

# Alabama Veterinarian

A Biannual Publication for ALVMA Members, Veterinary Students and Friends of the ALVMA  
Spring 2015 | Volume 26 | Number 1



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Veterinarians Recap** Page 7

**Is your practice prepared for  
a natural disaster?** Page 18

*Learn, Play, Relax, Repeat.*

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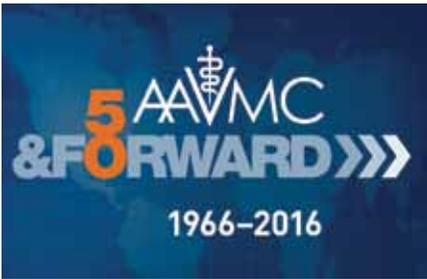
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**AAVMC  
“50 AND FORWARD”  
CELEBRATION  
LAUNCHES DURING  
MARCH 2015  
CONFERENCE**

Washington, D.C., March 13, 2014 – The Association of American Veterinary Medical Colleges (AAVMC) launched its 50th anniversary celebration today at the association’s 2015 annual conference in Washington, DC.

The year-long observation is designed to commemorate 50 years of creating excellence in academic veterinary medicine and lead to future, greater levels of success for academic veterinary medicine. The theme of the AAVMC’s 50th anniversary celebration is “Fifty and Forward.”

The celebration kicked off at the March 2015 annual conference and wraps up at the March 2016 annual AAVMC Conference – the 50th year of service (1966-2016). The concluding celebration will be a gala event featuring distinguished guests from throughout the profession, federal government agency and Congressional leaders, and executives from major corporations working in animal and human health.

**Classified**

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Association Staff:  
**Executive Director** Dr. Charles F. Franz  
**Assistant Executive Director** Dr. Brad Fields  
**Director of PR & Communications** Linda Tynan  
**Director of Meetings & Membership** Roberta Norris  
**Membership Coordinator & Accounting** Linda Cargile

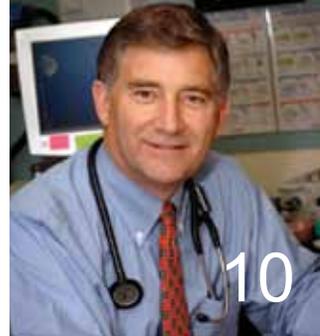
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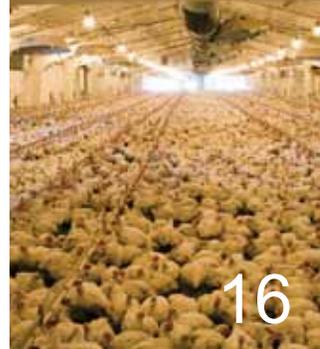
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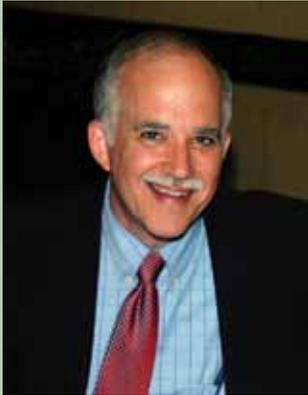


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## Alabama Veterinary Medical Association Executive Director Dr. Charles Franz

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### From the executive director

I'm old enough to still have a hard copy dictionary on the book shelf, although I haven't used it in years. It's not something I want to throw away just yet, but what could I ever need it for? The term below isn't in my old dictionary, so I quickly referenced Dictionary.com:

**Millennials** – a term used to refer to the generation, born from 1980 onward, brought up using digital technology and mass media; the children of Baby Boomers; also called Generation Y.

The Pew Research Center notes that this year, Millennials will overtake the Baby Boomers as the nation's largest living generation. They define Millennials as age 18-34 in 2015 and estimate this generation comprises 75.3 million individuals. You could deduce from this that the Millennials will also soon

become the largest demographic in our profession. Keep in mind that these colleagues did not experience a world before the Internet and computers. It is not surprising that they usually prefer digital communications. The Millennials tend to be very focused and optimistic. They like working in small groups or teams, and their ideal workplace environment is more relaxed but with a high expectation for technology investment. Having grown up in social media, they want to make decisions quickly. Some people have over generalized by calling Millennials "non-joiners". Our experience in associations has shown that they are joiners but for different reasons than their predecessors.

As a profession, we are changing as well. While each generation has brought change, perhaps the change is much more rapid now... more profound. That change has brought about entirely new means and methods to interact with clients, co-workers, employers, colleagues, and everyone else we come in contact with. Many books have been written and many seminars provided about the younger generations and the changes in how we all interact.

So, where is this going? What will the veterinary profession look like in 10 years? That question may create some angst in more than a few of the Baby Boomers. I know firsthand that we Baby Boomers created plenty of angst among the Mature/Silents generation of our parents. As a father of two Millennials who are both doing well with life and gainfully employed, I feel good about this great profession being in the hands of their generation.

While we can only predict where the profession will be in the coming years, I know from our involvement with veterinary students that I am personally excited about the future. The Millennials, and the generation immediately before them, Generation X, will do things differently from the Baby Boomers. That's ok; perhaps that's actually great!

One thing I know with 100% certainty, your Alabama Veterinary Medical Association Executive Board has embraced and committed resources to a key leadership program targeted to recent graduates: The Power of 10. Sponsored by the American Society of Veterinary Medical Association Executives and Elanco Animal Health, The Power of 10 seeks to cultivate leadership capacity in recent graduates and provide a learning experience that will enrich the individual and benefit the individual's practice, community, profession, and association. With recent graduates being defined as graduating in the past seven years, they are almost exclusively Millennials. They are the future of our association. They are the future of our profession. As the future directors and officers of our Executive Board, their leadership is critical to both the ALVMA and the veterinary profession. Thanks to two members of the Millennial Generation: Dr. Johanna Lamb, a 2014 graduate of Auburn's College of Veterinary Medicine, and Dr. Brad Fields, ALVMA Assistant Executive Director, for their work and efforts to develop the Power of 10 for Alabama. Several other states, Georgia being one, are initiating this program in 2015. You can read more about the Power of 10 on page 24 and in future editions of this magazine and the ALVMA E-news. Finally, thanks to a forward-thinking ALVMA Executive Board for their leadership and support of this initiative in Alabama.

Your Baby Boomer Executive Director,

*Charles Franz DVM*

# The true value of your ALVMA membership!

As a member of the ALVMA, you have unlimited opportunities to develop your professional and interpersonal skills through a variety of committees and leadership roles. ALVMA membership provides excellent networking opportunities with colleagues, and the opportunity to impact your community. Membership in a professional association often means additional trust in the eye of the public. There is a valuable image represented by association membership; it tells your clients you care about your profession and you are actively involved with fellow veterinarians.

## VALUABLE RESOURCES



The *Alabama Veterinarian* is just one example of resources you have access to as an ALVMA member. This publication is dedicated to keeping members informed on veterinary issues. Brought to you in full-color, this quality magazine brings the latest news and trends from around the state, along with feature articles about your fellow ALVMA members. You will also receive monthly eNewsletters with information on educational opportunities, legislative and regulatory updates, industry news and other current topics that are relative to veterinary medicine.

## COMMUNITY & SUPPORT

The ability and opportunities to network through professional associations is how one gets the highest value for dues paid. Recent studies have shown that individuals who participate in professional organizations are more successful in their business because they have access to invaluable resources their non-member counterparts do not, which means they are more knowledgeable about what is going on in their profession. The benefit of having someone who has “been there, done that” to call upon is one of the greatest benefits of membership. Through ALVMA membership, you have access to veterinarians with experience in all areas of veterinary medicine. The ALVMA also offers a mentoring program for young graduates, which often benefits the mentor as much as the graduate.



## PUBLIC RELATIONS VALUE

Members receive the benefit of the “Find-A-Member/Vet” search function on the ALVMA website where pet owners have the ability to search for an ALVMA member veterinarian by name, city, county or ZIP code. Members can participate in the Spay/Neuter License Plate program as their way of contributing to their community to help reduce the pet overpopulation problem in the state. The public relations staff sends out regular press releases and stories of interest to the public to encourage pet owners to make regular visits to their veterinarians. The public health committee also addresses public health concerns such as pet poisoning, dog bite prevention, ectoparasites and disease, and rabies.



## EDUCATION

Members save \$150 off the registration at the Emerald Coast Veterinary Conference held each year in Sandestin where you can stay on top of veterinary medicine education by meeting with your colleagues, attending cutting-edge CE sessions and you will have time in the afternoons to enjoy with family and friends. Members also receive reduced rates to regional meetings held across the state throughout the year to give members an additional resource for getting their required CE hours and updates on the profession. Members have access to free webinars for continuing education credit, and are actively involved with constituent associations which hold regular meetings at the local level where CE is offered free to attendees. To contact your local representative for more information on meetings in your area, visit the ALVMA website at [www.alvma.com](http://www.alvma.com).

[www.alvma.com](http://www.alvma.com)





2014 – 15  
Alabama Veterinary Medical Association  
President Dr. John R. Hammons

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## Reflections and notes from the president

Upon developing my thoughts for this letter, I realized how blessed my life has been. I have practiced thirty-eight years in the most wonderful and exciting profession on earth. I could not imagine my life in any other scenario. This fulfillment helped me to start giving back to my profession. There were some low times but I refer back to my quote "Adversity builds character and provides opportunity".

Over the last ten years or so, I have had both corneas replaced (not at the same time). That will make you appreciate the true meaning of vision. Then I decided to build a new hospital AND start the process of becoming an officer in the ALVMA. I have experienced stress other than veterinary school. But I have survived and am blessed.

This has been an exciting new year (2015). I have survived the ice and snow storms causing slower than normal winter business. Peggy was diagnosed with a heart problem, had successful surgery and is recovering. Unfortunately, I did have to miss the ALVMA winter meeting due to the latter problem.

I have tried to steer our association and profession in a positive direction that will enhance our public image and strengthen our professional souls. The Committee Chairpersons of our association have been diligent and dedicated in their duties and I have appreciated all of their efforts. As Dr. Kirk Holland stated "that change is the third certainty in life", our profession is changing and it is stressful. It is how we react to the change that will define the future of our profession. The ALVMA training sessions over the last two years certainly helped to prepare me for this position. It also educated me about the numerous complicated problems that are confronting our profession as a whole.

This past year, I met with the 1st year class at AUCVM to discuss organized veterinary medicine. I have participated in the White Coat ceremonies at Auburn and Tuskegee and have seen the future of our profession. And it is Good! At the coming graduation ceremonies, I will administer the Veterinarian's Oath to our newest colleagues. Having the honor to serve on the AU Alumni Advisory Council, I can assure you that Dean Calvin Johnson and the council are determined to keep AUCVM at the forefront of all veterinary colleges and student recruitment. Dr. Ruby Perry's appointment as Dean of Tuskegee School of Veterinary Medicine will provide a contagious enthusiasm for organized veterinary medicine.

Our association is having a great impact on veterinary students thru the guidance of Dr. Brad Fields with the Power of 10 Initiative to help develop our future leaders. The financial counseling for students with debt is still a huge success. Dr. Charles Franz and Staff have worked continuously to evolve and promote our association with a new webpage, send frequent e-newsletters and alerts, and the enhancement of our magazine.

The Emerald Coast Veterinary Conference in Sandestin has been a very successful partnership for the ALVMA. It provides great continuing education opportunities and fun vacation for the entire family. Make your reservations now.

Blessings and success to all of you,

John R. Hammons, D.V.M.

President, ALVMA



Foundation were also on hand for the attendees to meet with and gather information from.

Saturday evening everyone enjoyed happy hour with the exhibitors and then the traditional steak dinner with fixins. Afterwards a large number of the attendees took part in the Downie Awards and practice tips portion of the conference. Dr. Sylvia Moore from Prospect, TN took home the trophy specially made by Dr. Arvie Marshall. Dr. Moore's tale involved a cow with a broken leg and a muddy hillside, and it easily received the vote for the best rendition of the evening. Former Downie award winning storyteller Dr. Andrew Lovelady was the master of ceremonies for the event.

Make your plans now to attend the 25th annual Conference for Food Animal Veterinarians. Those dates will be February 19-21, 2016. Details and registration information will be on the ALVMA website later this year at [www.alvma.com](http://www.alvma.com).



## 2015 Conference for Food Animal Veterinarians recap

by Roberta Norris

Love was in the air for Valentine's Day weekend as the 24th annual Conference for Food Animal Veterinarians got underway. Many of the attendees took advantage of the beautiful surroundings of the 4-H Center in Columbiana, AL and brought their significant other with them to enjoy excellent CE, a peaceful location, great food and great camaraderie for the weekend of February 13-15, 2015.

Eight speakers offered their expertise on subjects about white-tailed deer, diseases of food and fiber animals, cow-calf profitability, bugs, reproductive issues, pink eye, pot belly pigs, cattle and their diseases, as well as two pharmacy review lectures. The US Department of Agriculture provided updates, as did the Alabama Department of Agriculture and Industries, the Alabama Cattlemen's Association, the Alabama Farmer's Federation, the Alabama Veterinary Medical Association, the Auburn University Department of Animal Sciences and the National Cattlemen's Beef Association. In addition, some of the members of the Alabama State Board of Veterinary Medical Examiners were in attendance for the audience to ask questions of and receive guidance on how to handle some issues that they were encountering.

Sixty-six attendees from eight different states enjoyed getting their education hours at one of the few remaining large animal specific conferences. Newport Labs and Zoetis sponsored Industry Technical Seminars, DVM Consultants, Long Term Care, Merial, Auburn University Large Animal Teaching Hospital, and the Alabama Veterinary Medical



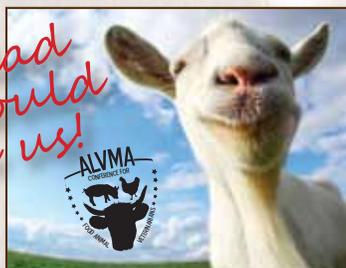
Dr. Sylvia Monroe receives the Downie Award from Dr. Andrew Lovelady for the most outrageous story of the evening.

**Get your spay/neuter license tag today!**



Support the efforts of the Alabama Veterinary Medical Foundation. Portions of your tag fee are tax deductible and provide funding to aid Medicaid recipients with the cost of spay/neuter surgeries provided by ALVMA veterinarians participating in the program. You may also check off the box on your income tax return and support this program.

*So glad you could join us!*



# Nominating Committee report

The Nominating Committee of the Alabama VMA has announced its recommendations for candidates for the 2015-2016 Executive Board. Voting will be done strictly through mailed ballots. Please make sure these ballots are returned to the Association office by **May 20**. If you did not receive your ballot please contact the Association office. Dr. T. C. Branch automatically advances to president, the recommendations include:

**President-Elect – Dr. Harold E. Pate, Jr. – Hayneville, AL**

Dr. Pate received his Doctor of Veterinary Medicine degree from Auburn University in 1979. After graduation, he practiced two years in Birmingham and two years in Pell City before returning home to Lowndes County. In 1988, he opened Pate Animal Clinic in Hayneville, AL, where he began his solo mixed practice.

In addition to his practice, Dr. Pate served 23 years as Public Health Officer with the Alabama Air National Guard, and retired as a Lt. Colonel. For the past 24 years, Dr. Pate has been Staff Veterinarian for the Montgomery Zoo, which exhibits over 600 exotic animals. He also finds time to own and raise registered Charolais cattle. Dr. Pate is an owning member of Animal Emergency Clinic in Montgomery, AL.

