SUSAN SAYLES, DVM: MVMA'S 2012 PRESIDENT

It’s Time to Come Together

We all need each other for the good of our profession, our practices, our research, and our patients. Veterinary medicine has some challenges that we, as a community, can address if we work together. The rising student debt load, the decrease in patient visits, the need for veterinary guidance in the arena of animal welfare and the protection of the practice of veterinary medicine can be affected with serious reflection, discussion and action. As our mission says, we are “one voice promoting professional excellence in veterinary medicine and advancing animal well being and public health.”

How can we find our way through these challenges? We rely on all of our members. The MVMA has a variety of ways to access information to keep you informed. The website, Facebook, Twitter, and email news blasts provide a source of the most current information so that you can understand the issues. I have also started a blog at http://mvmapresident.wordpress.com/ to help facilitate discussion and spread the word about what is happening with veterinary medicine and how it affects us in Michigan. Discussions at the local veterinary associations can help to spark ideas that can be passed through the association. In addition, each year representatives from MVMA attend meetings around the country to connect with other states and the AVMA to share concerns and gather ideas that help move us forward.

I really can’t emphasize enough that everyone counts! We need to have open conversations about the underlying concerns and use the strength of our network of professionals. We are an amazing, caring, and brilliant group of individuals that become exponentially stronger when we come together. I challenge each of you to do something out of your comfort zone this year and try something different. Attending a local or regional meeting or introducing yourself to a colleague you haven’t met could be a goal. Maybe it’s joining a social network like LinkedIn or reading a blog. Make sure you connect with others in the profession because we need each other.

This year at MVMA we will be working on developing new ideas through leadership initiatives, media training, recent graduate and student programs, as well as a strategic planning session in the fall. I firmly believe that making time to stay connected to each other and continually searching for answers will lead us down the path to success.
The MVMA Board of Directors met on December 14, 2011. Highlights of this meeting are included below.

PROGRESS ON STRATEGIC PLAN
LEADERSHIP DEVELOPMENT COMMITTEE UPDATE AND 2012 STRATEGIC PLANNING

In conjunction with MEPA and the Practice Based Ambulatory Program, MVMA had a session called Making Teams More Effective on November 3. Approximately 60 people attended and feedback was very positive. The Leadership Development Committee worked with MSU CVM on the Spartan Leadership Weekend with Rick Debowes. Information was shared on the AVSMAE Power of Ten Leadership Initiative designed to train young leaders. The new chair of the Leadership Development Committee will be Dr. Mike Thome. MVMA will utilize the services of Harrison Coerver for a Strategic Planning session on September 26–27, 2012.

CONTINUING EDUCATION AND PROGRESS ON CONTINUOUS PROFESSIONAL DEVELOPMENT

The Continuous Professional Development Model proposed by the State of Michigan continues to show no movement to implement. Consequently MVMA’s lobbyist recommended that MVMA promote the traditional CE model on our own to get this put into place in a more timely manner. The Board supported the following motion in an effort to move forward with this approach:

“That MVMA recommend to the Board of Veterinary Medicine the standards of continuing education necessary to obtain and maintain veterinary licensure in Michigan. The recommended standards would be 30 hours of approved continuous education completed every two years. Courses offered by the following organizations would qualify as continuing veterinary medical education courses without specific prior approval of the Michigan Board of Veterinary Medicine:

- American Veterinary Medical Association
- Michigan Veterinary Medical Association and other AVMA-affiliated state associations
- Local Veterinary Medical Associations
- American Association of Veterinary State Boards
- Any board approved college or school of veterinary medicine
- American Animal Hospital Association
- Veterinary specialty groups recognized by AVMA
- Regional veterinary conferences and allied organizations recognized by AAVSB
- Registry of Approved Continuing Education (RACE)
- Other courses as approved by the Board of Veterinary Medicine

Compliance would be monitored by self-reporting (a check box on the license renewal form) and individual auditing by the Board of Veterinary Medicine as deemed necessary.”

SCIENCE, ANIMALS, MEDICINE & YOU EXHIBIT

The SAMY Exhibit is continuing to participate in events during the fall, winter, and spring and has been very well-received. A generic brochure has been developed and the Executive Task Force on Diversity has been working on putting together SAMY “kits” so that veterinarians around the state can borrow them from MVMA/MSU CVM to put on events in their local areas. Board members were encouraged to let MVMA know if they would like the full exhibit in their areas.
LEGISLATIVE UPDATE
The Legislative Advisory Committee is currently addressing a number of legislative initiatives. Bills/potential future bills discussed included:

- **SB 307-310 and HB 4503-4506: Regulation of Agriculture, Animals and Certain Sporting Swine.** Sporting swine will be illegal in April 2012, but law suits are anticipated.
- **SB 574: Pet “Lemon” Law.** MVMA made several suggested changes to the first draft of this legislation which was included in the latest version of the legislation.
- **Amendment to allow licensed veterinary technicians to give rabies vaccines with the approval of a licensed veterinarian at a public government animal shelter.** Legislation has not yet been introduced.
- **HB 5231: Regulation of Large-Scale Commercial Breeders.** MVMA and other entities were consulted by the Michigan Humane Society on the language for these bills and adjustments were made to the draft to try to address concerns.
- **SB 356-358: Animal Fighting.** MVMA supports these bills. Anyone caught dogfighting will face increased penalties and forfeiture of property.
- **Animal Shelter Holding Times.** Legislation has not yet been introduced but has been drafted. This will help resolve confusion about holding times for animals in shelters.
- **Old SB 323-324: Ban gas euthanasia in shelters.** MVMA supports referencing the AVMA Guidelines for Euthanasia.

2012 BUDGET
The proposed 2012 budget was approved.

INDUSTRY PARTNER AFFILIATES
Within the MVMA Bylaws, the Board can create non-voting “affiliates” as desired. They reviewed a draft template for a new Industry Partner Affiliates category and voted to oppose the creation of this category.

RETIRING MVMA BOARD MEMBERS
The MVMA Board of Directors honored several Directors who are retiring from the Board: Dr. Jim Lloyd, Immediate Past President; Dr. Cindy Hoorn, representing lab animal; Dr. Margaret Lane, representing Washtenaw and Livingston VMAs; and Dr. Matti Kuijpel, representing MSU CVM. MVMA thanks them for their years of great service to the organization!

MVMA WELCOMES NEW BOARD MEMBERS

**Dr. Charles Decamp, representing MSU CVM**

Dr. DeCamp is a professor and Chair of the Department of Small Animal Clinical Sciences at MSU CVM. He has been a small animal orthopedic surgeon at the Veterinary Teaching Hospital for 28 years. He is a past Regent of the American College of Veterinary Surgeons and past President of the Veterinary Orthopedic Society. When asked what he wants to achieve during his term of leadership, he says, “I would like to continue to build upon collaborative ventures between the MVMA, its membership and the college. Education and expertise are key areas where the college can contribute and make a difference.”

**Dr. Steven Bailey, representing SEMVMA**

Dr. Bailey founded Exclusively Cats Veterinary Hospital in 1992. He is board certified by the American Board of Veterinary Practitioners as a Feline Specialist and is a consultant in Feline Internal Medicine for the Veterinary Information Network (VIN). His special interests include complicated medical/surgical cases as well as critical care, advanced dentistry, and behavioral medicine. When asked about special skills he can provide during his term he says, “I have an insatiable enthusiasm for education of my colleagues and the advancement of medicine (feline specifically).”

**Dr. Lori Penman, representing Lab Animal**

Dr. Penman worked in small-animal practice for six years, as a lab animal veterinarian in research and academia for ten years, as a lab animal consultant for twenty-one years and in veterinary industry for eleven years. She has been a co-author of articles in surgical journals and is a member of several professional organizations. She is the past Chair and a current member of the MVMA Animal Welfare Committee, with professional interests in veterinary behavior medicine. She is currently Merial’s Technical Services Veterinarian for Michigan and parts of Ohio, and continues to work part-time as a small-animal relief veterinarian and lab-animal consultant.

**Dr. Lauren Gnagey, representing Washtenaw and Livingston VMAs**

Dr. Gnagey is an Alabama native and practices equine and small animal medicine at Kern Road Veterinary Clinic in Fowlerville. She has served as a board member for the Livingston County VMA and is also a member of the AVMA, AAEP, and MEPA. She has a background in animal nutrition and animal behavior. When asked what she would like to achieve during her term of leadership, she says, “I would like to gain new leadership skills and confidence that I can use in practice and in everyday life to help our profession continue to evolve.”
AAHA-AVMA CANINE & FELINE PREVENTIVE HEALTHCARE GUIDELINES

A number of factors are leading to fewer veterinarian visits, putting the health of our nation’s pets at increasing risk. The newly published AAHA-AVMA Canine and Feline Preventive Healthcare Guidelines provide a unique opportunity to educate and encourage pet owners to take essential steps toward helping to ensure the health and well-being of their pets. Now you can learn about the guidelines and successful strategies to easily and effectively leverage the AAHA-AVMA Guidelines for the optimal health of pets.

Michael Moyer, VMD, and Ilona Rodan, DVM, have teamed up to teach you how you can implement these new guidelines to increase visits to your practice and improve the lives of your clients and patients by offering a new web conference which will be available until November 2012 for all veterinary professionals. After participating in the web conference, attendees will be better able to:

- Understand the AAHA/AVMA Canine and Feline Preventive Healthcare Guidelines
- Implement the Preventive Healthcare Guidelines in your practice
- Educate clients about preventive healthcare for their pets
- Make feline preventive care visits less stressful for cats and their owners

For more information on our webcasts, go to www.aahanet.org/webconf or call AAHA’s Member Service Center at (800) 883-6301. If you’d like background information on the development of the guidelines, or wish to view the poster versions of the canine and feline guidelines, go to https://www.aahanet.org/Library/PreventiveHealthcare.aspx.

BOARD OF VETERINARY MEDICINE NOW ACCEPTS PAVE

The Board of Veterinary Medicine met on October 27 and voted to accept PAVE (Program for the Assessment of Veterinary Education Equivalence) in addition to ECFVG for licensing requirements in Michigan. Currently 39 states accept both programs. Anyone applying for a license that holds the PAVE certificate meets the educational requirements for licensure. The application forms are currently being updated and will be available soon on the licensing and regulation website.

AVMA RESPONDS TO FEDERAL ORDER LIMITING USE OF ANTIBIOTICS IN FOOD ANIMALS

The American Veterinary Medical Association (AVMA) announced that the FDA’s order prohibiting certain uses of cephalosporins in food animals appears consistent with the current AVMA position on the limited prohibition on extra-label drug use, but warned against further restrictions not backed by science.

Cephalosporins, a class of antimicrobial drug used in livestock, poultry, and other food-producing animals, are also commonly used in humans to treat pneumonia and a wide range of skin and soft tissue infections, urinary tract infections and inflammatory disease. The FDA said it is limiting the use of cephalosporins in animals to preserve the effectiveness of the drugs for treating disease in humans and reduce the risk of

ANNUAL CONTROLLED SUBSTANCE INVENTORY

Licensees must conduct an annual inventory of all controlled substances in Schedule 2–5 under their control and submit this to the state between April 1 and June 30. An inventory is required for each location where controlled substances are kept, beginning on the day the licensee first engages in the practice. The annual inventory shall be signed and dated (including whether it is the opening or closing of the day) by the licensee, and include the licensee’s name, address, and DEA number.

Schedule 2 drugs must be listed separately from all other drugs and exact counts must be made. For substances listed in schedules 3, 4, and 5, the count or measure may be estimated, but if the container holds more than 1,000 dosage units (pills, etc.), then an accurate count is required.

