



Dr. Courtney Sherlock  
APVC Committee on Arrangements  
P.O. Box 310 Eastern Passage, NS  
B3G 1M6  
Tel: (902) 483 2034 / Fax: (902) 463 3004  
email: courtney.sherlock@apvc.ca

Dec 20th, 2019

Industry Representatives

Dear Sir/Mdm:

Sponsorship guidelines for the 2020 APVC running April 24<sup>th</sup> – 26<sup>th</sup> at the Halifax Marriott Harbourfront Hotel, are as follows:

Commercial companies sponsoring speakers and events at the Atlantic Provinces Veterinary Conference allows the Committee on Arrangements to provide a first-class educational program for veterinarians, technicians, hospital managers and support staff. We anticipate for 2020 an attendance of over 850 delegates consisting of approximately 290 veterinarians, 245 AHTs, 110 support staff, 50 hospital managers and 150 industry representatives.

### Sponsor categories

Platinum	Gold	Silver
≥ \$9,000	\$7,000 - \$9,000	\$3,500 - \$7,000

Sponsors may additionally be acknowledged in the following ways, based on level of sponsorship:

- printed in the program and other promotional material.
- signage in the meeting room.
- the option of introducing speakers.
- the provision of complimentary booth space.

Companies contributing more than \$7,000 will receive one free booth space and will be able to have a “Table Top” display within the meeting room during the presentation they are sponsoring. The in room displays must be tastefully done and meet Committee guidelines. Detailing from these displays will not be permitted in order to allow for optimum traffic flow in the exhibit areas during the refreshment breaks. Those sponsoring at the Platinum level of \$9,000 + will, in addition to the above list, receive an extra booth space at no charge. **2020 Platinum sponsors will be recognized by a banner located on our APVC registration entrance gateway.** Double booth space will be available to only those sponsoring at Gold or Platinum level. All other exhibitors will be limited to the purchase of a single booth space unless additional booth space becomes available, evaluated by the APVC committee. Silver sponsorship requires a booth registration of \$2,150 plus additional sponsorship selections to reach a minimum sponsorship value of \$3,500; therefore booth registration is considered part of the sponsorship value.

Sponsorship guidelines are structured in order to keep the sponsorship process transparent and unbiased. All speakers have been chosen by and will be reimbursed by the APVC committee. No speakers will be pre-sponsored by a company directly.

The order of sponsorship opportunity will be determined by the level of support provided at the previous year's APVC. Platinum sponsors from the 2019 conference will have first choice of sponsorship opportunities, Gold second and Silver third.

Please contact us if you are unaware of what your support level was for the 2019 conference.

The following deadlines offer the levels shown, priority over the sponsorship level below in the selection process, until the date shown beside the category arrives:

<b>Platinum</b>	<b>Jan 17<sup>th</sup>, 2020</b>
<b>Gold</b>	<b>Jan 24<sup>th</sup>, 2020</b>
<b>Silver</b>	<b>Jan 31<sup>st</sup>, 2020</b>

**Please note:** Once a sponsorship level is committed to, and alternate selections are required because of reduced availability due to a higher level sponsors choice, the sponsoring company must both adhere to the original sponsorship level proposed, and will be given 48 hrs to respond with their alternate selections, or the next sponsor will be contacted and the sponsorship opportunities will be further reduced

**As of February 1<sup>st</sup>, 2020** the sponsorships not taken by previous sponsors will be available to all other potential sponsors.

**\* Please see the speaker sponsorship opportunity summary attached.**

### **Other Sponsorship opportunities:**

#### **Delegate Breakfasts, Refreshment Breaks and Lunches Sponsorship Pricing**

##### Delegate Breakfasts

Friday Apr 24 <sup>th</sup>	<b>\$2,250</b>
Saturday Apr 25 <sup>th</sup>	<b>\$2,250</b>
Sunday Apr 26 <sup>th</sup>	<b>\$2,250</b>

##### Refreshment Breaks

Friday Apr 24th (am and pm)	<b>\$2,250 each</b>
Saturday Apr 25th (am and pm)	<b>\$2,250 each</b>
Sunday Apr 26th (am only)	<b>\$2,250</b>

##### Lunches

Friday Apr 24 <sup>th</sup>	<b>\$3,250</b>
Saturday Apr 25 <sup>th</sup>	<b>\$3,250</b>
Sunday Apr 26 <sup>th</sup>	<b>\$3,250</b>

### **Exhibit Hall Industry Reception Sponsorship Pricing**

Friday Apr 24th (5:00 - 6:30 pm)	<b>\$3,500</b>
Saturday Apr 25th (5:00 - 6:00 pm)	<b>\$3,500</b>

### **WiFi Sponsorship Pricing**

Providing free WiFi to all participating delegates during the conference.