He and his wife Mary have five children: Trent, Brandon, Hunter, Gray and Mary Claiborne. In his spare time, he enjoys coaching youth baseball and softball, playing golf and attending Auburn football games.

Dr. Pate serves on the Board of the Lowndes County Cattlemen's Association and as president of the Lowndes County Farmer's Federation. He is a deacon in the Lowndesboro Baptist Church. Dr. Pate has served as ALVMA Board Representative for the West Alabama VMA and most recently as Board member at large and vice president.

**Vice-President – Dr. Charles W. Ashwander – Decatur, AL**

Dr. Ashwander received his Doctor of Veterinary Medicine degree from Auburn University in 1979. After graduation he returned to practice in Decatur where he grew up around veterinary medicine. Charles' dad, Dr. Ray Ashwander, graduated from the School of Veterinary Medicine in Auburn in 1942. Dr. Ray is a past president of the ALVMA and served the ASBVME for 45 years. Charles' mother Elizabeth was the first ALVMA Auxiliary president. After Dr. Ray Ashwander retired, Charles has continued to practice for twenty-nine years.

Charles is very active in his community. He has been a member of the Lions Club for 35 years and is a Melvin Jones Fellow. He recently received the Paul Harris Fellow from Rotary Club. Dr. Ashwander has been an active member in the NAVMA since graduation. He has served many years in the past as the NALVMA representative to the ALVMA.

Charles and his wife Barbara have two sons and four grandchildren. They are very active in First United Methodist Church in Decatur. They enjoy being with their grandkids, boating on the Tennessee River, and attending Auburn Football games.

**Treasurer – Dr. Ralph Womer – Auburn, AL**

Dr. Womer received his Doctor of Veterinary Medicine degree from Auburn University in 1969. After graduation, he spent three years as Deputy Commander MEDDAC, for Veterinary Activities and as Assistant Preventive Medicine Officer in the U.S. Army at Fort Wolters, TX, before returning to Auburn, AL. In Auburn he practiced with Dr. John Saidla at Auburn Veterinary Hospital before being hired by Auburn University, School of Veterinary Medicine where he spent one year as an instructor in the Department of Small Animal Medicine.

In 1973 Dr. Womer opened the Village Veterinary Clinic in Auburn, AL where he practiced for 26 years. After selling his clinic in 1999, he spent the next seven years as a relief veterinarian in Alabama, Florida, Georgia and Texas and as a Veterinary Hospital Evaluator for the Alabama State Board of Veterinary Medical Examiners. In 2006, in partnership with Dr. Dan Kuykendall, he opened Moore's Mill Animal Hospital in Auburn.

In addition to practice, Dr. Womer has served professionally as the president of the Alabama Veterinary Medical Association as well as vice-president, president elect and president of his local veterinary association. He also served as Treasurer of the Alabama Academy of Veterinary Practice for many years.

In his community Dr. Womer is a life member and has served as President of the Kiwanis Club of Auburn. He has also held office as Treasurer for the Auburn Aids Outreach and local Hospice organization.

He and his wife Carol have two children and two grandchildren. In his spare time he enjoys writing poetry and memoir pieces, playing golf and attending OLLI classes. Both he and his wife are also Master Gardeners.

**Treasurer, Alternate AVMA Delegate – Dr. H. Winston Pirtle, Sr. – Montgomery, AL**

Dr. Pirtle received his Doctor of Veterinary Medicine degree from Auburn University in 1967, the same year he activated his membership in the Alabama Veterinary Medical Association and the American Veterinary Medical Association. In 1999 he was admitted into the Alabama State Bar after obtaining a law degree from Jones School of Law in Montgomery.

Following his graduation from the Auburn College of Veterinary Medicine, Dr. Pirtle spent thirty-seven years owning various farm operations including a dairy farm, a cow/beef cattle farm; and a hay production farm as well as owning and operating Snowdown Veterinary Hospital, a general practice hospital south of Montgomery. In June of 2005 Dr. Pirtle sold the hospital and now serves as a relief veterinarian throughout Alabama.

Dr. Pirtle was the recipient of the 2008 Alabama VMA Distinguished Service Award. He served two terms as president of the Alabama Veterinary Medical Association, the first in 1985 and the second in 2004. In 1988 he was honored as the Veterinarian of the Year by the Association during its annual meeting. Dr. Pirtle has also been a member of the Alabama Board of Veterinary Medical Examiners and he served as president of the American Association of Veterinary State Boards from 1995-1997. In the fall of 2010, Dr. Pirtle was appointed as Alternate Delegate to the AVMA for the balance of Dr. Jan Strother's term after she was elected AVMA Vice President and he was re-elected in 2011.

Since obtaining his law degree, Dr. Pirtle has been appointed and handled three cases submitted to the Alabama Court of Criminal Appeals; represented clients on criminal defense and domestic relations; has

presented lectures at the Auburn University Annual Conference on effective techniques in the collection of fees for veterinary services; assisted lead attorneys representing veterinarians in various legal matters; and, has led an ethics course at Auburn for senior veterinary students focusing on negligence law, professional malpractice, standard of care, licensing board procedures and Alabama law as it relates to animals.

In his spare time, Dr. Pirtle can be found enjoying anything that involves being outdoors. He continues to operate "Pirtle's Puddle", a fishing lake open to the public since 1949. He also leases his farm for beef cattle purposes and part of the farm to a model aircraft club that flies remote-controlled model aircraft. Dr. Pirtle is a member of the Snowdown United Methodist Church.

**Member at Large – Dr. Hank Lee – Atmore, AL**

Dr. Lee grew up on a working row-crop and beef-cattle operation in South Alabama. He graduated from Auburn University's College of Agriculture in 1996 with a Bachelor of Science degree in Animal and Dairy Sciences. This was followed by his DVM from the Auburn University College of Veterinary Medicine in 2000.

He and his wife, Lacey, own a busy three and one half doctor mixed-animal practice in Atmore. Dr. Lee works as a large animal veterinarian with a primary focus on Equine Lameness and Surgery. Their practice lies within the borders of the family farm on which Hank was raised. Hank and Lacey have two children, Emily and Gus, who enjoy spending time in and around their parents' practice.

Hank has been a member of the ALVMA since graduation from veterinary school and currently serves as the South Central Alabama VMA representative to the organization. He is passionate in his promotion of Alabama's veterinarians and the service that these veterinarians provide to the citizens of this state. Hank understands that the decisions we make today regarding our profession will impact everyone, setting precedents that will extend beyond the foreseeable future and the boundaries of our state.

**Delegate to the ALVMA – Dr. Jan Strother – Hartselle, AL**

Dr. Strother received her DVM from Tuskegee University School of Veterinary Medicine in 1986 and has been active in leadership roles with the ALVMA including chairing the ALVMA Public Relations Committee for eight years, serving as the ALVMA President in 1997-1998, chairing the ALVMA Animal Hall of Fame for several years and numerous other committees and task forces.

Dr. Strother has been a member of the AVMA since 1986. She was an elected member and Chair of the Council on Public Relations. She served for eight years as the Alabama Alternate Delegate in the House of Delegates and was elected as the AVMA Vice President 2010-2012. She was honored to be asked to fill the unexpired Alabama Delegate term for Dr. Bill DeWitt 2013-2014.

Dr. Strother is the founder and hospital director of North Alabama Cat & Bird Veterinary Clinic in Hartselle, AL and is married to Dr. Mike Newman. They live on a small farm in Hartselle with nine cats, three horses, and Milton the donkey.

## ALVMA committee reports

### Public Health Committee

Chair: Jim Wright

Dates of meetings: Business conducted by email

Goals / Objectives: The goal of the Committee is to develop materials on public health topics for practicing veterinarians. Specific objectives are to distribute material (talking points and posters) a minimum of 4 times a year.

Action items: Material would be distributed in support of Dog Bite Prevention Week in May and World Rabies Day in September. Pet poisonings would be the topic for March and external parasites (primarily ticks) would be covered in the summer.

Committee overview: Talking points and posters on rabies and dog bite prevention were distributed as in the past. The material on ticks will be distributed this summer and a poster on pet poisonings was developed for March. Some background material on the Ebola virus was distributed at the beginning of the outbreak. The Committee also plans to put out information on Chikungunya virus and influenza this year.

### Public Relations

Chair: Alan Jones

Dates of meetings: 3-23-15

Goals/objectives: Develop radio spots for the association

Main topics of discussion: Finalize and approve the radio spots, stations to air them, and frequency, duration, and cost of the radio campaign to be ready for the board meeting's discussion 3-25-15.

Action items: Pending board approval, the spots will begin airing in April, and a schedule of dates and times will be made available to all members as soon as that has been determined.

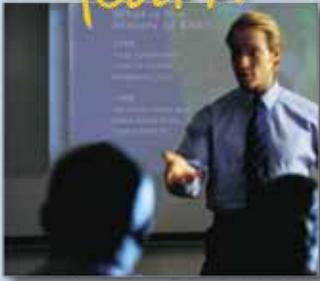
Committee overview: The PR Committee was tasked by the executive board in 2014 to develop some radio spots promoting our profession.

The PR Committee began working with Lisa Locklar of Sela Marketing in Montgomery for assistance in the project. Over the last few months, with help and feedback from multiple sources including the AVMA Public Relations liaison, we've recorded a couple of spots to be aired by select radio stations around the state over the next few weeks. We'll keep you posted on stations, dates, and times, when that information becomes available, so you can alert your clients. We've gone for something of a feel-good message reacquainting the public of who we are, and that we're here to serve. Thanks to Lisa and Drs. Hal Pate and Frances Kendrick for all of their hard work on this project. We hope its time and money well-spent.

### Committee Chair Appointments for 2015-2016

| Committee                         | Chairman              | Telephone    |
|-----------------------------------|-----------------------|--------------|
| Animal Welfare                    | Stevan Parsons        | 205/424-7387 |
| Human Animal Bond                 | Libby Coleman Todd    | 205/970-0411 |
| Awards                            | John Hammons          | 256/232-0698 |
| Constitution/By Laws/Practice Act | Jack Goodman          | 256/777-7667 |
| Convention/Program                | Hal Pate              | 334/548-2031 |
| Economics                         | Jay Crisman           | 205/678-8253 |
| Finance                           | Hal Pate              | 334/548-2031 |
| Grievance                         | Elaine Moore          | 256/773-0844 |
| Large Animal Affairs              | Soren Rodning         | 334/844-7502 |
| Legislative                       | Ken McMillan          | 205/884-4104 |
| CVM - Liaison                     | Mark Russell          | 256/882-0950 |
| Membership/Member Services        | Sheila Gilbert        | 256/767-0500 |
| Nominating                        | George Wood           | 334/875-2735 |
| P.A.C.                            | Bill Sternenberg      | 334/279-9686 |
| Program                           | Charles Ashwander     | 256/353-7384 |
| Public Health/Rabies              | Jim Wright            | 334/844-2670 |
| Public Relations                  | Alan Jones            | 256/772-0004 |
| Small Animal Affairs              | Pamela Guy            | 334/552-1311 |
| State Diagnostic Lab              | Ben Cashion           | 205/486-2295 |
| Veterinary Emergency Management   | Libby Coleman Todd    | 205/970-0411 |
|                                   | Brad Fields           | 334/240-6596 |
| Veterinary Student Relations      | Dan Kuykendall        | 334/821-7730 |
|                                   | Johanna Lamb          | 901/301-1431 |
| Vet Tech Advisory                 | Jan Strother          | 256/773-0844 |
| Veterinary Wellness               | Sandra Morales Foster | 205/438-3323 |

learn



relax



play



repeat

# CE in the morning, fun all day long!

## 2015 Emerald Coast Veterinary Conference – Time to hit the beach!!

What can be better than spending the morning hours of your day in class learning about exciting new procedures and treatments, and then heading to the beach or the pool to spend the afternoon lazing in the sun? For four days in June, every veterinarian has that opportunity at the Emerald Coast Veterinary Conference. And you can earn 20 hours of CE credit at the same time.

Things will get started on Wednesday June, 3, 2015, after the ALVMA General Business meeting at 4:00 PM, the exhibit hall will get kicked off at 5:30 PM with an hour and a half of family friendly fun, prizes, edibles and drinks. The entire family is welcome in the exhibit hall during this time.



Thursday opens with our keynote speaker, Dr. Richard Ford from North Carolina State University. Dr. Ford will be speaking on "Infectious disease and bioterrorism: Implications for Veterinary Medicine." Dr. Ford will also give four hours of CE on Vaccination Updates, including a quiz on Rabies Awareness. Other CE offerings on Thursday will include Clinical Pathology, Dr. Pete Christopherson; Laser Therapy and Rehab, Dr. Darryl Millis; Practice Management and tech solutions, Mr. Eric Garcia and Backyard Poultry with a variety of

poultry experts. There will be a large break between the keynote address and the regular sessions for a breakfast brunch and time to visit with the 75+ exhibitors.

The ALVMA will host their awards luncheon and swearing in of new officers at 1:00 PM. Dr. Clark Fobian, past president of the AVMA, will be on hand for the swearing in. A family bike ride is also on tap for that afternoon.

The ever popular Mingle at the Marina will be back on Thursday evening. From 4:00 – 6:00 PM we will have games and beach fun for the kids (and adults!) with dinner being served for the kids at 5:30. Adults will have happy



hour (starting with a free drink ticket!) followed by dinner starting at 7:00 PM. This year we have booked a band new to the Mingle gathering. Cool Rayz will entertain us with a range of songs from the 50's to current radio tunes topped off by some fun beach music - all to have you on the floor dancing and singing. Be sure to purchase your tickets when you register for the conference because this event usually sells out.

Friday CE sessions include Hematology, Dr. Christopherson; Urology, Dr. India Lane; Respiratory/Pulmonology, Dr. Lesley King; Parasitology, Dr. Byron Blagburn and Anesthesia with Dr. James Gaynor. There will be a Meet and Greet Breakfast for all of the "significant others" Friday morning, time and location to be announced. Friday afternoon brings on more fun with the golf tournament, beach volleyball and tennis.

Saturday's CE includes a session for the veterinary technicians sponsored by Zoetis; Geriatrics, Dr. Michael Schaer; Orthopedics, Dr. James Toombs; Respiratory and Pulmonology, Dr. Lesley King; Radiology, Dr. Michelle Fabiani and five modules from the USDA National Veterinary Accreditation Program. The exhibit hall will close after the breakfast brunch. Saturday evening there will be alumni receptions hosted by Auburn, Georgia, Florida and Tuskegee. A great time to catch up with old college friends and meet some new ones.

As things wind down on Sunday, we will start off with a ticketed Fellowship

## ALVMA Business Meeting

The next general business meeting of the Alabama Veterinary Medical Association will be held prior to the Emerald Coast Veterinary Conference on Wednesday, June 3, 2016 at 4:00 PM. The meeting will take place in the Camellia I Boardroom which is located in the Baytowne Conference Center on the second level. The Baytowne Conference Center is a part of the Sandestin Golf and Beach Resort, 9300 Emerald Coast Parkway, Miramar Beach, FL 32550.

Breakfast, the veterinary technician sessions sponsored by Zoetis will continue, along with Critical Care Medicine, Dr. Greg Lisciandro; Geriatrics, Dr. Michael Schaefer; Shelter Medicine, Dr. Kimberly Woodruff; Ultrasound, Dr. Michelle Fabiani; LEAP with Dr. Charlotte LaCroix and Pharmacy with Dr. Heather Lindell.

Conference registration is open at [www.emeraldcoastvc.com](http://www.emeraldcoastvc.com), and early bird discount rates end on **May 8, 2015**. Room reservations can be made at [www.sandestin.com](http://www.sandestin.com) and mention group code **22X6FB**.