Federal law requires a biannual inventory be taken and kept on the premises. Saving a copy of the annual state inventory will put the veterinarian in compliance with this requirement. Send the state inventory to: State of Michigan, Bureau of Health Professions, Health Investigation Division, 6546 Mercantile Way, Suite 2, PO Box 30454, Lansing, MI 48909.

For questions or additional information, call (517) 373-1737 or email mapsinfo@michigan.gov.
cephalosporin resistance in certain bacterial pathogens.

The AVMA is evaluating the prohibition of cephalosporins for preventive uses and will submit a response to the FDA during the comment period. The AVMA has a strong position which underscores the importance of veterinary access to antimicrobials for preventive use to enhance food safety, public health and animal welfare.

**CHANGE IN EMPLOYEE RIGHTS NOTICE POSTING REQUIREMENT**

As of January 31, 2012, most private sector employers are required to post a notice advising employees of their rights under the National Labor Relations Act. The notice should be posted in a conspicuous place, where other notifications of workplace rights and employer rules and policies are posted. Employers should also publish a link to the notice on an internal or external website if other personnel policies or workplace notices are posted there. More information on how to download or order the poster free of charge can be found at https://nlrb.gov/poster.

The National Labor Relations Board (NLRB) has statutory jurisdiction over private sector employers whose activity in interstate commerce exceeds a minimal level. Veterinary practices are part of the group that includes other healthcare centers such as hospitals, medical and dental offices, social services organizations, child care centers, and residential care centers that are under NLRB jurisdiction only if they have a gross annual volume of at least $250,000.

For more information, visit the NLRB website listed above or contact the Michigan office located in Detroit directly at https://nlrb.gov/category/regions/region-07 or (313) 226-3200.

**ACVO/MERIAL NATIONAL SERVICE DOG EYE EXAM EVENT**

During the month of May 2012, the American College of Veterinary Ophthalmologists (ACVO) is launching the 5th annual ACVO/Merial National Service Dog Eye Exam Event to help support service animals who dedicate their lives to serving the public. More than 200 board certified veterinary ophthalmologists throughout the United States are estimated to provide free sight-saving eye exams to thousands of eligible service animals. Registration for service animal owners and handlers begins April 1, 2012. Visit http://www.acvoeyeexam.org for more information.

**MVMA PARTNERS WITH MSUFCU TO BRING NEW BENEFITS TO MEMBERS**

The MVMA and Michigan State University Federal Credit Union have partnered together to give you a special addition to your benefits package. Members and employees are eligible to join MSUFCU, giving you access to a wide range of superior financial products and services aimed at helping you reach your financial dreams. With eight full-service Lansing-area branches, over 100 free ATMs in the Greater Lansing area, online banking with ComputerLine, and Green on the Go® mobile banking, you can access your account anytime, anywhere.

**YOUR MEMBERSHIP**

Join MSUFCU with as little as $6, (a one-time membership fee of $1 and a $5 deposit into your Spartan Saver account). Your exclusive MSUFCU membership has much to offer you:

- **FREE CHECKING:** MSUFCU’s Totally Green Checking can’t be beat! With no minimum balance and no monthly fees, this checking account works for everyone!

- **COMPETITIVE LOAN RATES:** MSUFCU offers a variety of loans to fit your budget and lifestyle. Whether you’re looking for a new car, home, or need extra cash for a big purchase, MSUFCU is here to help!

- **MUCH MORE:** From business accounts and savings accounts, to IRAs and direct deposit, MSUFCU has you covered!

**MVMA VISA CREDIT CARD**

MVMA and MSUFCU are pleased to announce the release of the new MVMA Visa Credit Card! When you use your MVMA Visa Credit Card, you will be helping to support MVMA programs with every swipe. This is a credit card with a low rate and no annual fee that benefits an association you love.

**CONTACT MSUFCU!**

MSUFCU is eager to assist all MVMA members and employees interested in joining the credit union. To join MSUFCU or to learn more about the MVMA Credit Card stop into any branch, call toll-free at (800) 678-4968, or visit www.msufcu.org. Or, to apply for the new MVMA Visa Credit Card, visit www.mvmacreditcard.org today!
On July 14, 2011 Dr. Eric Keilen contacted MVMA and the MVMA office recommended Dr. Keilen contact me to assist him in finding a caring owner for Hope. Hope was Dr. Keilen’s patient and an abuse victim. Hope is also a muscular, shorthair dog that is commonly identified as a “pit bull” mix or pit bull–type of dog.

When Dr. Keilen contacted me, he gave the following background information regarding the dog: “A few weeks ago we had a good Samaritan bring in a young pit bull mix that he had witnessed being abused. The dog had been tied to the back of a van and was being dragged down the street before eventually coming out of her collar and tumbling into the man’s yard. The man who witnessed the event brought the dog straight to our clinic for treatment. He did not recognize the dog from the area and could not commit anything financially to the treatment, though he did mention that he would be willing to give her a home if needed. The event was reported to local animal control and the local news did a piece on the dog. As a consequence of this, many individuals have expressed interest in this dog. We have treated this dog’s injuries and she is healing beautifully. She has a great personality and looks to have qualities that would make her a good companion for the right owner. We will spay her and provide initial preventive care. So far all expenses have been covered by me and several donations that came in following the local news piece. When she is healed we would like to have her placed in a home. My preference would be to adopt her out through a third party rescue organization.” After this communication, I connected Dr. Keilen with the Buster Foundation, an education and rescue organization focused on pit bull types of dogs (http://thebusterfoundation.rescuegroups.org/). The Buster Foundation was successful in helping Dr. Keilen find a wonderful home for Hope.

Sadly, Hope’s abuse story is not uncommon. Cases of neglect and abuse are commonly reported to animal control facilities, shelters, rescue groups and veterinary clinics across the country on a daily basis. Many of the dogs that are victimized in these cases are indeed muscular and have shorthair, and are thus what could be identified as a “pit bull” mix. Public perceptions about the dogs identified as “pit bulls” range through
a variety of extremes. These dogs have been portrayed by the media as “demonic animals—unpredictable and savage in their behavior toward humans.” They may be seen as an abomination to the natural order, as a threat to the security and stability of humans. It has been argued that the way we deal with the social problem associated with pit bull type of dogs is not substantially different from the way we deal with societal issues we want to deny. From the perspective of the many problems from which we irrationally dissociate or actively ignore, the problem of our relationship to dogs of pit bull type is perhaps one of the most pemicious. These dogs may be even considered responsible for their own abuse, because of the public zeitgeist surrounding them. Pit bull—type dogs are frequently starved, chained to concrete blocks in backyards, forced to fight, tortured, and murdered at will. The pit bull—type of dog is considered the ultimate contemporary problem animal.

Several issues are associated with pit bull—type of dogs. The first supposition people hold is that the fact that a dog is genetically of pit bull lineage makes that dog automatically hardwired to be a “killer.” This supposition is of course untrue. However, it raises the second problem of identification and misidentification of the dogs that have similar phenotype, but are of unknown ancestry. This was confirmed by Dr. Voith’s study: “Comparison of adoption agency breed identification and DNA breed identification of dogs” where there was little correlation between adoption agencies’ identification of probable breed composition with the identification of breeds by DNA analysis. The dogs that are used for fighting are shorthair and muscular, and some of them are indeed American Pit Bull Terriers. However, not every shorthair muscular dog is an American Pit Bull Terrier. Obviously, not all American Pit Bull Terriers are used in dog fighting. In fact, there are more than 20 breeds that have a phenotype similar to American Pit Bull Terrier and American Staffordshire Terrier breeds. In the end, the main question is what is a “pit bull”? This term has an abstract meaning that leads to confusion. In combination with the many urban myths associated with “pit bulls,” the result can be an irrational fear, panic, and eventually exclusion of appropriate societal ethics regarding treatment of innocent animals.

The current negative image of pit bulls is fueled by the fact that these dogs have become urban legends. There are three identified factors that combine to create an urban legend, and all of them appear to apply to stories about pit bulls. First, pit bull stories have great media appeal. Second, pit bull “issues” are legitimized by being addressed by certain authority figures; in this case the negative attention applied to the pit bull dog makes them more attractive to certain societal elements that see them as “outlaw” symbols to which people attach as a projection of their own self-image. Finally, the instigation of fear and public outcry against pit bull dogs serves to promote certain vested interests, such as politicians and members of law enforcement and the media. Demonizing pit bull dogs by these individuals can serve to emphasize the role of the politician or law enforcement officer as a “protector of society’s interest,” and pit bull stories sell newspapers and attract viewers to media sites. Thus, the Pit Bull “. . . has become a reflection of ourselves that no one cares very much to see.” Two especially fear-inducing elements that have developed in our society are criminal gangs and drug dealers. Ownership of pit bulls has been associated with both of these groups. Instead of addressing these negative elements of society, “. . . conflicting groups can direct their attacks safely against the proxy target, without having to engage each other directly. Normally, a society dares not choose genuinely powerful internal enemies.”7

There are a surprising number of urban legends associated with the pit bull type of dog. These include the following:

- **MYTH:** Pit bulls have massive biting power measuring in 1,000s of pounds of pressure per square inch.
- **FACT:** On average, dogs bite with 320 pounds of pressure per square inch. The bite pressure of a German Shepherd, an American Pit Bull Terrier, and a Rottweiler were tested. The American Pit Bull Terrier had the least amount of bite pressure of the three dogs tested. (Dr. Brady Barr, National Geographic)
- **MYTH:** Family pet pit bulls turn on their owners.
- **FACT:** No single neutered household pet pit bull has ever killed anyone. (Karen Delise, founder of the National Canine Research Council. Source: The Institute of Animal Welfare and Behavior of the University of Veterinary Medicine, Hannover, Germany, which temperament tested over 1,000 dogs.)
- **MYTH:** Pit bulls attack without warning.
- **FACT:** “Pit bulls signal like other dogs.”
- **MYTH:** Pit bulls are more dangerous than other dogs.
- **FACT:** “A dog is only as dangerous as its owner allows it to be.” (Diane Jessup, founder of LawDogsUSA. Source: Animal Farm Foundation)

It has been argued that pit bulls are victims of a society that categorizes them as inherently vicious animals. Thus, the abuse of dogs that are forced to labor in the fighting pit is rationalized by arguing that the dog fighting arena is the place where pit bulls are “allowed to act out their normal behaviors.”8 It has been noted that breed bans appear in circumstances marked by emotionalism and limited inquiry into the sources and probability of a risk and limited...
consideration of alternative policies. Delise identified a change in media description of dog attacks that began in the 1970s. At this point in time, according to Delise, “media sensationalism replaced common sense.” In depicting dog attacks, the emphasis shifted and “children stopped teasing dogs and dogs started attacking children without provocation.” Delise also argues that the media stopped describing such events as existing in a framework of typical “cause-effect,” because this diminished the impact of the stories, rendering them less newsworthy or interesting. Without describing the circumstances under which this event occurred, the impression is fostered that the dog is inherently unpredictable and untrustworthy, while the truth may be that this dog was abused, inadequately socialized, and certainly was not treated as a family companion. Rather than being identified as a tragic case involving child neglect and animal abuse, the dog’s genetics bear the entire responsibility for the event. In order to prevent dog attacks, we have to identify the real reason and address them properly. This might not be an easy or quick process, but it is the only way forward to provide adequate protection to the public and the animal alike.