**Sponsoring company will be provided the opportunity to select the WiFi password for their period of sponsorship.**

Friday Apr 24 <sup>th</sup>	<b>\$1,500</b>
Saturday Apr 25 <sup>th</sup>	<b>\$1,500</b>
Sunday Apr 26 <sup>th</sup>	<b>\$1,000</b>

### **Charging Station Sponsorship Pricing**

Providing a free phone charging station to all participating delegates during the conference. Sponsor may include that their logo (when provided to their APVC committee contact) which will be displayed on the charging station in electronic format during the time of sponsorship.

Friday Apr 24th	<b>\$750</b>
Saturday Apr 25th	<b>\$750</b>
Sunday Apr 26th	<b>\$750</b>

### **FUN RUN / YOGA morning activities**

Participation is open to delegates and exhibitors alike. Both have grown significantly in popularity.

*Note - No product endorsement can be provided by the sponsoring company, recognition will be highlighted, as with all sponsored activities, by APVC signage.*

Saturday Apr 25th (6:50 am - 8:00 am)	FUN RUN	<b>\$1,500</b>
Saturday Apr 25th (6:50 am - 8:00 am)	YOGA	<b>\$1,500</b>

### **Lanyards sponsorship**

Company logo to be added to 2020 delegate lanyards.

Lanyards will be ordered by APVC committee, sponsor to provide appropriate logo format within the specified timeline for order completion.

APVC committee to provide logo specifications to sponsor and communicate with lanyard print company.

Friday Apr 24th to Sunday Apr 26 <sup>th</sup>	<b>\$2,250</b>
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**Registration Bags for Delegates sponsorship**

2020 delegate registration bags to be provided by sponsoring company.

Registration bags to meet committee approval for APVC, demo to be provided to APVC committee within the agreed upon timeline.

Registration bags to be delivered to APVC committee by Mar 24<sup>th</sup>, 2020.

Friday Apr 24<sup>th</sup> to Sunday Apr 26<sup>th</sup>                    **\$1,500**

**Undergrad / Student registration support sponsorship**

Financial support provided to students registering for the full conference program in support of keeping registration fees below the actual conference program costs.

**Recognition provided in the way of:**

Student / Undergrad Registration badges will carry banner recognizing the company sponsoring.

Recognition communication will be provided to each of the associated schools for placement in student mailboxes.

Friday Apr 24<sup>th</sup> to Sunday Apr 26<sup>th</sup>                    **\$1,750**

Sponsorship opportunities, as outlined above, and in the attached, may be supported in increments that suit the companies interest, for example two half days may be combined into a full day

Our website ( [www.apvc.ca](http://www.apvc.ca) ) has an updated sponsor support page including links to the web sites of those companies listed.

The Committee on Arrangements is appreciative of your financial support and wishes to acknowledge it in a tangible way. Any suggestions on how this may be improved would be most welcomed.

**Please note that APVC is HST registered and all sponsor support is subject to 15% HST**

Yours sincerely,



Dr. Courtney Sherlock  
APVC Committee on Arrangements  
Tel: (902) 483 2034 / Fax: (902) 463 3004  
email: [courtney.sherlock@apvc.ca](mailto:courtney.sherlock@apvc.ca)

# APVC 2020 Speaker Sponsorship Opportunities Appendix

1. Email or Fax registration forms as soon as possible. Every year industries are turned away from exhibiting at APVC due to restricted space.
2. Booths are granted first to sponsors at the platinum and gold levels, then to exhibitors who have been with us in the past and thirdly to new registrants on a first response basis. If you register and pay but no space is available your company will be on the list for future conferences. Should APVC not be able to accommodate your booth registration request, the registration will be refunded by cheque in the full amount. **We cannot guarantee returning exhibitors booth space if your registration form has not been received by Jan 31<sup>st</sup> 2020**
3. Sponsorship ranking will be determined solely by the total sponsorship commitment value. A company sponsoring \$10,000 will have priority over a company sponsoring \$9,000, even though both are classified as platinum sponsors, and therefore be provided the opportunity of first selection of their sponsorship choices, followed by the second ranked sponsor and so on. Speaker and other Sponsorship opportunities selected (see associated document) are combined to determine sponsorship ranking.
4. Sponsors will be granted prime locations in the exhibit areas.

