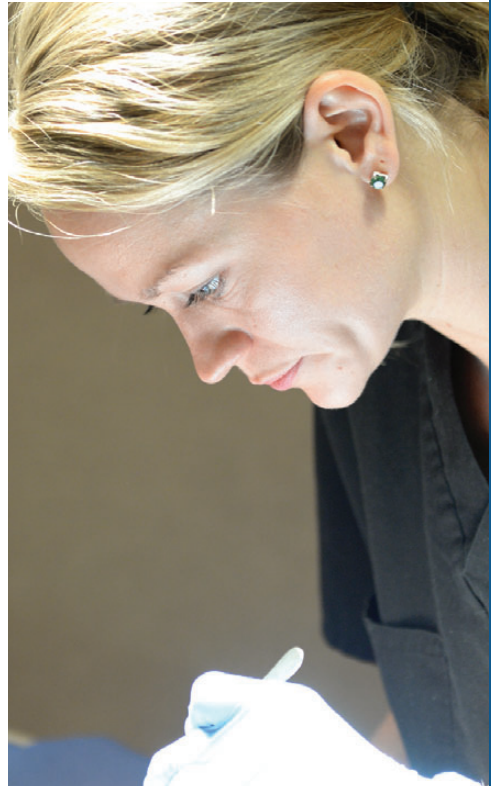
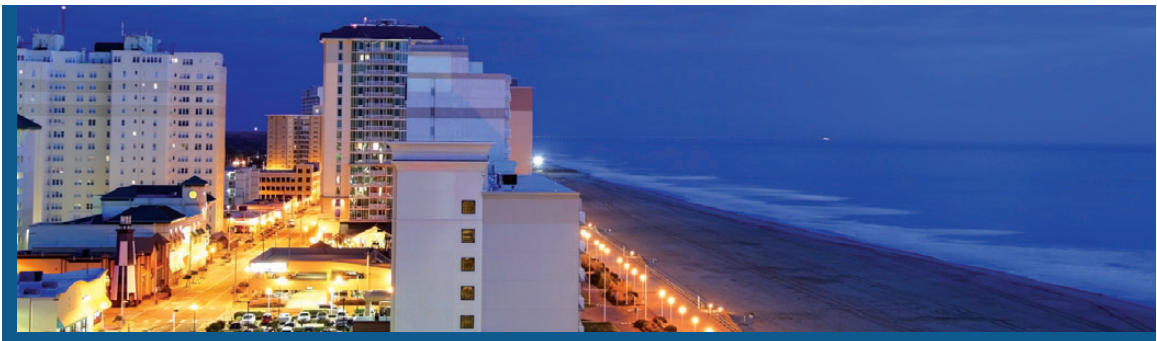


CVC Virginia Beach May 18-21, 2017



It's all about **you** and the work you do



Veterinary Continuing Education



# live events **build** relationships

The generous support of CVC exhibitors and sponsors allows us to deliver the best possible learning experience and helps us to keep your registration costs as low as possible. Take advantage of the opportunity to meet with them while at CVC!

With programming powered by the team that brings *dvm360*, *Firstline* and *Vetted* magazines to your inbox and mailbox and led by the profession's foremost educators, CVC is all about **YOU** and the work you do.

We invite you to join us in Virginia Beach this Spring. If the May timing doesn't work for you, we hope to see you at CVC Kansas City, August 28 – 31, or CVC San Diego, December 7 – 10.



Our thanks to CVC Virginia Beach's first 2017 Supporting Sponsor.





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*Practice owners and associates:  
The CVC is as dedicated to your  
team members as you are.  
Please share this registration program  
with them, and sign them up too.*



# You Won't Want to Miss THIS!

“ Definitely go! I've learned so many things that I will take back to better our clinic. ”

Named a TripAdvisor “Top 10 Destinations to Discover,” Virginia Beach is **a classic seaside resort that rivals** any on the East Coast. You'll enjoy **exceptional veterinary continuing education** in a sparkling, easy-to-navigate convention center and choose from a wide variety of **budget-friendly** hotels, restaurants, shopping and free or low-cost activities.

## Learn and Grow.

At CVC, every non-laboratory session is available to every attendee, regardless of registration type.

- **Challenge yourself** to work through difficult cases alongside your peers and the profession's most highly regarded clinicians.
- **Feed your career** and your soul via innovative sessions on leadership, balance, and personal well-being.
- **Collaborate** with thought-leaders and *dvm360* editors on solutions to the profession's most pressing issues and opportunities.
- **Tailor your schedule** to match your interests, preferred learning style, and available time.

All of this is an atmosphere that will both relax and rejuvenate you! CVC Virginia Beach is truly a learning opportunity you won't want to miss.







## Convention Dates and Location:

May 18 – 21, 2017  
 Virginia Beach Convention Center (VBCC)  
 1000 19th St., Virginia Beach, VA 23451

## Early Registration Savings Deadlines:

**Super Savings: February 15, 2017**

**Early Bird: April 5, 2017**

**Register now!**

Online: [www.TheCVC.com/cvc-vb-registration/](http://www.TheCVC.com/cvc-vb-registration/)

Phone: 1-800-255-6864, ext. 6

Mail or fax: Use the form on p. 48

## Convention Hours

	<b>Thursday, May 18</b>	<b>Friday, May 19</b>	<b>Saturday, May 20</b>	<b>Sunday, May 21</b>
Registration Desk	9:00 AM - 7:00 PM	7:00 AM - 7:00 PM	7:00 AM - 6:30 PM	7:00 AM - 6:00 PM
Educational Sessions	12:30 - 9:00 PM	8:00 AM - 9:00 PM	8:00 AM - 9:00 PM	8:00 AM - 5:20 PM
Exhibit Hall	Not Open	10:15 AM - 6:45 PM	9:00 AM - 5:00 PM	9:00 AM - 2:00 PM



As an attendee,  
 CVC makes  
 me feel valued.



## Contact CVC

### Pre-Convention

Call: 1-800-255-6864, ext. 6 or 913-871-3900

Email: [cvc@ubm.com](mailto:cvc@ubm.com)

Monday – Friday, 8:30 AM – 4:30 PM CT

# CVC's

inspiring and highly educational sessions, workshops, and courses are all about

# YOU

and the work you do.



## A schedule built to maximize your opportunity to earn CE

With more than 500 hours of sessions over 4 days, each CVC location offers non-stop CE opportunities. Enjoy a side of CE with your (free) coffee and breakfast each morning. Ask the Experts and learn while you enjoy a lunch. Then close the day with an educational nightcap at a CVC Evening Session.

Learn in the Exhibit Hall, too! Exhibiting companies are an important part of the CVC family and their presence supports your educational programming. Many exhibitors are veterinarians, veterinary technicians, and practice managers themselves and all come to CVC to answer your questions, share their product knowledge, and make recommendations for your specific needs.



## Every session on the program is open to every attendee

That's right. Veterinarians, veterinary technicians, and practice managers — choose from more than 500 hours of continuing education sessions. Select from any non-laboratory session on the program, all led by the veterinary profession's most highly regarded educators.



Choose from:

- Core clinical sessions, each selected to support the way you practice veterinary medicine today.
- Communications, management, leadership, and personal well-being tracks that will inspire you.
- Technician clinical and practice management sessions led by Veterinary Technician Specialists passionate about your success.
- Innovative Sessions, a unique series of sessions that will bring you together with colleagues and experts to discover solutions to your most confounding clinical and practice management problems.
- dvm360 Full Circle seminars, a fresh approach to education that puts you in the mix with the profession's most dynamic speakers as they share their own clinical, practice management, and team perspectives on critical current topics.

### More for your money

Breakfast, lunch, snacks, and a Proceedings CD or digital download are complimentary for registered attendees. Negotiated hotel rates and extras and free convention center parking help keep your total costs in check.





# MeetTheSpeakers

CVC speakers are innovators, risk-takers, thought leaders and educators who are committed to the future of the profession, and to your practice. Experts who seek – and then share – new approaches to your clinical, practice management, and daily patient care challenges.

