to more than $5,000,000 in revenue
• Already working with veterinary organizations such as the Association of Reptilian and Amphibian Veterinarians (ARAV), The Pet Nutrition Alliance (PNA), the American Academy of Veterinary Nutrition, ExoticsCon, the Latin American Veterinary Conference, the Southern European Veterinary Congress and VetFolio.

In addition, the NAVC will be offering symposia and scientific track management services to their industry partners beginning in 2016. “The NAVC Symposia Management team will work with our association, industry, and corporate partners to develop innovative, interactive programs for all members of the veterinary healthcare team,” said NAVC Programs Consultant Lynne Johnson-Harris, LVT, RVT. “These services will include—but are not limited to—course development, speaker management, housing and conference logistics and manuscript and webinar production.”

For example, the NAVC, as the official management company of the American Board of Veterinary Practitioners (ABVP), will be offering the ABVP Specialty & Recertification Examination Preparation course at the 2016 NAVC Institute this coming May. This course, co-led by ABVP President Dr. Kimberlee Buck and Dr. Susan Little, is encouraged for candidates for ABVP certification as well as anyone interested in a hardcore review of general medicine.

Visit www.navc.com/Institute for more information.
INSIDE NAVC

WHAT MOVES YOU? ESTHER KLOK

What’s moved veterinary technician Esther Klok more than 4,500 miles—one way—to the NAVC Annual Conference for the past 10 years?

In addition to the airplanes flying her halfway across the world from Amsterdam, Esther Klok, 42, is moved by her desire to be a part of the global veterinary community and the knowledge and ideas she’s able to put into practice in her daily work.

For Esther, it’s more than just a trip to a conference to earn continuing education credits. It’s an experience that has enriched her life, even down to the trip to Orlando.

“I have to change airplanes about three times because a straight flight, I cannot afford,” Esther said. “So before I meet you in Orlando, I’ve already seen a lot of the world!”

Her first trip to NAVC came as a result of a prize awarded by Hill’s Pet Nutrition. She says she immediately became “addicted” to the conference.

“This conference changed my life in a very good way,” Esther said. “I learned so much at the NAVC Conference that I am a more secure person, and think that I can be a better vet tech. Our practice has grown because of it, [due to changes] in our way of thinking and what we can offer to the clients and the animals we love.”

The daughter of a car salesman and a homemaker, Esther isn’t quite sure how she decided on a career in the veterinary field. She does know, however, that from the age of 12, she knew she wanted to be a veterinary technician.

Her parents insisted she finish school, but when she still had the same goal of a career in veterinary medicine after completing school at 17, they supported her in her journey to Barneveld, which is the home of the only school for veterinary technicians in Holland.

Like most professionals who attend a conference, Esther returns home each year with new ideas and theories to implement in her work. The most impressive thing about Esther’s experiences, though, is how she’s really been able to put her new knowledge to work back in Holland.

“We started as one of the first practices in Holland with vet tech appointments,” she said. “Nobody did that.

“Now we have two whole afternoons full every week! And most important, puppy and kitten appointments,” Esther said, explaining how her practice used tips learned at the Conference to build a relationship with clients. “They come in every month till they are one year old. After three visits, the puppies run from the car to the front door, and when it’s open they will run to me and want to get up on the table!”

In addition to working better with clients, Esther also used some tips she picked up during a wet lab for public relations outreach on behalf of her practice.

“It was something we never did in our practice, so, as soon as I came back I made a phone call to the radio station, and in one week we had one of our vets on the local radio! And a few months later we were on television [and in] newspapers. It’s normal now that we are [featured in the media] a few times a year ... even sometimes in the national [news].”

All of Esther’s achievements as a result of education at the NAVC Conference are no accident. Each year she plans in advance to make sure she takes advantage of all the programming she can, especially because lectures like the ones she enjoys in Orlando are not available to her as a veterinary technician in Holland.