**TO VIEW THE 2020 APVC SPEAKER / TOPIC SCHEDULE VISIT [www.apvc.ca](http://www.apvc.ca)**

## **Dr. Judy Rochette, DVM, FAVD, Diplomate AVDC**

### **Bio**

Dr. Judy Rochette graduated from the Ontario Veterinary College in 1990. She is a Fellow of the Academy of Veterinary Dentistry and a Diplomate of the American Veterinary Dental College. Dr. Rochette has provided dental services within British Columbia since 1998. Dr. Rochette lectures and is published internationally, is a reviewer for the Journal of Veterinary Dentistry and the Journal of Feline Medicine and Surgery, and is a consultant for the Veterinary Information Network where she helps fellow veterinarians around the world with their dental concerns. Her special interests are oral inflammatory diseases and fracture repairs.

### **LECTURES**

#### **Friday, April 24th - am**

**(Veterinarians)                      1/2 Day    Sponsor: \_\_\_\_\_ \$3,500**

<b>Topics</b>	<b>Time</b>
1) Decisions, Decisions; Does This Tooth Need Extracting?	1 ½ hrs
2) What's Black & White & Read All Over? Dental Radiographic Interpretation incl. Challenging Cases	1 ½ hrs

#### **Friday, April 24th - pm**

**(Veterinarians)                      1/2 Day    Sponsor: \_\_\_\_\_ \$3,500**

<b>Topics</b>	<b>Time</b>
1) The Young and the Old. Dental Pathology or Variation of Normal?	1 ½ hrs
2) And Now it's Your Turn; Critical Review of Home Care Products Including Dental Diets	1 ½ hrs

#### **Saturday, April 25th - am**

**(Veterinarians)                      1/2 Day    Sponsor: \_\_\_\_\_ \$3,500**

<b>Topics</b>	<b>Time</b>
1) Dogs are NOT Big Cats. CUPS, Eosinophilic Granulomas and Resorptive Lesions	1 ½ hrs
2) Complicated Dental Cases and All that Go With them (Tiny Dogs, Brachycephalic, etc.)	1 ½ hrs

**Dr. Ameet Singh,** Ass't Professor, BSc, DVM, DVSc, Diplomate ACVS

**Bio**

Dr. Ameet Singh is an Associate Professor of Small Animal Surgery at the Ontario Veterinary College, University of Guelph. His clinical and research interests include minimally invasive surgery and surgical site infections. Dr. Singh is currently the President of the Veterinary Endoscopy Society and is an ACVS Founding Fellow of Minimally Invasive Surgery. He has published over 80 journal articles and taught numerous workshops and surgical courses internationally. Dr. Singh received his DVM from Atlantic Veterinary College and completed his surgical residency training at the Ontario Veterinary College, University of Guelph.

**LECTURES**

**Friday, April 24th - am**

(Veterinarians)

**1/2 Day**

**Sponsor: \_\_\_\_\_ \$3,500**

**Topics**

**Time**

- 1) Suture Choices, Seroma Prevention and Secure Knots!
- 2) Urinary Surgery for the Practitioner: Cystotomy, Perineal & Scrotal Urethrostomy

1 ½ hrs  
1 ½ hrs

**Saturday, April 25th - pm**

(Veterinarians)

**1/2 Day**

**Sponsor: \_\_\_\_\_ \$3,500**

**Topics**

**Time**

- 1) Cholecystectomy: Biliary surgery for the practitioner!
- 2) Current Mgmt. of Brachycephalic Obstructive Airway Disease

1 ½ hrs  
1 ½ hrs

## **LECTURES**

**Sunday, April 26th – am**

**(Veterinarians)            1/2 Day**

**Sponsor: \_\_\_\_\_ \$3,500**

### **Topics**

### **Time**

1) GI Surgery: Tips and Tricks to Reduce Complications

1 ½ hrs

2) Common Surgical Procedures of the Head & Neck:  
Salivary Gland Removal & Laryngeal Paralysis

1 ½ hrs

**Sunday, April 26th – pm**

**(Veterinarians)            1/4 Day**

**Sponsor: \_\_\_\_\_ \$1,750**

### **Topics**

### **Time**

1) Controversies in Gonadectomy: Why? How? When?