## Anesthesia

**Andre Shih, DVM, DACVAA**  
University of Florida  
Gainesville, FL

## Behavior

**John Ciribassi, DVM, DACVB**  
Chicagoland  
Veterinary Behavior  
Consultants  
Carol Stream, IL



## Margaret Duxbury, DVM, DACVB

Veterinary Behavior Specialties of  
Minnesota  
Minnetonka, MN

## Cardiology

**Kristin Jacob, DVM, DACVIM**  
CVCA Cardiac Care for Pets  
Towson, MD

## Neal Peckens, DVM, DACVIM

CVCA Cardiac Care  
for Pets  
Leesburg, VA



## Clinical Pathology

**Steven Stockham, DVM, MS, DACVP**  
Kansas State University  
Manhattan, KS

## Clinical Pharmacology

**Dawn Boothe, DVM, MS, PhD, DACVIM, DACVCP**  
Auburn University  
Auburn, AL

## Critical Care

**Garret Pachtinger, VMD, DACVECC**  
Veterinary Specialty and  
Emergency Center  
Levittown, PA



## Kari Santoro Beer, DVM, DACVECC

Veterinary Specialty and Emergency  
Center  
Philadelphia, PA

## Dentistry

**John Lewis, VMD, FAVD, DAVDC**  
NorthStar VETS  
Robbinsville, NJ

## Dermatology

**Paul Bloom, DVM, DACVD, DABVP**  
Allergy, Skin, and Ear Clinic for Pets  
Livonia, MI

## Anthea Schick, DVM, DACVD

Dermatology for Animals  
Tempe, AZ

## Exotic Animal Medicine

**La'Toya Latney, DVM**  
University of Pennsylvania  
Philadelphia, PA

## Feline Medicine

**Elizabeth Colleran, DVM, DABVP**  
Chico Hospital for Cats  
Chico, CA



## Steve Dale, CABC

Steve Dale's Pet World  
Chicago, IL

## Sheilah Robertson, PhD, DACVAA, DECVA, DACAW, DECAWBM (WSEL), CVA, MRCVS

Michigan State University  
East Lansing, MI

## See something. Do something.

“The current recommendations for doing an aspirate include generalities — recommend if a mass is changing in size or appearance, or bothering the patient. Owners are often told to keep an eye on it. But what does that mean? Keep an eye on it for how long? How much can it grow before we should do something?”

We all must do better. We need guidelines. We must find tumors earlier when they are small. We must aspirate them. With the input of fellow specialists, I have developed See Something, Do Something:

See Something — If a dog or cat has a mass that is the size of a pea (1 cm) and it has been there one month ... Do Something — Go to a veterinarian and get it aspirated or biopsied.



*Sue Ettinger, DVM, DACVIM (oncology)*

Dr. Ettinger is one of CVC's game-changing clinical educators. She'll present eight sessions over two days at CVC Virginia Beach, including two "Cancer tools you can use tomorrow" Innovative Learning Sessions. Veterinary practitioners, technicians, and practice managers take home critical information and inspiration from one of the profession's true visionaries.

## Craig Webb, DVM, DACVIM

Colorado State University  
Fort Collins, CO

## Fear Free<sup>SM</sup> Practice

**Marty Becker, DVM**  
North Idaho Animal Hospital  
Sandpoint, ID





**Mikkel Becker, CPDT**  
VetStreet.com  
Seattle, WA

**Stephen Ettinger, DVM, DACVIM**  
Los Angeles, CA

**Debbie Martin, LVT, VTS (Behavior)**  
Veterinary Behavior Consultations  
Spicewood, TX

### Gastrointestinal Medicine

**Daivd Twedt, DVM, DACVIM**  
Colorado State University  
Fort Collins, CO

### Imaging

**Anthony Pease, DVM, MS, DACVR**  
Michigan State University  
East Lansing, MI

### Neurology

**Fred Winger, VMD, MS, DACVIM**  
Veterinary Specialty Services  
Manchester, MO

### Nutrition

**Deborah Linder, DVM, DACVN**  
Tufts Cummings School of Veterinary  
Medicine  
North Grafton, MA



**Oncology**  
**Sue Ettinger, DVM, DACVIM**  
Dr. Sue Cancer Vet  
Tarrytown, NY

### Orthopedics

**David Dycus, DVM, MS, DACVS, CCRP**  
Veterinary Orthopedic  
and Sports Medicine  
Group  
Annapolis Junction,  
MD



### Pain Management

**Mary Ellen Goldberg, BS, LVT, CVT, SRA, CCRA**  
Boynton Beach, FL

**Michael Petty, DVM, CVPP, CVMA, CCRT, CAAPM**  
Animal Pain Center  
Canton, MI

### Parasitology

**Richard Gerhold, DVM, MS, PhD**  
University of Tennessee  
Knoxville, TN



### Practice Management

**Brian Conrad, CVPM**  
Meadow Hills Veterinary  
Center  
Kennewick, WA

**Karen Felsted, CPA, MS, DVM, CVPM**  
PantheraT Veterinary Management  
Consulting  
Dallas, TX

**Bash Halow, LVT, CVPM**  
Halow Tassava  
Consulting  
New York, NY



### Jeremy Keen, DVM

Desoto County Animal Clinic  
Southaven, MS

### Dave Nicol, BVMS, MRCVS

Dave Nicol Veterinary  
Services  
Brighton, UK



**Meghan Leigh Pierson**  
Greenville, SC

### Kathryn Primm, DVM

Applebrook Animal Hospital  
Ooltewah, TN



**Andrew Roark, DVM, MS**  
Cleveland Park Animal  
Hospital  
Greenville, SC

### Bill Schroeder

InTouch Practice Communications  
Schererville, IN

### Denise Tumblin, CPA

Wutchiett Tumblin and Associates  
Columbus, OH

## How can we help you combine Medicine and Business?

It's not always easy. Clinicians often aren't interested in the business side of things. Then there's the staff and client drama that gets in the way of conducting the best medical care for pets. Which is precisely why CVC offers sessions led by a CVPM who just .... gets it. *Brian Conrad* is an innovator who isn't afraid to admit his mistakes. He's a leader (and president of the Veterinary Hospital Managers Association) who takes more pride in inspiring other managers than talking about himself. And he's a devoted father who struggles with life balance issues, just like you.

We're fortunate to offer eight sessions with *Brian Conrad, CVPM* – whether you're interested in clinical, business, client, or staff issues in veterinary practice, you'll be glad you spent some time learning with this guy.

# MeetTheSpeakers

**John Volk**  
Brakke Consulting  
Chicago, IL

**Sarah Wooten, DVM**  
Sheep Draw  
Veterinary Hospital  
Greeley, CO



## Public Health in Primary Care Practice

**Audrey Ruple, DVM, MS, PhD, DACVPM,**  
Purdue University  
West Lafayette, IN

## Shelter Medicine

**Amanda Dykstra, DVM**  
University of Tennessee  
Knoxville, TN

## Soft Tissue Surgery

**Christopher Adin, DVM, DACVS**  
North Carolina University  
Raleigh, NC

## Technician Program

**Mary Ellen Goldberg, BS, LVT, CVT, SRA,  
CCRA**  
Boynton Beach, FL

**Candice Hoerner, CVT, VTS (Dentistry)**  
Big Sky Veterinary Dentistry Education  
Columbia Falls, MT

**Debbie Martin, LVT, VTS (Behavior)**  
Veterinary Behavior Consultations  
Spicewood, TX

**Tasha McNerney,  
BS, CVT, CVPP,  
VTS (Anesthesia/  
Analgesia)**  
Veterinary Anesthesia  
Nerds  
Glenside, PA



**Paula Plummer, LVT, VTS (ECC, SAIM)**  
Texas A&M University  
College Station, TX

**Danielle Russ, LVT, BS, BA, AS**  
Center of Veterinary  
Expertise  
Suffolk, VA

**Oriana Scislowicz,  
BS, LVT**  
CVCA Cardiac Care  
for Pets  
Richmond, VA



## Toxicology

**Tina Wismer, DVM, DABVT, DABT**  
ASPCA Animal Control Poison Center  
Urbana, IL

## Urology

**India Lane, DVM, MS, Ed. D, DACVIM**  
University of Tennessee  
Knoxville, TN

## Veterinary Hospice and Palliative Care

**Dani McVety, DVM**  
Lap of Love Veterinary Hospice  
Lutz, FL

## Veterinary Informatics in General Practice

**Sonnya Dennis, DVM, DABVP**  
Stratham-Newfields Veterinary Hospital  
Newfields, NH

**Julie Green, DVM, MS**  
Green Meadows Veterinary Service  
Elkton, VA

**Jonathan Lustgarten, MS, PhD, VMD**  
Red Bank Veterinary Hospital  
New York, NY

## Veterinary Leadership

**Karen Bradley, DVM**  
Onion River Animal Hospital  
Montpelier, VT

**Betsy Charles, DVM, MA**  
Western University of Health Sciences  
Pomona, CA

**Sarah Wooten, DVM**  
Sheep Draw Veterinary Hospital  
Greeley, CO

## Wellness

**Hilal Dogan, BVCs**  
Veterinary Confessionals Project  
Maui, HI

**Kimberly Pope-  
Robinson, DVM,  
CCFP**  
1 Life Connected  
Consulting  
San Clemente, CA



## Veterinary medicine's most powerful human interest story — the Veterinary Confessionals Project

“ My dream is to get more of what's behind closed doors out into the open and available for discussion. As veterinary professionals, we are held to high standards. Our profession is extremely rewarding but can at times be extremely stressful. The anonymity of this project allows people to freely express themselves, without being judged, and encourages creativity. In the end, my hope is to bring solidarity to the global veterinary community — and possibly even to the health care community as a whole. ”

*Veterinary Confessionals Project  
founder Hilal Dogan, BVSc*

Come hear more about Dr. Dogan's creative and mindful approach to veterinary medicine (and life) in a Saturday evening session at CVC Virginia Beach.