For those of you who will be staying in the Grand Sandestin, you will check in at the Grand like in past years. For anyone who might be arriving late, there is now a new Welcome Center on the property. All guests checking in at Sandestin Golf and Beach Resort are asked to register here. The Sandestin Welcome Center is located on the northeast corner of Highway 98 and Sandestin Boulevard, at the main north gate entrance of the resort. This facility will serve as the main check-in point for guest registration.

The Sandestin Welcome Center is open 24 hours a day, year-round. Guests must be 25 years-of-age or older to check-in at Sandestin Golf and Beach Resort. As an alternative check-in location, the Grand Sandestin will also be open from 7:00 AM – 11:00 PM daily, year-round.

Check-in: 4:00 PM

Check-out: 11:00 AM

We'll see you at the beach!!



## Take the Quiz...

### Is the Emerald Coast Veterinary Conference right for you?

Take this short quiz and find out:

1. White sand beaches make any continuing education event better. YES or NO
2. Classes in the morning with afternoons free is a great CE schedule for you and your family. YES or NO
3. Great golf and beach resorts attract great speakers. YES or NO
4. Combining your vacation with CE is fiscally responsible and fun for the whole family. YES or NO
5. A world-class beach resort makes everything better, including a veterinary conference. YES or NO

If you answered yes to any of the questions above, the Emerald Coast Veterinary Conference June 3-7, 2015 at the Sandestin Golf & Beach Resort in Destin, FL, may be right for you. Visit [EmeraldCoastVC.com](http://EmeraldCoastVC.com) to learn more.

If you answered yes to all these questions sign-up today at [EmeraldCoastVC.com](http://EmeraldCoastVC.com) or 800-853-1625.



### Emerald Coast Veterinary Conference 2015 – get the app!!

Keep up with the schedule, the speaker's information, maps for the Sandestin property, any last minute changes or notices and anything else you might need to know all from your smartphone.

Download the ECVC 2015 meeting app and everything will be in the palm of your hand. You can rate the speakers as you listen to them, you can evaluate the conference overall, connect with your friends, and submit photos of the conference. Just scan the QR code below with your phone's camera and you will be ready for the beach!



# SAVE THE DATE

## ECVC Conference

### June 1-5, 2016

## Sandestin Golf and Beach Resort



# 2015 Emerald Coast Veterinary Conference schedule

## WEDNESDAY June 3, 2015

11:00 a.m. – GVMA Board Meeting; 1:00 p.m. – ALVMA Board Meeting; 4:00 p.m. – ALVMA Business Meeting; 4:30 - 5:00 p.m. , 5:30 - 7:00 p.m. – OPENING KICKOFF IN EXHIBIT HALL

## THURSDAY June 4, 2015

6:30 - 7:00 a.m. – Coffee in the exhibit hall

7:00 - 7:50 a.m. – Azalea Ballroom (1 hr.) Infectious Disease & Bioterrorism; Implications for Veterinary Medicine – Richard B. Ford, DVM, DACVIM, DACVPM (Hon).



7:50 - 9:20 a.m. – Breakfast in the exhibit hall; 11:00 - 11:20 a.m. – Break

1:00 - 2:30 p.m. – ALVMA Awards Lunch; 2:00 - 5:00 p.m. – ALVMA Foundation; 2:00 p.m. – Family Bike Ride/Beer by the Pool to follow

4:00 - 10 p.m. – Mingle at the Marina; 4:00- 6:00 p.m. – Kids games and beach fun; 5:30 p.m. – Kids dinner; 7:00 - 10:00 p.m. – Adult dinner, drinks, entertainment by the band Cool Rayz

| Clinical Pathology  | Vaccination Updates  | Laser Therapy & Rehab   | Practice management /tech solutions  | Backyard Poultry  |
|---|--|---|--|---|
| – Pete W. Christopherson, DVM, PHD, DACVP   | – Richard B. Ford, DVM, DACVIM, DACVPM (Hon)   | – Darryll Millis, DVM, DACVS  | – Eric D. Garcia   | – Various speakers   |
| 9:20 – 11 a.m. (2 hrs)<br>Review of clinical enzymology and liver function tests                                      | 9:20 – 11 a.m. (2 hrs)<br>Canine & Feline vaccination protocols: Issues and controversies                            | 9:20 – 11 a.m. (2 hrs)<br>Why rehab and what can I do right now in my practice? | 9:20 – 11 a.m. (2 hrs)<br>Using Facebook for maximized success                                 | 9:20 – 11 a.m. (2 hrs)<br>Basic husbandry for backyard flocks – Dr. Ken Macklin   |
| 11:20 a.m. – 1 p.m. (2 hrs)<br>Infectious agents present in cytologic samples: the common, uncommon and easily missed | 11:20 a.m. – 1 p.m. (2 hrs)<br>1. Vaccine adverse reactions: vaccine-Induced Injury<br>2. Rabies awareness challenge | 11:20 a.m. – 1 p.m. (2 hrs)<br>Shining some light on laser therapy              | 11:20 a.m. – 1 p.m. (2 hrs)<br>Developing a reputation management and client feedback strategy | 10:40-11:00 a.m.<br>Common diseases and diagnostics – Dr. Joel Cline<br>9:50 – 10:40am – Biosecurity and respiratory diseases of interest in backyard poultry – Dr. Kelli Jones<br>11:20 am – 11:50am – NPIP – participation for backyard flocks – Dr. Elena Behnke<br>11:50 – 12:20 – Therapeutics – what is allowed in poultry? – Dr. Steve Roney |

## FRIDAY June 6, 2015

6:30 - 7:00 a.m. – Coffee in the Exhibit Hall

8:40 - 10:10 a.m. – Breakfast in the Exhibit Hall; 11:50 a.m. - 12:10 p.m. – Break

9:00 a.m. – Spouses Meet and Greet Breakfast

8:00 a.m. - 12:00 p.m. Poultry session - Camellia 1



1:30 - 6:00 p.m. – ECVC Golf outing (18 holes on Links Golf Course)

2:00 p.m. – Tennis/Beach Volleyball

| Hematology  | Urology  | Respiratory/Pulmonology  | Parasitology  | Anesthesia  |
|---|--|--|---|---|
| Pete W. Christopherson, DVM, PHD, DACVP   | India F. Lane, DVM, MS, Ed.D. DACVIM   | Lesley G. King, MVB, DACVECC, DACVIM   | Byron Blagburn, MS, PhD   | James S. Gaynor, DVM, MS, DACVAA, DAAPM   |
| 7 – 8:40 a.m. (2 hrs)<br>1. Reasons to evaluate a blood smear: they are more exciting than you think<br><br>2. Appropriate diagnostic considerations for a bleeding patient | 7 – 8:40 a.m. (2 hrs)<br>Urinary incontinence: from simple to unusual<br><br>10:10 – 11:50 a.m. (2 hrs)<br>Frustrating lower urinary tract disorders in cats | 7 – 8:40 a.m. (2 hrs)<br>1. Bacterial pneumonia in dogs: recognition and diagnostics<br><br>2. Infectious pneumonia in puppies: what's different about juveniles?              | 7 – 8:40 a.m. (2 hrs)<br>What you don't know about heartworm and heartworm disease<br><br>10:10 – 11:50 a.m. (2 hrs)<br>Fleas, ticks and vector-borne diseases: New products and strategies | 7 – 8:40 a.m. (2 hrs)<br>Update on anesthesia and analgesia<br><br>10:10 – 11:50 a.m. (2 hrs)<br>1. Everything you wanted to know or didn't about NSAIDS<br>2. Fringe therapy... fringe benefits? |
| 10:10 – 11:50 a.m. (2 hrs)<br>The molecular basis for inherited bleeding disorders and importance for veterinarians   | 12:10 – 1 p.m. (1 hr)<br>Teaching in your practice: skills and tips  | 10:10 – 11:50 a.m. (2 hrs)<br>1. Treatment of bacterial pneumonia in adult dogs and puppies: antibiotics<br>2. Treatment of pneumonia in dogs and puppies: beyond antibiotics? | 12:10 – 1 p.m. (1 hr)<br>New solutions to old problems: Giardia, Coccidia, Trichomoniasis, Toxoplasmosis and others   | 12:10 – 1 p.m. (1 hr)<br>Logical approaches to chronic arthritis pain in dogs and cats  |
| 12:10 – 1 p.m. (1 hr)<br>Congenital macrothrombocytopenias: what are we missing? (Hint: a lot)  |  | 12:10 – 1 p.m. (1 hr)<br>Bacterial pneumonia: case challenges  |    |   |

# 2015 Emerald Coast Veterinary Conference schedule

## SATURDAY June 6, 2015

6:30 & 7:00 a.m. – ECVC Adult Walk and 5k Run at 6:30 a.m.; Fun Run for children at 7:00 a.m.

6:30 - 7:00 a.m. – Coffee in the exhibit hall

8:40 - 10:10 a.m. – Breakfast in the exhibit hall (exhibit hall closes at 10:10 a.m.); 11:50 a.m. - 12:10 p.m. – Break; 8:00 a.m. - 12:00 p.m. – Poultry session - Camellia 1



2:00 p.m. – Beach volleyball; 5:00 - 6:30 p.m. – Alumni receptions (Auburn, Georgia, Mississippi State, Florida and Tuskegee)

| Geriatrics  | Orthopedics   | Respiratory/Pulmonology  | Radiology  | USDA –NVAP (National Veterinary Accreditation Program) Modules   | Veterinary Technicians “Frank” modules  |
|---|---|--|--|--|---|
| Michael Schaer, DVM, DACVIM (saim); DACVECC                 | James Toombs DVM, MS, DACVS   | Lesley G. King, MVB, DACVECC, DACVIM   | Michelle Fabiani, DVM, DACVR   | Joanna S. Davis, DVM   | Catherine Lane, DVM   |
| 7 - 8:40 a.m. (2 hrs)<br>Diabetic phenomena                 | 7 - 8:40 a.m. (2 hrs)<br>The amazing advantages of external skeletal fixation       | 7 - 8:40 a.m. (2 hrs)<br>1. Pulmonary edema: understanding why the lung leaks<br>2. Pulmonary edema: syndromes and their management                                      | 7 - 8:40 a.m. (2 hrs)<br>1. PennHIP evaluation of canine hip dysplasia<br>2. Fun with radiographic contrast procedures   | 7 - 8:40 a.m. (2 hrs)<br>Module 23: Use of Antibiotics in Animals<br>Module 12: Animal Disease Traceability  | 7 - 8:40 a.m. (2 hrs)<br>1. Introduction to veterinary-client communication<br>2. Open-ended inquiry and the power of the pause |
| 10:10 – 11:50 a.m. (2 hrs)<br>Challenging medical cases     | 10:10 – 11:50 a.m. (2 hrs)<br>Basic principles for application of ESF               | 10:10 – 11:50 a.m. (2 hrs)<br>1. Feline bronchial disease and asthma: practical management<br>2. Pleural effusions in cats: approach to rational diagnostics and therapy | 10:10 – 11:50 a.m. (2 hrs)<br>How to identify a broken heart: cardiac radiology, thoracic and abdominal radiology pearls | 10:10 – 11:50 a.m. (2 hrs)<br>Module 3: Overview of Foreign Animal, Program, and Reportable Diseases<br>Module 7: Foreign Animal Disease Detection in Category 1 Animals | 10:10 – 11:50 a.m. (2 hrs)<br>1. Non-verbal communication and reflective listening<br>2. Empathy                                |
| 12:10 – 1 p.m. (1 hr)<br>Pictures worth 1000 words – part 1 | 12:10 – 1 p.m. (1 hr)<br>Postoperative care, staged disassembly and fixator removal | 12:10 – 1 p.m. (1 hr)<br>Case challenges: pearls from my files   | 12:10 – 1 p.m. (1 hr)<br>Why all the heavy breathing: pulmonary radiology  | 12:10 – 1 p.m. (1 hr)<br>Module 9: Interstate and International Health Certificates for Category 1 Animals   | 12:10 – 1 p.m. (1 hr)<br>1. Chunk and check, signpost and summarize<br>   |

## SUNDAY June 7, 2015

6:30 - 7:00 a.m. – Coffee in the hallway outside of classrooms; 8:40 - 9:00 a.m. – Break in classroom hallways; 10:40 - 10:50 a.m. – Break in classroom hallways

7:00 - 8:00 a.m. – Fellowship breakfast (Magnolia E); 9:00 - 10:40 a.m. – Pharmacy, Magnolia E – Heather Lindell, PharmD, BS, RPh, FSVHP, DICV

| Critical Care Medicine   | Geriatrics   | Shelter Medicine   | Ultrasound   | LEAP Legal and Pharmacy   | Veterinary Technicians “Frank” modules   |
|--|--|--|--|---|--|
| Greg Lisciandro, DVM, DAVBP, DACVECC   | Michael Schaer, DVM, DACVIM (saim); DACVECC  | Kimberly Woodruff, DVM, MS   | Michelle Fabiani, DVM, DACVR   | Charlotte Lacroix, DVM, JD  |  |
| 7 - 8:40 a.m. (2 hrs)<br>1. Case-based Applications of Abdominal FAST (AFAST) and Its AFAST-applied Fluid Scoring System (AFS)<br>2. The gallbladder halo sign - more than anaphylaxis | 7:00 – 8:40 am (2 hrs)<br>Atypical Cushing's<br><br>9:00 – 10:40 (2 hrs)<br>Treat for the treatable<br><br>10:50 – 11:40 am (1 hr)<br>Pictures worth 1000 words - part 2 | 7:00 – 8:40 am (2 hrs)<br>1. Canine and Feline Respiratory Diseases<br>2. Infectious Disease Control in a Shelter Setting<br><br>9:00 – 10:40 am (2 hrs)<br>1. Vaccination Protocols in Shelters<br>2. Efficient Spay and Neuter Techniques<br><br>10:50 – 11:40 am (1 hr)<br>Not-So Everyday Surgeries in Shelter Med | 7 - 8:40 a.m. (2 hrs)<br>1. Imaging of GI foreign bodies<br>2. Liver or let die: Ultrasonography of hepatobiliary and pancreatic diseases<br><br>9 - 10:40 a.m. (2 hrs)<br>1. Musculoskeletal and other non-abdominal ultrasound<br>2. LMNO Pee: Urinary Ultrasound<br><br>10:50 – 11:40 a.m. (1 hr)<br>Messin with Intestines: ultrasound of the GI tract | 7 - 8:40 a.m. (2 hrs)<br>1. Vaccine liability: truth or myth?<br>2. Medical records: a veterinarians report card<br><br>9 - 10:40 a.m. (2 hrs)<br>Ethical Practice: It ain't easy and it's getting tougher<br><br>10:50 – 11:40 a.m. (1 hr)<br>Informed consents – boring until you get sued<br><br>Protecting you through it all | 7 - 8:40 a.m. (2 hrs)<br>The truth about vomiting and the science behind the speed of onset<br><br>9 - 10:40 a.m. (2 hrs)<br>Human animal bond/<br>Frank skills in action<br><br>10:50 – 11:40 a.m. (1 hr)<br>Frank skills in action<br><br> |