1 hrs



## **Dr. Jinelle Webb, DVM, MSc, DVSc, Dip ACVIM**

### **Bio**

Dr. Webb received her DVM from the Ontario Veterinary College in 2001 and followed with a DVSc and board certification in the American College of Veterinary Medicine in 2005, both at OVC. She then joined the Mississauga-Oakville Veterinary Emergency Hospital where she developed the Internal Medicine Service and where she now serves as medical director. She has led internship and medical residency programs and serves as Adjunct Professor at OVC. She is a published author and speaker and her interests include the use of laboratory testing and imaging to detect occult disease, developing novel approaches to internal medicine procedures, and reducing ways to reduce the invasiveness of procedures.

### **LECTURES**

**Friday, April 24th - am**

**(Veterinarians)**

**1/2 Day**

**Sponsor: \_\_\_\_\_ \$3,500**

#### **Topics**

#### **Time**

1) Leptospirosis in the Dog...and Cat!

1 ½ hrs

2) A Review of Diabetes Mellitus in Cats and Dogs

1 ½ hrs

**Friday, April 24th - pm**

**(Veterinarians)**

**1/2 Day**

**Sponsor: \_\_\_\_\_ \$3,500**

#### **Topics**

#### **Time**

1) An Overview of Canine Hyperadrenocorticism

1 ½ hrs

2) Endoscopy Advice for the General Practitioner

1 ½ hrs

## **LECTURES**

**Saturday, April 25th - pm**

**(Veterinarians)            1/2 Day**

**Sponsor: \_\_\_\_\_ \$3,500**

### **Topics**

### **Time**

1) 2019 AAHA Canine Lifestage Guidelines Session: Part I

1 ½ hrs

2) 2019 AAHA Canine Lifestage Guidelines Session: Part II

1 ½ hrs

## **Dr. Louis-Philippe de Lorimier, DVM, Dipl. ACVIM Oncology**

### **Bio**

Following his B.Sc. from McGill and his DVM from the Universite de Montreal, Dr. de Lorimier practiced small animal medicine before enrolling in a medical oncology training program at the University of Illinois where he stayed as an assistant professor until 2007. He is a Diplomat of the American College of Veterinary Internal Medicine in Oncology and is currently one of the specialists at Hopital Veterinaire Rive-Sud. He is an oncology consultant on the Veterinary Information Network and sits on several oncology related committees and boards.

He has authored or co-authored 40 scientific papers and 12 book chapters. His interests include novel cancer therapies, comparative oncology, pain control and palliative and supportive care for cancer patients.

### **LECTURES**

#### **Friday, April 24th - pm**

**(Veterinarians)            1/2 Day**

**Sponsor: \_\_\_\_\_ \$3,500**

#### **Topics**

#### **Time**

1) Cannabis and pets: a Pot of Gold?

1 ½ hrs

2) Let's Talk About Sacs (anal)

1 ½ hrs

#### **Saturday, April 25th – pm**

**(Veterinarians)            1/2 Day**

**Sponsor: \_\_\_\_\_ \$3,500**

#### **Topics**

#### **Time**

1) The Many Faces of Lymphoma

1 ½ hrs

2) Diagnosing Cancer: What's New?

1 ½ hrs

## **LECTURES**

**Sunday, April 26th – am**

**(Veterinarians)            1/2 Day**

**Sponsor: \_\_\_\_\_ \$3,500**

**Topics**

**Time**

1) Cancer Therapy – Some Times There are Side Effects

1 ½ hrs

2) What Every Vet Should Know & Do Regarding Cancer

1 ½ hrs

**Sunday, April 26th – pm**

**(Veterinarians)            1/4 Day**

**Sponsor: \_\_\_\_\_ \$1,750**

**Topics**

**Time**

1) Cancer Drug Repositioning: Old Drugs, New Tricks

1 hrs

## **Dr. Michele Gaspar, DVM, DABVP (feline practice), MA, LCPC**

### **Bio**

Dr. Gaspar is a Chicago-based feline specialist and psychotherapist and runs a private psychotherapy practice. She is a Diplomat of the American Board of Veterinary Practitioners (Feline Practice) and consults on Feline Internal Medicine for the Veterinary Information Network. Michele has worked in private practice and animal shelters and holds a Master's Degree in Counseling. Dr. Gaspar facilitates an annual mindfulness meditation course for VIN and provides an annual retreat for veterinarians. As a member of the VIN Vets4Vets team she offers help to colleagues with professional and personal issues.