# Collaboration creates a stronger profession



CVC is proud to team with forward-thinking industry leaders who are committed to exceptional veterinary professional education. These program partners enable CVC to bring outstanding veterinary clinical and practice management educators and sessions to complement and enhance your CVC experience. When planning your daily CVC schedule, please consider the sessions supported by these organizations.

## Program Partners

American Association of Feline Practitioners (AAFP)

Association of Shelter Veterinarians (ASV)

Association for Veterinary Informatics (AVI)

CVCA Cardiac Care for Pets

Eye Care for Animals

Fear Free<sup>SM</sup>

Human-Animal Bond Research Initiative (HABRI)

International Veterinary Academy of Pain Management (IVAPM)

USDA National Veterinary Accreditation Program

U.S. Public Health Service

Veterinary Hospital Managers Association (VHMA)

Veterinary Leadership Institute (VLI)

Women's Veterinary Leadership Development Initiative (WVLDI)



# SpecialtyFocus: Abdominal Ultrasonography

Saturday, May 20 and Sunday, May 21

*Anthony Pease, DVM, MS, DACVR*

Ultrasonography is an integral component of providing an optimal standard of patient care. Beginning with the basics, you will participate in interactive discussions on ultrasonographic anatomy and disease recognition, receive an orientation to the ultrasound machine and how to optimize its performance, and learn scanning principles and the ultrasonographic appearance of normal abdominal organs and artifacts.



## SCHEDULE

**Time:**

8:00 AM - 5:00 PM both days

**Included:**

Breakfast and lunch

**Cost:**

\$1,679 if registered by  
February 15, 2017

**Open to:**

Veterinarians

**16 hours of CE**

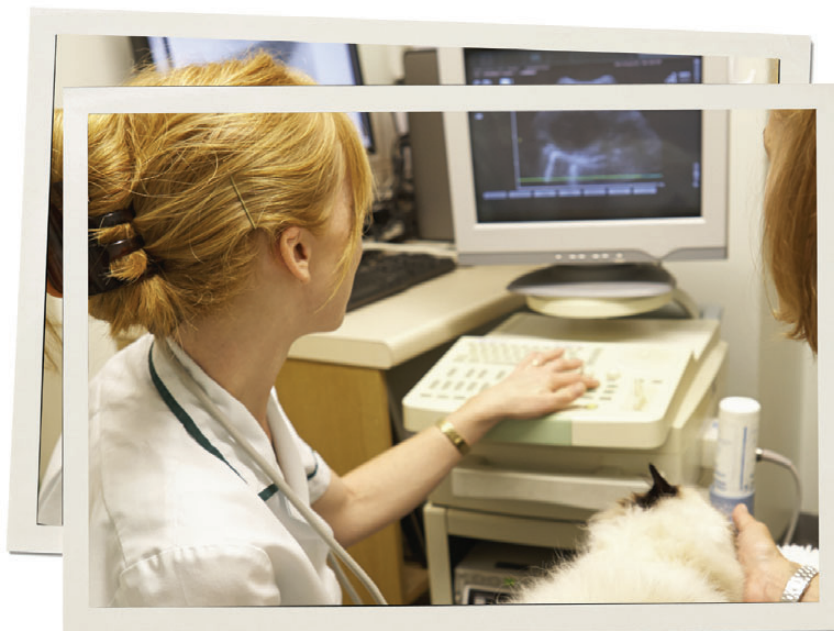
At CVC, you'll gain hands-on abdominal scanning practice under the guidance of imaging experts who will help you hone your ultrasonographic examination skills. You'll evaluate the liver, spleen, kidney, bowel, and bladder. You will also have the opportunity to evaluate regions of the pancreas, adrenal glands, and abdominal lymph nodes.

Whether you are a beginner or already have experience, this extensive Specialty Focus course will show you how to get the most out of your abdominal scans.

## Offsite Event Information



A portion of this lab will be held offsite. Shuttle buses depart from the Virginia Beach Convention Center and return approximately 30 minutes after the indicated end time.





Very informative, delivered well, answered all questions



## How to Register for a Clinical Techniques Course

Clinical Techniques Courses are open to all CVC veterinarians and technician attendees as indicated in the description. They require a separate registration fee, which is listed in the description. Clinical Techniques Course participation requires at least a one-day CVC Virginia Beach registration in addition to the course fee. All participants must sign and return a liability release form.

*\*At the time of printing, all Clinical Techniques Courses have space available. Clinical Techniques Course registration is nontransferable. CVC reserves the right to cancel any Clinical Techniques Course by April 12, 2017. If the course is canceled by CVC, registrants will be notified and the Clinical Techniques Course paid fee will be credited or refunded. All cancellations of a Clinical Techniques Course by the registrant must be submitted in writing for a credit or refund, minus a \$50 processing fee, by April 12, 2017. No request for refunds or changes will be accepted after April 12, 2017.*

## Thursday

### Special Procedures in Feline Soft Tissue Surgery

*Christopher Adin, DVM, DACVS*

In this course you'll focus on surgical procedures that your feline patients often need. After a brief lecture, you'll have the opportunity to perform:

- Perineal urethrostomy in dorsal or ventral recumbency
- Placement (and management) of various feeding tubes
- Ventral bulla osteotomy

Gain vital hands-on experience practicing these surgeries under the close guidance of board-certified veterinary surgeons.

**Date:** Thursday, May 18

**Time:** 1:00 - 5:00 PM

**Cost:** \$495

**Open to:** Veterinarians

**CE Credit:** 4 hours

### Digital Dental Radiography

Because so many oral problems lie beneath the gum line, you need dental radiography to diagnose (and show clients) most of your patients' oral dental abnormalities. Whether you are a newcomer or a veteran, you will concentrate on mastering digital dental radiography techniques in dogs and cats. Participate in this Clinical Techniques Course and gain the information and hands-on practice needed to learn how to consistently obtain excellent dental radiographs, and benefit from the experience of using different imaging systems.

**Date:** Thursday, May 18

**Time:** 1:30 - 5:30 PM

**Cost:** \$375

**Open to:** Veterinarians and  
Veterinary Technicians

**CE Credit:** 4 hours





# Clinical Techniques Courses

Friday

## Dental Extractions in Cats

Learn how to properly extract major (and minor) teeth using tried-and-true techniques under the guidance of a veterinary dental specialist. You will review and practice the steps to perform quadrant extractions with emphasis on:

- Regional nerve blocks
- Preoperative and postoperative radiographs
- Flap presentation
- Adequate bone removal to facilitate extraction
- Complete tooth removal
- Alveoplasty
- Tension-free surgical closure

Extraction challenges such as root tip retrieval, complications such as iatrogenic mandibular fracture, and when to perform crown amputations will also be discussed. Dental radiography will be used to confirm complete surgical extractions.

**Date:** Friday, May 19

**Time:** 8:00 AM - 12:00 PM

**Cost:** \$495

**Open to:** Veterinarians

**CE Credit:** 4 hours

## Essential Gastrointestinal Surgeries in Dogs

*Christopher Adin, DVM, DACVS*

In this all-day course you will learn and practice commonly needed procedures involving the digestive system. After the morning review and discussions, you will obtain hands-on practice to enhance your skills in these must-know surgeries:

- Gastrotomy
- Gastropexy
- Enterotomy
- Intestinal resection and anastomosis
- Placement and care of various feeding tubes
- Numerous biopsy techniques

Veterinary surgical specialists will guide you, provide practical pointers, and answer any questions you have about these key operations.

**Date:** Friday, May 19

**Time:** 8:30 AM - 5:30 PM

**Cost:** \$675

**Open to:** Veterinarians

**CE Credit:** 8 hours

## Dental Extractions in Dogs

Learn how to properly extract major (and minor) teeth using tried-and-true techniques under the guidance of a veterinary dental specialist. You will review and practice the steps to performing a complete surgical extraction including:

- Regional nerve blocks
- Preoperative and postoperative radiographs
- Flap presentation
- Adequate bone removal to facilitate extraction
- Complete tooth removal
- Alveoplasty
- Tension-free surgical closure

Extraction challenges such as root tip retrieval and complications such as iatrogenic mandibular fracture will also be discussed. Dental radiography will be used to confirm complete surgical extractions.