By stating that “pit bulls” are often victims of animal cruelty, I do not suggest that there are not “pit bulls” that attack. Dogs from any breed or mix of breeds could attack under specific circumstances. A critical resource that addresses the issue of dog attacks, attack prevention, and the breeds more commonly associated with human attacks is the paper from the AVMA Task Force on Canine Aggression and Human-Canine Interaction. From this source comes the following information: “Statistics on fatalities and injuries caused by dogs cannot be responsibly used to document the ‘dangerousness’ of a particular breed, relative to other breeds, for several reasons. First, a dog’s tendency to bite depends on at least five interacting factors: heredity, early experience, later socialization and training, health (medical and behavioral), and victim behavior. Secondly, there is no reliable way to identify the number of dogs of a particular breed in the canine population at any given time (e.g., ten attacks by Doberman Pinschers relative to a total population of ten dogs implies a different risk than ten attacks by Labrador Retrievers relative to a population of 1,000 dogs). Third, statistics may be skewed, because often they do not consider multiple incidents caused by a single animal. Fourth, breed is often identified by individuals who are not familiar with breed characteristics and who commonly identify dogs of mixed ancestry as if they were purebreds. Fifth, the popularity of breeds changes over time, making comparison of breed-specific bite rates unreliable.”

The truth is that dogs are not “little humans with fur.” All modern dog breeds, whether Maltese or Mastiff, are wolf descendants. Dog bites are contextual and of multifactorial etiology. Adults, parents, owners, and guardians are the responsible parties in the human-animal interaction. We should not expect common sense from children and dogs, nor should we blame the dogs’ genetics for an adult’s reckless behavior that puts at risk other human lives. People should be educated regarding the proper methods to raise, socialize, and train a dog, as well as to the basic factors of dog care before adopting a canine companion. Responsible dog ownership, which places the responsibility for the dog’s misbehavior squarely on the owner, is optimal. Legislators should act to address negative social issues in a global sense, rather than superficially acting to gain positive media spin. The media should respect their role and inform, not misinform. Veterinarians are best positioned to educate regarding animal welfare and responsible dog ownership, as they are trusted medical professionals. Veterinarians are the experts in animal welfare.

I wonder what would have happened to Hope if Dr. Keilen had not viewed her as an individual dog, but as a monster. I also wonder what would have happened to Hope if the Good Samaritan that brought her to the clinic had assumed that Hope deserved to be abused because she is a “pit bull.” I am very happy that both of them saw an individual dog, an abuse victim, a creature in need, and ultimately a patient after all . . .

The author would like to express her appreciation to Dr. Charles DeCamp, Deans Christopher Brown, William Atchison, Dr. James Lloyd, Provost Hiram Fitzgerald, and my advisors Dean Vlma Yuzbasian-Gurkan and Drs. Barbara Kitchell, and Rene Rosenbaum, for their support of my Masters and Doctoral graduate research in animal welfare.

The traditional role of the large-animal veterinary practitioner is largely an example of romantic impression. Cows had names and personalities, their own stanchions and the same neighbors. Some would say that cows lived a pampered life, in those “good ol’ days,” when cow stables were warm and barn gutters collected their deposits. Production was very different back then. The ration consisted of bedding-grade hay and two scoops of cow grain (if she was thought to be a good milker!). Maintaining cow health could be a challenge as well. For example, the warm barn air was moist and stale, harboring virus and bacteria. Producers typically thought of the veterinarian as an expense. He was invited onto a farm to deal with an individual animal or two, typically suffering from a prolonged illness.

Today, the role of the veterinary practitioner has necessarily evolved into the most valued consultant on the dairy management team. This position affords the veterinarian opportunities in all aspects of production medicine and farm management. Farm viability is directly tied to issues of animal well-being, whether it be housing/cow comfort and social issues, balanced rations, milk quality programs, reproductive efficiency protocols, hoof care, immunology, fly and parasite control, and calf health and growth programs. Analysis of production records assures us that our proactive involvement in the animal well-being arena (prevention medicine programming) insures a contented and productive animal.

Is the “evolution” from the James Herriot to the modern dairy practitioner model really a huge shift? The science part of veterinary medicine is vastly different from those “good ol’ days.” Our increased knowledge and understanding of disease and pathology, medicine and surgery, and population and production medicine has promoted the veterinarian’s relevance to today’s dairy industry. The art of practice, which is based more in one’s personality and philosophy, has changed far less. Large-animal veterinarians fully appreciate the contribution animals make to the provision of human existence. That appreciation remains constant.

The veterinarian has a stewardship responsibility towards his/her patients which cannot be minimized, especially as it relates to morality concerns and ethics of practice. The veterinarian is the animal’s first and greatest advocate! She/he must provide and promote compassionate, quality healthcare in word and deed. The timeless wisdom of Solomon in Proverbs 27:23, advises, “Be sure you know the condition of your flocks, give careful attention to your herds …”

—Robert J. Vlietstra, Chair, MVMA Food Animal Practice Committee
Production Medicine Section, West Michigan Veterinary Service
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Christopher Bailey is an MVMA Student Affiliate from MSU CVM and was recently recognized by the American Board of Veterinary Practitioners as the winner of the 21st Annual Student Case Report Contest. First place receives an $800 cash award and was presented to Chris for his case titled, “Chronic Hydrothorax Secondary to Unilateral Kidney Disease.” In addition, he received a $1,100 stipend to attend the Annual ABVP Symposium. Because submissions are reviewed using the same guidelines as those used to evaluate ABVP applicants, these winners are to be commended for their excellence.

Dr. Ralph Huff

Third-year veterinary students at the MSU College of Veterinary Medicine were honored at a “Transition Ceremony” on January 7, 2012 which marks their transition to the clinic phase of their veterinary education. At the ceremony, Class of 2013 students were presented with a gift from MVMA, a white lab coat embroidered with the MVMA logo and their name. The students recited the Veterinary Student Oath and signed the Class Charter. Speakers at the event included Dr. Ralph Huff, MVMA’s President-Elect, who did a fantastic job of promoting MVMA and encouraging the students as they move into this new phase of their education.

Dr. John Simon

Dr. John Simon is the first veterinarian in Michigan to receive a diploma in Basic Fish Medicine from the University of Wisconsin, School of Veterinary Medicine. Although the course was developed by the University of Wisconsin, it was sponsored by the Michigan Department of Agriculture. After 20 hours of online training, he passed a series of written tests which made him eligible for field training provided by MDA at the Moose Miller Fish Farm in Kalamazoo. During Dr. Simon’s 40 years of practice his accomplishments include being Detroit’s first holistic veterinary practitioner and certification in veterinary acupuncture and chiropractics. Dr. Simon was also the first to perform “in clinic” pet adult stem cell therapy on dogs and cats. He treats dogs, cats, birds, rabbits, rodents, ferrets, iguanas, and turtles at Woodside Animal Hospital.

Drs. Kaiser, Ames, Grooms and Coe receive award

The Michigan Junior Livestock Society honored Drs. Lana Kaiser, Kent Ames, Dan Grooms, and Paul Coe at the Winter Beef Classic. The award is given in recognition and appreciation for years of dedicated service to the Michigan Junior Livestock Society and the youth and livestock industry of Michigan. Congratulations to each of them!
We Need You to Log in to the “Member’s Only” Section of MVMA’s Website!

MVMA recently changed database programs and wants to make sure we have the most current information for all of our members. Therefore, we need you to log in to the Member’s Only section of our website.

Go to www.michvma.org and click “Member Login” on the blue bar at the top right side of the screen. Log in using the email address you have on file with us—the email address you received your electronic newsletter at—and “MVMA” as your password (please use all capital letters since the password is case-sensitive; you will be prompted to change your password after the first time you log in).

Once logged in, you will be taken to your personal profile page. Here you can view and edit your information, see upcoming conferences/meetings, and even upload a photo to further personalize your information. If you click the blue “MVMA Member’s Only Website” at the top center of the screen, you will be taken to the Member’s Only section of the MVMA website which is full of useful information!

Here you will find the most up-to-date resources on current issues, member benefits, practice management information, and human resources assistance.

Please note that if you have already logged in and were prompted to change your password in the past, you should use the password you previously entered. Contact us at mvma@michvma.org or (517) 347-4710 if you have trouble logging in.

ARE YOU THE NEXT PRESIDENT OF THE MVMA? Run for MVMA 2nd Vice President!

You have the opportunity to help guide the MVMA into the next decade! Step up and share your experience, leadership and vision with over 2,200 veterinary professionals across the state. The MVMA Leadership Development Committee, chaired by Dr. Mike Thome, is seeking nominations for the office of second vice-president of the MVMA. Nominations may also be made for the offices of first vice president and president-elect; however, traditionally once elected, the vice presidents ascend through the chairs without opposition to the office of president. Nominations may be made by constituent associations, petition of 5% of the voting members (approximately 75 members), or by the Leadership Development Committee. Interested individuals should contact MVMA for more information. A letter of intent with a CV should then be submitted by July 1. Contact MVMA at mvma@michvma.org or (517) 347-4710 for more information.

Handling Complaints & Protecting Your Reputation

As a New Year begins, many of us take time to set new goals, focus on resolutions to better ourselves and, generally, start new habits that will enhance our lives and our work. One routine to consider for 2012 is to spend a little time monitoring your hospital’s reputation online.

Reputation management is quickly becoming a trendsetting Internet industry. As technology allows more and more people to upload their thoughts, concerns and complaints at ever increasing speeds, the very real chance exists that your practice, your doctors, or even you might be the target of some unhappy clients. If you aren’t monitoring your online reputation, you will miss the opportunity for damage control and the chance to win over some clients.

Believe it or not, the starting point of protecting your hospital’s character is not online, but rather, right in your practice during staff meetings and everyday occurrences. Focus on setting the highest standards for customer service and train the entire team to meet and exceed those goals with every client interaction. Then, when issues arise, you will have the confidence that your team acted in the most professional manner possible.

Find the time or assign the task so that you are regularly watching for your name to show up online. Responding to reviews that are months to years old will not help your reputation!

Don’t look at online review sites as the enemy or something to be feared. Instead, consider that these complaints or concerns are opportunities for you to fix a possible issue and even turn upset clients into loyal fans who recommend you at every turn. Surveys continually show that businesses who take the time to address the customer’s grievance generate more positive reviews, even from previously angry clients, than those who ignore the situations.

Even with great client service and terrific follow-up on complaints, there will still be some people who use the anonymity of the Internet as a means to lash out. In many of these cases, it is possible to get these negative appraisals removed for violating the Terms of Use or Service of the review site. But, as mentioned above, it takes the right tact and the knowledge that a bad assessment exists before you can proceed.

Most importantly, realize that you are not in this fight alone. The Veterinary News Network can provide assistance in dealing with review sites to understanding how best to “listen” in this new world of emerging and social media. VNN has partnered with MVMA and we encourage your practice to join us. Learn more at http://www.MyVNN.com.
This year’s Michigan Veterinary Conference attracted over 1,500 attendees. In addition to the excellent educational program and outstanding exhibit area, attendees were treated to a variety of receptions and social events including Speed Networking. The MVMA Annual Meeting included informative presentations and awards. Immediate Past President Dr. Frank Carmona spotlighted the “President’s Honor Roll” to recognize the hard work of MVMA supporters. Watch for information on the 2013 Michigan Veterinary Conference. You won’t want to miss it!

W. Kenneth McKersie Service Award

Dr. Frank Carmona, MVMA’s Immediate Past President, was presented with the W. Kenneth McKersie Service Award at the 2012 Michigan Veterinary Conference. The award is conferred upon a member of the MVMA for cumulative service and accomplishments benefiting the profession of veterinary medicine, the community and the Association. Dr. Carmona is a small-animal practitioner who co-owns North Hills Veterinary Hospital in Rochester Hills. He has been a strong advocate for organized veterinary medicine since he graduated from MSU CVM in 1989. He has served MVMA as President and has been on the Board since 2006. He is active on MVMA’s Executive Task Force on Diversity, assists with legislative matters, and will be the upcoming Team Leader for MVMA’s new Power of Ten Leadership Initiative.