### **LECTURES**

#### **Saturday, April 25th – am**

**(Veterinarians)                      1/2 Day    Sponsor: \_\_\_\_\_ \$3,500**

<b>Topics</b>	<b>Time</b>
1) Analyzing Analytes: Getting the Most From Your Cats Bloodwork	1 ½ hrs
2) Sneezing, Snorking, Coughing & Wheezing: Upper and Lower Respiratory Dx in Cats	1 ½ hrs

#### **Saturday, April 25th - pm**

**(Veterinarians)                      1/2 Day    Sponsor: \_\_\_\_\_ \$3,500**

<b>Topics</b>	<b>Time</b>
1) Beyond Hairballs – Feline GI Dx and Hepatobiliary & Pancreatic Disorders	1 ½ hrs
2) It's More (Maybe) than CKD: Feline Renal Disease	1 ½ hrs

## **LECTURES**

**Sunday, April 26th – am**

**(Full Team)                      1/2 Day                      Sponsor: \_\_\_\_\_ \$2,500**

<b>Topics</b>	<b>Time</b>
1) Mindful Practice: Attending to Ourselves, Our Clients & Our Patients	1 ½ hrs
2) Burning Bright, Not Burning Out	1 ½ hrs

**Sunday, April 26th – pm**

**(Full Team)                      1/4 Day                      Sponsor: \_\_\_\_\_ \$1,250**

<b>Topics</b>	<b>Time</b>
1) Using Mindfulness: Healthy Professional & Personal Lives	1 hrs

## **Monique Feyrecilde, CVT, VTS (Behaviour)**

### **Bio**

Monique's interest in animal Behaviour and intelligence began as a child with her first dog. She apprenticed with a local trainer and entered the veterinary profession as an assistant. By 1997 she was offering private consultations in training and animal Behaviour. In 1999 through "Teaching Animals" she began offering in-home consultations as well as group classes at the Seattle Agility Center. Since 2001 she has offered Behavioural consultation in a hospital setting. She received her Licensed Veterinary Technician designation in 2001 and her VT Specialist in Behaviour in 2011.

She is the former President of the Veterinary Behaviour Technicians and Past President and Committee Chair of the Academy of Veterinary Behaviour Technicians, the governing body for VTS certification. She has also worked in wildlife rehabilitation and release, and with evaluating, rehabilitating and matching dogs with their new families.

### **LECTURES**

#### **Friday, April 24th - am**

**(Technicians)**

**1/2 Day**

**Sponsor: \_\_\_\_\_ \$2,500**

#### **Topics**

#### **Time**

- |  |         |
|--|---------|
| 1) The Science of Learning: Classical Conditioning, Desensitization, Operant Conditioning and ABC's of Behaviour | 1 ½ hrs |
| 2) The Science of Learning: Applied Knowledge, Case Examples for Behaviour                                       | 1 ½ hrs |

#### **Friday, April 24th - pm**

**(Technicians)**

**1/2 Day**

**Sponsor: \_\_\_\_\_ \$2,500**

#### **Topics**

#### **Time**

- |  |         |
|--|---------|
| 1) Preventing Behavioural Relinquishment in 2020 Canine and Feline | 1 ½ hrs |
| 2) Helping Clients Understand Anxious Pets                         | 1 ½ hrs |

### **LECTURES**

**Saturday, April 25th - am**

**(Technicians)**

**1/2 Day**

**Sponsor: \_\_\_\_\_ \$2,500**

**Topics**

**Time**

- 1) Cooperative Care: Pet Owner and Veterinary Team Working Together For Better Outcomes: Part I
- 2) Cooperative Care: Pet Owner and Veterinary Team Working Together For Better Outcomes: Part II

1 ½ hrs

1 ½ hrs

**Saturday, April 25th - pm**

**(Support Staff)**

**1/2 Day**

**Sponsor: \_\_\_\_\_ \$2,500**

**Topics**

**Time**

- 1) Pet's Eye View of a Clinic Visit
- 2) Practical Behaviour Modifications and Nail Trim Magic!

