



MICHIGAN VETERINARY MEDICAL ASSOCIATION  
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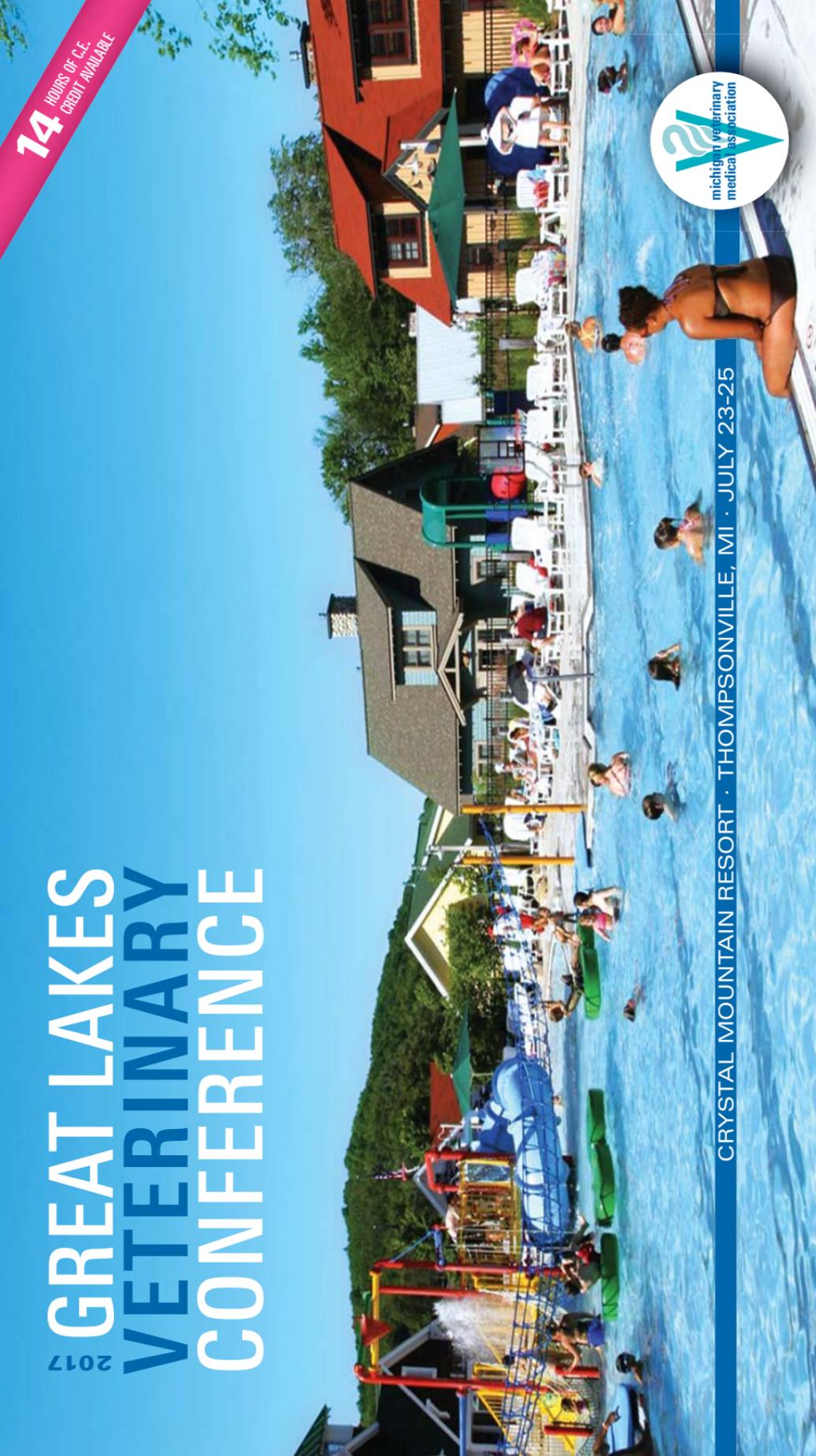


# 2017 GREAT LAKES VETERINARY CONFERENCE

14 HOURS OF C.E.  
CREDIT AVAILABLE



CRYSTAL MOUNTAIN RESORT · THOMPSONVILLE, MI · JULY 23-25



Would you like to attend a fun CE event that's worth getting up in the morning and driving half way across the state? Then join us at Crystal Mountain Resort for great speakers and fun evening events!

