

2021 Great Lakes Veterinary Conference 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 **Opening Seminar:** Eric D. Garcia, IT Expert and Digital Marketer, Founder of Simply Done Tech Solutions
- 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
- 5:30 - 7:30 pm **Welcome Reception**

Monday, August 23, 2021:

- 8:00 am **Registration Opens**
- 9:00 am - 12:00 pm **Practice Management: Eric D. Garcia, IT Expert and Digital Marketer, Founder of Simply Done Tech Solutions**
- 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
- 9:00 am - 12:00 pm **Parasitology: Michael W. Dryden, DVM, MS, PhD**
- 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
- 9:00 am - 12:00 pm **Surgery: 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!
- 12:00 - 1:50 pm **Lunch Break**
- 2:00 - 5:00 pm **Parasitology: 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?
- 2:00 - 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