1 ½ hrs

1 ½ hrs



## **Tasha M. McNerney, BS, CVT, CVPP, VTS**

### **Bio**

Tasha has more than 15 years as a Certified Veterinary Technician. She has a Bachelor's degree in Wildlife Biology and an Associate's Degree in Veterinary Technology. She became a Certified Veterinary Pain Practitioner in 2015 and received her Veterinary Technician Specialty in Anesthesia and Analgesia in 2016. She has authored articles on anesthesia and pain management and co-authored a chapter in the textbook "Pain Management for Veterinary Technicians" and hosted the web-based series "Coffee on the Couch" in partnership with DVM 360.

### **LECTURES**

#### **Friday, April 24th - am**

**(Technicians)                      1/2 Day    Sponsor: \_\_\_\_\_ \$2,500**

<b>Topics</b>	<b>Time</b>
1) Ins and Outs of the Anesthetic Machine	1 ½ hrs
2) Avoiding the Hypos in Veterinary Anesthesia (Hypothermia/Hypotension)	1 ½ hrs

#### **Saturday, April 25th - am**

**(Technicians)                      1/2 Day    Sponsor: \_\_\_\_\_ \$2,500**

<b>Topics</b>	<b>Time</b>
1) Choose Your Own Adventure: Anesthetic Case Studies	1 ½ hrs
2) Breed Specific Considerations for Anesthesia	1 ½ hrs

#### **Saturday, April 25th - pm**

**(Technicians)                      1/2 Day    Sponsor: \_\_\_\_\_ \$2,500**

<b>Topics</b>	<b>Time</b>
1) Top Anesthesia Myths	1 ½ hrs
2) After Anesthesia: Ways We Can Help with Acute and Chronic Pain	1 ½ hrs

**Drs. Sandra McConkey, DVM, PhD, Dipl. ACVP Associate Professor, Clinical Pharmacology,  
Dr. Shelley Burton, DVM, MSc, Dipl.ACVP. Professor, Clinical Pathology &  
Ms. Ellen McMahon, BSc, RT**

**Bio**

**Dr. Sandra McConkey**

Dr. McConkey is a native of Montreal and is a graduate of the Ontario Veterinary College. After nine years in private practice, she completed a clinical pathology residency and a PhD in clinical pharmacology at the University of Prince Edward Island and is boarded in clinical pathology by the American College of Veterinary Pathologists. She is an associate professor at the Atlantic College of Veterinary Medicine where she teaches, does diagnostic work and research.

**Dr. Shelley Burton**

Originally from Saskatchewan, Dr. Burton is a graduate of the Western College of Veterinary Medicine. Following six years in private practice she did her clinical pathology training at the Atlantic Veterinary College and is board certified in clinical pathology by the American College of Veterinary Pathologists. She is currently a professor at the Atlantic College where she teaches, does diagnostic work and research.

**Ms. Ellen McMahon**

A native of Chatham, New Brunswick, Ellen completed a BSc at Dalhousie University and a Registered Technologist Diploma at the Nova Scotia Institute of Technology. She is lead chemistry technologist at the AVC Diagnostic Services. She has extensive knowledge of urinalysis and other laboratory tests and enjoys teaching technical procedures.

**LAB**

**Saturday, April 25th - am**

**(Technicians)                      1/2 Day    Sponsor: \_\_\_\_\_ \$2,500**

<b>Topics</b>	<b>Time</b>
1) Mining Your Patient's Liquid Gold - Urinalysis (Part I)	1 ½ hrs
2) Mining Your Patient's Liquid Gold - Urinalysis (Part II)	1 ½ hrs

**Saturday, April 25th - pm**

**(Technicians)                      1/2 Day (Repeat of am)    Sponsor: \_\_\_\_\_ \$2,500**

<b>Topics</b>	<b>Time</b>
1) Mining Your Patient's Liquid Gold - Urinalysis (Part I)	1 ½ hrs
2) Mining Your Patient's Liquid Gold - Urinalysis (Part II)	1 ½ hrs

## **Candice Hoerner, CVT, VTS (dentistry)**

### **Bio**

Candice has been a Certified Veterinary Technician since 2004 and received the designation of Veterinary Technician Specialist in Dentistry (VTS) in 2011. She is currently President of the Academy of Veterinary Dental Technicians and is Past-President of the Big Sky Veterinary Technician Association. She enjoys sharing her passion for dentistry through lectures, wet labs, and in-clinic training sessions internationally through her company, Big Sky Veterinary Dentistry Education LLC.

