



MICHIGAN VETERINARY MEDICAL ASSOCIATION
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GREAT LAKES VETERINARY CONFERENCE

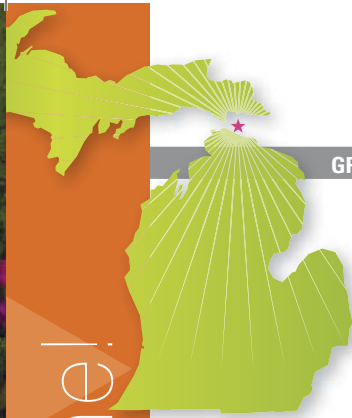
MACKINAC ISLAND, MICHIGAN · JULY 17-19

14
HOURS OF C.E.
CREDIT AVAILABLE

 michigan veterinary
medical association



welcome!



GRAND HOTEL, MACKINAC ISLAND · JULY 17–19



Would you like to attend a fun CE event that's worth driving across the state or flying in from far away? Then join us at Grand Hotel for great speakers and awesome social events! We've added more CE than ever before so you won't want to miss it!

Every year since 1887, Grand Hotel has welcomed countless guests and families to Mackinac Island, where cars are not allowed making bikes and horse-drawn carriages the favored modes of transportation. Grand Hotel offers outstanding accommodations where no two guest rooms are alike. Full breakfast and five-course dinner are included daily in guest room rates.

Grand Hotel has always embraced its rich history but kept up well with the times. Today, guests enjoy modern amenities while the hotel's original architecture and charm have been tastefully preserved. Enjoy spectacular views of the Straits of Mackinac in a rocking chair on the world's longest porch. Thanks to many activities and kids' programs, the readers of *Travel + Leisure Family* magazine consider Grand Hotel one of the 10 kid-friendliest resorts in the U.S. and Canada. Contributing greatly to the hotel's ambiance is the relaxed atmosphere of Mackinac Island. You'll love experiencing all that Grand Hotel and Mackinac Island have to offer!

GENERAL INFORMATION

- Complete your hotel reservation form and send to Grand Hotel by **Thursday, June 16, 2016**. Rooms are limited, so register early.
- The conference registration form needs to be returned to the MVMA office by **Friday, July 8**.
- Attire is business casual for all activities except evening activities (after 6:00 P.M.) in the hotel dining room, where coats and ties for the gentlemen and dresses or pant suits for the ladies are required.
-  Shepler's Mackinac Island Ferry will offer discounts to conference attendees on ferry rates. Let them know you are attending the MVMA Great Lakes Veterinary Conference to receive preferred rates: adults (\$19) / children under 18 (\$10). MVMA attendees will also receive *free* overnight parking. For a schedule of ferry departure and arrival times, visit <http://sheplersferry.com/>
- For more information, go to www.grandhotel.com.



SOCIAL EVENTS

- **WELCOME RECEPTION**

Sunday @ 6:30–7:30 P.M. Put on your finest attire for an elegant reception on the Grand Hotel Front Porch. Enjoy the spectacular views, outstanding food and the best picture spot on the island! *Supported by Ralph C. Wilson Agency.*



- **DINNER IN A RESERVED SECTION OF GRAND HOTEL DINING ROOM**

Sunday @ 7:30 P.M. For hotel guests and those with dinner tickets.

- **SUNSET DESSERT RECEPTION & PARTY AT FORT MACKINAC**

Monday @ 8:00–10:00 P.M. What better way to enjoy this paradise than from Fort Mackinac overlooking Lake Huron? Join us for a beautiful sunset with entertainment, beverages, and desserts. Explore the Fort, interact with colleagues, and enjoy the atmosphere. Taxis depart from Grand Hotel at 7:45 P.M. for hotel guests. Attendees staying at other facilities should meet at the Fort at 8:00. *Sponsored by Banfield Pet Hospital and supported by Heska and IDEXX.*



CHILDREN'S PROGRAM

Grand Hotel has daily children's programs that include a meal for children five years of age or older from 11:30 A.M.–2:30 P.M. and 6:00–9:00 P.M. at no charge for hotel guests.

For *daytime* programs, you must sign up by 9:00 P.M. the evening before the event, and for *evening* programs your child must be registered by 2:30 P.M. on the day of the event. Schedules and sign-up forms are available in Rebecca's Children's Room.

For children too young to participate, babysitting services are available through the Housekeeping Department at (906) 847-3331. Babysitting charges are \$18 per hour, for a maximum of three children.

SUNDAY, JULY 17

- 12:00–1:30 PM **CONFERENCE REGISTRATION**

- 1:30–5:00 PM **SEMINARS** { **DR. JAMES MOORE** Dentistry
DR. TINA WISMER Toxicology

- 6:30–7:30 PM **WELCOME RECEPTION** Grand Hotel Porch

- 7:30 PM **GROUP DINNER** (reserved section of Grand Hotel Dining Room)

MONDAY, JULY 18

- 7:00–8:00 AM **ROUNDTABLE DISCUSSION** with AVMA's President (reserved section of Dining Room)

- 8:00–10:00 AM **CONFERENCE REGISTRATION**

- 8:30 AM–NOON **SEMINARS** { **DR. JAMES MOORE** Dentistry
DR. TINA WISMER Toxicology
KARYN GAVZER Practice Management

- NOON–1:30 PM **LUNCH** (on your own)

- 1:30–5:00 PM **SEMINARS** { **DR. JAMES MOORE** Dentistry
KARYN GAVZER Practice Management

- 5:00–8:00 PM **DINNER** (on your own)

- 8:00–10:00 PM **SUNSET DESSERT RECEPTION & PARTY** (Fort Mackinac)