**Date:** Friday, May 19

**Time:** 1:00 - 5:00 PM

**Cost:** \$495

**Open to:** Veterinarians

**CE Credit:** 4 hours

### Insights Seminar:

## Less-Stress and Fear Free<sup>SM</sup> Patient-Caregiver Interactions

Do you know how to properly approach and handle patients who arrive frightened or become fearful during a veterinary visit or hospital stay? Join this course to discover the many benefits of Fear Free<sup>SM</sup> veterinary visits, and reduce the stress that you, your team members, and your anxious, frightened, or difficult-to-handle patients feel.

Through lecture, video and live animal demonstrations, photos, and hands-on work with animal models you'll learn how to make veterinary visits, examinations, procedures, and hospitalizations easier for everyone by using appropriate patient interaction strategies, gentle handling, and behavior modification and management techniques. You'll also discover how to incorporate environmental enrichment tactics for optimal veterinary care in the hospital and at home

**Date:** Friday, May 19

**Time:** 1:00 - 5:00 PM

**Cost:** \$235

**Open to:** Veterinarians and  
Veterinary Technicians

**CE Credit:** 4 hours

## Saturday

### Fundamental Orthopedic Procedures

David Dycus, DVM, MS, DACVS, CCRP

The proper surgical approach is the first step in a successful orthopedic procedure. The correct technique during the approach can lead to better visualization, easier surgery, shorter surgery times, less tissue trauma and less morbidity. With close guidance from a board-certified veterinary orthopedic surgeon, you will review and practice the correct approach to the hip and stifle joints. In addition, you'll perform a femoral head and neck ostectomy (FHO), one option to treat dogs that have hip dysplasia, coxofemoral luxation, hip osteoarthritis, femoral head or neck fractures, or severe acetabular fractures. Accurate surgical execution of an FHO is essential for a positive outcome. Participants may find it helpful to review pertinent anatomy before attending this course.

**Date:** Saturday, May 20

**Time:** 8:00 AM - 12:00 PM

**Cost:** \$495

**Open to:** Veterinarians

**CE Credit:** 4 hours

### Soft Tissue Surgeries in Dogs: Head to Tail

Christopher Adin, DVM, DACVS

In this all-day course you will review the basics and tweak your techniques for some of the most frequently needed soft tissue surgeries in your canine patients.

Spend the morning learning about the procedures, reviewing the indications, and discussing the surgical techniques. Then in the afternoon, under the close guidance of veterinary surgical specialists, you'll practice and enhance your skills in these vital soft tissue surgeries in dogs:

- Alar fold resection
- Salivary gland excision
- Chest drain placement
- Cystotomy
- Scrotal urethrotomy and urethrostomy
- Splenectomy
- Anal saccullectomy

**Date:** Saturday, May 20

**Time:** 8:30 AM - 5:30 PM

**Cost:** \$675

**Open to:** Veterinarians

**CE Credit:** 8 hours

### Optimal Ophthalmic Surgeries in Primary Care Practice

In this course, you'll receive close, expert instruction and guidance from veterinary ophthalmologists who are excited to help you enhance your ocular surgical techniques.

You'll learn and practice how to correct the ocular injuries and related anomalies you commonly see in your patients, as well as identify which patients may benefit most from referral. You'll focus on:

- Correcting entropion
- Reconstructing eyelids
- Replacing a prolapsed gland of the third eyelid
- Achieving linear grid keratotomy
- Creating a modified conjunctival advancement graft
- Performing enucleation and providing superb perioperative pain management

And please bring your own most pressing patient questions about ocular problems—we look forward to seeing you!

**Date:** Saturday, May 20

**Time:** 8:30 AM - 12:30 PM

**Cost:** \$425

**Open to:** Veterinarians

**CE Credit:** 4 hours

### Advanced Periodontal Therapy Techniques

Candice Hoerner, CVT, VTS (Dentistry)

Attend this Clinical Techniques Course and clean up on the periodontal therapy techniques that will take your dentistry skills to the next level. In this course you will review and practice:

- Root planing and gingival debridement
- Periosteal placement
- Proper instrument maintenance
- Key regional dental anesthesia techniques

This hands-on course provides the focused learning experience that will benefit your patients, your professional growth, and your practice.

**Date:** Saturday, May 20

**Time:** 9:00 - 11:00 AM

**Cost:** \$185

**Open to:** Veterinarians and  
Veterinary Technicians

**CE Credit:** 2 hours

# Clinical Techniques Courses



## Saturday

### Basic Fracture Repair Techniques

David Dycus, DVM, MS, DACVS, CCRP

Long bone fractures occur commonly and repairing them may seem daunting. Join a board-certified orthopedic surgeon to learn simple, practical techniques designed for general practitioners in fixing basic long bone fractures. After discussing basic fracture fixation principles, you'll use bone models to correct oblique fracture with intramedullary pin and cerclage fixation, as well as correct a transverse fracture by using bone plating. You will also discuss locking vs. non-locking plates and explore lag screw fixation techniques.

Participants may find it helpful to review pertinent anatomy and orthopedic instrumentation before attending this course.

**Date:** Saturday, May 20

**Time:** 1:30 - 5:30 PM

**Cost:** \$495

**Open to:** Veterinarians

**CE Credit:** 4 hours

“ One of the best labs I have ever attended — I really learned techniques that I would feel comfortable attempting in practice. ”



## Sunday

### Extracapsular Stifle Stabilization Techniques

David Dycus, DVM, MS, DACVS, CCRP

Cranial cruciate ligament (CCL) rupture is the most common orthopedic disease in dogs. CCL rupture leads to persistent joint instability, which results in persistent pain and discomfort, osteoarthritis, meniscal pathology, muscle atrophy and compensatory changes in other limbs. Many options exist to surgically stabilize the joint to minimize long-term pain and development of osteoarthritis. Come learn from veterinary orthopedic experts and practice extracapsular techniques to stabilize the stifle after CCL rupture. You will review and discuss all aspects of cruciate ligament injury including:

- Causes and predisposition
- Ideal approach to the stifle joint
- Partial meniscectomy and meniscal release
- Suture and crimping technique
- Bone anchor and braided suture technique
- Optimal postoperative patient care

Participants may find it helpful to review pertinent anatomy and orthopedic instrumentation before attending this course.

**Date:** Sunday, May 21

**Time:** 8:00 AM - 12:00 PM

**Cost:** \$495

**Open to:** Veterinarians

**CE Credit:** 4 hours

### Stabilization Techniques for Luxating Patellas

David Dycus, DVM, MS, DACVS, CCRP

Patellar luxations—especially medial patellar luxations (MPL)—are common and result from a developmental orthopedic disease in small- and large-breed dogs. Underlying skeletal abnormalities will typically lead to an MPL, so providing axial alignment of the extensor apparatus is paramount. Join veterinary orthopedic surgical specialists and focus on the causes, pathology, and treatment of patellar luxation in dogs as well as the postoperative patient care. In this hands-on interactive course, you will review and practice the approach to the stifle joint and these patellar luxation repair techniques:

- Block recession trochleoplasty
- Wedge recession trochleoplasty
- Tibial tuberosity transposition with k-wire fixation and tension band fixation
- Capsular imbrication and release

Participants may find it helpful to review pertinent anatomy and orthopedic instrumentation before attending this course.

**Date:** Sunday, May 21

**Time:** 1:00 - 5:00 PM

**Cost:** \$495

**Open to:** Veterinarians

**CE Credit:** 4 hours

# Thought-provoking. *Insightful.*

This-is-what's-happening-right-now continuing education sessions\*.

Truly innovative learning, only at CVC.

## Ask the pet owner! A LIVE panel and learning session

Led by Brian Conrad, CVPM, you'll hear from compassionate, thoughtful pet owners. Learn what they believe today's veterinary practice does right—and wrong—to try to keep their business and care for their pets. That's the first hour! In the second hour, you'll discuss what to do about it when you get back to your own hospital.

### dvm360 Full Circle

CVC's 2017 version of this popular series will deliver content applicable to every audience member: doctor and veterinary technician, practice manager and receptionist. Sessions will be led by high-flying **Andy Roark, DVM, MS** and his uber-energy improv partner **Meg Pierson** and by the brilliant, funny, and oh-so-on-target **Tasha McNerney, BS, CVT, CVPP, VTS (Anesthesia/Analgesia)**!