Located in the heart of Benzie County, Crystal Mountain is the Midwest's premier four-season family resort featuring some of the finest accommodations northern Michigan has to offer including 36 holes of championship golf and the award-winning Crystal Spa.

Enjoy Crystal's Michigan Legacy Art Park, Edge Adventure Course, Alpine Slide, water park/pool, mountain biking, scenic chairlift rides, paintball, disc golf, climbing wall, hiking trails, tennis—and more. You can get up to 14 hours of continuing education credits *and* have lots of fun—all in *one location!*

## GENERAL INFORMATION

- To make hotel reservations, go to the MVMA website at [www.michvma.org/great-lakes-veterinary-conference](http://www.michvma.org/great-lakes-veterinary-conference), or call (855) 520-2974. Be sure to use group code **45Y0i9** to get the special rate of \$179 (Studio/Hotel room) and other discounts on larger rooms for the nights of July 22–25. *Crystal Mountain is holding a block of rooms until June 23, 2017, so be sure to reserve your room prior to that date.*
- Attire is casual for all activities.
- For more information on Crystal Mountain Resort, go to [www.crystalmountain.com](http://www.crystalmountain.com).

## EVENING & OTHER EVENTS

- **WELCOME RECEPTION**  
**Sunday @ 6:30–7:30 P.M.** Spend time with old friends and meet new ones during this beautiful outdoor reception. Light hors d'oeuvres will be served.
- **MOUNTAIN TOP DINNER & CHAIRLIFT RIDES**  
**Monday @ 7:00–9:00 P.M.** Enjoy a chairlift ride to the top of the mountain where you'll find spectacular views and a fabulous cookout.

PLEASE NOTE: Photos will be taken throughout the day and some photographs will be posted on our web site, social media, and newsletter. Please let MVMA staff know during the event if you do not wish to have your picture made public.

welcome!



## YOGA WITH DANA MESKE

### ■ GOOD NIGHT TWILIGHT YOGA

**Sunday @ 8:00–9:00 P.M.** Settle in for the evening with a soothing twilight yoga flow guaranteed to set your mind at ease. Please note that a side effect from this class may be a great night's sleep.

### ■ "BE BRILLIANT" SUNRISE YOGA

**Monday & Tuesday @ 7:00–8:00 A.M.** A positive mindset can increase your capacity for learning! Fire up your mind and body with a gentle morning yoga flow before your morning lectures and you will be a sponge for knowledge all day long!

### ■ "FEAR FREE" CHAIR YOGA & MEDITATION

**Monday @ 12:30–1:15 P.M.** How great could every day be if we could be the best version of ourselves in any situation? Learn easy-to-remember ways to reframe and rebuild your day—including a chair yoga flow that can be completed in any chair, anywhere!

*Be sure to bring a yoga mat and clothes for the non-chair yoga sessions. No mat or special clothes are needed for chair yoga.*



## SUNDAY, JULY 23

NOON–1:30 PM **CONFERENCE REGISTRATION**

1:30–5:00 PM **SEMINARS** { **INFECTIOUS & VECTOR-BORNE DISEASES** Dr. Adam Birkenheuer  
**INTERNAL MEDICINE** Dr. William D. Saxon

6:30–7:30 PM **WELCOME RECEPTION**

8:00–9:00 PM **GOOD NIGHT TWILIGHT YOGA** Dana Meske

## MONDAY, JULY 24

7:00–8:00 AM **"BE BRILLIANT" SUNRISE YOGA** Dana Meske

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

8:30–NOON **SEMINARS** { **INFECTIOUS & VECTOR-BORNE DISEASES** Dr. Adam Birkenheuer  
**INTERNAL MEDICINE** Dr. William D. Saxon  
**PRACTICE MANAGEMENT** Tracy Dowdy