### **LECTURES**

**Friday, April 24th - pm**

**(Technicians)**

**1/2 Day**

**Sponsor: \_\_\_\_\_ \$2,500**

#### **Topics**

#### **Time**

- |   |         |
|---|---------|
| 1) Am I Imagining Things? How to recognize and chart oral pathology | 1 ½ hrs |
| 2) Dental Info for Technicians X-ray Vision for the Super Hero      | 1 ½ hrs |

**Saturday, April 25th - pm**

**(Technicians)**

**1/2 Day**

**Sponsor: \_\_\_\_\_ \$2,500**

#### **Topics**

#### **Time**

- |                                       |         |
|---------------------------------------|---------|
| 1) Fun With Dental Instrumentation    | 1 ½ hrs |
| 2) Current Dental Cleaning Techniques | 1 ½ hrs |

## **LECTURES**

**Sunday, April 26th – am**

**(Technicians)                    1/2 Day**

**Sponsor: \_\_\_\_\_ \$2,500**

**Topics**

**Time**

1) Anesthesia Management in the Dental Patient

1 ½ hrs

2) The Dental Concierge: How to Advocate for the Pet  
and the Practice with Gold Standards

1 ½ hrs

**Sunday, April 26th – pm**

**(Technicians)                    1/4 Day**

**Sponsor: \_\_\_\_\_ \$1,250**

**Topics**

**Time**

1) Check MEOWT: Top Feline Oral Health Conditions

1 hrs

## Susan Savage, CVT, CVPM, MBA, PHR

### Bio

Susan is a graduate of North Central University and holds a doctorate in Business Administration with a specialization in Human Resources and recently completed a study on employee engagement for her doctoral dissertation. She began as a Certified Veterinary Technician over 30 years ago and pursued practice management while working as Practice Manager for Clermont Animal Hospital for 20 years. She received her CVPM designation in 2004 and her PHR in 2013. She has been active on VHMA where she has served on the Board of Directors for almost 10 years. She is currently the Candidate Liaison to the Certified Veterinary Practice Manager program.

### LECTURES

#### Friday, April 24th - am

(Business Managers) 1/2 Day

Sponsor: \_\_\_\_\_ \$2,500

#### Topics

#### Time

- 1) Employee & Leadership Engagement
- 2) Engagement Based on Strengths Leadership

1 ½ hrs  
1 ½ hrs

#### Friday, April 24th - pm

(Business Managers) 1/2 Day

Sponsor: \_\_\_\_\_ \$2,500

#### Topics

#### Time

- 1) Critical Competencies for a Star Practice Manager Workshop Part I
- 2) Critical Competencies for a Star Practice Manager Workshop Part II

1 ½ hrs  
1 ½ hr

## **Dr. Cindy Adams, PhD, MSW**

### **Bio**

Dr. Adams is a professor in the Department of Clinical and Diagnostic Science at the University of Calgary School of Veterinary Medicine where she directs the Clinical Communications Program for the first 3 years of the DVM program, and conducts research related to communication in veterinary practice settings, veterinary education, and human-animal interactions. She also assists veterinary and animal health technology schools across North America to design their communication programs.

She founded and chairs the International Conference on Communication in Veterinary Medicine, founded and sits on the board of the International Veterinary Communication Institute, and is a faculty member for the Institute for Healthcare Communication, New Haven Ct. She is also the author of the handbook: Skills for Communication in Veterinary Medicine.