## Launch Pad Learning

CVC educators want you to leave Launch Pad Learning sessions with an approach that is personalized and ready to try in YOUR practice. Eight different sessions, each so good you'll want to attend all of them:

Client compliance-builder workshop: Inspiring ideas to drive medical services

**Bash Halow, LVT, CVPM**

Forget the P&L: Sharing real numbers with your team

**Brian Conrad, CVPM**

Cancer tools you can use tomorrow: Feline GI lymphoma

**Sue Ettinger, DVM, DACVIM**

Cancer tools you can use tomorrow: Canine lymphoma

**Sue Ettinger, DVM, DACVIM**

The violinist and the veterinarian: How to acknowledge beauty and value in your work—when others may not

**Kimberly Pope-Robinson, DVM, CCFP**

Perioperative anesthesia and pain control — starting from home and back again (and everything in between)

**Michael Petty, DVM, CVPP, CVMA, CCRT, CAAPM** and **Mary Ellen Goldberg, BS, LVT, CVT, SRA, CCRA**

Anesthesia basics and beyond: Things you learned in school but have forgotten

**Tasha McNerney, BS, CVT, CVPP, VTS (Anesthesia/Analgesia)**

Myofascial pain therapy and massage for successful surgical and pain treatment outcomes

**Michael Petty, DVM, CVPP, CVMA, CCRT, CAAPM**

Investigating and responding to an outbreak: Sudden death in shelter cats

**Amanda Dykstra, DVM**

## Learn then Earn

Our eye-opening, revenue-driving Learn then Earn series expands to two practice management experts for 2017. **Bash Halow, LVT, CVPM** and **Denise Tumblin, CPA**, will join some of the profession's brightest clinical minds to — just the right level of in-the-trenches marketing, client communication and financial advice slip in at the end to your clinical learning! Watch [TheCVC.com](http://TheCVC.com) for specific session titles and clinical collaborators.

## Veterinary Confessionals Project Workshop

Veterinary Confessionals Project founder **Hilal Dogan, BVSc**, joins the dvm360 team for a very special two-hour evening session. This innovative presentation and workshop will highlight joys, struggles, challenges and solutions drawn directly from inspiring, hilarious and heart-wrenching comments posted by veterinarians and veterinary team members like you.

\* See the following pages for dates and times, and check [TheCVC.com](http://TheCVC.com) for updates.



Conrad



Roark



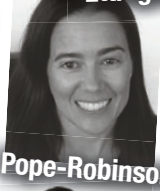
McNerney



Halow



Ettinger



Pope-Robinson



Dogan



# Clinical Program Thursday

CVC Clinical Sessions provide information-rich, practical tips and takeaways created for real-world practice and daily patient care. **And all are open to every CVC attendee!**

Thursday, May 18		12:30 - 1:30 PM	1:45 - 2:45 PM
<b>Anesthesia</b>		<b>Dr. Andre Shih</b> delivers deep (and lighthearted!) perspectives on anesthesia and analgesia	<b>Dr. Andre Shih</b> delivers deep (and lighthearted!) perspectives on anesthesia and analgesia
<b>Behavior</b>		<b>Dr. J. Ciribassi</b> — Separation anxiety: Can't you just quit your job?	<b>Dr. J. Ciribassi</b> — Sibling rivalry: When roommates come to blows
<b>Clinical Pharmacology</b>		<b>Dr. D. Boothe</b> — Antimicrobial resistance: The state of affairs in dogs and cats	<b>Dr. D. Boothe</b> — Antimicrobial decision making: Interpreting culture and susceptibility data
<b>Critical Care</b>		<b>Dr. K. Santoro Beer</b> — Head trauma without headaches	<b>Dr. K. Santoro Beer</b> — Emergency approach to the hemoabdomen
<b>Dermatology</b>		<b>Dr. A. Schick</b> — Be among the first to know! News flashes from the 2017 North American Veterinary Dermatology Forum	<b>Dr. A. Schick</b> — Common skin tumors and treatments
<b>Expert<sup>2</sup>: The Power of Interaction</b> <b>Cool views in virtual microscopy</b>	↑↓	<b>Dr. S. Stockham</b> — Red cell cadavers in anemic blood (Part 1)	<b>Dr. S. Stockham</b> — Red cell cadavers in anemic blood (Part 2)
<b>Feline Medicine</b> <i>Program coordinated by the American Association of Feline Practitioners</i>		<b>Dr. C. Webb</b> — Feline triaditis: Fact or philosophy	<b>Dr. C. Webb</b> — Feline nutrition: Getting nutrition into a cat
<b>Human-Animal Bond: Data to Transform Practice</b> <i>Program coordinated by the Human-Animal Bond Research Initiative</i>		The CVC is excited to partner with the Human-Animal Bond Research Initiative. Check TheCVC.com for updates	The CVC is excited to partner with the Human-Animal Bond Research Initiative. Check TheCVC.com for updates
<b>Imaging</b>		<b>Dr. A. Pease</b> — Thoracic radiographs: How to interpret pulmonary patterns	<b>Dr. A. Pease</b> — Thoracic cases: How to evaluate a cough
<b>Oncology</b>		<b>LAUNCH PAD LEARNING</b> <b>Dr. S. Ettinger</b> — Cancer tools you can use tomorrow: Feline GI lymphoma	<b>LAUNCH PAD LEARNING</b> <b>Dr. S. Ettinger</b> — Cancer tools you can use tomorrow: Canine lymphoma
<b>Shelter Medicine</b> <i>Program coordinated by the Association of Shelter Veterinarians</i>		<b>Dr. A. Dykstra</b> — Trap-neuter-return and Shelter-neuter-return: What have we learned recently?	<b>Dr. A. Dykstra</b> — Are dogs really "scrotally aware?" New research results on scrotal vs. prescrotal castration

Break 1:30 - 1:45 PM

Break 2:45 - 3:00 PM

Watch for the  Two-way Learning icon throughout the program grid!





You'll find inspiring and highly educational sessions in every room.



*CVC Medical Director Theresa Enriken, DVM*

3:00 - 4:00 PM	4:15 - 5:15 PM	5:30 - 6:30 PM
<b>Dr. Andre Shih</b> delivers deep (and lighthearted!) perspectives on anesthesia and analgesia	<b>Dr. Andre Shih</b> delivers deep (and lighthearted!) perspectives on anesthesia and analgesia	<b>Dr. Andre Shih</b> delivers deep (and lighthearted!) perspectives on anesthesia and analgesia
<b>Dr. J. Ciribassi</b> — Canine housoiling: Doo it here...doo it now	<b>Dr. J. Ciribassi</b> — Resource guarding: What's mine is mine and what's yours is mine	<b>Dr. J. Ciribassi</b> — Canine body language: But what do you really mean?
<b>Dr. D. Boothe</b> — The MIC is the key: Designing antimicrobial dosing regimens	<b>Dr. D. Boothe</b> — Treating urinary tract infections: The new and the old	<b>Dr. D. Boothe</b> — Compounded medications: Getting more complicated
<b>Dr. K. Santoro Beer</b> — The highs and lows: ER management of diabetic crises	<b>Dr. K. Santoro Beer</b> — Stabilization and ER management of blocked cats	<b>Dr. K. Santoro Beer</b> — Should I use plasma for that? The truth about FFP.
<b>Dr. A. Schick</b> — Managing atopic dermatitis	<b>Dr. A. Schick</b> — Cryotherapy in practice	<b>Dr. A. Schick</b> — Primary secretory otitis media
<b>Dr. S. Stockham</b> — White cell cadavers of leukocytosis	<b>Dr. S. Stockham</b> — What are the cells from this lump?	<b>Dr. S. Stockham</b> — What are the cells from that bump??
<b>Dr. C. Webb</b> — Feline constipation: Getting crap out of a cat	<b>Dr. C. Webb</b> — Diagnosing feline GI disease: Setting yourself up for success	<b>Dr. C. Webb</b> — Feline GI disease: Diagnostic dilemmas and failed therapy
The CVC is excited to partner with the Human-Animal Bond Research Initiative. Check TheCVC.com for updates	The CVC is excited to partner with the Human-Animal Bond Research Initiative. Check TheCVC.com for updates	The CVC is excited to partner with the Human-Animal Bond Research Initiative. Check TheCVC.com for updates
<b>Dr. A. Pease</b> — Abdominal radiographs: Is it time for surgery?	<b>Dr. A. Pease</b> — Abdominal cases: How to evaluate vomiting	<b>Dr. A. Pease</b> — Juvenile musculoskeletal radiographs: Is it a fracture or a physis?
<b>Dr. S. Ettinger</b> — Osteosarcoma survival guide	<b>Dr. S. Ettinger</b> — Essential tips for splenic masses	<b>Dr. S. Ettinger</b> — Ready, set, go pink!: The veterinary mammary cancer edition
<b>LAUNCH PAD LEARNING</b>  <b>3:00 - 5:15 PM</b> <b>Dr. A. Dykstra</b> — Investigating and responding to an outbreak: Sudden death in shelter cats		<b>Dr. A. Dykstra</b> — Feline herpesvirus-1: A review and exploration of the role stress plays in upper respiratory infections

Break 4:00 - 4:15 PM

Break 5:15 - 5:30 PM

Evening Sessions 7:00 - 9:00 PM • See below for more information.