“I begin weeks before the conference is starting, with reading the program about 20 times. With a big smile on my face, I try to choose which lectures or wet labs I will follow, which is almost impossible because I want to listen to most of them,” Esther said. “Sometimes I go to bed reading the program, and the first thing I do when I wake up is change my program again because I want to attend it all!”

She is not only intentional in accumulating education during her time at the NAVC Conference, she also plans out the ideas she hopes to incorporate into her work back at home. Esther said that she has been surprised at how accepting her colleagues often are to her newfound knowledge, pointing back to an experience she had after learning about building a cat-friendly practice.

“It was so interesting that for the rest of the conference I followed everything about that subject,” she said. “The plan in my head was all about ideas and changes I wanted to make in our practice, but it’s not okay to scare your colleges with a wave of new things, so I made a promise with myself, that I would bring it very slowly.”

Esther was pleasantly surprised, though, that things went a bit differently than she anticipated.

“Everybody was so enthusiastic that we rebuilt ... some things of our practice, and learned a lot about cats all together,” she said. “Our practice became the first American Association of Feline Practitioners (AAFP)-approved practice in Holland; I was so proud and happy!”

From new developments at her home practice to opportunities to offer lectures for the veterinary community in Holland on behalf of companies like Hill’s, Pfizer, Zoetis, Purina and Waltham to personal experiences at the conference like behind-the-scenes tours at SeaWorld, Esther said she appreciates all the ways her time at the NAVC Annual Conference has enriched her life.

“I always feel so small when I walk between thousands of people at the conference, because I know that I walk between the best of the whole world at the veterinary industry. But, I also feel a part of it and that is because the atmosphere is always very good,” Esther explained.

“Do you remember how it felt when you were little and you it was the morning of your birthday? You feel happy, enthusiastic, very excited and curious about what will come. That is the same feeling when I arrive at [the] conference and sign in.”
Wonder who all those people in the halls at coffee break are? Meet a few of your fellow attendees and find out what brings them here.

“I make house calls in Manhattan, so being able to attend sessions on alternative solutions, and all this conference has to offer on that subject, is perfect for me.” — Babette Gladstein (VMD), New York, NY

“I’m a retired veterinarian, and this conference helps me keep up with colleagues. I like to see what everyone is doing now.”
“I have been coming to this conference for 15 to 20 years. I have learned so much. I love NAVC and how they help me keep up with advancements.” — Mandi Prakash (DVM), Weston, FL (left) & Victor Manoharan (DVM), West Palm Beach, FL (right)

“I am most looking forward to hearing Monica Dixon Perry (CVPM) speak. And of course, I love coming to the exhibit hall.” — Melissa Gibson (Practice Manager), Winter Haven, FL

“I like the exhibit halls because you can network and talk to other vets about products.”
“The NAVC exhibit hall is the best I’ve been to.” — Ashley Carey (DVM), Conway, SC (left) & Julianne Fletcher (DVM), Lonoke, AR (right)

“This conference gives us the chance to meet so many new colleagues.”
“We are first-timers at the conference, and first-year vet students. I’m excited because we went to some really great lectures yesterday and are looking forward to more.”
“It’s like adult Halloween for vets. You can start thinking about who you want to be!” — Jessica Sands (Vet Student) (left), Shari Swift, (Vet Student) (middle) & Nohely Gonzalez, (Vet Student) (right) – all from Gainesville, FL

“I’m attending the surgery and rehabilitation sessions, which have already given me great practical information to use right away.” — Greg Paplawsky (DVM), Grand Rapids, MI

“I’m attending the surgery and rehabilitation sessions, which have already given me great practical information to use right away.” — Greg Paplawsky (DVM), Grand Rapids, MI
VET CONFESSIONALS: YOUR SECRET IS SAFE WITH US

Here, there’s a safe place to share your personal struggles. It just may help you and your colleagues feel less alone.