# 2015 Emerald Coast Veterinary Conference schedule

## Poultry Program - Camellia I

### Friday, June 5 (8 a.m. - Noon)

*Moderator - Dr. Karen Burns Grogan*

|               |   |                |
|---------------|---|----------------|
| 8:00 – 8:30   | The latest and greatest on Salmonella   | Randy Singer   |
| 8:30 – 9:00   | Avian Influenza outbreaks in Canada   | Darko Mitevski |
| 9:00-9:30     | Poultry sustainability  | Ken Opengart   |
| 9:30 – 10:00  | Break   |                |
| 10:00 – 10:30 | MS Task Force Update  | Louise Zavala  |
| 10:30 – 10:45 | Antimicrobial resistance of MS isolates and the effect of antibiotic treatments on shedding in broiler breeders | Alexis Keirs*  |
| 10:45 - 11:00 | Measuring IBV Vaccination Efficiency In The Hatchery: What Are We Looking For?                                  | Brian Jordan   |
| 11:00-11:30   | Reovirus Update 2014-2015   | Holly Sellers  |
| 11:30 - 12:00 | Broiler Case Report - Everything Plus the Kitchen Sink  | David French   |

### Saturday, June 6 (8 a.m. - Noon)

*Moderator - Dr. John Glisson*

|               |  |                      |
|---------------|--|----------------------|
| 8:00 – 8:30   | Coccidiosis  | Steve Fitz-Coy       |
| 8:30 – 8:50   | Plant based anti-coccidials  | Greg Mathis          |
| 8:50 - 9:30   | Antibiotic resistance and on-farm NARMS  | Randy Singer         |
| 9:30 – 10:00  | Break  |                      |
| 10:00 – 10:20 | LPDV in wild turkeys   | Heather Fenton       |
| 10:20 - 10:35 | Case Report: Suspected carbon monoxide toxicity in a commercial broiler hatchery | Samantha Pohl*       |
| 10:35-10:50   | Veterinary Feed Directive – what you need to know                                | Francene Van Sambeek |
| 10:50-11:05   | Update from the National Poultry Improvement Plan                                | Denise Brinson       |

|               |   |  |
|---------------|---|--|
| 11:05 – 11:20 | APHIS Update                                      | Christopher Young                              |
| 11:20 - 11:30 | Regulatory Issues and AI Response Plan Discussion | GA and AL State Veterinarians, APHIS, Industry |
| 11:30 - 11:45 | Diagnostic case reports from Georgia              |  |
| 11:45 – 12:00 | Diagnostic case reports from Alabama              |  |

\*Travel for MAM students supported by Alltech

### 2015 Poultry Program Speakers

|                          |   |
|--------------------------|---|
| Dr. Randall Singer       | Associate Professor, University of Minnesota College of Veterinary Medicine         |
| Dr. Darko Mitevski       | Veterinarian, Poultry Health Services LTD. Airdrie, Alberta                         |
| Dr. Ken Opengart         | Vice President, Live Operations and Corporate Social Responsibility, Keystone Foods |
| Dr. Louise Zavala        | Director, Georgia Poultry Laboratory Network  |
| Dr. Alexis Keirs         | MAM Candidate, PDRC, UGA  |
| Dr. Brian Jordan         | Assistant Professor, PDRC and Poultry Science, UGA                                  |
| Dr. Holly Sellers        | Professor, PDRC, University of Georgia  |
| Dr. David French         | Veterinarian, Sanderson Farms   |
| Dr. Steve Fitz-Coy       | Poultry Pathologist-Parasitologist, Merck Animal Health                             |
| Dr. Greg Mathis          | Southern Poultry Research   |
| Dr. Heather Fenton       | Public Service Assistant, SCWDS, UGA  |
| Dr. Samantha Pohl        | MAM Candidate, PDRC, UGA  |
| Dr. Francene Van Sambeek | Associate Technical Advisor, Elanco   |
| Dr. Denise Brinson       | Senior Coordinator, NPIP  |
| Dr. Christopher Young    | APHIS Assistant District Director District 2  |

## Thanks to our ECVC conference sponsors & exhibitors

as of 4/27/15

|                                     |                                   |  |  |
|-------------------------------------|-----------------------------------|--|--|
| Abaxis                              | CryoProbe                         | <b>MedVet Medical and Cancer Centers for Pets - Ruby Sponsor</b> | Rose Micro Solutions                           |
| Accountants & Business Advisors     | Cuattro Digital Imaging           | Merck Animal Health  | Royal Canin                                    |
| AKC Reunite                         | Custom Earpiece                   | <b>Merial - Sapphire Sponsor</b>                                 | <b>Simmons &amp; Associates - Ruby Sponsor</b> |
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| Arthrex                             | DVM Multimedia                    | Nelson & Associates  | Southeast Medical Books                        |
| Auburn University, MBA Program      | <b>Elanco - Opal Sponsor</b>      | Nestle Purina  | Southern Financial Consultants                 |
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| Blue Ridge X-Ray                    | IDEXX Laboratories                | PKB Animal Health  | Veterinary Imaging LLC                         |
| Boehringer Ingelheim                | Jorgensen Laboratories            | Purchasing Services Inc.   | Veterinary Products Inc.                       |
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| <b>CEVA - Emerald Sponsor</b>       | Live Oak Bank                     | Radiocat   | VetraGenics                                    |
| Community & Southern Bank           | MediVet Biologics                 | Roadrunner Pharmacy  | Virbac Animal Health                           |
| Companion Therapy Laser by LiteCure |                                   |  | <b>Zoetis</b>                                  |

# REGISTRATION FORM

## 2015 Emerald Coast Veterinary Conference • June 3-7, 2015

Early Bird Deadline– May 8 • Online registration available at EmeraldCoastVC.com

### Attendee

Only ONE registrant per form (includes purchasing agent). Make copies as needed.

Name: \_\_\_\_\_  
First Name for Badge: \_\_\_\_\_  
Company/Practice: \_\_\_\_\_  
Address: \_\_\_\_\_  
City: \_\_\_\_\_ State: \_\_\_\_\_  
ZIP Code: \_\_\_\_\_  
Phone: \_\_\_\_\_ Fax: \_\_\_\_\_  
Email: \_\_\_\_\_

#### Select the description that best fits you

- Practice Owner    Associate    Licensed Tech    Practice Manager  
 Retired    Other

#### How did you hear about this meeting?

- Brochure    Email    Newsletter    Postcard  
 Fax    Vendor Brochure    Referral    Other

### Registration

Veterinary Pricing: Member<sup>1</sup>/Non-Member

|                                | <u>Early Bird</u><br>(May 8) | <u>After 5/8</u> |
|--------------------------------|------------------------------|------------------|
| <input type="checkbox"/> Full  | \$450/\$600                  | \$550/\$700      |
| <input type="checkbox"/> 2 Day | \$325/\$375                  | \$400/\$475      |

#### Circle the 2 days you will attend:

|  | Thurs-Fri | Fri-Sat | Sat-Sun                              | Thurs-Sat | Thurs-Sun | Fri-Sun |
|--|-----------|---------|--------------------------------------|-----------|-----------|---------|
| <input type="checkbox"/> Vet Tech/Staff/<br>Practice Managers <sup>3</sup> |           |         | \$270                                |           | \$365     |         |
| <input type="checkbox"/> Recent Grad <sup>4</sup>                          |           |         | \$240                                |           |           |         |
| <input type="checkbox"/> Spouse/Guest <sup>5</sup>                         |           |         | \$60                                 |           |           |         |
| Spouse/Guest Name: _____   |           |         |                                      |           |           |         |
| <input type="checkbox"/> Purchasing Agent <sup>6</sup>                     |           |         | \$20                                 |           |           |         |
| <input type="checkbox"/> Student <sup>6</sup>                              |           |         | \$100 (limited to first 15 students) |           |           |         |

### Proceedings

Proceedings are available on a flash/jump drive for your computer OR in printed booklets. Both contain notes from all conference tracks.

#### Select ONE (only one version available per attendee):

- Proceedings on flash/jump drive (FREE)    Printed Proceedings (\$50)

Availability of proceedings is not guaranteed after May 8.

### Continuing Ed

Please select the continuing education tracks you plan to attend on each day.

#### Thursday, June 4

- I plan to attend the morning keynote session  
 Backyard poultry    Clinical Pathology    Laser Therapy    Technology Solutions  
 Vaccinations Updates

#### Friday, June 5

- Anesthesia    Hematology    Parasitology    Poultry    Respiratory/Pulmonology  
 Urology

#### Saturday, June 6

- Geriatrics    Orthopedics    Radiology    Respiratory/Pulmonology    Poultry  
 Vet Tech   USDA

#### Sunday, June 7

- Critical Care    Geriatrics    LEAP CE    Pharmacy    Shelter Medicine    Vet Tech  
 Ultrasound

### Activities/Events

ECVC cannot guarantee space for any activities after May 8.

|                                     | Cost   | Number | Total    |
|-------------------------------------|--|--------|----------|
| Welcome Reception (Wed., 5–6:30 pm) | Free   | [ ]    | \$ _____ |
| ALVMA Awards Luncheon (Thurs.)      | \$35   | [ ]    | \$ _____ |
| Mingle at the Marina (Thurs.)       | \$45 adult   | [ ]    | \$ _____ |
|                                     | \$15 child   | [ ]    | \$ _____ |
| Bike Ride (Thurs.)                  | Free   | [ ]    | \$ _____ |
| Golf Outing (Fri.)                  | \$50   | [ ]    | \$ _____ |
| Spouse Meet/Greet Breakfast (Fri.)  | \$10   | [ ]    | \$ _____ |
| Tennis (Fri.)                       | Free   | [ ]    | \$ _____ |
| Volleyball (Fri.)                   | Free   | [ ]    | \$ _____ |
| Alumni Meeting (Sat.)               | Free   | [ ]    | \$ _____ |
|                                     | <input type="checkbox"/> AU <input type="checkbox"/> UGA <input type="checkbox"/> Miss St. <input type="checkbox"/> TU <input type="checkbox"/> UF |        |          |
| Walk/Run (Sat.)                     | \$5 adult  | [ ]    | \$ _____ |
|                                     | \$0 child  | [ ]    | \$ _____ |
| Fellowship Breakfast (Sun.)         | \$25   | [ ]    | \$ _____ |

### Payment

Registration Subtotal \$ \_\_\_\_\_ Proceedings Subtotal \$ \_\_\_\_\_ Total Due \$ \_\_\_\_\_

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#### NOTES:

1. Member pricing includes ALVMA/GVMA members and members of any other state VMA.
2. Proceedings not guaranteed for registrants after 5/8.
3. Veterinary technician/staff registration includes the technician track on 6/6 & 6/7. Practice Managers/staff registration includes practice management track on 6/4.
4. Recent graduates are DVMs who graduated from veterinary college in 2014 or 2015.
5. Spouse/guest badges are required for guests who wish to access to the exhibit hall, including the daily breakfast. No one will be allowed admission to the exhibit hall without a badge. Children under 16 are not permitted in the exhibit hall 6/4 – 6/7.
6. Admission to exhibit hall only from 10:30 am to 12:30 pm 6/4-6. Does not include breakfast.

**CANCELLATION POLICY:** 80% refund if received by March 8, 2015. No refunds after this date.

**REGISTRATION INCLUDES:** one convention proceedings on flash drive, admission to the exhibit hall and all CE sessions on the selected day of attendance, breakfast and beverage breaks each registered day, and free special events that occur during your attendance.

# Avian influenza 101

A news article from your  
State Veterinarian Dr. Tony Frazier

If you are like the majority of our colleagues most days, you don't even give avian medicine a thought. However, with the number of people who are choosing to own backyard poultry, there is an increasing need

for someone to point them in the right direction when it comes to veterinary care and husbandry for their birds. Maybe you are not the veterinarian to fulfill that need, however, simply by having the DVM degree hanging on the wall, you are looked at as the subject matter expert when it comes to anything in the animal kingdom. Presently Highly Pathogenic Avian Influenza (HPAI) has made an appearance back in late 2014 and continues to come back for curtain calls. As I sit in front of my computer to write this article in late March, we have not had HPAI in Alabama. I sincerely hope that when you read this, the situation will remain the same. But you just never know. Anyway, I want to provide a small refresher course on Avian Influenza (bird flu to the less sophisticated) so you can dialogue with you clients about the subject when they ask. If you can't provide them with answers, they will have to resort to the internet. And as we all know, it's got to be correct if it's on the internet.

Avian influenza is caused by various strains of Influenza A viruses. These viruses all have some variation of the first name, "H" and the last name "N". The H stands for hemagglutinin, which allows the virus to attach to the host cell. The N stands for neuraminidase, which aid in the release of virus particles from the cell. The virus is subtyped by the H and N designations. You may or may not recall the H5N1 HPAI that we began to hear about back in 2005 and 2006. The swine flu that made the news back in 2009 was H1N1. The viruses mostly in the news today are H5N8 and H5N2. Just in case someone asks you, H5 and H7 are the only two



viruses that have been linked to HPAI. Birds do get other influenza viruses such as H10, but they are low pathogenic and do not cause severe illness and sometimes no illness at all. On the other hand, HPAI is a bad character. Most sources site that HPAI generally causes a dramatic drop in egg production as well as up to 90-100 percent mortality within 48 hours. I suppose that kind of mortality rate would certainly support a dramatic drop in egg production.

I have often said that viruses do not just drop out of the sky, but that could sometimes be the case with HPAI. Wild water fowl are considered to be the vectors that carry the virus that infect domestic poultry and other avian species. The avian influenza virus is passed in saliva, nasal secretions, and feces. Therefore, it is extremely important to keep backyard poultry separated from wild birds. During the 2014 and 2015 HPAI cases that have been diagnosed in the United States, most have been backyard poultry, including chickens, ducks and geese. There have been a couple commercial turkey operations. Turkeys are more sensitive to the HPAI viruses than chicken.

At the time of this writing, there have been a handful of states to our east and west that have been affected. Washington, California, Minnesota, Oregon, Idaho, Missouri, Arkansas and Kansas are states where HPAI has been detected. That list could grow before I go to bed tonight though. While it is important to note that the HPAI that we are seeing right now are not considered a public health threat, it is a good idea to avoid handling sick or dead poultry, especially wildlife. And if you have to handle

these, you should take precautions and wash your hands thoroughly after handling these birds.

The likely origin of these viruses are in Asia and Eastern Europe. The known fly ways that migratory water

fowl use tend to take them over certain areas of the United States. Alabama in not really under one of the flyways, but recently a duck banded in Alaska was found in Alabama while another duck banded the same day in Alaska was found in Louisiana. That just means that we may not be as likely to have HPAI introduced by migratory birds, it could still happen. It is important that everyone owning poultry exercise strict biosecurity practices.

Finally, we at the Alabama Department of Agriculture and Industries continue to test aggressively as part of our HPAI surveillance program. In addition to that, commercial poultry companies test every flock before they are processed. Also, as a leading participant state in the National Poultry Improvement Plan, we test many backyard flocks for Avian Influenza among other diseases. As we move forward with the current outbreak, many states are requiring poultry to be tested for avian influenza before entering. We in Alabama are looking at a rule that would require certain poultry coming into Alabama to be tested prior to entry. If you have questions, please do not hesitate to contact me. My office number is 334-467-5042.



# MATTERS OF LAW

“Matters of Law” is provided courtesy of F & B Law Firm, P.C., of Huntsville, Alabama. Mr. Jeffrey Roth practices in the areas of employment law; commercial and contract law; general corporate law; business transactional and regulatory law; and governmental contracting. He is a frequent lecturer, and has published numerous materials and presented numerous programs on various aspects of business and employment law, including programs for the Alabama Veterinary Medical Association’s Annual Meeting. He is a member of the American Veterinary Medical Law Association, and his wife, Wilma, is a Veterinary Practice Manager in Huntsville, Alabama. Mr. Roth is admitted to practice law in the states of Alabama and Ohio, and is a member of the American, Federal, Alabama, and Huntsville Madison County Bar Associations. Mr. Roth holds a Juris Doctor from the University of Dayton, and a Bachelor of Science from the University of Cincinnati in business administration.

