

2021 Great Lakes Veterinary Conference

Agenda

August 22-24, 2021

**Times subject to change.*

Sunday, August 22, 2021:

- | | |
|----------------|---|
| Noon | Registration Opens |
| 1:15 - 1:30 pm | Welcome and Introductions: John Tramontana, MVMA CEO and MVMA President Dr. Christian Ast |
| 1:30 - 5:00 pm | <p>Opening Seminar: Eric D. Garcia, IT Expert and Digital Marketer, Founder of Simply Done Tech Solutions</p> <p>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</p> |
| 5:30 - 7:30 pm | Welcome Reception |

Monday, August 23, 2021:

- | | |
|--------------------|--|
| 7:30 am | AVMA Breakfast (<i>registered participants only; guests not permitted</i>) |
| 8:00 am | Registration Opens |
| 9:00 am - 12:00 pm | <p>Practice Management: Eric D. Garcia, IT Expert and Digital Marketer, Founder of Simply Done Tech Solutions</p> <p>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</p> |
| 9:00 am - 12:00 pm | <p>Parasitology: Michael W. Dryden, DVM, MS, PhD</p> <p>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</p> |
| 9:00 am - 12:00 pm | <p>Surgery: Bryden Stanley, BVMS, MVETSC, MACVSC, DACVS</p> <p>9:00 - 9:50: Hemoabdomen
 10:00 - 10:50: Gastrointestinal Surgery Tips and Tricks
 11:00 - Noon: Relaparotomy – When to revisit the abdomen!</p> |
| 12:00 - 1:50 pm | Lunch Break |
| 2:00 - 5:00 pm | <p>Parasitology: Michael W. Dryden, DVM, MS, PhD</p> <p>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?</p> |

2:00 - 5:00 pm **Surgery: 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

5:00 - 7:00 pm **Dinner Break**

7:30 - 9:30 pm **VET-PAC Fundraiser (Separate registration fee to attend)**

Tuesday, August 24, 2021:

8:00 am **Registration Opens**

9:00 - 12:00 pm **Parasitology: 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

9:00 - 12:00 pm **Surgery: 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