One year ago at the NAVC Conference, Hilal Dogan was amazed by the reception of her “Vet Confessionals” Share a Secret booth as it made its debut. Dozens of veterinary professionals stopped by to read and post anonymous notes about their personal and professional struggles. It was a powerful start in this major effort to prevent suicide in our community through awareness and resources shared among fellow veterinary professionals.

Hilal Dogan, DVM, who started the Vet Confessionals initiative while attending veterinary school, told us back then, “At first, we hoped that this project would provide an outlet as well as a support system for veterinary students with suicidal tendencies or other mental health concerns. We established a website for the vet student community at Massey University, but we also saw a much greater value to this effort. Now our goal is to expand the project to the entire worldwide vet community, as well as other medical professions.”

Here’s what has happened with Vet Confessionals since last January.

Hilal said, “What started as an experiment has now shifted into a global movement. We’re reaching people all over the world, helping them see they aren’t alone. As a community, on a daily basis, we are shifting to change how we look at things, to change the hardships we all face and make our vet community healthier happier and more at peace with our lives.

“We’ve teamed up with DVM360 magazine and they’re helping us spread the word about the project. We have also appeared at industry events such as the AVMA, CVC Kansas City, San Diego and Washington and the Singapore Veterinary Conference.

“We now have...
• Two branches: one in North America, which I manage along with help from the NAVC (the other is still the New Zealand branch, which is run by students and staff)
• Our own website, www.VetConfessionals.com
• A Facebook page, Twitter account and Instagram account

We’re starting to see themes of ‘secrets’ now, and we’re writing articles about common themes. Of course, as vets we want to ‘fix things,’ so we’re trying to offer up solutions.”

During the NAVC Conference 2016, Hilal and her team will be doing the following in their booth to encourage more participation:
• Display secrets in themes to highlight the common feelings we all share.
• Invite people to share secrets directly on the board or drop it in the box.
• Leave sticky notes so people can comment on other people’s secrets (Hilal noted that this interactive aspect has been working well)
• Display a photo album so people can view the NAVC Conference 2015 secrets

In addition, Hilal is one of the featured presenters in our Tuesday NAVC IGNITE! series of talks. (See p. 5 for details).

She said, “I urge attendees to come to the booth and read some secrets, even if they feel that have nothing to share or don’t have a secret. You just never know, one comment they read could spark an idea for change. That’s what we want. To shake people up, to shock them, to make them laugh, to make them cry and to open up pathways in their minds and hearts that lead to a positive solution.”

Be sure to stop by the Share a Secret booth to view secrets and find helpful resources.

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Visit us at booth #427 to learn more.
HELP FLUFFY FIGHT FLU SEASON

People who have suffered from the flu know how exhausting the fever, chills and upset stomach can be. Your dog may be at risk for the same symptoms. One type of canine influenza virus—CIV H3N8—has been around for years, and a new type (CIV H3N2) was identified in Chicago in March 2015. Since then, the virus has spread to more than 25 states, according to the American Society of Veterinary Medicine (AVMA).  

CIV H3N2 is spread through direct contact with respiratory secretions from infected dogs and from contact with contaminated objects such as toys, clothing, water bowls, etc. According to AVMA, dogs frequently in contact with other dogs are at high risk of infection. This includes dogs that are boarded, enrolled in day care, and visit groomers or dog parks. 

“I take my dogs to dog parks, and because they’re social, I’m concerned they’ll catch the virus and it will spread in those areas,” said Kelsey Risher, a Chicago area owner of two active dogs. In the initial phase of infection, the dog appears healthy, but can spread the virus to other dogs. Symptoms include coughing, sneezing, loss of appetite, lethargy, fever and discharge from the eyes and nose. Most dogs recover in two to three weeks. However, because CIV H3N2 can be difficult to diagnose and in severe instances may be fatal, effective prevention is critical. In November 2015, Zoetis, the world’s largest animal health company, was the first to be granted a conditional license for a vaccine* for CIV H3N2. 