## Antitrust immunity and state licensing boards: Is the Alabama State Board of Veterinary Medical Examiners exempt from antitrust scrutiny in enforcement of the Alabama Veterinary Practice Act?<sup>1</sup>

In February of this year, the United States Supreme Court ruled that the North Carolina Board of Dental Examiners was not immune from the application of antitrust laws, specifically, Section 5 of the Federal Trade Commission Act regarding anticompetitive and unfair methods of competition.<sup>2</sup>

It was alleged by the Federal Trade Commission that the North Carolina Board’s concerted action to exclude non-dentists from the market for teeth whitening services in North Carolina constituted an anti-competitive and unfair method of competition. The Board had sent cease and desist letters to non-dentists offering teeth whitening services and products.

Generally, the antitrust laws confer immunity on anticompetitive conduct by States when they are acting in their sovereign capacity. To enjoy such immunity, the state must have articulated a clear policy to allow the anticompetitive conduct, and second, the State must provide active supervision of the anticompetitive conduct. The theory is that state officials have and will exercise the power to review particular anticompetitive acts of private parties, and disapprove those that fail to comply with the state policy.

However, the courts do not always confer immunity where a State delegates control over a market to a non-sovereign actor. In situations where private parties are acting on behalf of the state, there is a risk that such private parties are acting to further their own interests rather than the governmental interest of the state.

The key is that the line must be drawn between prohibiting the restriction of competition for private gain, but still permitting the restriction of competition in the public interest.

In the case at issue, the Supreme Court found that where States did not actively supervise

professional boards regulating professions that they were abandoning markets to the unsupervised control of active market participants, and in such a cases, the State (and Board) is not entitled to immunity from the antitrust laws.

In looking at the North Carolina Board regulating the practice of dentistry, six of the eight members of the board were required to be licensed, practicing dentists. Our state board licensing veterinarians, the Alabama State Board of Veterinary Medical Examiners (ASBVME), is organized along similar lines. This potentially brings into question whether or not the ASBVME in dealing with the statutory obligations would be free from antitrust scrutiny in situations where their activities are alleged to be anti-competitive, or unfair under antitrust laws.

There is no doubt that the ASBVME retains full power pursuant to the Alabama Veterinary Practice Act to promote the public health, safety, and welfare of the people of the State of Alabama against unqualified or incompetent practice of veterinary medicine pursuant to the mandate of the legislation. However, in situations where persons affected by the ASBVME’s activity allege that the ASBVME has done something that constitutes anti-competitive or unfair practices pursuant to federal antitrust laws, the first question will become whether or not the ASBVME’s activities are exempt from antitrust regulation, or not.

Any decision made by the Board affecting competition will be scrutinized as to whether the decision is a solely economic one for the benefit of the profession, or driven by concerns for the public health, safety, and welfare. In the writer’s opinion, such scrutiny is most likely to arise in the arena of the mandate that practice

owners be veterinarians licensed in the State of Alabama, and with respect to IRC 501(c) nonprofit organizations, and their involvement in low-cost spay and neuter clinics.

To be sure, there are some factual differences, and several legal nuances when comparing the situation in North Carolina that is the subject of the Supreme Court case, and the activity of the ASBVME in various areas over the past few years. However, given the current expansion of federal power, the Supreme Court case in question, and the current constitution of the ASBVME, any enforcement of the Alabama Veterinary Practice Act that has the appearance of restricting competition could be subject to antitrust challenge.

Even in situations where activity of the ASBVME is clearly characterized as enforcement of the Act to protect the state, the public, and patients, to the extent that that legitimate, desirable, and prudently exercised enforcement adversely affects competition, it may still be the target of antitrust scrutiny by the federal government, particularly the Federal Trade Commission, which has proven it has ample appetite for such pursuits.

Perhaps in response to this Supreme Court case, a restructuring of the Board with more involved State oversight and with more representation from participants without direct economic interests would reduce this possibility and continue to preserve the antitrust exemption for the Board, as an arm of the State -- perhaps not. Stay tuned for further developments.

1. Please note that the following information and thoughts are not meant to be a full examination of the issue or concepts discussed in the relevant case, but designed to communicate the issue to practicing veterinarians and their colleagues in Alabama for further study and consideration.

2. <http://www.scotusblog.com/case-files/cases/north-carolina-board-of-dental-examiners-v-federal-trade-commission/>

# Is your practice prepared for a natural disaster?

You can reduce loss potential if you develop a plan of action before a disaster strikes. Find out how.

By Steve Pearson, DVM

Just before sundown on November 15, 1989, Mother Nature was making it clear that trouble was on the way as wind, rain and lightning strikes steadily intensified. The National Weather Service had issued tornado warnings for a wide swath of North Alabama, placing our practice in the center of potential tornado touchdowns. As the sole owner of the practice at the time, I suddenly realized how unprepared I was to protect the lives of my staff, the pets housed in our kennel and, heaven forbid, how to function and offer services in the days ahead if we took a direct hit.

Fortunately, for us, the direct hit missed our location that night, although we did experience some minor flooding. Instead the tornado touched down in nearby Huntsville, Ala where 21 people lost their lives and \$100 million of property damage occurred.

## Does your practice have a plan of action in case of a natural disaster?

It's so easy to overlook something as important as a plan of action for an event that may never happen. Most of us convince ourselves that we have a plan "in our head" about what we'd do if we were ever faced with devastation from one of nature's strikes.

According to a 2014 survey of Mississippi veterinarians, only about 20 percent have obtained training in disaster preparedness. The study done by Dr. Carla Huston, associate professor of epidemiology at Mississippi State University, does indicate that practice owners who have experienced encounters with tornadoes or hurricanes are four times as likely to at least desire to get training and to develop a written disaster plan to protect their practices in the future.

As practice owners, we need to consider which natural disasters are common in our respective regions, and which are most likely to threaten our lives, our property, the future of our practices and the well-being of animals under our care. We need to take reasonable precautions to preserve the trust of clients, associates and



our communities no matter what emergencies come our way. A written plan of action coupled with training of personnel can potentially save lives, reduce losses of property and income, and ease the stress of regrouping afterward.

## Consider the possibilities ...

An assessment by the Hazards and Vulnerability Research Institute at the University of South Carolina showed that 91 percent of Americans live in a high-risk disaster area.

For a map indicating areas that are at risk of natural disasters like earthquakes, floods, tornadoes and hurricanes, at <http://www.crisishq.com/why-prepare/us-natural-disaster-map/>.

Other natural events which can threaten business continuity include:

- Wildfires
- Sink holes
- Hail storms
- Wind and lightning damage
- Mud slides
- Winter and ice storms
- Indoor lightning strikes through plumbing pipes or rebar in concrete floors

## Questions you should ask and answer now

- Where is the safest place for doctors, staff and clients in the event of a severe thunderstorm, tornado or earthquake?
- Who will be responsible for getting them to a safe place?

- What precautions can we take to protect animals in our care during and after a dangerous event?
- Who will be responsible for notifying clients of the status of their animals?
- How will we continue to serve clients and patients if the structure sustains significant damage?
- How will patient records be preserved?
- Are controlled drugs susceptible to loss or theft if the building is damaged?
- Do we have a good relationship with local law enforcement and EMA personnel? Who do we call? Are they aware of our capabilities and willingness to assist injured or displaced animals?
- Is there another (sister) practice a significant distance away to form an agreement for support after a catastrophic event?
- Are the property and the practice sufficiently covered by insurance for property loss and business loss?
- What will we do if staff members are unable to come to work for several days?

## We never think it'll happen to us

On Sunday, May 22, 2011, Dr. Jim Christman suddenly found himself in the grip of an F5 tornado which destroyed a large portion of his hometown of Joplin, MO. Without warning the windows of his vehicle were blown out, and he instinctively protected his daughter with

his right hand while keeping his left hand on the steering wheel. When the twisting and turning finally stopped, he was able to drive the vehicle in which he picked up injured people and a pet or two. As he made his way to his own Parkview Animal Hospital, he was in for another shock.

The building had suffered severe damage. Somehow as he searched through what had been kernels, he found every animal alive and well. With cell phones and every other means of communication out, he found a can of red spray paint and shared the good news, "Pets OK," by the only means available.

In the weeks that followed, he set up practice in a trailer supplied with electrical power from generators in the parking lot while the hospital was rebuilt. Among the many lessons he learned, he realized the value of keeping a few hundred dollars in cash for emergencies like this when credit and debit cards probably will not function.

### **Natural disaster swariness becoming more prevalent**

Thanks to elective disaster preparedness classes in more and more veterinary schools

and encouragement from key leaders in the profession, the value of putting a written plan in place to deal with a natural disaster is gaining recognition.

Dr. Brad Fields, director of emergency programs for the Alabama Department of Agriculture said, "If you like your business, you've got to protect it." Since 2005, he has been involved in teaching disaster preparedness to senior veterinary students and presenting workshops to veterinary associations. Of course, we all understand the value of various insurance policies, but he believes, "The best insurance is to have a (natural disaster) plan and have a good relationship with local authorities like the EMA, law enforcement agencies and the fire department."

Dr. Grant Miller, State Coordinator for California Veterinary Medical Reserve Corps, made the following statements in a recent interview:

"Research has shown that businesses with a disaster plan have a 2/3 greater chance of survival one year after an event than those who do not have one."

He added, "Practice disaster planning should even include a plan "B, C and D."

### **Top three must-haves to be prepared for a natural disaster**

1. Written action plan: We all have written evacuation plans in case of fire, right? Why not include one for a natural disaster?
2. A backup electricity generator: Extended loss of electricity is likely to be associated with almost any natural disaster. Dr. David Langford of Hollywood, MD, recommends diesel-powered generators which are not as susceptible to fuel deterioration during times of non-use as are those powered with gasoline. The best of these generators also start themselves periodically to protect seals and other components.
3. Insurance designed for your region: Much like an emergency action plan, we hope we never need insurance coverage. But, policies for property loss with riders appropriate for your location and loss of income coverage deserve close attention. A rich source of information is available from AVMA and AVMA-PLIT.

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# Is there a practical way to write an emergency action plan for a natural disaster?

A plan is not a plan until it is in written form. And a written plan is not a plan until your team feels ownership and is trained in how to use it.

By Steve Pearson, DVM



“What would you do to continue practicing veterinary medicine, to continue paying your staff, and to communicate with your clients?” asks the “Disaster Preparedness for Veterinary Practices,” an AVMA Publication. “If you do not prepare now for what you will do in a disaster, then the disaster will dictate the outcome of your business — possibly the outcome of your life.”

The image of Noah’s Ark is often used by veterinary and other animal-based businesses. It makes a good analogy for the value of a written natural disaster plan. A good plan definitely has the potential to save a business when faced with a natural event of disastrous proportions. Understandably, the thought of crafting a written emergency action plan to cover potential challenges caused by a natural disaster might seem as unnerving as manually building a huge boat.

Think of the plan as an addition to the line of defensive measures you already use to protect your practice from all sorts of threats.

The good news is there are numerous resources online to help you develop a plan that uniquely fits your circumstances.

Before looking at some of those resources, imagine landmarks on a map. Each landmark can help you make the journey to completing a workable emergency action plan.

## The landmarks of the map

- Involve Your Team
- Research the Resources
- Reach Out to Local Authorities and a “Sister Clinic”
- Review and Update Insurance Coverage
- Write Your Plan
- Train Your Team

Your map might look a little different, but having one before you jump into the process will definitely help move things along. Plus, it will help you to know where you are during the process and serve as a visual guide for everyone involved.

## Involve your team

Anytime you change or add something new to a business policy, you need your team to take ownership of those changes. And, the best way to get that level of acceptance is to involve team members in writing your emergency action plan from the beginning.

Also, never underestimate the power of delegation. Dividing the task by assigning responsibilities to various team members shrinks a really big job into smaller bite-size pieces. The first step logically leads to the next landmark on our map.

## Research the resources

For whatever reason, the number and intensity of natural disasters seems to be on the rise with every passing year. With that increase has come greater awareness of the need to take precautions to deal with events like flooding, tornadoes, hurricanes and earthquakes.

As a result, a surplus of information is available on the web. Elective courses on disaster management are now offered to senior veterinary students. Training is showing up at continuing education meetings. State associations are adding committees to assist veterinary practices in dealing with threatening events, including natural disasters.

When looking for a list of resources, you may find all you need on the AVMA web page, Emergency Planning Resources for Veterinary Practices-Disaster Preparedness.

## Reach out to local authorities and a “sister clinic”

A simple list of phone numbers for the local police and sheriff departments, fire department and EMA office is a good thing to have on hand. However, developing a working relationship with those folks ahead of time will pay great dividends in the event of a natural disaster. Let them know of your emergency action plan and learn where they best fit into your protocol. They’ll benefit as well by knowing of your willingness to assist pet owners with their injured or displaced pets during a crisis.

Take the time to form an agreement with another veterinary practice to give or receive assistance in the event either one sustains losses which temporarily prevent provision of services. Ideally, the distance between the two would be enough to decrease the likelihood of both being affected by an event, yet near enough to make assistance practical.

## Review and update insurance coverage

Begin with a review of current insurance policies with the help of your insurance agent. Make sure you understand deductibles, coverage limits and any exclusions within each policy.

Keep policies, contact names and numbers in a safe place that will be easily accessible in an emergency.

Obviously, everyone needs coverage for property losses. The need for flood insurance varies, but you can assess your particular needs at the National Flood Insurance Program website.

Business Interruption Insurance policies cover actual loss of income a business may experience after a natural disaster. This type of coverage is different from property loss coverage, so you'll need help from your insurance agent to ensure this type of protection is in place.

The AVMA-PLIT website is a rich resource for general information on business insurance options as well as business continuity planning.

### Write the plan

Now it's time to bring your team back together with all the results from their research. Organize what you have and brainstorm any ideas that may not have been covered.

Dr. John Scott of Galveston, Texas wrote a good outline to follow for an emergency action plan. Although it focuses on preparations for hurricanes, much of the checklist would be useful for any type of potential natural disaster. You can access his document at [https://www.tvma.org/portals/0/Images/resources\\_disaster\\_plan.pdf](https://www.tvma.org/portals/0/Images/resources_disaster_plan.pdf) and use it as a guide to write your own plan.

More of us live and practice in areas susceptible to earthquakes than we might think. A lot of information concerning earthquake preparedness is available at <http://www.earthquakecountry.org/roots/7StepsBusiness2008.pdf>.

### Train your team

In early November 2014, an online article written by Kate Sheppard appeared in the Huffington Post with this headline, "2 Years After Sandy, U.S. Disaster Policy Is Still A Disaster."

The problem was (is) lack of implementation of policies. Private veterinary practices can avoid the same "disaster" by taking the final step in the process of training team members to react confidently in the event of a natural disaster. Take these steps to finish the job.

1. Provide each team member with their own personal copy of the finished document and allow a week or two to read it.
2. Conduct a team meeting and allow time for Q&A.
3. Run through a mock disaster.

Dr. Barry Kellogg wrote an article for the Humane Society Veterinary Medical Association (HSVMA) in September of 2012, highlighting the value of emergency preparedness. In that article, he says,

"The most important thing to remember is that it is not just the obvious that we need to be prepared for, but a long list of potential disasters; whether in-house such as a fire, geographically-local such as an extended power outage, or even nationally such as a major health or disease crisis. It is also important to accept that a plan is not a plan unless it is written. Thoughts about 'what you would do if...' are lost in the aftermath and emotional crisis of a disaster."