Dr. Carmona was President of SEMVMA in 2004 and played an integral role in the Detroit Zoo Hospital and Leader Dog fundraising activities. The success of these projects earned him the Outstanding Contribution to the Community Award from SEMVMA in 2008. His commitment to service that extends beyond veterinary medicine includes raising over $250,000 with his family for Cystic Fibrosis, acting as a Cub Scout Leader and being active in his Parish. He is a participant in the WAGS Program giving care to HIV-positive pet owners’ animals, volunteers to allergy test dogs for Leader Dogs for the Blind, and was selected as Citizen of the Year by the Rochester Elks Club in 2004–05 for demonstrating charity, justice and fidelity in the community. He is a mentor for area high school and college students and is on the regular circuit for career day speakers for local schools. He has also served as a faculty member at Macomb Community College Veterinary Technician Program.

MVMA thanks Dr. Carmona for all he has done for our organization and outside groups!
Community Service Award

Debbie Szot and the Riley Mackenzie Fund of Paris, Michigan, received MVMA’s Community Service Award after being nominated by MVMA member Dr. Donald Hitzemann. The Community Service Award was created to honor an animal-related organization or individual, who is not a veterinarian, for contributions that have significantly benefited society.

The Riley MacKenzie Fund was established in 2009 and was organized to prevent cruelty to animals. The fund offers services to stray and abandoned animals such as veterinary care, food, and temporary homes. They provide funds to have animals spayed or neutered and foster homes to animals who have been surrendered due to domestic violence situations or when senior citizens are forced to surrender pets when going into a nursing home. They find these animals permanent homes where they are loved and cared for. During their first year in 2010, they were able to help 122 animals in need and donated over 1,500 pounds of dog and cat food in the Big Rapids area.

Debbie and the Riley Mackenzie Fund provide a great service to their community and MVMA was pleased to recognize them with the Community Service Award.

Public Media Award

The Public Media Award was presented to Rosemary Parker, a writer and editor for the Kalamazoo Gazette. It was created to recognize a person or organization within the broadcasting or publishing professions for activities that benefit the veterinary profession or the ideals associated with it. Rosemary has long demonstrated an interest in animal-related issues and has used her communication skills to provide balanced, well-researched information on topics of veterinary importance. These topics have included the Kalamazoo river oil spill, high-profile animal cruelty investigations, various diseases impacting animals and humans, swine as an invasive species, and numerous other topics.

Rosemary has developed strong relationships with veterinarians in private practice and in university and government positions through her efforts to report with accuracy, completeness, fairness and objectivity. Her success in these efforts is demonstrated by the fact that when an animal health or welfare event happens, she is welcomed by both animal health professionals and the animal-interested public as reliable and effective in getting the news out. She is clearly a partner in animal health.
Dr. Sarah Abood, leadership on the Membership Development Committee
Dr. Marcie Barber, leadership on the Animal Welfare Committee
Ms. Karlene Belyea, management of all aspects of the MVMA
Dean Chris Brown, leadership of our college of veterinary medicine
Dr. Kim Buck, coordination of the small animal series seminars
Mr. George Carr, service in political and legislative arenas
Dr. Dave Carron, leadership on the MVMA Legislative Advisory Committee
Dr. Jeff Dizik, leadership on the Michigan Animal Health Foundation
Dr. Patrick Dwyer, for support of Presidential duties
Ms. Sheri Fandel, coordination of MVMA operations and as a tremendous resource for members
Dr. Nancy Frank, leadership in representing Michigan in the AVMA House of Delegates
Dr. Gay Gira, leadership in representing Michigan in the AVMA House of Delegates
Dr. Steven Halstead, leadership as our State Veterinarian
Dr. Ralph Huff, leadership on the Executive and Legislative Advisory Committees
Ms. Jan Hodge, coordination of administrative services
Drs. Gail Hoholik & Renee Coyer, coordination of the Upper Peninsula Miracle of Life
Dr. Karen Hrapkiewicz, leadership on the Veterinary Technicians Committee
Dr. Tari Kern, coordination of People, Pets and Vets and participation on the Leadership Development Committee
Dr. Joe Kline, leadership on the Public Health Committee
Dr. Jan Krehbiel, leadership as AVMA District V Representative
Dr. Larry Letsche, leadership on the Board of Veterinary Medicine
Dr. Jim Lloyd, leadership on the Executive Committee, Diversity Task Force, SAMY Exhibit, and Leadership Development Committee
Ms. Amy Morris, leadership in MVMA public relations
Dr. Mike Neault, leadership on the Michigan SART
Dr. Pete Prescott, leadership on the Grievance & Ethics Committee
Ms. Kara Reed, management of member benefits and student programs
Dr. Chris Rohwer, leadership on the Student Committee
Dr. Edmund Rosser, leadership on the Joint CE Committee and MVC
Dr. Susan Sayles, leadership on the Executive and Leadership Development Committees
Dr. Mary Seager, leadership on the Awards Committee
Dr. Alison Smith, for support of Presidential duties
Dr. Stephen Steep, leadership on the Legislative Advisory Committee
Dr. Mary Grace Stobierski, assistance from MDCH on public health issues
Dr. Bob Vlietstra, leadership on the Food Animal Committee
Dr. Jacqueline Walsh, for support of Presidential duties
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Texting is a popular communication trend that can help your practice. Texting clients and coworkers has some clear advantages over email. Text messages can be read anywhere, whereas not everyone has email capability on their phones.

Did you know? Additionally, 97 percent of all marketing text messages are opened, with over 80 percent being read within one hour of receipt.

USES OF TEXTING
Your veterinary practice can purpose text messaging for many uses. Most practices mail postcards or letter reminders about pet healthcare due dates; why not send text messages, as well? Additionally, any temporary fee discounts and expiration dates can be broadcast via text message to create a sense of urgency.

Text message important information to clients that they may not otherwise timely hear. For instance, you can easily and efficiently relay urgent pet food and animal product recalls, showing practice knowledge, concern and technical competency.

DO’S AND DON’TS
Remember a few pointers when messaging by text. Keep text messages short. By definition, text is succinct communication. Convey short sound bites, for example “Fluffy’s surgery went well. In recovery. Please call (xxx) xxx-xxxx if you want more information.”

It is critical to decide the message recipient. Be sure to limit messaging to the designated patient owner or agent, just the same as for any confidential communication about a patient’s medical care.

Send text messages only with client permission. Ideally, a client should text a keyword to the “texting” account to enroll for service. Since some clients might not bother, ask clients directly if they want to receive text messages.

When a client schedules an appointment over the phone, ask “Would you like a text message reminder sent to your phone the day before your appointment?” Or, if the pet is receiving inpatient treatment, ask “Would you like to receive a text message, phone call, or both when Fluffy is ready to be picked up?”

Don’t use text message slang. Typing ‘2’ instead of ‘to,’ or abbreviations such as ‘4u’ and ‘gr8’ come off as unprofessional or pandering. Pay attention to spelling and grammar. You wouldn’t want to send an email with “there” being used in place of “their,” or “too” instead of “two,” so make sure you take the time to prevent those mistakes in text messages.

Do not text message negative information. Decide when a phone call is best, such as if a surgical complication arose or a prescription won’t be filled on time. Texting negative information will likely come across as inconsiderate and impersonal, leading to the potential for lost business.

IMPLEMENTATION
Brainstorm text messaging ideas with your team. Discuss specific ways the practice can effectively use text messages.

Design strict protocols around agreed text usage. Limit the number of employees who are authorized to text message clients. You must balance the need for employee availability during all business hours to send and read texts with the risks of having
use the “A” team!

Don’t forget to utilize MVMA’s “A” Team. The “A” Team expands the traditional mentoring concept to include mentoring at all stages of a career. Our Answer Team can help with all sorts of questions like: How do I start my own practice? What’s the best way to negotiate a raise? How should I handle that “problem” employee? When is the right time to retire? We can help you with these questions and more many.

Log onto the “Members Only” portion of the MVMA website or call (517) 347-4710 to review “A” Team topics and our mentors in each area. Fill out a brief form with your detailed question. You will be put in touch with the relevant MVMA “A” Team member to assist you. Topics include:

- **Practice Management**: buying, selling or starting a practice, partnering, consolidation (corporate practices)
- **Career Assistance**: employment agreements & noncompete clauses, career transition & job change, career counseling/career options, how to negotiate a raise, how to negotiate time off, retirement: when & how
- **Litigation**: dealing with upset clients before things get to litigation, what to do when someone threatens to sue you, sexual harassment
- **Personal Development**: burnout & depression, euthanasia, doctor–client communications, professional image, health & safety issues/medical waste
- **Human Resources**: employee/staff management issues, hiring & firing, staff meetings, motivating staff, reviews & performance evaluations
- **Veterinary Ethics”

### Pet Health Insurance Brochure

Do you struggle with knowing how to respond when clients ask about pet health insurance? If so, take advantage of MVMA’s brochure called “Pet Insurance: A Guide to Selecting the Best Insurance for Your Pet.” Help your clients understand a variety of insurance issues such as:

- Why your clients should consider pet health insurance
- What types of coverage are available
- Where to find good pet insurance providers
- What questions to ask providers before purchasing insurance

Answers to these and more questions are in this brochure. Members can receive an initial supply free of charge. Additional quantities may be purchased at MVMA’s cost. If you are a practice with 100% veterinarian membership, you can receive a free supply each year.

Contact us at mvma@michvma.org or (517) 347-4710 and we’ll send out your shipment of this great brochure!
DEAR MVMA MEMBER,

DON’T MISS THIS OPPORTUNITY TO MAXIMIZE YOUR EFFORTS.
The MVMA has been at the ready for 128 years providing members with the assistance and services they need to operate a successful and thriving business. We continue to find cutting edge opportunities to help you maximize your efforts. MVMA members can come to the association for assistance in cutting costs, networking and making new contacts, increasing personal industry recognition, searching for jobs, finding insurance, saving money, and improving professional credentials through training and certification.

WE ARE HERE FOR YOU.
The MVMA provides members with unique benefits and services to help you excel in your job and save time and money. In addition to helping you with your business and professional needs, we also protect your profession with an active legislative effort and ensure that veterinarians in Michigan can continue to practice animal medicine at the highest level.

WE OFFER EVER-EXPANDING MEMBER BENEFITS.
The MVMA continues to provide the member benefits you need. Check out the list in The Michigan Veterinarian and you will see! Benefits include Member Alerts, an electronic newsletter, discounted continuing education, free legal advice, legislative representation, public education, complaint resolution, client referral services, discount insurance programs, bank card processing, collection services, human resources/payroll services, x-ray badges, on-hold message services, web services and online communications systems, discounted office supplies and equipment—and more.

CAN YOU AFFORD NOT TO BE A MEMBER?
You will soon receive in the mail your membership invoice for July 1, 2012, through June 30, 2013. Pay by July 1 and you will be entered in a drawing to receive a free year of dues.

The Michigan Veterinary Medical Association and its members are defining veterinary practice in Michigan. We work every day to advance professional excellence and compassionate care in veterinary medicine. Renew your commitment to the MVMA today. If you have questions regarding membership benefits, please contact me at (517) 347-4710 or belyea@michvma.org. Thank you again for your support!

KARLENE B. BELYEA
Chief Executive Officer
What our members are saying . . .

“I have been a MVMA member since graduation. The resources and networking opportunities are reason enough to belong. In the last few years, the extra benefits put together by the MVMA office have been outstanding. The radiation badge savings through Global Dosimetry Solutions pays for the dues outright. It pays to belong. Questions are answered politely, quickly, and concisely.”