“I’ll be telling clients I recommend the vaccination,” said Dr. Scott Rovner, a Chicago veterinarian. “I’ll be vaccinating my own two dogs who go to day care. I think it’s going to be a great product to help slow down and lessen the clinical signs that we see with our patients.” Preventive measures to help protect your dog include:  

• Wash toys, bowls and bedding regularly  
• After contact with other dogs, wash your hands thoroughly before handling your own pet  
• Consult with your veterinarian regarding the appropriate vaccination protocol for your dog  

By following these simple measures and consulting your veterinarian, this flu season can be easier for your canine companions. Visit DogFluFacts.com for more information about helping to prevent canine influenza.

* This product license is conditional. Efficacy and potency studies are in progress.

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Please join us for a special evening session with Dr. Stephen J. Ettinger

Tuesday, January 19, 2016
5:30-6:45 pm
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Emerging Trends in Natural Pet Food: Therapeutic Diets You Can Trust.

STEPHEN J. ETTINGER
DVM, DACVIM
(SAIM and Cardiology)

JASON W. GAGNÉ
DVM, DACVN
“I’M READY TO ROCK A NEW TECHNIQUE”

At the 5-day NAVC Institute 2016, you can immerse yourself in learning something new, with colleagues who will inspire you.

If 2016 is the year you make a commitment to mastering a new technique, procedure or leadership skill… check out the courses presented at the NAVC Institute 2016 (May 15 – 20 at the Caribe Royale Orlando All-Suite Resort & Convention Center).

The NAVC Institute is considered a “bucket list” program by many of your peers because it’s the one event each year offering an all-inclusive, total-immersion way to enhance your abilities and elevate your services. For 2016, you can choose from the following 8 hands-on courses where the curriculum is focused, the classes are small and the value is unmatched for your personal and professional growth.

ABVP SPECIALTY & RECERTIFICATION EXAMINATION PREPARATION
Encouraged for candidates for American Board of Veterinary Practitioners (ABVP) certification as well as anyone interested in a hardcore review of general medicine. You do not have to be a potential ABVP candidate to participate. Course Co-leaders:
Kimberlee Buck, DVM, DABVP (Canine and Feline Practice), DABVP (Avian Practice), ABVP President
Susan Little, DVM, DABVP (Feline Practice)

APPLIED CLINICAL BEHAVIORAL MEDICINE
Find out how to invest in integrating behavioral medicine into your practice’s services. You’ll experience growth in the complexity of services delivered across all medical fields because patients live longer and better lives. Course Leader: Karen L. Overall, MA, VMD, PhD, DACVB

DENTISTRY: SINK YOUR TEETH INTO IT!
Gain in-depth veterinary dentistry knowledge and even passion in a practical, fun learning environment. Walk away at the end of the week with the confidence and skills to be able to recognize and treat most of the oral disease you will encounter in your practice. Course Leader: Cindy Charlier, DVM, DAVDC

EMERGENCY & CRITICAL CARE: HELPING YOU KEEP YOUR COOL IN THE ER
This course will benefit veterinarians who are transitioning to emergency medicine, or even more experienced emergency veterinarians who need a review of common case management, emergency procedures, diagnostic testing and general overview of the emergent or critically ill patient. Course Leader: Justine Lee, DVM, DACVECC, DABT

PRACTICAL TECHNIQUES IN SOFT TISSUE & ORTHOPEDIC SURGERY
Emphasis will be placed on the technical aspects used to perform surgical procedures for conditions commonly seen in veterinary practice, including stifle exploratory, extracapsular fixation for ruptured anterior cruciate ligament, medial patellar luxation repair, vulvoplasty, laryngeal tieback and many others. Course Leader: Howard B. Seim III, DVM, DACVS

SMALL ANIMAL BOOTCAMP: WHAT YOU REALLY NEED TO KNOW
This course is for you if you’re returning to clinical small animal practice after an absence, or you’re a newer clinician seeking an added bit of confidence prior to entering practice. Topics will include dentistry, surgery, endocrinology, dermatology, gastroenterology, urology, cardiology and several others. Course Leader: Daniel Joffe, DVM, DABVP (Canine and Feline Practice)