He goes on to say, "Animal care facilities do not run without a dedicated staff. Therefore, be sure each staff member has her own personal disaster plan so you will have a staff when they are needed most!"

In a recent phone interview, Kellogg expressed his concern that so few veterinary practices have written emergency plans.

In the Edge Business article "Will Your Business Survive the Next Disaster," Mike Brogan writes, "According to a recent National Federation

of Independent Business small business poll, man-made disasters affect 10 percent of small businesses, whereas natural disasters have impacted 30 percent of all small businesses in the United States."

Some time within the months ahead, several veterinary practices in the United States will sustain significant damage from a natural disaster. It would be difficult to calculate the losses that could be avoided or at least minimized by the availability of a workable emergency action plan in those practices.

"Forty percent of businesses do not reopen after a disaster and another 25 percent fail within one year according to the Federal Emergency Management Agency (FEMA). Similar statistics from the United States Small Business Administration indicate that over 90 percent of businesses fail within two years after being struck by a disaster," writes Corina Mullen, in an article "Business Planning for Disaster Survival" for Chamber 101.

Obviously, finding time to create an emergency action plan is the tallest barrier to overcome. However, if you are part of a very busy veterinary practice, that practice represents great value to many people and their animals. It just makes sense to do all we can to protect such an asset.

*Reprinted with permission from VeterinaryPracticeNews.com and Steve Pearson, DVM.*

## Welcome new members

Please welcome those who have joined the Association since October 2014

Drs:

|                        |                |                  |
|------------------------|----------------|------------------|
| Wallace Belcher        | Brent, AL      | AUB75            |
| Christi L. Chesnut     | Holly Pond, AL | AUB13            |
| Caroline Conrad        | Bessemer, AL   | LSU13            |
| Lisa C. Durso          | Hoover, AL     | MIS14            |
| William C. Edgmon      | Athens, AL     | TEN14            |
| Katherine Gerken       | Starkville, MS | AUB14            |
| Jarod B. Grantland     | Athens, AL     | AUB09            |
| Robert E. Martin Jr.   | Jasper, AL     | Dublin Ireland14 |
| Micheal Salmon Jr.     | Citronelle, AL | AUB99            |
| Jessie Stalons         | Birmingham, AL | AUB07            |
| Jessica Kennedy Taylor | Decatur, AL    | AUB14            |
| Melissa S. Thompson    | Hoover, AL     | AUB10            |
| Lindsey Williams       | Madison, AL    | AUB11            |

Two former members have been reinstated:

Drs.

Charles Winston Flowers  
Steve L. Pearson

Three members have achieved life membership:

Drs.

William M. Allen  
Barbara J. Benhart  
Jerry B. Champion



# Must-know Facebook changes for 2015

by Danielle Lambert

Reprinted with permission from the VMD Technology website at <http://www.vmdtechnology.com/>.

In 2015, your veterinary hospital's Facebook posts will reach fewer pet owners for free.

I hate to be the bearer of this bad news, but Facebook recently announced changes to the algorithm that determines what users see in their News Feed.

The bottom line? **Facebook is making it harder for small businesses to get their information in the News Feed for free.**

The Facebook News Feed is the main page you see when you log into Facebook. You know the one – it's full of posts from your family, friends, and that restaurant you really like.

The new catch for business pages is this: everything you post to your veterinary clinic's Facebook page will no longer show up in the feeds of those clients who like your page (unless pay for that privilege).

I don't blame them; people come to Facebook for entertainment more than they come to it to shop. It is in Facebook's best interest to limit random promotional posts. It's not Pinterest!

So what is a veterinary hospital to do with all of these Facebook changes? Here are some easy Facebook Do's & Don'ts to kick off 2015!

## DON'T: Post too much promotional content to your timeline

Here's an example of a veterinary Facebook post that *might* be viewed as unpaid promotional content:

This Facebook post was something I posted for my veterinary practice, Quinebaug Valley Veterinary Hospital.

It was just a regular, free post I made to my Facebook timeline. However, it includes a call-to-action about scheduling a visit. You can see how I link it in the caption.

Oops – that kind of promo might hurt my veterinary



hospital's Facebook reach in 2014. Don't make this same mistake!

## DO: Share entertaining & engaging original content

Many businesses' posts are being seen by as little as 2% of their audience, according to research. And most of those businesses aren't blessed with the chance to share videos of adorable puppies and kittens every single day!

Veterinary hospitals have some of the most entertaining content to share: pets.

Be sure to share plenty of photos and videos of your patients (yes, you should stop posting all of those memes and other generic content).

One last tip: help your posts get even more reach by asking engaging questions. The more comments you get on a post, the more likely it is that it will make it to the News Feed naturally.

Some engaging questions you could ask are:

- What is my breed?
- Can you guess my name?
- How old am I?

That simple engagement trick can actually help your hospital posts get better Facebook reach.

## DON'T: Spend all your money "boosting" your posts

"Reach" is a Facebook term for the amount of people who see your posts.

You've probably seen that "Boost Post" button in the corner of your screen, tempting you to make your post look more popular and thus "Reach" more fans.



Boosting a post for a few dollars can be an OK option to help your veterinary hospital reach more people. However, every time you spend money on a boosting a Facebook post, you should think about whether it results in a benefit for your business or your ego.

Though you can target your boosted post to your local area, targeting is limited beyond that. It's almost like paying for an ad in your local newspaper. Sure, people will see it, but are they the right people? And how can you track your return on investment?

## DO: Start preparing to run ACTUAL Facebook ads

A lot of veterinary hospitals will tell me, "Facebook ads aren't worth it." What they really mean, is that *boosting a Facebook post* isn't worth it. Boosting a post is technically a Facebook ad, but it is only one basic option. This thinking can prove true, depending on what you boost. If you're just boosting to look popular, that may or may not have a direct result on your business.

Real ads can work, and 2015 is the time to start seeing the value in spending money on your Facebook.

After all, **a true Facebook ad can be laser-targeted and produce quantifiable results.** (I know how badly veterinary practice managers want me to show the ROI on social media. Well – here it is!)



**True Facebook ads can be targeted to reach:**

- Clients who are on your hospital's email list
- People in your area who are pet owners, according to Facebook's data

**Your ads could help you achieve any tangible goals your practice has, such as:**

- Book more appointments
- Increase compliance on heartworm sales
- Find new clients

Organic (unpaid) reach on Facebook is going to continue to decline for businesses, it's a simple fact. However, Facebook is still the #1 place most veterinary clients spend their time online. **People used to read the newspaper, but now they read their Facebook feed.** Knowing that, I'm willing to continue investing my time & money wisely to make sure my hospital's content is seen there.

As a veterinary practice manager at Quinebaug Valley Veterinary Hospital, Danielle became a little.... obsessed with social media and online marketing.

In 2013, she started SnoutSchool.com, a website dedicated to teaching veterinary professionals social media, step-by-step. Over 1000 veterinary professionals have taken her online courses or read her e-book, The Ultimate Guide to Facebook for Veterinary Hospitals. In addition to helping hospitals,



Danielle works with veterinary industry clients, such as the Companion Animal Parasite Council (CAPC) and Dr. Andy Roark, to better their online presence.



# ALVMA spreading the word

## ALVMA in the news

The ALVMA continues to distribute press releases to statewide media and the Mediavets listserv based on preventive health care and seasonal topics. Press releases on Pet Care During the Holidays, Cold Weather Dangers for Pets, Pet Dental Health Care Month, National Poison Prevention Month and Heartworm Prevention Month were sent out during the past few months. The ALVMA Facebook page continues to post valuable information as well. Like us on Facebook, and share our posts with your friends and clients. Find additional information is posted on the ALVMA website.



## ALVMA pet event promotional calendar

Public Awareness initiatives on these topics will be promoted during the calendar year in conjunction with the AVMA's pet event calendar. Additional topics may be added as appropriate.

### January

Cold Weather Dangers

### February

National Pet Dental Health Month  
World Spay Day - February 23

### March

Poison Prevention Awareness Month

### April

National Heartworm Awareness Month  
World Veterinary Day - Last Saturday in April

### May

National Dog Bite Prevention Week - May 17 - 23

### June

ALVMA Awards Recognition

### July

Pet Safety in the Summer Heat

### August

International Assistance Dog Week - August 2-8

### September

World Rabies Day - September 28

### October

Make a Difference Day - October 24  
Our Oath in Action Event

### November

National Animal Shelter Appreciation Week (First full week of November starting with a Sunday)

### December

Pet Safety Through the Holidays

## ALVMA PR Committee develops radio spots



ALVMA PR Committee chair Dr. Alan Jones, worked together with Lisa Locklar of Sela Marketing of Montgomery and Drs. Hal Pate, Connor Sindel and Frances Kendrick to develop messages for two radio spots airing on two genres of radio stations in the major markets in Alabama for the next few weeks. One spot is themed on a farm kid who grew up to be a veterinarian, the

other spot is themed on rocket science and all the aspects of veterinary medicine. Tune in to your favorite station to hear the ads, visit the ALVMA website, or visit the ALVMA Facebook page and help promote the veterinary profession by sharing the ads with your friends and clients.

Like us | Follow us | Pin with us



# The POWER OF 10

The Alabama Veterinary Medical Association is proud to present the "Power of 10" Leadership Develop program! As part of a national effort to develop our future veterinary leaders, the ALVMA has partnered with the American Association of Veterinary Association Executives and Elanco Animal Health to offer a leadership development curriculum that has a proven track record of success! Dr. Johanna Lamb, AU Class of 2014, is facilitating the Leadership Development Program, assisted by Dr. Brad Fields, AU Class of 2005 for administrative support.

The Power of 10 Leadership Program will provide ten recent graduates (graduated from a college of veterinary medicine with a DVM degree in the years 2008-2015) with leadership development sessions over an approximate twelve month period. ALVMA will provide topic experts and meeting expenses at no charge for participants to attend sessions that not only convey the key learning points about leadership, but also deepen the understanding of leaders on a number of related topics. Sessions will include a minimum of four face-to-face leadership development sessions, which may be held at a state park, botanical garden, or other attraction that will facilitate teamwork and leadership development for all involved.

Effective immediately, veterinarians who have graduated in 2008 or later are eligible to apply for this exciting program. Application details may be found on our website at [www.ALVMA.com](http://www.ALVMA.com). There is a maximum of 10 in the 2015-2016 leadership program, so apply early if interested! A waiting list has been developed for members who aren't eligible or unable to attend this year's program, and they will have priority in the 2015-2016 leadership class.

The program topics will cover a wide range of subjects to include:

Personality assessments – understanding yourself and others to develop effective strategies to deal with different or difficult people/colleagues

- Self Knowledge
- Self Management
- Interpersonal effectiveness
- Communication skills
- Managing conflict
- Building trust
- Wellness
- Professional Issues

Potpourri Day – a full of day of key opinion leaders who will cover time management, goal-setting, legal issues, organized veterinary medicine, and financial matters.

We hope to have our participants identified by May 31, 2015, and our first introductory meeting via webinar in June. Participants should expect at least a quarterly face-to-face meeting with their peers, and monthly contact from our leadership development team.

Please don't hesitate to contact Dr. Fields at [brad@franzmgt.com](mailto:brad@franzmgt.com) if you have any questions about this new and exciting program!



**We're Members of the Veterinary  
Profession Making a Difference  
in Your Community**

## Our Oath In Action 2015-2016

The ALVMA is excited to announce that we have again been successful in partnering with the American Veterinary Medical Foundation's Our Oath In Action (OOIA) program that showcases and highlight the importance of Veterinarians, the Human-Animal Bond, and the importance of animals within our communities.

After the past two year's resounding success, we plan to repeat the game day tailgate event at Ag Heritage Park at Auburn University this fall. The Auburn project will be led by SCAVMA advisor and professor Dr. Julie Gard! As with previous years, we expect over 3,500 people visiting the tailgate site and learning about disaster preparedness efforts for the entire family. The AU detection dog teams will provide a live demonstration of their capabilities, and both undergraduate and graduate students including Auburn and Tuskegee Veterinary Students are expected to participate. The ALVMA has participated in Tuskegee's annual Companion Animal Health Fair, and plans to incorporate again the Oath in Action program into their activities.

As a history note, the Alabama Veterinary Medical Association, Alabama Veterinary Medical Foundation, and American Veterinary Medical Foundation partnered up on a disaster preparedness project that placed two Companion Animal Mobile Equipment Trailers (CAMET) in Alabama. These mobile assets are capable of being deployed into an affected area and provide the necessary supplies & equipment to establish a companion animal shelter within an existing structure. Each of the CAMETs can shelter nearly 80 animals, providing immediate capabilities that have never been possible in Alabama before. We utilized these trailers during the 2011 tornados in North Alabama to shelter companion animals.

The Alabama Veterinary Medical Association and American Veterinary Medical Foundation expresses deep gratitude for all of the volunteers and participants who made these two events and the Alabama Our Oath in Action an enormous success for the second year, and look forward to further expanding this program in the future.

## Outstanding young alumni recognized

Four of Auburn University College of Veterinary Medicine's outstanding alumni were recently honored with 2015 Young Achiever Awards, signifying their success in the first 10 years of their professional careers.

These alumni are recognized among their peers for their accomplishments in veterinary medicine, outstanding community service, and in the advancement of animal health. The awards are announced during the 108th Annual Conference.

Based on nominations, the awards committee of the college's Alumni Advisory Council selected the following veterinarians from the class of 2005: Courtney Bronner Williams, Bradley Fields, Stephanie McCain and Lisa Willis.

### Dr. Courtney Bronner Williams

Knoxville, Tennessee

Following veterinary school, Dr. Williams earned a master of public health at Emory University, which prepared her for a career with the United States Department of Agriculture as a Senior Staff Veterinarian, which she has held since 2007. In her position, Dr. Williams manages a national program for export of livestock, poultry, germplasm and companion animals for Asia, Oceania and parts of the Middle East. She also represents the U.S. government animal health authority in international animal trade discussions domestically and in foreign countries. Before joining the USDA, Dr. Williams worked for the Center for Disease Control and Prevention, serving as a veterinary educator.

### Dr. Bradley Fields

Auburn, Alabama

Dr. Fields has excelled in a number of career opportunities since earning the DVM from the College of Veterinary Medicine. He currently is director of Emergency Programs for the Alabama Department of Agriculture and Industries, executive director of the American Association of Small Ruminant Practitioners, assistant executive director for the Alabama Veterinary Medical Association and CEO of Tiger Oak, LLC, a professional consulting and veterinary services company. In addition, Dr. Fields has distinguished himself in the U.S. Army, currently as a major in the U.S. Army Reserves. He was awarded a Bronze Star Medal for service in Afghanistan. He earned the master in public health from the University of Alabama at Birmingham. He is also an affiliate professor at the Auburn University College of Veterinary Medicine.



Pictured here are 3 of the 4 recipients of the 2015 award with AUCVM Dean Calvin Johnson, from left to right: Dr. Lisa Willis, Dr. Brad Fields, Dr. Courtney Bronner Williams.

### Dr. Stephanie McCain

Birmingham, Alabama

Dr. McCain received an undergraduate degree and DVM from Auburn University. Upon graduation, she completed a small animal rotating internship at Ordell Animal Hospital in New Jersey, and a one year avian and zoological medicine internship, as well as a residency in zoological medicine, at the University of Tennessee. In 2009, Dr. McCain joined the Birmingham Zoo where she serves as veterinarian. In 2012, she earned Diplomate status from the American College of Zoological Medicine.