*Michael Sweet, DVM*
*Milan Veterinary Clinic*

“Our hospital was exploring financing options for our clients and we checked into Care Credit. We found that being an MVMA member gave us a substantial reduction in the start-up fees. The savings more than paid for my dues. We have been using Care Credit and have been very happy with the service. We also regularly check the MVMA benefits list to see if there are other opportunities to save during these challenging times.”

*Christopher J. Rohwer, DVM*
*Sprinkle Road Veterinary Clinic*

“Because all of the doctors in our practice are MVMA members, we receive extra benefits. MVMA did a free Client Satisfaction Survey for us and I found the results very helpful. I’m impressed. Sign me up again!”

*Steven Bailey, DVM*
*Exclusively Cats Veterinary*

“The MVMA has always given me great support. As a student member, they helped organize educational lectures for students, eased the cost of learning materials, and also provided an avenue for networking. It was through the MVMA website that I was able to find a job after graduation. Now as a small-animal practitioner, the MVMA continues to help me by providing educational resources such as the Small Animal Series lectures as well as e-mail updates with news regarding current issues in veterinary medicine. Thanks, MVMA!”

*Jean Hudson, DVM & 2008 Graduate*
*Laingsburg Animal Hospital*

“As a recent graduate, becoming a member of the MVMA not only opens doorways to many educational and money-saving opportunities, but also provides an excellent opportunity for networking with more experienced colleagues.”

*Catherine Collins, DVM*
*Sanford-Brown College, Grand Rapids*

“The staff from the Ralph Wilson Insurance Agency are great at what they do. Anytime I have had a question or a problem, they are on it with an answer fast. Insurance premiums are always rising but they find ways to change or re-work our policies to help keep costs down. I highly recommend MVMA’s insurance programs to meet your insurance needs.”

*Rick Nurse, DVM*
*Moore Veterinary Hospital, Inc.*

“Thank you for the “Find-A-Vet” and other web services. This is a great idea and helps veterinarians in the field who aren’t very computer literate to stay in touch with our clientele. MVMA continues to keep our organization forward thinking.”

*Linda Blough, DVM*
*Shelby Veterinary Hospital*

“In this time of economic challenge, more than ever we need the camaraderie, support, and assistance of like-minded professionals. MVMA has proven time and again to provide that kind of support. Affordable, high-quality continuing education, significant discounts for many business services, and strategic business advice are some of the reasons that I belong to the MVMA. The value of membership in this organization far outweighs the cost.”

*Dave Whitten, DVM*
*Hilldale Veterinary Hospital*

“I’ve used MVMA’s free legal services on a couple different occasions. I’ve found it to be very helpful and personally appreciate the benefit. It saves me having to pay an attorney for the occasional legal questions I have.”

*Mary Seager, DVM*
*Eastside Animal Hospital*

“MVMA’s electronic newsletters provide exceptionally practical information! One recently reminded me about the procedure of reporting CS inventories and we performed that right away. Upon hearing about other proposed rules and regulations, I was able to follow the links and prepare a quick print-out of steps to get in compliance—all because the info was complete and relevant. The newsletter also dependably delivers important CE and event information!”

*David Visser, DVM*
*Center for Animal Health*
• Director Dan Marshall has 15 years’ experience, having personally treated more than 2,000 cases of hyperthyroidism.

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THE MICHIGAN VETERINARIAN • SPRING 2012
23
It is an unfortunate fact of life that our clients will suffer animal loss due to death. It is helpful to periodically review animal disposal requirements, both for our benefit and for the benefit of livestock and pet owners. The following information may be found as a brochure on the State Department of Agriculture and Rural Development website under “Animal Health.”

**PROPER DISPOSAL OF ANIMAL CARCASSES IN MICHIGAN**

The Bodies of Dead Animals Act, Public Act 239 of 1982, as amended, establishes guidelines for the proper disposal of dead animals for the protection of human, animal and environmental health. This brochure explains the proper methods for the safe and legal disposal of dead animals in Michigan. The information in this brochure refers to the disposal of dead animals that are not intended for human food.

**APPROVED DISPOSAL METHODS**

In general, all dead animals must be properly disposed of within 24 hours after death. The following methods of disposal are allowed by law: burial, burning, composting, or rendering.

**BURIAL OF ANIMAL CARCASSES**

Burial of animal carcasses is permitted under the following conditions:

- All body parts must be buried at least two feet beneath the natural surface of the ground, and in accordance with local ordinances.
- Animal carcasses may only be buried with the landowner’s permission.
- Buried animal carcasses must not come in contact with the Great Lakes or any surface bodies of water (including inland lakes, streams, rivers, open drains), or groundwater.
- Animal graves must not be located within 200 feet of any existing groundwater well used to supply potable drinking water.

Animal carcasses may be buried in individual graves or common graves under the following conditions:

**INDIVIDUAL GRAVES**

- No more than 100 individual graves per acre are allowed, with a total combined weight of no more than five tons per acre.
- Individual animal graves must be separated by a minimum of 2½ feet.

**COMMON GRAVES**

- The total animal carcass weight in a common grave cannot exceed 5,000 pounds per acre.
- If there is more than one common grave per acre, each common grave within that acre must be separated by a minimum of 100 feet.
- Animal carcasses in a common grave must be covered with at least one foot of soil within 24 hours of burial.
- A common grave cannot remain open for more than 30 days and must receive at least two feet of soil as final cover.

**EXEMPTIONS**

- An owner may request an exemption to the total number of individual or common graves per acre or the total weight of carcasses in an individual or common grave. Exemptions may be granted by the director of the Michigan Department of Agriculture and Rural development (MDARD) upon concurrence with the director of the Michigan Department of Environmental Quality (MDEQ).

Additional considerations for burning animal carcasses, composting, and rendering may be taken as long as human and animal health and environmental protection are addressed.

If the director of MDARD suspects that the disposition of animal carcasses or the residue from burning of a carcass would produce a toxicological contamination threat to human or animal health, or to the environment, the director may determine and require an alternative disposal method, at the owner’s expense.

**VIOLATIONS**

A person who violates the Bodies of Dead Animals Act or the rules promulgated under the act, is guilty of a misdemeanor punishable by a minimum fine of $300 or imprisonment for a minimum of 30 days, or both.

Three or more convictions for violating this act is a felony punishable by imprisonment for a maximum of one year or a fine of up to $2,000, or both.

**FOR MORE INFORMATION . . .**

For copies of The Bodies of Dead Animals Act and regulations, or Poultry composting regulations, contact: Michigan Department of Agriculture and Rural Development, Animal Industry Division, PO Box 30017, Lansing, MI 48909; TEL. (517) 373-1077; FAX (517) 373-6015; www.michigan.gov/mdard.

—Steven L. Halstead, DVM, MS, State Veterinarian
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Watch for the full brochure with complete details in April . . .

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Remember the MICHIGAN ANIMAL HEALTH FOUNDATION . . . for our sake!

Sometimes, sorry just doesn’t cut it.

The VTH now offers a new service to help your clients find solutions to their pets’ behavior problems.

• Treatment plans for problems such as aggression, separation anxiety, house soiling, and fears and phobias.
• A combination of behavior modification techniques, training, and (in some cases) medication to reduce the stressors underlying the undesirable behaviors.

Contact: Behavior Service 517-353-4523
Amanda Rigterink, DVM

MICHIGAN STATE UNIVERSITY
VETERINARY TEACHING HOSPITAL
College of Veterinary Medicine
MVM held an Animal Welfare Conference on November 21 in conjunction with the 11th Annual Intercollegiate Animal Welfare Judging and Assessment Contest. The conference featured Dr. Temple Grandin, nationally known animal welfare expert from Colorado State University, and focused on how veterinarians work together with producers and others for humane treatment of animals at every stage of life.

Dr. Grandin talked about how to set up and implement animal welfare audits and how to use animal behavior in the development of best handling practices. Other speakers included Ian Duncan, PhD; Tina Widowski, PhD; Jennifer Walker, DVM, PhD; Camie Heleski, PhD; Janice Siegfried, PhD; Shirene Cece-Clements, DVM; and Debby MacDonald. Topics included preference testing and motivation, the importance of normal animal behavior in welfare, cow welfare and the veterinarian’s role in small animal cruelty.

There were over 320 attendees at the event including DVMs, LVTs, industry representatives, farmers, producers, shelter personnel, animal welfare enthusiasts, and members of the public. MVMA plans to hold another conference on November 19, 2012, with the featured speaker being Dr. Bernie Rollins. MVMA thanks Dr. Lana Kaiser and the Animal Welfare Committee for their work on the conference. Stay tuned for more information on the upcoming 2012 Animal Welfare Conference!
WE CARE. WE HEAL. WE HELP.

We are three centers, in one place, bringing together advanced medicine, patient health and well being, and compassionate care.

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Four Different Locations, Same Great Care.

We are pleased to announce the opening of our newest hospital, BluePearl Veterinary Partners (formerly the Animal Emergency Clinic of Washtenaw County), in Ann Arbor at:

4126 Packard Rd. • Ann Arbor, MI 48108 • 734.971.8774 • www.BluPearlVet.com

The hospital is operated by Michigan Veterinary Specialists and offers you and your clients:

24/7 Emergency & Critical Care
Internal Medicine • Ophthalmology • Surgery

Michigan Veterinary Specialists
www.michvet.com
We Can Help

Ann Arbor
734.971.8774
Auburn Hills
248.371.3713

Grand Rapids
616.284.5300
Southfield
248.354.6660
Multiple topics and issues were presented and discussed at the AVMA Winter House of Delegates (HOD) meeting held January 6–8 in Chicago. Here are some highlights:

GHLIT
AVMA will be asking for help from members to solve a GHLIT problem related to the health care law passed in March 2010. The problem has to do with the definition of “association.” Apparently, AVMA may not be considered an “association” under the legal definition in the health care law. If this concern holds true, AVMA would need to offer insurance to the public, not just to veterinarians.

If this were to happen, the current underwriter of AVMA insurance would no longer support GHLIT and AVMA would potentially discontinue offering health and life insurance. Because of the seriousness of this issue, AVMA will likely be asking for member help to influence a satisfactory policy or legal resolution. The GHLIT has over 17,000 policy holders, impacts over 36,000 lives, and pays back 90¢ for every dollar paid in premiums.

ECONOMICS
AVMA is aggressively implementing strategic plan activities related to economics. Strengthening the economics of the profession is the first strategic goal of the AVMA strategic plan which was adopted in June 2011. Economic related activities include:

- Allocating $5 million for the economics initiative
- Establishing a new division within AVMA dedicated to economics
- Creating an economics strategy committee
- Leading the Partnership for Preventive Pet Health Care
- Study the supply and demand for veterinarians
- Meeting with college deans in mid-January 2012 to begin discussions related to cost of education, student debt, and realities of veterinary income

Economics is a multifaceted, tough issue; Nancy and Kathy (your delegate and alternate) are seeing strong leadership at AVMA with well-thought-out initiatives to address the economics of veterinary practice. The winter session documented that the economic slide started well before the great recession. It will take time to address the tough issues, but AVMA is positioning itself and acting to reverse current economic trends in the profession.

PARTNERSHIP FOR PREVENTIVE HEALTH CARE
AVMA Executive Vice President Ron DeHaven presented an update on the Partnership for Preventive Health Care. The partnership exists within the American Veterinary Medical Foundation (AVMF). It consists of 19 profit and not-for-profit organizations. To quote from partnership materials, “the objectives of the pet health partnership are to address the increasing prevalence of certain preventable conditions in pets, improve pet owners’ perception of the value of preventive care, ensure that regular veterinary visits become the norm, improve understanding of the veterinarian’s role in pet health, and make preventive care for cats a priority.”