SMALL ANIMAL ULTRASOUND (2 GROUPS)
All you want to know about abdominal ultrasound, with training by internationally renowned, ACVR-boarded radiologists who have a passion for teaching. Designed for beginners through advanced learners, this course provides a solid foundation for exploring and mastering the fundamentals of abdominal diagnostic ultrasound in dogs and cats. Course Co-Leaders:
Clifford “Kip” R. Berry, DVM, DACVR
John Mattoon, DVM, DACVR

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LET’S RECYCLE TOGETHER AT THE NAVC!

“Going Green” is easy at the NAVC Conference 2016

Thanks to an innovative waste-separating program and other major recycling measures, together we can prevent more waste than any Conference in the past!

For instance, when you have lunch in the NAVC Deli (at either Exhibit Hall), the trash is ingeniously collected and separated for recycling, so you don’t have to bother with separating your own trash or worry about leaving too much trash behind.

During the 5 days of our NAVC Conference 2015, we were able to divert 22.14 tons of waste—at the Gaylord Hotel alone. This saved:*  
• 46,024 kWh of electricity  
• 1,044 gallons of oil  
• 248 gallons of gasoline  
• 248 mature trees  
• 72,380 gallons of water  
• 60 cubic yards of landfill airspace

We’re on a mission to divert even more waste this year, with your help. Here are just some of the steps we’re taking to encourage conservation together with you, our Industry Partners and our host hotels:

• The compact NAVC RealDeals booklet reduces a significant number of paper sheets  
• We reduce on-site printing by offering digital versions of most materials, including our Conference Proceedings  
• Our Conference Mobile App offers digital schedules, speaker bios and other information  
• No plastic is used in our badge holders, and we use 100% recycled badge lanyards. You can dispose of these lanyards in a special bin.  
• In the NAVC Deli, all packaging and waste is separated and diverted

• Recycle bins are placed in the Exhibit Halls and other hotel areas  
• The Gaylord and Marriott hotels also take green practices very seriously. For instance, the Marriott provides 100% recycled note pads and biodegradable pens, uses a hotel-wide Single Stream Recycling program and many other green efforts

Many of our exhibitors, sponsors, advertisers and speakers are focused on waste reduction/diversion as well via digital product-information materials (versus paper) and other efforts.  
Will you join us? We encourage you to use all recycling bins throughout the Conference, and use our digital materials as much as possible, to cut down on paper. Thank you for joining us in reducing waste and energy use at the NAVC Conference 2016!

NAVC CONFERENCE 2015 ORLANDO WASTE STREAM SUMMARY
Gaylord Hotel January 14-23, 2015*

22.14 tons diverted, which was enough to produce the following benefits:

• Power 4 homes for a full year  
• Heat and cool 5 homes for a full year  
• Produce 3,074,702 sheets of newspaper  
• Meet the freshwater needs of 3,860 people for a year  
• Airspace to meet the disposal needs of a community of 921 people  
• Gasoline to drive 6,948 miles

*The recycling and waste data used in this report is based on actual customer data and historic waste management studies.

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Visit the IMS Animal Health booth at the Gaylord for all your surgical instrument and accessory needs.

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INSIDE NAVC

A JOURNEY OF CONTINUOUS EDUCATION

VetFolio continues to evolve to provide the best experience for users

As anyone involved in technology will tell you, new and better developments always seem to be on the horizon. From updated and improved platforms to new vehicles for distribution of educational resources, VetFolio is no different.

VetFolio was first launched by NAVC in 2014. Then, NAVC joined forces with the American Animal Hospital Association (AAHA) in 2015 to expand the on-demand educational offerings of the site to include everyone from students, who receive a free subscription, to veterinary technicians, veterinarians and even practice managers.