### Dr. Lisa Willis

Gistine, Texas

While at Auburn College of Veterinary Medicine, Lisa Willis helped organize the student chapter of the Society of Theriogenology and since graduation, she has worked in a large food animal referral practice before opening her own large animal private practice in Gustin, Texas. She is an active member of the American Association of Bovine Practitioners, the Academy of Veterinary Consultants and the Society for Theriogenology. She served as a consultant for rodeo stock breeders and contractors. Veterinary students from Auburn as well as other veterinary programs frequently request externship opportunities with Dr. Willis because of the respect and expertise she has gained in the area of bovine sports medicine.



## White coat ceremony January 31, 2015

Drs. John Hammons, Dan Kuykendall, and Brad Fields attended the official AUCVM White Coat ceremony on January 31, 2015. Dr. Hammons coated 47 Alabama veterinary students during the evening, and provided leadership and congratulatory remarks to the Class of 2015. A reception and social gathering was held immediately before the ceremony. Friends, family, and associates of the honored students were well represented, indicated by the event being simulcast live in two other rooms and via an internet feed to accommodate everyone!



## ALVMF report spring 2015

Greetings from the members of the Alabama Veterinary Medical Foundation! Now that Spring has arrived and we have concluded our tax obligations, we can look forward to beautiful and bright summer months. The Foundation has been steadily active in the future development of activities and further promotion of our organization.

I am pleased to share the news about development of an independent web site for the ALVMF that is under construction and will provide a means of distributing more specific information about our organization. Currently we are in the early stages of website development but I believe it will be a great asset that is not only useful as we engage those individuals with a sincere interest in the benefit of the organization but also give them an opportunity to make contributions. We also have the Alabama Vehicle Registration Spay and Neuter plate's dual role of promoting the message of pet population control and providing revenue to the ALVMF. Proceeds from the Spay and Neuter plate help us continue our mission as we accomplish the goals established by our founders. In light of this, I sincerely urge all receiving this communication to consider supporting our cause by purchasing the plate for at least one vehicle per family (or more). Our founders vision will continue to grow with the continued partnership and loyalty of Alabama Veterinarians. Your support in all aspects of our goals is paramount to our success and greatly appreciated.

We are in the final stages of organizing a social activity scheduled for Friday, August 7, 2015 in conjunction with the Southern Veterinary Conference in Birmingham. The event will begin immediately following the SVC program and will give us an opportunity to relax with colleagues that have similar interests and friends that we may not see very often. We are pleased to invite two internationally recognized vocalists who will provide musical entertainment and join us as we make this occasion an extra special event. Our special guest performers show their dedication to the welfare of pets through their OASIS pets foundation. During our social activity, we will have a special recognition for our outstanding contributors to animal welfare efforts in Alabama. There will be more information available as the plans become confirmed, but I implore you to reserve the time for this exciting opportunity to simply relax with friends and become acquainted with new members. Yes, there will be an opportunity to make a tax deductible contribution to assist the mission of the Foundation. There will be light snacks and refreshments available for purchase.

Finally, there is the anticipation of intermittent messages distributed by electronic media via email to clinic or individual email addresses. The maintenance of an updated address list will be necessary for this method of mass mailing to be successfully received by all of our constituents. Be sure you keep us up to date for the best mail delivery by sending information regarding any changes.

The members of the Alabama Veterinary Medical Foundation wish you a most pleasant and prosperous summer and look forward to further interaction. Watch for incoming email messages and save the date for our social activity scheduled August 7th directly following lectures at SVC in Birmingham.

My best regards,

John MacDonald, President, ALVMF

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# Alabama Veterinary Medical Foundation License Plate Program report

## Spay/Neuter License Plate Program

The ALVMA and the ALVMA Foundation introduced the spay/neuter license plate in 2007, in an effort to develop a program to help low-income families with costs involved with spaying and neutering their pets. After an advertising campaign and enough tag pre-sales, the ALVMF initiated the Spay/Neuter License Plate Program in 2009. Through the program, proceeds from statewide tag sales offset the cost of spay/neuter surgeries performed at participating hospitals throughout the state of Alabama. From 2009 - March 31, 2015, 18,407 tags have been sold or renewed; 13,350 surgeries have been performed; and \$654,405 has been paid to ALVMA veterinarians in the state. Currently, there are 63 veterinary hospitals participating in this program. A co-pay of \$10 per cat or \$20 per dog must be paid by the Medicaid recipient, but the remaining balance is paid to veterinarians through a grant supported by the license plate sales. There is a limit of two animals per household per year. Clinics must apply for permit numbers prior to surgeries, and will receive reimbursement from the Foundation by check the last week of each month.



## How to participate

### Enroll in the program

To participate, all veterinarians in the hospital must be members of the ALVMA or have applied for membership. The hospital must be located in Alabama. Once enrolled, surgeries are pre-approved at the ALVMF office by email, fax or phone. Reports from the hospital consisting of surgical forms, copies of Medicaid cards, photo ID, Program Report Forms and reimbursement amounts must be submitted to the ALVMF office on a monthly basis and then payment is disbursed to your clinic.

### Encourage tag sales

Our only sources of funding for this program come from the sale of these license plates and the newly implemented donation check-off on the Alabama income tax return. Flyers to distribute at your clinic promote the license plate program are available for free which we will send upon your request.

The ALVMF invites you to join us in this program designed to help the less fortunate and their pets! You will open the door to new client potential while supporting a worthy program. By spaying and neutering these pets, we will help reduce the needless deaths of dogs and cats across our state due to overpopulation. Visit [www.alvma.com](http://www.alvma.com) for enrollment information and forms or call 334-395-0086.

## ALVMF 2014 DONATIONS

Gifts given January 1, 2014 through December 31, 2014

### Patron

(\$25-\$99)

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# Auburn University

College of Veterinary Medicine  
www.vetmed.auburn.edu



## Remembering Dr. Robert Carson

The College of Veterinary Medicine family lost a mentor, educator and most especially a friend, with the passing of Dr. Robert Carson in March. A 1973 DVM graduate, Dr. Carson worked in private practice before returning to Auburn in 1979, where he was an internationally respected theriogenologist and food animal faculty member. He retired January, 2015.

More than 4,000 students were taught about large animal veterinary medicine during his 36-year tenure. As important, Dr. Carson, taught veterinary students about life. Dr. Misty Edmondson, an associate professor of food animal, was among them. "He was so supportive. If you are a colleague, you were automatically a friend," she said.

Dozens of alumni paid tribute to Dr. Carson through messages. "Anytime I see a Holstein I think 'Black and White Goddess of Milk Production' à la Dr. Carson," said Dr. Elizabeth DeHaye Pierce, '09. "He was a great veterinarian and teacher and I will always remember his rotation as one of my favorite. I feel lucky to have been one of his students."

"I am a better food animal practitioner

because of the lessons learned through him," said Emily Byers, '12. "His practical, realistic, and economics-centered approach to solving problems is something I try to emulate daily. I'm not ashamed to say that I endured the wrath of his ball cap, and I plan to carry on that tradition with my future student interns."

## Auburn alumnae selected to head Kansas State CVM

Dr. Tammy Beckham, a two-time graduate of the Auburn University College of Veterinary Medicine, has been selected as dean of the College of



Veterinary Medicine at Kansas State University effective Aug. 2.

A 1998 DVM graduate of Auburn, Dr. Beckham also earned a Ph.D. in Biomedical Sciences in 2001 from Auburn. She currently is the director of the Institute for Infectious Animal Diseases, a Department of Homeland Security Center of Excellence in College Station, Texas. Since 2010, she has led the IIAD's efforts to perform research and develop products to defend the nation from high-consequence foreign animal, emerging and zoonotic diseases.

With Dr. Beckham's appointment, three Auburn DVM graduates lead veterinary medical schools in the U.S.: Dr. Eleanor M. Greene, '73, is dean of the College of Veterinary Medicine & Biomedical Sciences at Texas A&M University, and Dr. Calvin Johnson, '86, is dean of Auburn's College of Veterinary Medicine.

## Translational research

Dr. Doug Martin and a team of scientists at the Scott-Ritchey Research Center believe they are close to a breakthrough for GM1, a



progressive and fatal neurological disease affecting animals and people, like two-year-old Porter Heatherly. The scientists' have successfully treated cats with the same disease and want to translate animal medicine breakthroughs to human medicine cures.

To learn more, visit [vetmed.auburn.edu](http://vetmed.auburn.edu).



## Auburn veterinary medicine dean recognized

Calvin Johnson, dean of Auburn's College of Veterinary Medicine, was recently recognized by the North Carolina State University Alumni Association as the recipient of the 2014 Distinguished Alumni Award for the N.C. State University College of Veterinary Medicine. Dr. Johnson earned the Ph.D. degree in 1992, majoring in veterinary medical sciences and completing residency training in anatomic pathology. The award was presented by Dean Paul Lunn at the 10th Annual Evening of Stars.

## DVM student awarded national leadership award

Maggie Williams Canning, a third-year CVM student, was selected to receive a Dr. Jack Walther Leadership Award at the 2015 Western Veterinary Conference. This annual award is bestowed upon thirty-three DVM students from various universities, who are actively involved and show a long-term leadership potential. Canning, from New Wilmington, Pa., earned an undergraduate degree from Vanderbilt University in engineering science. She is expected to earn the DVM in 2016.

## Historic appointment of Tuskegee alumna Dr. Ruby Perry as dean

### Dr. Ruby Perry



Dr. Ruby Perry, interim dean for the Tuskegee University College of Veterinary Medicine, Nursing and Allied Health, has been chosen as the college's

dean. Perry, a former president of the Tuskegee Veterinary Medical Alumni Association, is the first alumna to be named both interim dean and dean of a U. S. veterinary school. With her appointment, there are now three Tuskegee alums serving as veterinary school deans.

In addition to being an interim dean at Tuskegee since June 2014, she previously served as interim chief of staff, associate dean for academic affairs, assistant veterinary radiology professor, and acting chair of the Department of Small Animal Medicine, Surgery and Radiology.

Before coming to Tuskegee, she served as section chief of veterinary radiology in the College of Veterinary Medicine at Michigan State University. She was also a tenured associate professor of veterinary radiology for more than 17 years.

Perry is a 1977 graduate of the Tuskegee University School of Veterinary Medicine and received a Master of Science degree from Michigan State University. She was the first African American female board-certified veterinary radiologist and is a member of the American College of Veterinary Radiology.

### Tuskegee University hosts historic 50th Veterinary Medical Symposium

Veterinary professionals, scientists, students and other health-related professionals gathered at Tuskegee University for the historic celebration of the 50th Annual Veterinary Medical Symposium on March 18-21 at the Kellogg Hotel and Conference Center and the Tuskegee University School of Veterinary Medicine (TUSVM) Complex. Since 1965, colleagues, old and new, have attended a variety of scientific sessions as well as other networking and alumni reunion events at Tuskegee University.

A special highlight was the hosting of Dr. Gregory Parham, the United States Department of Agriculture's Assistant Secretary for Administration, who addressed the symposium as the T.S. Williams Lecturer on Thursday, March 19.

A combination of a professional conference and alumni reunion, the symposium featured

# Tuskegee University

College of Veterinary Medicine, Nursing and Allied Health  
www.onemedicine.tuskegee.edu and www.tuskegee.edu



T. S. Williams Lecturer Award Presentation to Dr. Gregory Parham. Pictured from L to R): Dr. Willie Reed, TUSVM alum and treasurer of the Tuskegee Veterinary Medical Alumni Association (TVMAA)/dean at Purdue University College of Veterinary Medicine; Dr. Ruby Perry, TUSVM alum and interim dean – CVMNAH; Dr. Gregory Parham, T.S. Williams' Lecturer; and Dr. Saralyn Smith-Carr, TUSVM alum and TVMAA president.

a number of large and small animal research presentations as well as discussions about perspectives in internships and residencies for students.

The culminating alumni awards banquet was held on Friday, March 20. The reunion classes of 1950, 1955, 1960, 1965 (Golden Class – 50 years), 1970, 1975, 1980, 1985, 1990 (Silver Class – 25 years), 1995, 2000, 2005 and 2010 were honored.

### U.S. patent issued to researchers for detection of biological threat and foodborne pathogens discovery

Tuskegee University researchers in the College of Veterinary Medicine, Nursing and Allied Health (CVMNAH) have a major accomplishment to be proud with the recent issuing of the United States Patent no. 8,883,488 for the detection of food threat agents and food-borne pathogens. The researchers credited with this time-saving invention are Dr.



Dr. Samuel (left), Dr. Abdela (center) and Dr. Yehualaeshet (right) are collaborating in the Microbiology and Molecular Laboratory in Williams-Bowie Hall.

Woubit S. Abdela, Dr. Temesgen Samuel and Dr. Teshome Yehualaeshet, all three associate professors in the Department of Pathobiology in the CVMNAH.

This invention will help with the screening of food for potential contamination with foodborne pathogens and food threat agents. If food contamination is suspected with either of the twelve different organisms (bacteria - germs) then this tool can be used to find out which one is possibly present.

This discovery at Tuskegee University is also of special interest to Homeland Security because six of the bacteria identification regions used in this patent belong to potential biological threat agents and may not necessarily be considered routine food contaminants.

### Tuskegee veterinary students join national vigil

The students, faculty and staff at Tuskegee University School of Veterinary Medicine (TUSVM) responded to the request of the national Student American Veterinary Medical Association's (SCAVMA) request to host a Candlelight Vigil in memory of those veterinary students who have lost their precious lives from Auburn University, the University of California - Davis, and Michigan State University. The event, held on April 1, was initiated by the TUSVM's AVMA student chapter.

"I feel it is important to stand unified with the other SCAVMA Chapters across the country... These veterinary students need to be remembered as future colleagues whose lives were cut short of joining us in the veterinary profession." Perry said.



# New graduate member profile

**Name:** Susie McKnight, DVM

**Residence:** Robertsdale, AL

## What inspired you to pursue a career in veterinary medicine?

I've always been drawn to both animals and science. In high school I got a job at a local veterinary office working in the kennels, the longer I worked there, moving up into an assistant position, things just seemed to click and I found my calling.

## What type of veterinary medicine do you practice and why did you choose it?

I work at a small animal practice. I chose small animal because I love seeing all the facets of the human animal bond on a daily basis.

## Where did you study?

I started my undergrad studies by taking night classes at a local community college and transferred to Auburn to finish my work. I went to Auburn University College of Veterinary Medicine for vet school.

## Who is your role model/mentor?

I've had so many mentors and role models that it's hard to even list them all. But I'd have to say my parents are my greatest role models. They have worked hard every day of their lives so that my



brothers and sisters and I could have the opportunities we've had.

## What do you enjoy most about your job?

I think I enjoy the everyday variation the most about my job. Each day I walk through the door with no idea what's coming in and most days there's at least one case that truly surprises me.

## How did you get involved with the ALVMA?

I got involved with the ALVMA through school and then through my employer who encourages involvement.

## What is the hardest part of your job?

I think it is being a client's medical, financial, and emotional counselor at the same time. Very rarely is a case cut and dry as far as those factors are concerned.

## What advice can you offer someone entering veterinary school?

I would tell them to take a step back once and a while and just enjoy being where you are. Certain times may seem stressful and awful, but as soon as you get out of



school you'll spend time wishing that you'd savored those years with your classmates more.

## Where do you see yourself in five years?

I'd like to be on the verge of owning my own practice in five years.

## Why would you recommend that someone join ALVMA?

It's a great resource to have at your fingertips and also, staying involved in veterinary organizations is important to continuing to be a responsible veterinarian.

## How has being involved with the ALVMA helped you professionally?

It is so nice to know that I have an entire network of veterinarians easily in reach and also it has been the best way to stay update on the latest happenings within our state.