### **LECTURES**

#### **Saturday, April 25th - am**

**(Business Managers)    1/2 Day**

**Sponsor: \_\_\_\_\_ \$2,500**

#### **Topics**

#### **Time**

- |   |         |
|---|---------|
| 1) The Science of Compliance: Examination of the Talk that Helps or Hinders our Ability to Treat: Part I  | 1 ½ hrs |
| 2) The Science of Compliance: Examination of the Talk that Helps or Hinders our Ability to Treat: Part II | 1 ½ hrs |

#### **Saturday, April 25th - pm**

**(Business Managers)    1/2 Day**

**Sponsor: \_\_\_\_\_ \$2,500**

#### **Topics**

#### **Time**

- |   |         |
|---|---------|
| 1) Leading with Integrity: A Personal & Professional Workshop for Veterinary Leaders: Part I  | 1 ½ hrs |
| 2) Leading with Integrity: A Personal & Professional Workshop for Veterinary Leaders: Part II | 1 ½ hrs |

## LECTURES

**Sunday, April 26th – am**

**(Full Team)**

**1/2 Day**

**Sponsor: \_\_\_\_\_ \$2,500**

### **Topics**

### **Time**

- |   |         |
|---|---------|
| 1) How to Build a Relationship, Discover What Clients Want & How to Work Toward a Joint Mgmt Plan Part I  | 1 ½ hrs |
| 2) How to Build a Relationship, Discover What Clients Want & How to Work Toward a Joint Mgmt Plan Part II | 1 ½ hrs |

**Sunday, April 26th – pm**

**(Full Team)**

**1/4 Day**

**Sponsor: \_\_\_\_\_ \$1,250**

### **Topics**

### **Time**

- |   |       |
|---|-------|
| 1) Toward Human Sustainability: How to Enable More Thriving at Work | 1 hrs |
|---|-------|

# Debbie Lawrence

## Bio

Debbie Lawrence is a life and business coach and President of Abundant Living Inc. She has spent more than three decades gaining experience as a coach, teacher, consultant, and facilitator. She authored “Standing in Your Light: Women and Entrepreneurship”, and is the former director of the Professional Ethics Review Committee for the International Association of Coaches. She has also written for the Nova Scotia Business Journal and other publications. She has been a college principal, and has worked for IBM and Gulf Canada, was Vice President of KeyCorp Inc. and is the recipient of the Nova Scotia Champion Ambassador Award for Workplace Education. She is now fully dedicated to her coaching practice.

## LECTURES

**Saturday, April 25th - am**

**(Support Staff)**

**1/2 Day**

**Sponsor: \_\_\_\_\_ \$2,500**

### **Topics**

### **Time**

- |  |         |
|--|---------|
| 1) Communication: Four Common Styles<br>& Understanding Non-Verbal Cues  | 1 ½ hrs |
| 2) Listening Techniques & Understanding Conflict. Strategies<br>for Building Effective Customer Interactions in 2020 | 1 ½ hrs |



## **Dr. David Andrews, PhD (Mgt), Retired US Navy, Marine Corps, Purple Heart Recipient**

### **Bio**

Dr. Andrews served more than 21 years on active duty with the United States Navy, Marine Corps, and Air Force. He was deployed four times before being seriously wounded-in-action while serving as combat advisor in Afghanistan. After retiring for medical reasons due to his wounds, he served as Senior Intelligence Officer for the Defense Intelligence Agency where his duties included working with Joint Staff and NORAD-US Northern Command. He was named the 2015 Department of Defense Civilian Employee with a Disability. Dr. Andrews is currently President of the Remount Foundation, an organization that helps veterans and their families to heal through the use equine assisted learning. He founded and is President of Purple Heart Consulting which specializes in resilience, leadership and organizational culture. He has served two terms as Colorado's elected commander of the Military Order of the Purple Heart. He is also the recipient of the Purple Heart. He has met with government leaders including the President to discuss the challenges facing wounded warriors.

Dr. Andrews has a PhD in Management and speaks frequently on resilience, suicide awareness and prevention, and overcoming adversity. He also serves as a university adjunct professor in management and strategy. He credits his recovery to his wife and four children who encouraged him to get better and to adjust to life with injuries.

### **LECTURES**

#### **Sunday, April 26th – am**

**(Full Team)                      1/2 Day    Sponsor: \_\_\_\_\_ \$2,500**

<b>Topics</b>	<b>Time</b>
1) Organizational Culture & Resilience Workshop: Part I	1 ½ hrs
2) Organizational Culture & Resilience Workshop: Part II	1 ½ hrs

#### **Sunday, April 26th – Key Note Speaker – (Full Team – Noon)**

**(Full Team)                      1/4 Day    Sponsor: \_\_\_\_\_ \$3,500**

<b>Topics</b>	<b>Time</b>
1) Horseback with Heroes	1 hrs