Bobby Lee joined the NAVC's VetFolio team in March 2015 and hit the ground running on this ever-growing CE platform. His background in IT and practice management, along with his passion for veterinary medicine, is a perfect match for overseeing a website devoted to best-in-class veterinary learning.

In 2015, more than 100 hours of CE were added to the site, and more new content is planned for 2016. VetFolio's content is presented in the form of CE courses and certificate programs, articles, point-of-care documents, Conference Proceedings, videos and podcasts, plus an online community.

We sat down with Bobby to learn more about what new developments he sees coming for the site, and what he's most excited about in terms of user improvements.

NAV: What new developments have subscribers recently experienced on the site?

Bobby Lee: “Web conferences were the newest form of content delivery on the site in 2015 and were a great way for both subscribers and non-subscribers to earn CE. With 20 Web conferences going live in 2015, we issued nearly 10,000 hours of credit from that content alone, on topics ranging from practice management and online reputation to vaccinology and treating animals in pain.

“VetFolio also recently launched our new Podcast Library, which houses podcast series designed to allow learning on the go, at the users’ convenience. I love the idea that you can download the podcast and listen on your commute or even during a workout.

“Another new library of content is our Surgery Video Library. For veterinary teams who have a surgery scheduled that they haven’t performed in a while, or possibly ever, this resource offers a chance to learn technique from one of the best veterinary surgeons in the business, John Berg, DVM, DACVS.”

NAV: What changes are coming in 2016?

Bobby Lee: “We like to call VetFolio a vehicle for ‘continuous’ education, rather than the more traditional term, continuing education. We feel like veterinary education is something our users are constantly striving for, and we’re working hard to make sure we offer it in formats that makes it easy for them to achieve their goals.

“In addition to more content being added to our web conference schedule, and the new libraries I mentioned earlier, we’re also looking forward to providing new Certificate Program series that will cover a variety of topics, serving everyone on the practice team.

“These certificate series delve deeper into multiple facets of a subject, offering a more thorough understanding of the topic for the team member. At the end of the course series, the user will earn a certificate of completion that can be displayed in their practice and added to their resume or CV. We hope that these new series will be a way for users to enhance their skills beyond the typical CE courses in specific subjects they may be interested in.”

NAV: What are you most excited about in terms of content on VetFolio?

Bobby Lee: “I love how the veterinary industry is so passionate about the profession, and it’s exciting to me to hear stories about users being able to put new skills and techniques they’ve learned from VetFolio content to work in their practices. I love hearing that patient outcomes have improved as a result of something someone learned on the site.

“I’m looking forward to more interaction with our users through our new social media pages. We now have a page on Facebook (facebook.com/vetfolio), a Twitter handle (@VetFolio) and an Instagram account (instagram.com/vetfolio), and I am excited for our team to use those vehicles to alert users to the content they might have missed on the site, and also to hear directly from the users what topics they want to learn more about.”

NAV: What tips can you give account holders for making the most of their subscription?

Bobby Lee: “We recently updated our site navigation to, hopefully, allow for a more seamless and intuitive experience when trying to find content on the site. We’ve added a ‘What’s New’ page, and I’d suggest that users check that page once a week to find the newest content that we’ve added to VetFolio. In addition, our weekly enewsletter, ‘In the Know,’ is a great resource that can point out content that has applications based on factors like the time of year we’re in, or developments we’ve learned about in the veterinary community. It can help point users toward content they need when it’s most relevant to them.

“Also, don’t forget Community! It’s a great place to directly engage with our presenters and with fellow VetFolio users. You can post questions for web conference speakers about their presentations and find out what your peers are doing to solve universal problems in the veterinary community.”