**7 PM to 9 PM** | **DR. A. SCHICK** — Unlocking the mysteries of the ear: Diagnosing otitis and dealing with chronic otitis.  
**B. CONRAD, CVPM** — Ask the pet owner: A LIVE panel and learning session.

**EVENING SESSIONS**   
 RSVP on p. 52



“ I’ve been to CVC 4 or 5 times now and I’ve never been disappointed. (Literally, there is something for everyone.) ”

# ClinicalProgram Friday Morning

“ I love the topics & speakers and all the food & drink provided. ”

Friday, May 19

8:00 - 9:00 AM

**Anesthesia**

**Dr. Andre Shih** delivers deep (and lighthearted!) perspectives on anesthesia and analgesia

**Behavior**

**Dr. J. Ciribassi** — Fear-based aggression: I'm afraid of you so I would like to eat you

**Clinical Pharmacology**

**Dr. D. Boothe** — Pharmacogenomics: The role in drug interactions and adverse drug events

**Critical Care**

**Dr. K. Santoro Beer** — Medical management of thoracic trauma

**Dermatology**

**Dr. A. Schick** — Fun with fungus: New ideas on managing ringworm

**Expert<sup>2</sup>: The Power of Interaction**  
Cool views in virtual microscopy

**Dr. S. Stockham** — Cases of cavitory effusion: What's filling this space?

**Fear Free<sup>SM</sup> Practice**  
Program coordinated by Fear Free<sup>SM</sup>

**Dr. M. Becker** — Top 10 things to do to provide true Fear Free<sup>SM</sup> veterinary visits

**Feline Medicine**

Program coordinated by the American Association of Feline Practitioners

**Dr. E. Colleran** — Pandora syndrome: Much more than FIC

**Oncology**

**Dr. S. Ettinger** — Let's talk about cancer: Breaking the news

**Public Health in Primary Care Practice**  
(People are animals, too!)

Program coordinated by the U.S. Public Health Service

**Dr. A. Ruple** — Common zoonoses encountered in small animal practice

**Veterinary Leadership**

Program coordinated by the Women's Veterinary Leadership Development Initiative

**Drs. Karen Bradley and Sarah Wooten** illuminate the leader in you.

Eye Opener Continental Breakfast 7:00 - 9:00 AM

Break 9:00 - 9:15 AM



## Urology Symposium

Dr. Julie Byron, Dr. Dennis Chew, Dr. Gary Oswald, Dr. Jody Lulich, Dr. Heidi Lobprise and Dr. Jeff Nichol



# ASKtheEXPERT

LUNCHEONS 12:15 - 1:15 PM • Cost: \$50



**DR. P. BLOOM** — New drugs in veterinary dermatology — updates and debates

**DR. J. CIRIBASSI** — Feline elimination disorder: Making litter the letter of the law

## 9:15 - 10:15 AM

**Dr. Andre Shih** delivers deep (and lighthearted!) perspectives on anesthesia and analgesia

**Dr. J. Ciribassi** — Feline aggression: Should we play or should you just stay away?

**Dr. D. Boothe** — Does reading that package insert REALLY make a difference?

**Dr. K. Santoro Beer** — What's new with fluids in 2017?

**Dr. A. Schick** — Dermatology diagnostics: Review and updates on the many ways to obtain and interpret skin and ear samples

**Dr. S. Stockham** — Cases of cavitory effusion: What's filling that space??

**Dr. M. Becker** — Top 10 things to avoid in a Fear Free<sup>SM</sup> practice

**Dr. E. Colleran** — Concord with cats: Avoiding the rodeo

**Dr. S. Ettinger** — Easy ways to improve chemotherapy treatment in your practice

**Dr. A. Ruple** — Immunosuppressed clients and pet ownership: A risk/benefit analysis

**Drs. Karen Bradley and Sarah Wooten** illuminate the leader in you.

## 11:00 AM - 12:00 PM

**Dr. Andre Shih** delivers deep (and lighthearted!) perspectives on anesthesia and analgesia

**Dr. J. Ciribassi** — Psychopharmacology: Might medication make amends?

**Dr. D. Boothe** — Targeted drug therapy: Enhancing efficacy and safety

**Dr. K. Santoro Beer** — OMG, AK!!! What do I do now?

**Dr. A. Schick** — When to refer: Tricks on managing difficult cases and where dermatologists can help

**Dr. S. Stockham** — Is this lymphoma — or just a reactive lymph node?

**Dr. M. Becker** — A look inside a wildly successful practice that's been Fear Free<sup>SM</sup> for over five years

**Dr. E. Colleran** — The wheezing cat: Feline lower airway disease

**Dr. S. Ettinger** — Canine MCT: One size does not fit all

**Dr. A. Ruple** — What physicians know about zoonotic diseases

**Drs. Karen Bradley and Sarah Wooten** illuminate the leader in you.

Break 10:15 - 11:00 AM • Exhibit Hall Opens at 10:15 AM

Lunch Break 12:00 - 1:30 PM

8:00 AM - 12:00 PM - 3 CE hours offered - Free to all registered CVC attendees.



“

I'd heard so many positive things. All turned out to be true.

”



# Clinical Program Friday Afternoon

“Great meeting! Excellent in all aspects!”

Friday, May 19		1:30 - 2:30 PM	
<b>Cardiology</b> <i>Program provided by CVCA Cardiac Care for Pets</i> 		<b>Dr. K. Jacob</b> — Mitral valve disease in dogs - Truly epic	
<b>Dermatology</b>		<b>Dr. P. Bloom</b> — Resistant bacteria are coming to your neighborhood - MRSA, MRSP, MRSS: Proper antibiotic use in small animal dermatology —what should we be using? (Part 1)	
<b>dvm360 Full Circle</b> 		<b>Dr. A. Roark and M. Pierson</b> — Customer service crash course	
<b>Endocrinology</b>		Check TheCVC.com for speaker and session updates	
<b>Exotic Animal Medicine</b>	<b>Lunch Break 12:00 - 1:30 PM</b>	<b>Dr. L. Latney</b> — Updates in small mammal medicine	<b>Break 2:30 - 3:15 PM</b>
<b>Feline Medicine</b> <i>Program coordinated by the American Association of Feline Practitioners</i>		<b>Dr. E. Collieran and S. Dale, CABC</b> — No pain, more gain: Revealing the secret sauce – How a positive feline veterinary experience WILL matter (Part 1)	
<b>Nutrition</b>		<b>Dr. D. Linder</b> — Should we still give a dog a bone? Nutritional management of dental disease	
<b>Orthopedics</b>		<b>Dr. D. Dycus</b> — A surgeon’s perspective on the current trends in managing osteoarthritis	
<b>Parasitology</b>		<b>Dr. R. Gerhold</b> — Cough it up: Respiratory parasites of animals	
<b>Public Health in Primary Care Practice (People are animals, too!)</b> <i>Program coordinated by the U.S. Public Health Service</i>		<b>Dr. A. Ruple</b> — The veterinarian’s role in public health	
<b>Urology</b>		<b>Dr. I. Lane</b> — Little angry bladders: First steps for nonobstructive FIC	
<b>Wellness</b>		<b>Dr. K. Pope-Robinson</b> — Training for the marathon we call a career in veterinary medicine	

Watch for the  Two-way Learning icon throughout the program grid!



3:15 - 4:15 PM

4:30 - 5:30 PM

**Dr. K. Jacob** — Systemic hypertension: How low can you go?

**Dr. P. Bloom** — Resistant bacteria are coming to your neighborhood - MRSA, MRSP, MRSS: Proper antibiotic use in small animal dermatology — what should we be using? (Part 2)

**Dr. A. Roark and M. Pierson** — Technician gold in the exam room

Check TheCVC.com for speaker and session updates

**Dr. L. Latney** — The ‘phys’ behind the physical exam in reptiles

**Dr. E. Colleran and S. Dale, CABC** — No pain, more gain: Revealing the secret sauce – How a positive feline veterinary experience WILL matter (Part 2)

**Dr. D. Linder** — To cook or not to cook? When to choose home-cooked diets for pets

**Dr. D. Dycus** — Regenerative medicine in orthopedics: A new approach to an old problem

**Dr. R. Gerhold** — *Neospora*, *Toxoplasma* and coccidia: Microscopic monsters

**Dr. A. Ruple** — Public health concerns regarding backyard chicken flocks

**Dr. I. Lane** — Little angrier bladders: Options for refractory FIC

**Dr. K. Pope-Robinson** — Top 10 tips: How to become a recovering perfectionist

**Dr. K. Jacob** — Why is evaluating chest radiographs so difficult? Cardiac case-based interpretation tips to make your life easier

**Dr. P. Bloom** — Quick, easy, and profitable dermatologic tests for small animal practice

**Dr. A. Roark and M. Pierson** — Wowing clients who aren't in the building

Check TheCVC.com for speaker and session updates

**Dr. L. Latney** — Reptile nutrition 101

**Dr. E. Colleran and S. Dale, CABC** — Communications boot camp: The feline enigma – See more cats!

**Dr. D. Linder** — Parenteral or enteral feeding? Nutrition for hospitalized patients

**Dr. D. Dycus** — It's a puppy, what could go wrong? Developmental orthopedic conditions

**Dr. R. Gerhold** — Migrating heartworm: Diagnostics and treatment

**Dr. A. Ruple** — Chikungunya, West Nile, and Zika, oh my! Emerging zoonotic viruses and the One Health approach

**Dr. I. Lane** — Angry bladder tumors: Practical diagnosis and management

**Dr. K. Pope-Robinson** — When the fearful animal is you: How to differentiate perceived threats from real danger

Break 4:15 - 4:30 PM

Welcome Reception 5:30 - 6:45 PM • Exhibit Hall Closes at 6:45 PM

Evening Sessions 7:00 - 9:00 PM • See below for more information.