The partnership wants to see behavioral and transformation change in pet owners’ use of veterinarians. This topic is fundamental to the economics of the veterinary profession and to the health of pets. Read more about the partnership and become more familiar with tools being created that will help veterinarians. The website for the partnership is www.pethealthpartnership.org. Visit this site and sign up for updates. The current focus of the partnership is on veterinary clinics and what they can do to promote and increase preventive pet care. The final phase of the partnership will be a major campaign to reach out to the pet owning public.

DECISIONS
The House of Delegates voted to:

- Change the bylaws to require a 2/3 vote on bylaws changes
- Change the bylaws so that graduates of accredited veterinary schools automatically become members of AVMA
- Approve changes to the AVMA policy on animal abuse and animal neglect
- Approve changes to the AVMA policy on annual rabies vaccination waiver (note that waivers as described in the policy are not used in Michigan; there is no exemption for legally required dog rabies vaccination in Michigan)
- Approve changes to the model veterinary practice act

AVMA POLICIES
All AVMA policies can be found at http://www.avma.org/issues/policy/default.asp. AVMA is now being more transparent about policy revisions. Each policy is reviewed about every five years. There are opportunities for you to comment on many of the policies as they are being reviewed—just watch the AVMA website for opportunities to provide comment. The policies are guiding principles for the profession and are worth paying attention to if you have an interest in this area.

MVMA CANDIDATES FOR AVMA COUNCIL POSITIONS
MVMA is supporting the candidacies of Dr. Gay Gira for the Council on Veterinary Services and Dr. Mary Beth Leininger for the Council on Education. The election will occur at the August AVMA House of Delegates meeting.

MORE INFORMATION ON THE AVMA HOUSE OF DELEGATES WINTER SESSION
Detailed information from the House of Delegates winter meeting will be posted on the AVMA website www.avma.org. This will include PowerPoint presentations.

Please contact me or Kathy Smiler if you have questions.

—Nancy Frank, DVM, AVMA Delegate, frankn@michigan.gov; Kathy Smiler, DVM, Alt. Delegate, smilerk@mindspring.com

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VETERINARIANS WANTED

Full- or part-time position available for an experienced veterinarian in a 10-doctor small-animal practice with two locations in the Grand Rapids area. Find out more about our AAHA-accredited facility at www.chfa.net. High-quality medicine, surgery, and customer service emphasized. Well-trained support staff including 12 LVTs. Wages commensurate with skills and experience; excellent benefit package. Mail or email résumé to Cascade Hospital for Animals, 6730 Cascade Rd. SE, Grand Rapids, MI 49546; theretel@chfa.net.

Emergency veterinarian needed for small-animal emergency/referral hospital in Kalamazoo, MI. Progressive, modern, well-equipped hospital with outstanding support staff. Board certified surgeon on staff. Résumé: Ronald Moiles, DVM, 6039 S. Westnedge Ave., Portage, MI 49002; tel 269/760-4056; fax 269/323-3636; email ronaldmoilesdv@gmail.com.

Part-time position with full-time potential. Seeking a career-oriented team player due to rapid growth. Multi-doctor practice in Westland with digital x-ray, in-house laboratory, laser, ultrasound, etc. Experienced staff. We practice quality medicine and exceptional client education. One year experience desired. Please send résumé/cover letter to Chocvet@aol.com and see our website for more info at www.cherryhillanimalclinic.com.

Secure future and above-average pay for the right associate in beautiful Sault Ste. Marie, MI. Two-veterinarian, predominantly small-animal practice seeks another full-time associate. We are a busy, full-service clinic and our goal is to provide high-quality care for our patients, compassion for our clients, and a great working environment with an exceptional team. Excellent benefits and competitive salary. E-mail résumé to Chippewaanimalclinic@yahoo.com.

Progressive AAHA-certified small-animal hospital seeking a full/part-time veterinarian to join our two-doctor team. We offer all kinds of surgeries including orthopedics, EKG, ultrasound, and have state-of-the-art equipment such as digital radiography, blood machines, and endoscopy. Great support staff including 3 LVTs. Strong medical, surgical, and communication skills required. No after-hour emergencies; excellent benefit package. Practice is located in Genesee county and the position is open immediately. Please send your résumé with a cover letter to singham4@msu.edu or bsnovl@aol.com.

Small-animal and exotics practice in Jackson seeking PT veterinarian interested in practicing in a family atmosphere. Strong medical, surgical, and communication skills required. Résumé to Trisha Rulewicz, 2310 Brooklyn Rd., Jackson, MI 49203 or info@countrygardenvet.com.

Practice, live, and play where others can only escape on vacations. We are seeking a caring and compassionate associate veterinarian. Full- or part-time position is available. Interest in orthopedics is a plus. Come practice with a veterinary team dedicated to serving our clients and patients with high-quality medicine in a small-town atmosphere. For more information, contact Dr. Scott Jandron at Northern Veterinary Associates, 661 Palms Ave., Ishpeming, MI 49849; tel 906/485-6145; email sjdogdoc@gmail.com.

Wanted: Full-time or part-time veterinarian for AAHA-certified small-animal practice in Dearborn Heights, MI. We are looking for a personable, professional, practical practitioner. Contact Dr. Rick Caputo at 313/562-8810.


Enthusiastic and motivated emergency veterinarian needed. Join a growing team of emergency clinicians and residents as well as board certified specialists including: criticalist, surgeon, internist, dermatologist, and ophthalmologist. Practice progressive emergency medicine with doctors focused on advanced care, continued education, and collaboration. EVISC is a 24-hour specialty hospital nestled between Cedar Rapids and Iowa City, IA. Our doors opened in September 2005 in a new 8,100-sq.-ft. building built specifically for us. Compensation based on percentage with a guaranteed base. Excellent benefits package. Flexible schedule includes multiple days off in a row to allow ample time to enjoy all that Iowa has to offer. Cedar Rapids was featured in an issue of United Express Skywest magazine as “the best of the bunch when searching for a new hometown.” To read more visit, http://www.skywestmagazine.com/sw_pastfeatures.html. For more about the area visit www.cedar-rapids.org and www.icgov.org. Send email to adamatoto@horizonmdv.com or send résumé to Alyce D’Amato, Executive Director, Horizon Veterinary Services, Inc., 4706 New Horizons Blvd., Appleton, WI 54914; tel 920/882-4350.

LVTs WANTED

Veterinary Technician wanted: surgery experience, compassionate, with a desire to make a difference in animal overpopulation; self-motivated, hard worker, upbeat, and encouraging, clinic trained or LTW with a minimum of 2 years surgical experience. Contact All About Animals, Warren, tel 586/879-1745; fax 586/933-2565. FT/PT available.

LTW with minimum 5 years’ experience. Small-animal practice in a country setting with close proximity to Ann Arbor. Drs. place high priority on continued education, family values, and quality medicine. Standard benefits; pay based on experience. Send résumé to mvc18558woustin@yahoo.com.

Oakwood Animal Hospital is seeking a Licensed Veterinary Technician to join our practice in Kalamazoo, MI. We are a well-established, full-service, small-animal hospital providing comprehensive medical, surgical, and dental care. Facility includes a well-stocked pharmacy, in-hospital surgery suite, in-house x-ray capabilities, and a closely supervised hospitalization area. Please email résumé to gazar@nvonet.com.
Grosse Pointe area practice seeks full- or part-time veterinary technician. Capable and enthusiastic staff. Generous compensation and benefits. Contact Dr. Jane Alexander, Harvey Memorial Animal Hospital, 18479 Mack Ave., Detroit, MI 48236; tel 313/882-3026; fax 313/882-9165.

Receptionist wanted to join our growing practice in Westland, MI. Part-time position available with excellent full-time potential. Veterinary assistant skills a plus. Must be dedicated, caring, and a team player. We provide excellent medicine, patient care, client education. Includes evenings and Saturday hours. Send résumé to chacvet@aol.com. Visit http://www.cherrylhillanimalclinic.com.

Grosse Pointe area practice seeks full- or part-time veterinary assistant. Capable and enthusiastic staff; generous compensation and benefits. Contact Dr. Jane Alexander, Harvey Memorial Animal Hospital, 18479 Mack Ave., Detroit. MI 48236; tel 313/882-3026; fax 313/882-9165.

Bay County: solo small animal/grooming practice w/RE time potential. Veterinary assistant skills a plus. Must be a dedicated, caring, and a team player. We provide excellent medicine, patient care, client education. Includes evenings and Saturday hours. Send résumé to chacvet@aol.com. Visit http://www.cherrylhillanimalclinic.com.

Are you ready to buy or sell a veterinary practice? Over 12 years of experience selling only veterinary practices in Michigan. I am a broker, licensed in Michigan. I can help! Call for a free phone consultation today! Call Dr. Fred Zysdek at 248/891-3934, or contact me by e-mail at fzydeeks@aol.com. Small-animal practice for sale in North Oakland County. Profitable, gross receipts 500K+, located on high-traffic road in busy shopping mall for almost 20 years. Owner will help with transition. Email inquiries to owntz234@yahoo.com.


**PRACTICES & EQUIPMENT FOR SALE**

Bay County: solo small animal/grooming practice w/RE for sale. Call Dr. Mark Bash, 989/892-8517 or pinevet@midmich.net.

**PRACTICE FOR SALE: **New listing! Small-animal practice in an affluent area of SE Michigan. This is a well-managed practice with revenues in the $1.1M range. For additional information, please visit www.simmonsinc.com or call 888/746-3717. (Listing #MI112A)

**PRACTICE FOR SALE: **Great SA practice in the northern lower peninsula of Michigan. High-visibility locations and double-digit growth! Purchase price of $580K includes both the practice and RE. For info, visit www.simmonsinc.com or 888/746-3717. (Listing #MI111A)

Small-animal practice for sale between north of Saginaw grossing near $400,000. Includes 2 acres of real estate, barn, and 3 bedroom house. Purchase everything for less than $400K. This is great area and very close to Saginaw Bay. Contact Total Practice Solutions Group, Dr. Kurt Liljeberg, 800/380-6872, or kurt@tpsgsales.com.

When buying or selling a veterinary practice, rely on the expertise of the Total Practice Solutions Group. See our display ad this issue. Even if you plan to sell your practice yourself, contact Dr. Kurt Liljeberg for a free consultation. We would be happy to help. 800/380-6872, or kurt@tpsgsales.com.

**OFFICE STAFF**

Receptionist wanted to join our growing practice in Westland, MI. Part-time position available with excellent full-time potential. Veterinary assistant skills a plus. Must be dedicated, caring, and a team player. We provide excellent medicine, patient care, client education. Includes evenings and Saturday hours. Send résumé to chacvet@aol.com. Visit http://www.cherrylhillanimalclinic.com.

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Are you ready to buy or sell a veterinary practice? Over 12 years of experience selling only veterinary practices in Michigan. I am a broker, licensed in Michigan. I can help! Call for a free phone consultation today! Call Dr. Fred Zysdek at 248/891-3934, or contact me by e-mail at fzydeeks@aol.com. Small-animal practice for sale in North Oakland County. Profitable, gross receipts 500K+, located on high-traffic road in busy shopping mall for almost 20 years. Owner will help with transition. Email inquiries to owntz234@yahoo.com.


**relief veterinarians**

Cheryl Beatty, DVM, 517/290-7633. MSU 89. Experienced SA relief or part-time within 1 hour drive of Lansing. Excellent client communication and record keeping. cherylbeatty@att.net.

Kirsten Begin, DVM, 616/446-3154. MSU 09. SA relief in Grand Rapids and surrounding areas. Will travel. Friendly, excellent client communication. References. Completed rotating and surgical internships. kbegina4@gmail.com.