NOON–1:30 PM **LUNCH** (on your own or order box lunch in advance)

12:30–1:15 PM **"FEAR-FREE" CHAIR YOGA & MEDITATION** Dana Meske

1:30–5:00 PM **SEMINARS** { **PRACTICE MANAGEMENT** Tracy Dowdy  
**INTERNAL MEDICINE** Dr. William D. Saxon

7:00–9:00 PM **MOUNTAIN TOP DINNER & CHAIR LIFT RIDES**

## TUESDAY, JULY 25

7:00–8:00 AM **"BE BRILLIANT" SUNRISE YOGA** Dana Meske

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

8:30–NOON **SEMINARS** { **INFECTIOUS & VECTOR-BORNE DISEASES** Dr. Adam Birkenheuer  
**PRACTICE MANAGEMENT** Tracy Dowdy

## PLATINUM

**IDEXX Laboratories, Inc.**, fully sponsoring Dr. William Saxon and Mountaintop Dinner

**Merial, a part of Boehringer Ingelheim**, fully sponsoring Dr. Adam Birkenheuer

## GOLD

**Ralph C. Wilson Agency**, co-sponsoring Welcome Reception

## SILVER

**Faithful Companion**, co-sponsoring Welcome Reception

**Heska Corporation / Cuattro Imaging**

## BRONZE

**Aventix**

**Carr Healthcare Realty**

**Merck Animal Health**

**MSU Diagnostic Center for Population & Animal Health**

**Oakland Veterinary Referral Services**



INFECTIOUS & VECTOR-BORNE DISEASES

## Adam Birkenheuer, DVM, PhD, DACVIM

Professor, Internal Medicine  
North Carolina State University College of Veterinary Medicine  
Raleigh, NC

Dr. Birkenheuer received his DVM from the University of Florida, and his PhD in Immunology from NC State University. He is an internationally renowned expert on infectious diseases, specifically vector-borne infections of dogs and cats. A board-certified internist, Dr. Birkenheuer has published his research prolifically in highly respected peer-reviewed journals. His research discoveries include the identification of a previously unrecognized canine infectious disease, known as babesiosis. As a result of his work, veterinarians throughout the world are now able to more accurately diagnose and treat this life-threatening illness.

### SUNDAY, JULY 23 @ 1:30–5:00 PM

- **Practical Approach to IMHA.** Diagnosing and treating immune-mediated hemolytic anemia in dogs.
- **Screening for Tick-Borne Diseases in the Healthy Pet: What Does It Mean and What Should I Do?** Benefits of annual screening for vector-borne infections, with tricks and tips to improve client communication and to make dealing with your positives more efficient.
- **Testing for Tick-Borne Diseases in Sick Dogs: Which Pets? Which Diseases? Which Tests?** Signs of suspected vector-borne infection, including an overview of what the testing landscape looks like and which tests to recommend.

### MONDAY JULY 24 @ 8:30 AM–NOON

- **Fever of Unknown Origin: What Should I Do Next?** How to approach FUO, with interesting case examples.
- **Canine Babesiosis: What Have I Been Missing?** Updates on changes.
- **Lyme, Lymes, Limes . . . Just Make Me a Margarita! Simplifying the Approach to *Borrelia Burgdorferi*.** Diagnosis, treatment, and prevention.

### TUESDAY, JULY 25 @ 8:30 AM–NOON

- **Leptospirosis: Diagnosis, Treatment & Prevention.** Review the “other” spirochete. Are we missing this important infection? Are we putting people at risk?
- **Cytauxzoon felis: A Treatable Disease That Is Knocking at Your Door!** Learn more about this interesting and treatable infection.
- **Infectious Disease Potpourri: Case-Based Examples of Canine and Feline Infectious Diseases.** Interesting cases highlighting infectious diseases like Ehrlichiosis, Anaplasmosis, Rocky Mountain Spotted Fever, Bartonellosis, Leishmaniasis, Hemoplasmosis, and others you may have forgotten.