7 PM to 9 PM

**S. DALE, CABC** — The power of enrichment — for your patients' health and your practice's well-being

**DR. D. NICOL AND DR. A. ROARK** — Management happy hour

**EVENING SESSIONS**



RSVP on p. 52

“As a speaker, I could not have asked for a more supportive, innovative, fun group with whom to work. CVC fosters a creative environment that encourages speakers to think outside the PowerPoint box.”

*CVC Speaker Sarah Wooten, DVM*

# ClinicalProgram Saturday Morning

“Fun, educational, fulfilled all my CE needs.”

Saturday, May 20

8:00 - 9:00 AM

## Cardiology

Program provided by CVCA Cardiac Care for Pets



## Dentistry

## Dermatology

## dvm360 Full Circle



## Endocrinology

## Exotic Animal Medicine

## Fear Free<sup>SM</sup> Practice

Program provided in part by Fear Free<sup>SM</sup>

## Nutrition

## Parasitology

## Urology

## USDA/NVAP

Program coordinated by the USDA National Veterinary Accreditation Program

## Veterinary Informatics in General Practice

Program coordinated by the Association for Veterinary Informatics

## Wellness

**Dr. N. Peckens** — Practical approach to patients with arrhythmias

**Dr. J. Lewis** — Open wide! Dental exam and common oral pathology

**Dr. P. Bloom** — Canine cutaneous adverse food reactions: Diagnosis and treatment

**Dr. A. Roark and T. McNerney, CVT, CVPP, VTS (Anesthesia/Analgesia)** — Top traps that vets set for techs

Check TheCVC.com for speaker and session updates

**Dr. L. Latney** — Exotic animal owners 101: How to increase your clientele

**Dr. Stephen Ettinger** — The best medicine: Why Fear Free<sup>SM</sup> is a practice imperative!

**Dr. D. Linder** — Do I need a therapeutic food? A nutritionist's approach to selecting diets in disease

**Dr. R. Gerhold** — Update on tick-borne diseases

**Dr. I. Lane** — Little, leaky bladders: First line medical management of canine urinary incontinence

Receive your **APHIS-approved** supplemental training to renew your veterinary accreditation

**Dr. S. Dennis and Dr. J. Lustgarten** — Better data saves pets: How informatics can help pets and practices

**Dr. K. Pope-Robinson** — Diagnosing and treating frustration — yours (with seemingly uninformed, skeptical, or unappreciative pet owners)

Eye Opener Continental Breakfast 7:00 - 9:00 AM

Exhibit Hall Opens at 9:00 AM • Break 9:00 - 9:45 AM



# ASKtheEXPERT

LUNCHEONS 12:30 - 1:30 PM • Cost: \$50



**Dr. D. LINDER** — What's the best pet food? Case-based answers to how a nutritionist approaches this question  
**S. DALE, CABC** — Media training 101 — Fight or flight? What to say and what NEVER to say

## 9:45 - 10:45 AM

**Dr. N. Peckens** — Syncope: Finding the cause and managing the condition

**Dr. J. Lewis** — It's like pulling teeth! Surgical extraction techniques

**Dr. P. Bloom** — Simplified diagnosis and management of autoimmune skin diseases — including immunosuppressive therapy

**Dr. A. Roark and T. Mc Nerney, CVT, CVPP, VTS (Anesthesia/Analgesia)** — Epic fails in team harmony

Check TheCVC.com for speaker and session updates

**Dr. L. Latney** — Clinical approach to ferret lymphoma

**Dr. Stephen Ettinger** — Physical exam techniques that are state-of-the-art and state-of-the-heart

**Dr. D. Linder** — Why isn't the weight coming off? Psychological strategies for successful weight loss

**Dr. R. Gerhold** — Update on tick-borne diseases of humans: Focus on One Health

**Dr. I. Lane** — Little, leakier bladders: Options for refractory incontinence

Receive your **APHIS-approved** supplemental training to renew your veterinary accreditation

**Dr. J. Green** — Your master problem list: Working for or against you?

### LAUNCH PAD LEARNING 9:45 AM - 12:15 PM

**Dr. K. Pope-Robinson** — The violinist and the veterinarian: How to acknowledge beauty and value in your work — when others may not

## 11:15 AM - 12:15 PM

**Dr. N. Peckens** — How to use NT-proBNP in patients with possible cardiac disease

**Dr. J. Lewis** — Extraction complications and how to avoid them

**Dr. P. Bloom** — What's new about demodicosis in dogs?

**Dr. A. Roark and T. Mc Nerney, CVT, CVPP, VTS (Anesthesia/Analgesia)** — What Hall & Oates taught me about veterinary medicine

Check TheCVC.com for speaker and session updates

**Dr. L. Latney** — Managing head trauma in exotic pets

**M. Becker, CPDT** — Gentle control: Fear Free<sup>SM</sup> tactics for getting a handle on difficult dogs and cats without extra restraint

**Dr. D. Linder** — Making client communication appetizing: Talking with owners about nutrition

**Dr. R. Gerhold** — Wildlife diseases important for practitioners to know

**Dr. I. Lane** — Big, angry prostate: Update on canine prostatic disease

Receive your **APHIS-approved** supplemental training to renew your veterinary accreditation

Check TheCVC.com for updates.

Break 10:45 - 11:15 AM

Lunch Break 12:15 - 1:45 PM





“TONS of learning (Veterinary Informatics especially).”




# Clinical Program Saturday Afternoon

“ Fun, educational, and affordable! ”

Saturday, May 20		1:45 - 2:45 PM	
<b>Critical Care</b>		<b>Dr. G. Pachtinger</b> — All about the pain train: Safe analgesia in the ER	
<b>Dentistry</b>		<b>Dr. J. Lewis</b> — In the dark: Dental radiograph interpretation	
<b>Fear Free<sup>SM</sup> Practice</b> <i>Program coordinated by Fear Free<sup>SM</sup></i>		<b>M. Becker, CPDT</b> — Help the owner, help the pet! How to set a Fear Free <sup>SM</sup> foundation at home	
<b>Feline Medicine</b> <i>Program coordinated by the American Association of Feline Practitioners</i>		<b>Dr. E. Colleran</b> — Old, thin cats: Is it really only age-related?	
<b>Gastrointestinal Medicine</b>		<b>Dr. D. Twedt</b> — Assessing abnormal liver enzymes activities: A clinical approach	
<b>Neurology</b>		<b>Dr. F. Wininger</b> — Neurolocalization basics — 4th year 101	
<b>Ophthalmology</b> <i>Program provided by Eye Care for Animals</i>		The CVC receives excellent insights from Eye Care for Animals to bring you the latest on ophthalmology. Check TheCVC.com for details.	<b>Break 2:45 - 3:15 PM</b>
<b>Pain Management</b> <i>Program coordinated by the International Veterinary Academy of Pain Management</i>		<b>LAUNCH PAD LEARNING</b> ⬆️ <b>1:45 - 6:00 PM</b> <b>Dr. M. Petty and M.E. Goldberg, BS, LVT, CVT, SRA, CCRA</b> — Perioperative anesthesia and pain control . . .	
<b>Social Media and Digital Marketing</b> ⬆️⬆️		<b>B. Schroeder</b> — Sharing your message: Storytelling in your practice	
<b>USDA/NVAP</b> <i>Program coordinated by the USDA National Veterinary Accreditation Program</i>		Receive your <b>APHIS-approved</b> supplemental training to renew your veterinary accreditation	
<b>Veterinary Hospice and Palliative Care</b>		<b>Dr. D. McVety</b> — The ethics of euthanasia: Is it a convenience or not?	
<b>Veterinary Leadership</b> <i>Program provided by the Veterinary Leadership Institute</i>		Presented by <b>Dr. Betsy Charles</b> . See TheCVC.com for updates!	