Lisa Benishek, DVM, 517/887-0255. MSU 88. Lansing and surrounding communities. Dogs and cats with emphasis on feline medicine. 15 years’ experience with relief work. lisabenishek@gmail.com.

Sharisse Berk, DVM, 248/851-0739. MSU 95. Available for SA relief or part-time work in southeast MI.

Rhonda Bieri, DVM, 248/467-1987. MSU 00. SA/emergency relief within 1 hour of Pontiac. General medicine, soft-tissue surgery, ultrasound experience. houserrh@yahoo.com.

Archie Black, DVM, 248/417-2667. MSU 83. SA relief, entire state. Practice owner for 20 years. Excellent communicator. vedtobob@ameritech.net.

Laurie Bush, DVM, 616/498-1316. MSU 98. Experienced, SA relief in Grand Rapids and surrounding areas. Excellent client communication, record keeping. lauriebrush@hotmail.com.

Michelle Chappell, DVM, 734/330-5048. KSU 90. Friendly, flexible SA relief or part-time in SE MI. Surgery, medicine, acupuncture, excellent client communication. References. 20 years’ experience.


Rebecca Coll, DVM, 734/673-7468. MSU 99. Available for relief work within 1 hour of Metro Airport. Excellent client communication skills. SA or ER relief. Excellent record keeping. hwdogdok@aol.com.

Kenneth Corino, DVM, 248/217-5235. MSU 94. SA relief work. SE MI, medicine and surgery. corinodvm@aol.com.

Nichole Corner, DVM, 616/634-9777. MSU 99. SA relief work in Grand Rapids/Kalamazoo area. Excellent client communication skills. References available. howeslake@charter.net.


Daniel Deciechi, DVM, 810/394-7412. MSU 03. Available for SA/exotic relief. Based in SE MI. Willing to travel. dr.deciechi@animalemergencyhospital.net.

Susan Drapek, DVM, CVA, 517/663-0428. MSU 90. Available within two hours of Lansing. Relief experience since 1997. Small-animal medicine, surgery, and acupuncture. sdrapekdvm@sbcglobal.net.

Julie Eberly, DVM, 269/751-8429. MSU 93. 13 years’ SA experience. Available for relief work in western MI/Holland/Grand Rapids areas. docjulie@msn.com.

Edward Greene, DVM, 517/812-1540. MSU 59. SA relief. Competent medical/surgical skills. Cheerful interactions with your clients and staff. Your practice procedures adhered to. LuckyPetVet@comcast.net.

*Byron Hagewood, DVM, 734/765-6434. MSU 00. PhD (Biochemistry). SA/exotic/emergency relief, southeast MI area. Experience with soft tissue/orthopedic surgery, laser, ultrasound, research. Available 7 days, bthwood@sbcglobal.net.

Richard Ham, BVetMed, MRCVS, 734/358-4823. RVC London 07. SA relief/part-time work in Ann Arbor region. General medicine/soft tissue surgery. rham@rvcc.ac.uk.


Sean D. Hughes, DVM, 517/552-0993; 734/674-7061.
classified ads
relief vets
& benefits


Matt Januszewski, DVM, CVA, 517/304-7224. CU 01. Available 2 days/week, Lansing to Oakland County, Ann Arbor to Flint, for SA relief work. drmattacu@aol.com.

Cindy Kalicki, DVM, 313/291-2466. MSU 94. Eight years full-time, two years relief in SA general medicine/soft tissue surgery. SE MI, part-time or relief.


Gregory Miller, DVM, 269/637-2937. MSU 77. SA Relief part-time. Good medical/surgical skills. Experienced and easy going. Former practice owner, good client relations. SW MI area.

Denise Jorgensen Montagna, DVM, 231/557-1536. CSU 90. SA Relief part-time. Excellent client relations. References available. djmontagnadvm@charter.net.


Kris Parnell, DVM, 517/881-2845. MSU 91. Available for SA relief or part-time. Will travel 1 hour of Lansing area. References upon request. kparnellidvm@comcast.net.


Patricia Partridge, DVM, 231/938-9338. MSU 70. SA relief, PT or FT. Former practice owner. Based in Traverse City and Big Rapids, willing to travel. petvet2@torchlake.com.


Jeffrey F. Powers, DVM, 231/881-4408. MSU 80. Available to provide SA/MX relief work in MI, practice owner for 29 years. jpowers@csiply.net.

Mark Pytel, DVM, 586/677-0186. MSU 86. SA relief or part-time work. Southeast MI, medicine and surgery. mark.pytel@yahoo.com.

Jason C. Rivas, DVM, 517/896-2698. MSU 03. SA/exotic relief/part-time work. Metro Detroit/southeast MI 7 days a week. All MI travel considered. References. jcrdvmd@gmail.com.

Ann-Marie Sekerak, DVM, 505/563/0944. ILL 05. SA relief or PT, within 1 hour of Ann Arbor. Positive attitude, excellent patient care and client communication. SekerakDVM@gmail.com.

Teri Sexton, DVM, 517/231-1256 days or 517/371-2930. MSU 92. SA relief/PT work in Greater Lansing area, Mondays & Tuesdays. TeriSexton@earthlink.net.


Alan Sblinich, DVM, 734/481-1901, 231/547-6212. MSU 75. Relief or part-time anywhere in MI. Flexible, wide-variety practice experience. 5+ years relief work. References. SA/EA/FA.


Anne Staebler, BvetMed, MCRVS, 734/395-8761. Royal Vet College 05. Available for SA relief work in greater Ann Arbor area. anniestaebler@gmail.com.

Margaret Sudekum, DVM, 616/676-2720 MSU 89. Available for part-time SA relief work in Grand Rapids and the surrounding areas. Good client communication skills. msdvmsdkdsm.us.

Alan Supp, DVM, 734/723-1265 days; 616/874-4171 evenings. MSU 90. Companion animal practitioner available Saturdays only, as-needed basis in the greater Grand Rapids area.

Connie R. Svelleer, DVM, 517/388-3434. MSU 85. SA relief work within 1 hour of East Lansing. Experienced/reliable/ former practice owner (16 years). docconrie@oool.com.

Andrea Switch, DVM, 248/302-2255. MSU 84. Available for part-time or relief work. SA general medicine/soft tissue surgery in SE MI. andreevswitch@yahoo.com.

Kirsten Ura-Barton, DVM, 774/230-6878. MSU 97. Available for SA relief in SE Michigan within 1 hour of Pontiac. Experienced in both general and emergency practice with excellent client communication skills. Resumes available upon request. kurabartonvd@gmail.com.

Jacqueline Walsh, DVM, 248/680-2461. MSU 89. Available for SA relief work in the greater Detroit area.


Georgia A. Wilson, DVM, 248/830-5325. 19 years’ experience, SA, pet exotics and emergencies, licensed. Available immediately for Oakland County and southeast MI. van8n@oool.com.

Steven Zinderman, DVM, 248/207-0611. OKL 92. Small animal practitioner, prior practice owner. Surgery, general medicine, extremely efficient in a busy practice. One day or an extended period of time. szpetdoc@hotmail.com.

Jennifer Zablotny, DVM, 517/896-9146. MSU 97. Experienced SA relief for southeast and mid-MI. References available. zablotny@msu.edu.


Mark Pytel, DVM, 586/677-0186. MSU 86. SA relief or part-time work. Southeast MI, medicine and surgery. mark.pytel@yahoo.com.

Jennifer Zablotny, DVM, 517/896-9146. MSU 97. Expe- rienced SA relief for southeast and mid-MI. References available. zablotny@msu.edu.

services
Educational Programs. Members receive preferred rates to attend the 200+ hours of educational programs provided each year by the MVMA.

Legislative Program. MVMA represents the Michigan veter-inary profession at the State Capitol, lobbying on those issues that primarily affect veterinarians.

Public Education. MVMA employs a public relations firm to promote veterinarians and the value of veterinary services.

Publications. The Michigan Veterinarian is the bimonthly paper newsletter, keeping members informed on vet-erinary issues. MVMA E-Newsletter is broadcast via email monthly, keeping you informed and in the loop.

Urgent Issue Broadcasts. You need to know about issues like pet food recalls and emerging zoonotic diseases before your clients start asking. MVMA makes sure you receive info via email immediately.

Complaint Resolution. The Ethics and Grievance Commit-tee oversees client complaints, often resolving the com-plaint before legal or licensure action is initiated.

Informational Resource & Website. MVMA members receive free information on a variety of issues including dis-position of abandoned animals, veterinary law and ethics, standards of practice, advertising, medical records, state regulations, Internet pharmacies, and emergency preparedness. Members have access to the “Members Only” section of the MVMA website at www.michvma.org.


Client Referral Services. When clients contact MVMA or visit our website, we promote MVMA member veterinari-ans in their area and link them to their websites.

Veterinary Career Network. Members looking for employ-ment may conduct a free nationwide job search by posi-tion, species, or location and receive valuable advice. Em-ployers can post ads on this nationwide website for $99 for veterinary positions and $60 for other staff positions, for 30 days. Visit the MVMA website at www.michvma.org and click on the “Career Center” link.

Model Animal Hospital Personnel Policies Manual. MVMA has created a personnel policies manual for mem-bers that can be customized to fit your practice. This 76-page manual reflects current Michigan laws and is free to members. Visit our “Members Only” portion of the webs-site at www.michvma.org to download a copy.

Michigan Law for Veterinary Professionals. MVMA has created “Michigan Law for Veterinary Professionals.” This publication includes information on the Board of Veter-nary Medicine, Public Health Code, discipline, civil liability, licensing questions, controlled substances questions, and the Michigan Penal Code. Visit the “Members Only” portion of the website at www.michvma.org to download a copy.

Leadership Opportunities. The MVMA wants our mem-bers to be involved! Contact us to volunteer for a com-mittee or to staff an advertised event. The opportunity to develop your leadership skills is a member benefit that will help you advance both personally and professionally.

MVMA Answer Team. The “A” Team expands the tradition-al mentoring concept to include mentoring at all stages

MVMA members run free relief vet ads in The Michigan Veterinarian.
of your career. Topics include practice management, career assistance, litigation, personal development, human resources, and veterinary ethics. Call (517) 347-4710 or email mvma@michvma.org and we’ll put you in touch with an “A” team member to assist you.

Recognition. Each year the MVMA recognizes the outstanding achievements and contributions of its members to the veterinary profession through various awards. Make sure to nominate someone who has made a difference to you when we ask for suggestions through The Michigan Veterinarian or enewsletter.

Wellness. Members receive confidential help through the MVMA-recommended Health Professional Recovery Program through the MI Department of Community Health. Contact them at (800) 453-3784 for more information.

Rabies Protocol Information Chart. Because the MVMA is focused on helping you provide the best possible care for your clients, members receive a free laminated Rabies Protocol chart. Use this benefit as a handy go-to resource when treating both clients who have been potentially exposed to the disease and animals who have bitten either people or pets. Contact the MVMA to request your copy now!

BUSINESS ALLIANCES

Visa Affinity Card. The MSU Federal Credit Union (MSUFCU) has partnered with the MVMA to provide members with a low-rate Visa Affinity Card program. MVMA’s partnership with MSUFCU has their knowledgeable staff dedicated and eager to assist you. To apply for your MSUFCU membership, stop into any branch, apply by mail, or visit www.msfcu.org today! Learn more about how you can support the MVMA while using a low-rate MSUFCU Visa Credit Card today!

Burial & Cremation Services. Partridge Enterprises offers MVMA members a 5% discount off their monthly bill and a complimentary freezer for new customers. Contact them at (800) 968-7387 for more information.

X-Ray Badge Service. Global Dosimetry Solutions provides discount radiation monitoring services as low as $3.50/badge. Contact Customer Services at (800) 251-3333; refer to rate code 112168.