To learn more about the content available on VetFolio, visit the booths in the City Hall Lobby at the Gaylord or the Atrium at the Marriott, or visit VetFolio.com/Trial to sign up for a 30-day trial today.
INNOVATION IN NUTRITIONAL MANAGEMENT: NATURAL THERAPEUTIC PET FOOD

By Steven Ettinger, DVM, DACVIM

The demand for natural pet food is real and steadily growing, as many of us can attest to from our daily exam room conversations. The numbers tell us what today’s pet owners are looking for in pet food choices:

- 57% of pet owners surveyed want natural, wholesome, recognizable ingredients.¹
- 38% of pet owners want no artificial flavoring, coloring, or preservatives in their pet’s food.¹
- Natural accounts for almost a quarter of total pet food sales.²

The topic of natural pet foods is complex, from the vast array of client perceptions (some grounded in scientific fact and some not) to the myriad of natural products on store shelves. The key is to have a non-threatening exam room conversation with our natural-seeking clients in order to make sure we are arriving at the optimal nutritional solution for our patient; while also allowing our clients to feel satisfied with what they put in their pet’s food bowl.

Purina recently launched natural alternatives to their GI therapeutic diets. These diets are formulated with alternative grains—not because corn and wheat are not healthy or natural, but because ingredients such as barley, rice and sweet potato are more in alignment with the ingredient profile preferred by our natural product seeking clients.

As a current practitioner in southern California, rarely does a day go by during which I do not have an active conversation around natural pet food with a client. As part of these conversations, I help guide clients to look beyond the advertised name of a natural pet food to ensure it is nutritionally complete, balanced, and efficacious.

¹ Nielsen Homescan Panel, Q4’12 to Q3’14.
² Ultra Natural Motivations Report, October 2011.

#NAVC2016

Join the social buzz during the NAVC Conference… and after

Let’s make this the year of connecting and communicating with our NAVC Conference peers online! Here are some prompts to get the fun started:

- Post a photo with new friends, old classmates and maybe Max the VetFolio Meerkat
- Post questions, comments, stories and funny images
- Like and share posts you enjoy

We’d love to know what you have to say!

Use #NAVC2016 in all posts so our Conference community can follow and chime in.

NAVC-RELATED SOCIAL MEDIA

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READY FOR THE BIG MOVE?

Find out all the where, how and what you need to know about the 2017 Conference

Next year, we’ll be seeing you in the Orange County Convention Center! To get all the details on this venue, including how to get around, where to eat and where to stay, visit the Visit Orlando booths at the locations and times below.

Gaylord | City Hall Lobby
Marriott | Near the bus loop, right before the Cypress Foyer
Saturday – Tuesday 9:00 AM – 5:00 PM
Wednesday 9:00 AM – 2:00 PM
SUPPORTING THOSE WHO SUPPORT THE VETERINARY INDUSTRY

More than 60 nonprofit groups are exhibiting at Conference this year

From acupuncture to house rabbits to orthopedics: as many specialties as there are in veterinary medicine, there are nonprofit groups to support them.

This year, more than 60 of these groups are represented at booths in the Gaylord and Marriott.

“We are pleased to welcome so many nonprofits that represent veterinarians and their healthcare teams,” said Adrian Hochstadt, JD, CAE, Senior Vice President of Industry Services at NAVC and Executive Director of the Veterinary Industry Council. “While each association may have a slightly different niche, they all work to strengthen veterinary medicine, which is of course is a big part of what NAVC is all about.”

NAVC’s own Mia Cary, DVM, a member of the Board of Directors of the American Association of Industry Veterinarians (AAIV, Booth 123 in the Gaylord), echoed Hochstadt’s statements about the importance of these groups.

“These organizations are a critical part of the veterinary profession, as many provide a shared voice and customized benefits for their members,” said Cary, NAVC Chief Innovation Officer. She explained how how the groups can serve to support those in niche roles in the broader veterinary community.

For example, Cary said, the AAIV “exists to advance the professional standards and development of veterinarians that are engaged in any phase of industry, corporate and public practice employment. Basically, it’s a group for vets who are employed in nontraditional ways.”