TUESDAY, JULY 19

- 8:00–10:00 AM **CONFERENCE REGISTRATION**

- 8:30–NOON **SEMINARS** { **DR. TINA WISMER** Toxicology
KARYN GAVZER Practice Management

PLATINUM

ASPCA Pet Health Insurance, brought to you by Hartville Pet Insurance Group, fully sponsoring Dr. Tina Wismer
IDEXX Laboratories, Inc., fully sponsoring Ms. Karyn Gavzer, and supporting Sunset Dessert Reception & Party at Fort Mackinac
Merial, Ltd., fully sponsoring Dr. James Moore



GOLD

Banfield Pet Hospital, sponsoring Sunset Dessert Reception & Party at Fort Mackinac
Ralph C. Wilson Agency, supporting the Welcome Reception



SILVER

Cuatro Digital Imaging, general sponsor
Heska Corporation, supporting Sunset Dessert Reception & Party at Fort Mackinac
MSU Veterinary Medical Center, sponsoring the Board Luncheon

BRONZE

Animal Neurology, Rehabilitation & ER Center, general sponsor
Diagnostic Center for Population & Animal Health, general sponsor
Oakland Veterinary Referral Services, general sponsor



Karyn Gavzer, MBA, CVPM

KG Marketing and Training, Inc.
Springboro, OH

educational program

Ms. Gavzer is a speaker, writer, and practice management consultant specializing in marketing, training and customized solutions for veterinary practices. Her mission is to help practices “go and grow” with new ideas and practical plans. She has worked with industry, associations, and veterinary practices for 20 years. Ms. Gavzer has an MBA and is one of less than 400 certified veterinary hospital managers (CVPM) in North America. She is particularly well known for helping practices with strategic planning and implementing improvements from the AAHA compliance study. She is a popular, engaging speaker and was named the 2012 North American Veterinary Conference Practice Management Speaker of the Year and the Western Veterinary Conference Practice Management Educator of the Year in 2013 and 2014. You can find many of her articles and video clips on the DVM360.com, AAHA Trends Today, and Veterinary Team Brief websites.

MONDAY, JULY 18 @ 8:30 PM–NOON


- Word-of-Mouth Marketing in the Age of the Internet
- If It Walks Like a Duck . . . How to Create a Competitive Advantage for Your Practice
- Practical Ideas and Tips to Market to Millennials

MONDAY, JULY 18 @ 1:30–5:00 PM

- Strategies and Tips for Talking to Clients About the Money Thing
- What You Need to Know to Get to the Third Level of Client Care (Parts 1 and 2)

TUESDAY, JULY 19 @ 8:30–NOON

- Five Steps to Constructive Conflict Resolution
- Teamwork: How to Get It and How to Fix It when It Doesn't Work (Parts 1 and 2)

Ms. Gavzer is fully sponsored by IDEXX 



James Moore, DVM

Owner, Veterinary Dental Solutions
Spring Lake, MI

Dr. Moore holds a DVM and an Advanced Practice Management Certificate from Michigan State University. He has been an associate professor of oral surgery at the MSU Veterinary Medical Center since 2005. In addition to completing more than 700 hours of continuing education courses in basic and advanced oral surgery techniques, Dr. Moore has authored numerous articles in veterinary journals as well as several chapters in veterinary dentistry textbooks. He lectures to veterinarians and veterinary technicians at dental seminars around the country on topics including maxillofacial surgery, oral surgery, endodontia and surgical endodontia, surgical extraction, and dental cleaning, scaling, and polishing. Dr. Moore is a member of the American Veterinary Dental Society and the American Veterinary Dental Educators. He is board eligible in the American Dental College and Academy of Veterinary Dentists.

SUNDAY, JULY 17 @ 1:30–5:00 PM

- Oral Surgery to Save Teeth: There Is a Lot Going On after Scaling
- Oral Radiology: Equipment and Positioning Pay for Themselves
- Oral Radiology Interactive Reading Session: Fun and Instructive Even for Experienced Oral Practitioners

MONDAY, JULY 18 @ 8:30 AM–NOON

- Extraction Technique: The Easy (Well Easier) Way of Extracting Teeth
- Feline Dentistry: Another Example of Why Cats Are Not Little Dogs
- Lumps and Bumps in the Mouth: What To Do and When To Do It

MONDAY, JULY 18 @ 1:30–5:00 PM

- Choosing the Most Effective Stabilization for Mandibular and Maxillary Fractures
- Marketing Veterinary Dentistry: It Takes a Village
- New Topics in Veterinary Dentistry

Dr. Moore is fully sponsored by Merial, Ltd.





Tina Wismer, DVM, DABVT, DABT, MS

Medical Director, ASPCA Animal Poison Control Center
Urbana, IL

Dr. Wismer earned her undergraduate degree from Ohio's University of Findlay and received her DVM from Purdue University in 1994. Dr. Wismer worked in both small animal and emergency practice before joining the ASPCA Animal Poison Control Center. Dr. Wismer is a Diplomate of the American Board of Toxicology and the American Board of Veterinary Toxicology. She is an adjunct instructor at the University of Illinois, a consultant for VIN (Veterinary Information Network) and a Master Gardener.

SUNDAY, JULY 17 @ 1:30–5:00 PM

- Managing the Mystery Poisoning Patient
- ABCDs of Rodenticides
- Antifreeze toxicosis

MONDAY, JULY 18 @ 8:30 AM–NOON

- Common Household Hazards

TUESDAY, JULY 19 @ 8:30 AM–NOON

- Hot Topics in Clinical Toxicology

Dr. Wismer is fully sponsored by the Hartfield Pet Insurance Group 