

## 2021 Great Lakes Veterinary Conference Agenda Aug. 22-24, 2021

*\*Times subject to change.*

### Sunday, Aug. 22, 2021

Noon	<b>Registration Opens</b>	<b>Day Lodge Lobby</b>
1:15 - 1:30 pm	<b>Welcome and Introductions</b> <i>John Tramontana, MS, CAE, MVMA CEO and MVMA President Dr. Christian Ast</i>	<b>Tailgate Room (Convention Center)</b>
1:30 - 5:00 pm	<b>Opening Seminar</b> <i>Eric D. Garcia, IT Expert and Digital Marketer, Founder of Simply Done Tech Solutions</i> 1:30 - 2:30: Client Retention and Scaling 2:40 - 3:30: Marketing: Social Media, Video and Pay-per-click Campaigns 3:50 - 5:00: Harnessing the Power of Positive Reviews	<b>Tailgate Room</b>
5:30 - 7:30 pm	<b>Welcome Reception</b>	<b>Tennis Courts</b>

### Monday, Aug. 23, 2021

7:30 am	<b>AVMA Breakfast</b> <i>(Registered participants only; guests not permitted)</i>	<b>Champion Room (Heather Highlands)</b>
8 am	<b>Registration Opens</b>	<b>Day Lodge Lobby</b>
9 am - Noon	<b>Practice Management</b> <i>Eric D. Garcia, IT Expert and Digital Marketer, Founder of Simply Done Tech Solutions</i> 9:00 - 9:50: "Have You Scheduled Your Next Appointment?" Exploring Client Retention Strategies 10:00 - 10:50: Can You Help My Yelp?! How to Handle Online Haters, Bullies, and More 11:00 - Noon: Avoiding Cat-astrophy - How to Engage Cat Owners in Life-Long Care	<b>Tailgate Room (Convention Center)</b>
9 am - Noon	<b>Parasitology</b> <i>Michael W. Dryden, DVM, MS, PhD</i> 9:00 - 9:50: How Does Systemic Flea Control work? 10:00 - 10:50: How Does Systemic Flea Control work? (cont.) 11:00 - Noon: All About Fecal Diagnostics: Classic and Cutting Edge	<b>Blue Room (Convention Center)</b>

- 9 am - Noon     **Surgery**     **Green Room (Convention Center)**  
*Bryden Stanley, BVMS, MVETSC, MACVSC, DACVS*  
 9:00 - 9:50: Hemoabdomen  
 10:00 - 10:50: Gastrointestinal Surgery Tips and Tricks  
 11:00 - Noon: Relaparotomy – When to revisit the abdomen!
- Noon - 1:50 pm     **Lunch**     **Champion Room (Heather Highlands)**
- 2 - 5 pm     **Parasitology**     **Blue Room (Convention Center)**  
*Michael W. Dryden, DVM, MS, PhD*  
 2:00 - 2:50: Where did all these ticks come from and now what?  
 3:00 - 3:50: Where did all these ticks come from and now what? (cont.)  
 4:00 - 5:00: What do we know about multidrug resistant hookworms?
- 2 - 5 pm     **Surgery**     **Green Room (Convention Center)**  
*Bryden Stanley, BVMS, MVETSC, MACVSC, DACVS*  
 2:00 - 2:50: Abdominal Bite Wounds and Penetrations  
 3:00 - 3:50: Open Wound Management  
 4:00 - 5:00: Closure of Unusual Shapes
- 5 - 7 pm     **Dinner on your own**
- 7:30 - 9:30 pm     **VET-PAC Fundraiser (Separate registration fee to attend)**

**Tuesday, Aug. 24, 2021**

- 8:00 am     **Registration Opens**     **Day Lodge Lobby**
- 9 am - Noon     **Parasitology**     **Blue Room (Convention Center)**  
*Michael W. Dryden, DVM, MS, PhD*  
 9:00 - 9:50: The Quagmire that is Giardiasis  
 10:00 - 10:50: Mites: What's burrowing under your dog's and cat's skin?  
 11:00 - Noon: Managing Heartworm in the Adopted Dog
- 9 am - Noon     **Surgery**     **Green Room (Convention Center)**  
*Bryden Stanley, BVMS, MVETSC, MACVSC, DACVS*  
 9:00 - 10:50: Cutaneous Reconstruction: Tension Relieving Techniques  
 10:00 - 10:50: Cutaneous Reconstruction: Subdermal Plexus Flaps  
 11:00 - Noon: Interactive Case Presentations – Wounds and Flaps