Dr. Birkenheuer is fully sponsored by Merial, a part of Boehringer Ingelheim





PRACTICE MANAGEMENT

## Tracy Dowdy, cvPM

Founder & Managing Director  
MRG Consulting  
San Diego, CA

Tracy Dowdy is the founder and managing director of MRG Consulting in San Diego, California. Tracy has been helping veterinarians and their teams operate successful practices for more than 20 years. With a portfolio of experience that includes being the daughter of a veterinarian, a practice manager, and practice owner, Tracy's philosophy is unique and her results are proven. Tracy's a certified veterinary practice manager. She is the past president of VetPartners and she serves as an advisory board member of Veterinary Team Brief.

### MONDAY, JULY 24 @ 8:30 AM–NOON

- **Overview of the Relationship-Centered Practice.** Most practices do not have a strong business plan and operational model to adopt and follow to guide them down the path of profitability and success. An introduction to the Relationship-Centered Practice, a comprehensive framework to create and optimize a thriving, profitable practice that is centered on the relationships it has with its clients, patients, and team.
- **Identify Your Compelling Vision and Strategic Plan.** For teams to accept change, they must understand why change is necessary for both them and the practice. Learn the importance of having a shared vision and strategic plan.

### MONDAY, JULY 24 @ 1:30–5:00 PM

- **Build a Self-Reliant Team.** It's vital to surround ourselves with great people who have the passion and skills to get the job done effectively. Learn how to create a culture of empowerment and delegation as well as how to recruit the right people.
- **Set Standards.** The central theme of the RCP is having a championship culture of building strong relationships with clients, patients, and everyone in the practice. Learn the five standards necessary to become a Relationship Centered Practice.

### TUESDAY, JULY 25 @ 8:30 AM–NOON

- **Develop Systems A to Z.** Without question, a team's productivity improves through systems and standard operating procedures. Learn the benefits to having SOPs, tips on how to draft effective SOPs, and examples of SOPs needed in your practice.
- **What You Measure You Can Improve.** Accurate data management is critical to a business as it measures the performance of the team and the practice. Learn how to manage your practice based on metrics by learning what information is important to track, and how to compare it with historical data and industry benchmarks.



INTERNAL MEDICINE

## William D. Saxon, DVM, DACVIM, DACVECC

Internal Medicine Consultant  
IDEXX Reference Laboratories  
Graton, CA

Dr. Saxon is a graduate of Iowa State University. He practiced in the San Francisco area until 2007 and owned an intensive care unit in a specialty referral practice in Washington, D.C. He has been an IDEXX Reference Laboratories internal medicine consultant since 1997 and is a coauthor of *Manual of Small Animal Emergency and Critical Care Medicine*.

### SUNDAY, JULY 23 @ 1:30–5:00 PM

- **Practitioners Case Challenge 2017.** An interactive case-based seminar offering tips at diagnosing and treating commonly encountered (and some not-so-commonly-encountered) diseases.

### MONDAY, JULY 24 @ 8:30 AM–NOON

- **Cases and Strategies for Early Kidney Disease Intervention.** Early detection of chronic kidney disease is crucial for delaying the inevitable progression of disease. A focus on accurate assessment of lab work using new tools for early diagnosis and updated treatment recommendations.
- **Panning for Gold: The Importance of the Urinalysis.** The urinalysis is an important part of the minimum database. In-depth practical tips on collection, interpretation, and relevance of the urinalysis, with a special focus on identifying and treating urinary tract infection.

### MONDAY, JULY 24 @ 1:30–5:00 PM

- **The Skinny Old Cat.** Common diseases of older cats and how to prioritize treatment when multiple disorders are present in these often fragile patients.
- **Practical Approach to Heart Disease in Dogs and Cats.** Diagnosis and treatment of heart disease, including new information of the clinical use of cardiac biomarkers.

Dr. Saxon is fully sponsored by IDEXX