“Another nonprofit that routinely exhibits at NAVC Conference is the Veterinary Hospital Managers Association, a group whose core purpose is to advance and support veterinary practice managers,” Cary added. (The VHMA is exhibiting in Booth 61 at the Marriott.)

NAVC is proud to highlight these nonprofit groups, and we encourage you to check out all their booths outside both Exhibit Halls.

“These organizations bring anything from additional awareness of the needs of community to the opportunity for veterinary professionals to share with others in their same discipline,” said Gail Cummings, NAVC’s Director of Exhibit Operations. “NAVC is proud to host them all.”

For more than 25 years, the North American Veterinary Community (NAVC) has trusted Freeman to serve as the official services contractor for the NAVC Conference.

We look forward to working with the NAVC and its exhibitors for years to come.
CANINE INFLUENZA VACCINE, H3N2, KILLED VIRUS*

Veterinarians asked. We answered.

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From big bugs to tiny stars, Orlando offers more than the Conference!

**YOU’RE GONNA NEED A BIGGER FLYSWATTER**
These are not your average garden sculptures. Gargantuan scale bugs, created using all-natural materials such as trees, saplings and branches, are hiding in the Harry P. Leu Gardens for insect investigators of all ages to find. Fee is included in the daytime garden admission.

David Rogers’ Big Bugs Invasion!
January 15 - April 15
Harry P. Leu Gardens
1920 North Forest Avenue
Orlando, FL 32803
www.leugardens.org/bigbugs

**PARTY WITH CIRQUE DU SOLEIL**
Loosely translated, La Nouba means “the party.” Cirque du Soleil: La Nouba is a celebration of the mundane and the marvellous, enmeshing dancers, acrobats, trapeze artists and clowns in an exhilarating story. As always, Cirque du Soleil sparks the imagination and senses and appeals to an audience of any age.

Cirque du Soleil: La Nouba
January 19, 6:00 PM
Cirque du Soleil Theater
1478 North Buena Vista Drive
Orlando, FL 32830
www.cirquedusoleil.com/la-nouba

**LOOK TO THE STARS**
The Crosby Observatory atop Orlando Science Center houses Florida’s largest publicly accessible refractor telescope. Peer through the powerful 10-inch lens to view the planets, the four moons of Jupiter, the rings of Saturn, galaxies, nebulas and double stars.

Sky Watch
January 22, 5:00 – 9:00 PM
Crosby Observatory, Orlando Science Center
777 E. Princeton St.
Orlando, FL 32803
www.osc.org/experiences/crosby-observatory

**CELEBRATING DR. MARTIN LUTHER KING JR.**
This all-day event in honor of Dr. King will feature a parade as well as extra festivities, including a motorcycle show, a dance team show competition and community basketball.

39th Annual MLK Parade and Festivities
January 19, 11:00 AM – 6:00 PM
100 E. Kennedy Blvd.
Eatonville, FL 32751
www.swojaycees.org/MLK

**THE FUTURE IS CALLING**
An annual video-game festival, Otronicon includes gaming and digital media, workshops and panels, military and robotics and medical simulation technology. The four-day “con” event brings some of Central Florida’s biggest companies together to celebrate technology and demonstrate how we will live, learn, work and play in the future.

Otronicon
January 16-18, 10:00 AM – 10:00 PM
Orlando Science Center
777 E Princeton St.
Orlando, FL 32803
www.otronicon.org

**GET YOUR KILT ON**
Experience traditional athletic competitions, art, culture, food and the Gaelic spirit of the Scottish Highlands right here in Central Florida, at the Scottish Highland Games. Watch the border collies at work!

Central Florida Scottish Highland Games
Central Winds Park
Winter Springs, FL
January 16 - 17
www.flascot.com

**TAKE IN SOME HOOPS**
Cheer on the Orlando Magic as they take on the Philadelphia 76ers.

Orlando Magic
January 20, 7:00 PM
Amway Center
400 West Church Street
Orlando, FL 32805
www.nba.com/magic

Keep the fun going with these outside events.