## What is the last movie you watched?

The last movie I watched from start to finish was Despicable Me 2. And it was great.

## When I'm not working, you'll find me...

At my house vegging out or out on the water when the weather is nice.

## What was the most memorable part of your college experience?

The most memorable has to be Auburn on gameday. There's something special about being in town on a gameday Saturday whether you're in Jordan-Hare or not. My first football Saturday back in Fairhope was a culture shock; no one was dressed in head to toe Orange and Blue like I was!



### What five adjectives best describe you?

Determined, thoughtful, amusing, devoted, and sweet.

### What do you feel is your biggest challenge just starting out?

The biggest challenge has been finding a new work-life balance that fits being an associate veterinarian and a parent.

### Where would you go if you could go anywhere? Why?

I've never been to Europe and I would love to explore it. There's so much history and architecture and amazing food there that I would love to experience.

### If you were stranded on an island, what three things would you want to have?

I would have to have my nook (with all of my Harry Potter books), my family, and BBQ pringles.

### What accomplishment are you most proud of?

It's probably cliché, but I'd have to say that my greatest accomplishment would have to be having my daughter. She's an amazing little creature that surprises me and impresses me every day.

### What is your favorite quote?

"But for the sky there are no fences facing" - Bob Dylan

### What is your simplest pleasure?

Watching my daughter play and laugh and sitting outside on our back porch or out on a beach somewhere on a beautiful day.

### What makes you laugh out loud?

When I need a laugh I turn to the classic funny cat videos online. They'll always put a smile on my face.

### If you could meet anyone (dead or living) who would it be and what would you ask them?

My grandfather on my dad's side passed away before I was two. He was a tough man who owned a dairy and delivered milk and plowed snow. I would love to be able to meet him and just ask him about his life.

### What book are you reading?

Right now I'm reading "Wild: From Lost to Found on the Pacific Coast Trail" by Cheryl Strayed.

### What was the last song you sang?

Honestly, "Old MacDonald had a Farm". It's my daughter's favorite song right now.



### What do you think has been the most significant change/ advancement in veterinary medicine in the last five years?

I think the shift to focusing on client-based communication in veterinary medicine in the recent past has been a very meaningful change in veterinary medicine. Also, I've been very impressed by recent work on prosthetics in veterinary medicine. There have been so many great stories in the news lately of inventive prosthetics for dogs and horses and even dolphins. I love to read those stories and see what people have come up with.

### Professionally, if you could change something, what would it be?

I would add more business and management classes to the veterinary curriculum, either as a requirement before applying to vet school or during vet school itself. So much of being a good veterinarian relies upon management skills and I would have loved a little more preparation.

### When was the last time you did something for someone else and what was it?

Last month, my little brother adopted a dog from a local animal shelter and of course he was an unexpected mess. He is heartworm positive and has demodex and pyoderma. So I've been helping him get 'Barney' all the care he needs since my brother did a good deed by adopting him.

### I still want to learn how to...

I would love to learn to play a musical instrument. Like maybe the guitar or the piano.

# In memoriam

**Dr. John Dieter Diggs**, 71, left us peacefully on 1 January, 2015 in Covenant Hospice, in Panama City, Florida surrounded by close friends, his daughter Ashley, and his son Ethan.

John Dieter Diggs was a man of many talents. He served three tours in Vietnam, one as a Special Forces Medic, one as an Aero-Rifle Platoon Leader, and one as a scout and attack helicopter platoon leader. Upon his return to the United States, John left active service, joined the Reserves, worked odd jobs, and began his educational trek which culminated with his graduation from Auburn University's School of Veterinary Medicine in 1980.

During his military service John was awarded the Silver Star, the Distinguished Flying Cross with one oak leaf cluster, the Bronze Star with V (Valor) device, the Air Medal with V device and numeral 30 (30 awards), the Purple Heart with one oak leaf cluster, and the Army Commendation Medal with V device. As a Veterinarian John warmed the hearts of many. He was a kind, compassionate, and gentle care giver, who could calm the fiercest of animals. All animals were sacred to John and he indeed had a gift for helping those in need.

He was born Hans Dieter Peters on 7 April 1944 in the eastern part of Germany. John had practices in Dadeville, Daleville and Dothan. John returned to the Flight Line as a contract instructor pilot and left in 2014 with 16,000 plus flight hours. Later in the year he had decided to sell or lease the Dale Animal Hospital in Dothan in 2015 and move to Utah where, in his words, things would finally be peaceful. He is survived by his daughter Ashley Erin Shackelford-Diggs, Ashley's Mother, Sherry Lynn Shackelford, his grandson William Preston Baker, his son Johan Ethan Hilgers-Diggs, and his son Michael Blake Parish.

**Dr. James Norris Williams**, 67 of Hollywood, Al. passed away January 10, 2015. He is survived by his wife Jeanne Roper Williams, and his children, Shelly(Bill) Parsons of Birmingham, Jamie Williams, of Scottsboro, and Katie Williams of Atlanta, Ga. He was preceded in death by his parents, Dorothy and Jo John Williams, Jr. Dr. Williams was a 1965 graduate of Stevenson High School where he was an All-State tackle on the high school football team and played in the Alabama-Mississippi All

Star game. He earned his Doctor of Veterinary Medicine degree from Auburn University College of Veterinary Medicine in 1972. In 1973, he opened Williams Animal Clinic in Scottsboro, Alabama where he served the community for over 40 years. Dr. Williams was a devoted husband and father. He was known by many for his kind heart and generous spirit. In addition to his lifelong love of animals, Dr. Williams was an avid Auburn football fan. He also enjoyed working on his farm and traveling to warm climates.

**Dr. Robert Lea Carson Jr.** 66, of Waverly, Al. passed away Saturday March 21, 2015. He was a recently retired professor after thirty-six years from Auburn University College of Veterinary Medicine, where he served as department head for food animal medicine, with his specialty being reproduction, particularly in cattle. His love for cattle started young growing up on a farm in Vonore, in East Tennessee. He was a 1973 graduate of Auburn University College of Veterinary Medicine. He was in private practice for several years, in North Carolina, but returned to the University of Georgia to complete a residency, and master's program. He joined the faculty at Auburn in 1979.

He was board certified in the American College of Theriogenologists. Although he has received many awards for his service and teaching, he was especially proud to have received the David E. Bartlett Award in 2010, given for lifetime achievement in Theriogenology: the highest honor given by the Society for Theriogenology. He was a member of the Alabama Cattlemen's Association, and the Southeastern Livestock Exposition. He was inducted into the Alabama Cattlemen's Association Hall of Fame in 2011. Dr. Carson loved Auburn and Auburn football. He believed in honesty, truthfulness, and the human touch. He was a true Auburn man.

Although he has accomplished a great deal in his career, and was loved and respected by many, his greatest joy and pride was his family. He is survived by his wife of forty-one years, Karen; his daughters, Jennie Hill (Joel), Kelly Barrett ( Jay); and his son, Robert Carson III "Trace" ( Sara Beth); and his grandson, Jackson Hill. He is also survived by one sister, Ann Howell, of Asheville, NC, his Aunt Patsy Carson, of Madisonville, Tennessee, and many nieces, nephew, and cousins.

## Auburn University College of Veterinary Medicine Practice Management Rotation



Auburn University College of Veterinary Medicine (AU CVM) has a fresh new look to its Practice Management rotation for 4th year students and they are looking for Alabama practice owners to participate.

In the fall of 2014 AU CVM began a pilot rotation for 4th year students. In this new rotation, six students travel to a practice and perform a real practice assessment that includes both quantitative and qualitative analysis. At the end of the week these six students deliver an evaluation report of between 75 and 120 pages, all packed with great information specific to that practice.

The students are able to get hands on experience with real financial documents and a full week of assessing multiple aspects of owning and running a veterinary practice.

The practice owners receive a very detailed and complete evaluation on their practice.

Mr. Ethan Dawe facilitates the rotation for the students and coordinates with the practice owners to make sure this is a smooth, beneficial experience.

"Every practice owner that we have worked with has been thrilled with the experience and are surprised at how unobtrusive and informative the process is," said Mr. Dawe. "We are looking for additional practices to assess in the coming year."

How can you get on the list of practices to be assessed or find out more information?

Contact Ethan Dawe at 251-243-6038 or [ethan@ethandawe.com](mailto:ethan@ethandawe.com) for more information.

## ALVMA attends AUCVM donor recognition luncheon

The ALVMA is proud to announce the recipients of the Aaron Groth and MK Health Scholarship Awards for the 2015-2016 year! On February 16, 2015, Dr. Brad Fields attended an awards luncheon with recipients of these two awards.

### Dr. and Mrs. A. H. Groth, Jr. Scholarship Award

The Executive Board of the ALVMA established the scholarship in October of 1999. Each year, the ALVMA in conjunction with the ALVMA awards a \$2,500 scholarship to a student from Auburn and from Tuskegee that is academically in the upper third of his or her class, has completed the second year of veterinary school, is an achiever of excellent moral character, is active in the Student Chapter of the American Veterinary Medical Association, and other programs, and has demonstrated leadership qualities, but not necessarily as an officer. Financial need can be considered but is not a qualification. Carissa Norquest was chosen as the recipient of the Dr. and Mrs. Aaron H. Groth, Jr. Scholarship.

### Dr. M. K. Heath Memorial Scholarship

The award goes to an Auburn University sophomore, junior, or senior veterinary medicine student based on scholarship and financial need. The baseline for scholastic consideration is a GPA of 3.0 or greater on a 4.0 scale. The financial need portion is based on the Free Application for Federal Student Aid information. Karley LoPresti was chosen as the recipient of the M. K. Heath Memorial Endowed Scholarship.



Karley LoPresti (Left) Dr. Brad Fields (Center) and Carissa Norquest (Right)

# Relief veterinarians

#### Dr. Lauri Bates, AUB '96

8207 Lochwood Drive  
Montgomery, AL 36117  
Phone: 334.590.8525  
Email: drlauribates@yahoo.com  
State(s) where Licensed: AL & GA  
Kind of Practice: SA  
Region of Relief: Central/East Alabama, West Georgia

#### Dr. Mary Battistella, AUB '83

39 Alabama Drive  
Alexander City, AL 35010-3050  
Phone: 256.825.6202  
Cell: 256.496.3013  
Fax: 256.825.6202  
Email: marybdvm@mindspring.com  
State(s) where Licensed: AL  
Kind of Practice: SA  
Specialty Training: Acupuncture, Chiropractics and Nutrition

#### Dr. Nikki N. Brown, UGA '07

P.O. Box 2994  
Phenix City, AL 36868  
Phone: 706.577.4365  
Email: drnikkibrown@gmail.com  
State(s) where Licensed: AL, GA  
Kind of Practice: Mixed  
Region of Relief: East Alabama, would prefer within 50 miles of Auburn or Phenix City

#### Dr. Lisa Durso

3783 Pine Lane SE  
Bessemer, AL 35022  
Phone: 610.999.6106  
Email: lisa.durso@gmail.com  
State(s) where licensed: AL  
Kind of Practice: Small animal general practice, emergency, feline only  
Work Region: Tuscaloosa, Birmingham

#### Dr. Jennifer English, AUB '93

3105 Old Farm Road  
Montgomery, AL 36111  
Phone: 334.221.7888  
Cell Phone: 334.221.7888  
Email: barbieaudvm1993@gmail.com  
State(s) where Licensed: AL  
Kind of Practice: SA  
Region of Relief: Central Alabama, can sometimes work in the Birmingham area

#### Dr. Christie Kimbrell, MIS '99

2364 Altadena Crest Drive  
Birmingham, AL 35242  
Phone: 205.240.1215  
Email: cwallace@jeffstateonline.com  
State(s) where Licensed: AL  
Kind of Practice: SA  
Region of Relief: Shelby/Jefferson counties

#### Dr. Noel McKnight, AUB '13

853 Marion Lane  
Birmingham, AL 35235  
Phone: 205.836.6434  
Cell phone: 205.240.0062  
Email: cnm0010@tigermail.auburn.edu  
State(s) where Licensed: AL, NC  
Kind of Practice: SA  
Region of Relief: Birmingham and surrounding areas, will commute up to 1 hour  
Additional information: Completed small animal medicine, surgery and emergency medicine internship

#### Dr. Shelley Williams Parsons, AUB '02

2906 Fairway Drive  
Birmingham, AL 35213  
Phone: 256.609.7002  
Email: shelleywparsons@yahoo.com  
State(s) where Licensed: AL  
Kind of Practice: SA  
Region of Relief: Birmingham Area

#### Dr. H. Winston Pirtle, Sr., AUB '67

8237 U.S. Hwy 331  
Montgomery, AL 36105  
Cell Phone: 334.399.2059 on call 24/7  
FAX: 334.284.5173  
Email: pirtledvmjd@aol.com  
State(s) where Licensed: AL  
Kind of Practice: Mixed  
Region of Relief: State of Alabama - prefer within 100 miles of Montgomery  
Additional Information: Will bring vehicle stocked and equipped for equine and cattle calls

#### Dr. Jordan Towns, AUB '12

1016 Narrows Point Drive  
Birmingham, AL 35242  
Phone: 205.706.2541  
Email: townstj@auburn.edu  
State(s) where Licensed: AL  
Kind of Practice: Small Animal, Emergency  
Region of Relief: Jefferson and Shelby counties  
Additional Information: Will consider travel up to 1 hours drive

#### Dr. Ashley Warren, AUB '09

20 Castaway Island Road  
Eclectic, AL 36024  
Phone: 334.301.0371  
Email: avarrendvm09@yahoo.com  
State(s) where Licensed: AL  
Kind of Practice: Small Animal  
Region of Relief: Central Alabama  
Additional Information: Will travel

# ALVMA Executive Board 2014-15

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(334) 206-5969

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(334) 240-7253

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(334) 821-7730

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(251) 368-8668

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(334) 677-9000

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(334) 222-4713

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(251) 928-5630

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(205) 339-5535

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(205) 744-5261

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(334) 552-1311

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(256) 881-4862

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(334) 872-7577

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(205) 664-9633

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| Animal Welfare                    | Stevan Parsons        | 205/424-7387 |
| Human Animal Bond                 | Barbara Monaghan      | 205/833-9400 |
| Awards                            | Bill Bledsoe          | 334/682-4243 |
| Constitution/By Laws/Practice Act | Jack Goodman          | 256/777-7667 |
| Convention/Program                | T. C. Branch          | 205/836-5229 |
| Economics                         | TBD                   |              |
| Finance                           | T. C. Branch          | 205/836-5229 |
| Grievance                         | Elaine Moore          | 256/773-0844 |
| Large Animal Affairs              | Soren Rodning         | 334/844-7502 |
| Legislative                       | Ken McMillan          | 205/884-4104 |
| CVM - Liaison                     | Mark Russell          | 256/882-0950 |
| Membership/Member Services        | Sheila Gilbert        | 256/767-0500 |
| Nominating                        | Tom Williamson        | 256/255-3618 |
| P.A.C.                            | Bill Sternenberg      | 334/279-9686 |
| Program                           | Hal Pate              | 334/548-2031 |
| Public Health/Rabies              | Jim Wright            | 334/844-2670 |
| Public Relations                  | Alan Jones            | 256/772-0004 |
| Small Animal Affairs              | Mary Battistella      | 256/857-1816 |
| State Diagnostic Lab              | Ben Cashion           | 205/486-2295 |
| Veterinary Emergency Management   | Libby Coleman Todd    | 205/970-0411 |
|                                   | Brad Fields           | 334/240-6596 |
| Veterinary Student Relations      | Dan Kuykendall        | 334/821-7730 |
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