BASIC Human Resource Connection. Discounts on human resource solutions such as payroll processing, flexible spending accounts, Health Savings Accounts, COBRA, employee handbooks, and benefits administration. Contact Jennifer Rochford, (800) 444-1932 x 501 or jrochford@basiconline.com.

CareCredit Client Credit Service. A third-party payment plan for clients of MVMA members to help remove the barrier of cost by providing them with low monthly payment options. Contact CareCredit, (800) 300-3046 x 519.

Credit Card Acceptance Service. Reduce the cost of credit and debit card acceptance for your practice with Comerica Merchant Alliance. Call Diane Price at (248) 371-7117.

Free Legal Services. Contact MVMA at (517) 347-4710, for advice from an attorney at White, Schneider, Young & Chioldini. Members receive free 15-minute telephone consultations, if legal action is pursued, MVMA members receive a 10% reduction on attorney fees.

I.C. System Account Collections. Increase your cash flow, reduce collection expense, and increase your profitability. Contact I.C. System at (800) 279-3511.

Consultation Services. Contemplating the purchase of a practice, sale of a practice, acquisition or merger with a neighboring practice, internal sale needing valuation and facilitation? Simmons & Associates Great Lakes, Inc. can provide assistance. MVMA members receive 5% off the usual cost of appraisal and exit strategy preparation. Contact Dick Goebel, DVM at (574) 583-6383 or greatlakes@simmonsinc.com for a consultation or more information.

Land’s End Apparel & Embroidery. Land’s End offers a wide variety of high-quality, comfortable and flattering fit for men and women including outerwear as well as a wide selection of promotional products for upcoming events. Choose the MVMA logo for your items, or upload your own and see your brand on the products! As an MVMA member you receive 10% off all Land’s End products and another 10% off embroidery for no minimums (excludes promotional). To order login to ces.landsend.com/mvma or contact them at (800) 74-5395 and a dedicated representative will be happy to assist you.

Spectrum Surgical Instruments. Take advantage of a 10% discount on products and services with Spectrum. Their outstanding service, warranties and low prices have become industry standards. Spectrum’s state-of-the-art national repair center is open 7 days/week to provide you with quick turnaround. Contact them at (800) 444-5644 or www.spectrumsurgical.com for more information.

ONLINE CONTINUING EDUCATION

Members receive a discounted rate on James F. Wilson, DVM, JD’s Veterinary Law and Ethics course offered through Iowa State University’s College of Veterinary Medicine and Priority Press. The course includes 300+ pages of hand-outs, including many state laws pertinent to the veterinary profession for all 50 states and a copy of Dr. Wilson’s Law and Ethics of the Veterinary Profession. Register for an in-depth look at the legal and ethical subjects that apply to your everyday practice. For more details visit http://vetmed.iastate.edu/de/5cle or to enroll contact Steve Skellett at skellett1@verizon.net or (215) 321-9488.

TECHNOLOGY & COMMUNICATIONS

Website Design, Telephone Services, Internet Services & Wireless Cellular Packages. Konnon Worldwide is a one-stop telephone, Internet, and data service shop that helps you save time looking for the best application and price. Special discounts have been negotiated for MVMA members. Visit www.konnon.com and click on the MVMA tab at the top or call (888) 253-6666 for more information.

Konica Copiers & Office Equipment. MVMA has partnered with Albin Copiers to offer a 30% discount on selected Konica office equipment, and offer a 30% discount on sales and delivery. For more information, contact Colleen Sherman at cshermon@konicanimolet-adlin.com or (517) 679-1102.

On-Hold Message Discounts. Voice Solutions, Inc. will handle all your on-hold day-and-night-time messaging. Visit www.voicesolutionsonline.com and contact Dick Brown at (763) 595-8000 or dbrown@voicesolutionsonline.com.

Petstreet is the nation’s leading provider of online communications connecting pet owners with their veterinary practices. Through our web-based portal, we offer a suite of management tools that enhance the veterinary-client-patient relationship. Features of the portal include customized, individual pet owner sites; automated email communications and postcard reminders; access to peer-reviewed pet health information; and practice-specific online stores. Visit www.petstreet.com for more information or contact us at (888) 799-8387 or info@petstreet.com and indicate you are an MVMA member to take advantage of a 10% discount on monthly subscription fees.

DISCOUNTS

Custom Imprinting for Cards, Stationery & Magnets. Paws to Remember, a division of Stroke of the Heart, Inc., offers a 10% discount on pet sympathy cards and office notes. Visit www.pawstoremember.com then call (888) 331-8688 and identify yourself as an MVMA member.

Hertz Car Rental Discounts. MVMA has negotiated a new program that will offer you more discounts than ever before. Please contact the MVMA to request your own Hertz discount card, or contact Hertz directly at (800) 654-3311 and use code CDP#1620374 to make your reservation.

OfficeMax Discounts. Contact Jamie Wilson at jamiwel-son@officemax.com or (800) 542-8787 to take advantage of savings of up to 80% off current prices on office supplies, equipment, printing services, and furniture.

INSURANCE

Blue Cross Blue Shield of Michigan Health Insurance. Contact MVMA’s endorsed agency, the Barrett/Wilson Insurance Agency (Bob Barrett), (800) 638-1174, or a local BCBSM agent.


LEGAL CONSENT FORMS

Members receive a 15% discount on Legal Consents for Veterinary Practices by Jim Wilson, DVM, JD. The publication contains consent forms for standard care, surgery, vaccination, release of records, and much more, as well as waivers when prescriptions are to be filled by Internet pharmacies. For an order form, login to the “Member’s Only” section on the MVMA website or contact us at (517) 347-4710.

FOR CLINICS WITH 100% MVMA MEMBERSHIP

Free Client Satisfaction Surveys. MVMA provides you with surveys to hand out to clients and will collect and tally the info to be presented in an electronic format for free. Contact us at mvma@michvma.org.

Free “Cost of Compassion” Brochures. Clinics with 100% membership can request a free supply of this valuable brochure each year. Contact us at mvma@michvma.org or (517) 347-4710.

Pet Health Insurance Brochure. Increase your client’s quality of life as well as the quality of medicine you are able to provide with this educational brochure on why health insurance for pets is a good idea. Members may request an initial supply free of charge. Contact the MVMA to request your copy now!

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MICHIGAN VETERINARY CONFERENCE
- January 25–27, 2013
  Lansing Center & Radisson Hotel, Lansing, MI

MACKINAC ISLAND VETERINARY CONFERENCE
- July 22–24, 2012
  Grand Hotel, Mackinac Island, MI

MVMA SMALL ANIMAL SEMINARS
- Dermatology (Dr. Paul Bloom)
  October 10, 2012
- Soft Tissue Surgery (Dr. Catriona MacPhail)
  November 7, 2012
- Toxicology (Dr. Sharon Gwaltney-Brant)
  December 5, 2012
- Nutrition (Dr. Lisa Weeth)
  March 13, 2013

Seminars 10:00 AM–5:30 PM at the East Lansing Marriott. Contact MVMA at (517) 347-4710 or register online at www.michvma.org.

MVMA COMMITTEES
- Animal Welfare (Dr. Marcie Barber, Chair)
  April 11, 2012 @ 9:00 AM
  June 28, 2012 @ noon
  September 13, 2012 @ 9:00 AM
- Executive (Dr. Susan Sayles, Chair)
  June 28, 2012 @ 9:30 AM
  September 6, 2012 @ noon
  November 29, 2012 @ noon
- Legislative Advisory (Dr. Jean Hudson, Chair)
  April 18, 2012 @ 1:30 PM
  June 6, 2012 @ 1:30 PM (in downtown Lansing)
  September 5, 2012 @ 1:30 PM (in downtown Lansing)
  November 28, 2012 @ 1:30 PM
- Membership (Dr. Sarah Abood, Chair)
  April 26, 2012 @ 3:30 PM
  August 23, 2012 @ 3:30 PM
  October 25, 2012 @ 3:30 PM
- Public Health (Dr. Joe Kline, Chair)
  June 6, 2012 @ 1:30 PM
  September 5, 2012 @ 1:30 PM
  December 12, 2012 @ 1:30 PM

All meetings held in the MVMA office unless noted.

MVMA BOARD OF DIRECTORS
- March 21, 2012
  University Club, Lansing (includes Media Training)
- July 22, 2012
  Grand Hotel, Mackinac Island
- September 26–27, 2012
  Location TBD (Strategic Planning Session)
- December 12, 2012
  MSU CVM, East Lansing

TIUMB VMA
- Topic TBD (Dr. Edwards, sponsored by Pfizer)
  March 15, 2012 / Sandusky, MI
- New Techniques in Orthopedic Surgery
  (Dr. Dan Degner, Michigan Veterinary Specialists)
  April 19, 2012 / Caro, MI
- Topic TBD
  May 17, 2012 / Sandusky, MI
- Topic TBD
  September 20, 2012 / Caro, MI
- Topic TBD
  October 18, 2012 / Sandusky, MI

Contact Dr. Kevin Stachowiak at drkevin@casevillevet.com or (989) 856-3525 for more information.

SOUTHEASTERN MICHIGAN VMA
- Endocrinology (Dr. Peter Kintzer)
  March 12, 2012 / Birmingham Conference Center
- Ultrasound Training
  (Dr. Anthony Pease, DVM, Diplomat ACVR)
  March 24, 2012 / Wayne State University, Detroit

Seminars 9:00 AM–5:00 PM. Contact Barb Locricchio at (888) 736-8625 or adminsemvma@semvma.com, or visit www.semvma.com.

WESTERN MICHIGAN VMA
- Veterinarian CE Seminars
  3rd Tuesday of each month, January–May & September–November @ 7:00 PM / Grand Rapids

Contact Jeff Johnson, DVM, (616) 837-8151, or jdandcj2008@dishmail.net.

SAGINAW VALLEY VMA
- Chronic Rhinitis in the Dog
  (Dr. Ned Kuehn, Michigan Veterinary Specialists)
  March 28, 2012
- Feline Pruritis: Diagnosis & Management
  (Dr. Ed Rosser, Michigan State University)
  April 25, 2012
- Feline Idiopathic Cystitis: Facts, Fads & Fallacies
  (Dr. John Keuger, Michigan Veterinary Specialists)
  May 23, 2012 (afternoon session)
- Continence with Confidence: Advances in Managing Urinary Incontinence
  (Dr. John Keuger, Michigan Veterinary Specialists)
  May 23, 2012 (evening session)
- Minimally Invasive Surgery: Stomach Bloat & Beyond
  (Dr. Dan Denger, Michigan Veterinary Specialists)
  September 26, 2012
- Emerging Pathogens & Antibiotic Therapy
  (Dr. Jim Whitehead, Michigan Veterinary Specialists)
  October 23, 2012

All meetings, including dinner, are free to SVVMA members. Cost to nonmembers is $35. Contact Dr. Hylon Heaton III, Secretary/Treasurer, (810) 239-4635; heatonh@theheatonfamily.org.

IAFFV AU SABLE RIVER FALL MEETING
- Modern Management of Cardiovascular Diseases
  (Dr. Bari Oliver, DVM, PhD, DACVIM)
  Sept. 16–21, 2012 / Gates Au Sable Lodge, Grayling, MI

Five nights lodging, four days guided fly fishing, 14 hours CE. For further information: sawyerdon30@gmail.com; www.iaffv.org.

Due to the number of requests for CE announcements, The Michigan Veterinarian limits listings to CE programs in Michigan.
Oakland Veterinary Referral Services (OVRS) is one of the most comprehensive veterinary specialty facilities in the country. Our veterinarians are board certified in their specialties, and they are supported by a highly trained staff of licensed veterinary technicians.

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Ophthalmology
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