Lunch Break 12:15 - 1:45 PM



## Urology Symposium

Dr. Julie Byron, Dr. Dennis Chew, Dr. Gary Oswald, Dr. Jody Lulich, Dr. Heidi Lobprise and Dr. Jeff Nichol





3:15 - 4:15 PM

**Dr. G. Pachtinger** — If you can't take the heat ... you are probably a bulldog! Heat stroke in the ER

**Dr. J. Lewis** — Feline dentistry: Stomatitis, tooth resorption and more

**D. Martin, LVT, VTS (Behavior)** — Fear Free<sup>SM</sup>: Learning to listen to our patients

**Dr. E. Colleran** — Complicated senior cats: Managing a patient's multiple conditions

**Dr. D. Twedt** — Common liver diseases in dogs

**Dr. F. Winger** — "The Gait Game": A neurolocalization review

The CVC receives excellent insights from Eye Care for Animals to bring you the latest on ophthalmology. Check TheCVC.com for details.

... starting from home and back again (and everything in between) **Free to CVC attendees; Attendance limited - RSVP requested on p. 50.**

**B. Schroeder** — SEO basics: How to convert "prospects" into "clients"

Receive your **APHIS-approved** supplemental training to renew your veterinary accreditation

**Dr. D. McVety** — Creative euthanasia: What to do when you don't know what to do

Presented by **Dr. Betsy Charles**. See TheCVC.com for updates!

5:00 - 6:00 PM

**Dr. G. Pachtinger** — Lyme disease: Treating acute and chronic manifestations

**Dr. J. Lewis** — Making the diagnosis: Dental zebras

**D. Martin, LVT, VTS (Behavior)** — Fear Free<sup>SM</sup>: Creating the veterinary hospital "spaw"

**Dr. E. Colleran** — Acute and chronic pancreatitis: What to do?

**Dr. D. Twedt** — Chronic hepatitis in dogs: The latest updates

**Dr. F. Winger** — I've fallen and I can't get up: The acute lower motor neuron patient

The CVC receives excellent insights from Eye Care for Animals to bring you the latest on ophthalmology. Check TheCVC.com for details.

Break 4:15 - 5:00 PM  
Exhibit Hall Closes at 5:00 PM

**B. Schroeder** — Monitoring digital marketing: How to check your ROI

Receive your **APHIS-approved** supplemental training to renew your veterinary accreditation

**Dr. D. McVety** — Euthanasia: What words you should—and should not—be using

Presented by **Dr. Betsy Charles**. See TheCVC.com for updates!

Evening Sessions 7:00 - 9:00 PM • See below for more information.

1:45 - 6:00 PM — 3 CE hours offered — Free to all registered CVC attendees.

7 PM  
to  
9 PM

**DR. H. DOGAN** — Share in your colleagues' secrets: The Veterinary Confessionals Project

**EVENING  
SESSIONS**



RSVP on p. 52

“ Every time I have lectured - I have absolutely loved it. The experience has been great - amazing support staff and program and awesome, interactive audience. ”

# ClinicalProgram Sunday Morning

Sunday, May 21

8:00 - 9:00 AM

**Behavior**

**Dr. M. Duxbury** — But I was right there! Why supervising kids and dogs is not enough to prevent dog bites

**Canine Sports Medicine and Rehabilitation**

You'll jump at the chance to see these sessions! See TheCVC.com for updates.

**Critical Care**

**Dr. G. Pachtinger** — Endocrine emergency: The GREAT pretender! Hypoadrenocorticism

**dvm360 Leadership Challenge**

**TBD** — Pet enrichment: Put a future trend to work for your practice

**Feline Medicine**

*Program coordinated by the American Association of Feline Practitioners*

**Dr. S. Robertson** — Updates in feline anesthesia and analgesia

**Gastrointestinal Medicine**

**Dr. D. Twedt** — What's new? Emerging liver diseases

**Neurology**

**Dr. F. Winingar** — Intervertebral disc disease: What is a generalist to do?

**Ophthalmology**

*Program provided by Eye Care for Animals*



The CVC is pleased to partner with Eye Care for Animals to offer you the latest on ophthalmology. Check TheCVC.com for details.

**Pain Management**

*Program coordinated by the International Veterinary Academy of Pain Management*

**LAUNCH PAD LEARNING** ⬆️ 8:00 - 10:30 AM

**Dr. M. Petty** — Myofascial pain therapy and massage for successful . . .

**Soft Tissue Surgery**

**Dr. C. Adin** — It's huge! How to handle masses of the liver and spleen

**Toxicology**

**Dr. T. Wismer** — Everyday household hazards

Eye Opener Continental Breakfast 7:00 - 9:00 AM

Break 9:00 - 9:30 AM • Exhibit Hall Opens at 9:00 AM



# ASKtheEXPERT

LUNCHEONS 12:30-1:30 PM • Cost: \$50



**B. SCHROEDER** — 25 big digital marketing hacks

**DR. T. WISMER** — Myths and misconceptions in toxicology

## 9:30 - 10:30 AM

**Dr. M. Duxbury** — Rules for interacting with fearful pets

You'll jump at the chance to see these sessions! See TheCVC.com for updates.

**Dr. G. Pachtinger** — Common emergency procedures

**Dr. D. McVety** — Pain and death: Why 'the end' is only the beginning

**Dr. S. Robertson** — Assessing acute pain

**Dr. D. Twedt** — Update on feline liver disease

**Dr. F. Wininger** — A pain in the neck: Cervical myelopathies

The CVC is pleased to partner with Eye Care for Animals to offer you the latest on ophthalmology. Check TheCVC.com for details.

... surgical and pain treatment outcomes

**Dr. C. Adin** — Is it septic? What you need to know about acute abdomens

**Dr. T. Wismer** — Toxicity of veterinary medications

## 11:15 AM - 12:15 PM

**Dr. M. Duxbury** — Behavior tool use: What you never learned about what you need to know

You'll jump at the chance to see these sessions! See TheCVC.com for updates.

**Dr. G. Pachtinger** — Effusion confusion

**TBD** — Toxic team: A crash course in the antidote

**Dr. S. Robertson** — Perioperative anesthesia and analgesia planning

**Dr. D. Twedt** — Acute pancreatitis in dogs

**Dr. F. Wininger** — Dizzy now? Vestibular syndromes

The CVC is pleased to partner with Eye Care for Animals to offer you the latest on ophthalmology. Check TheCVC.com for details.

**Dr. M. Petty** — The business of pain management

**Dr. C. Adin** — 5 skin closure techniques that you should be using in practice

**Dr. T. Wismer** — Toxicity of human medications

Break 10:30 - 11:15 AM

Lunch Break 12:15 - 2:00 PM  
Exhibit Hall Closes at 2:00 PM



“ This is not my first CVC and I am always impressed by the range of topics and the quality of speakers. ”



# Clinical Program Sunday Afternoon

“CVC is friendly, informative, and worth the cost.”

Sunday, May 21		2:00 - 3:00 PM
<b>Behavior</b>		<b>Dr. M. Duxbury</b> — Behavior modification: Foundation skills for dogs and cats to begin to change behavior
<b>Canine Sports Medicine and Rehabilitation</b>		Leap and bound to TheCVC.com for session and speaker updates.
<b>Critical Care</b>		<b>Dr. G. Pachtinger</b> — All bleeding stops eventually: Common coagulopathies
<b>Feline Medicine</b> <i>Program coordinated by the American Association of Feline Practitioners</i>		<b>Dr. S. Robertson</b> — The five freedoms: Are we meeting our hospitalized feline patients' needs?
<b>Gastrointestinal Medicine</b>	Lunch Break 12:15 - 2:00 PM Exhibit Hall Closes at 2:00 PM	<b>Dr. D. Twedt</b> — Diseases of an often forgotten organ: The esophagus
<b>Neurology</b>		<b>Dr. F. Winger</b> — CSF: Who, what, when, where, how?
<b>Ophthalmology</b> <i>Program provided by Eye Care for Animals</i>		The CVC is pleased to partner with Eye Care for Animals to offer you the latest on ophthalmology. Check TheCVC.com for details.
<b>Pain Management</b> <i>Program coordinated by the International Veterinary Academy of Pain Management</i>		<b>Dr. M. Petty</b> — Acute on top of chronic pain in geriatric patients
<b>Soft Tissue Surgery</b>		<b>Dr. C. Adin</b> — Challenging cases in oncologic surgery: When to cut and when to quit
<b>Toxicology</b>		<b>Dr. T. Wismer</b> — Intoxications of marijuana and new cannabinoid products
<b>Veterinary Hospice and Palliative Care</b>		<b>Dr. D. McVety</b> — The art of euthanasia and the science of death

Break 3:00 - 3:15 PM



**3:15 - 4:15 PM**

**Dr. M. Duxbury** — Why isn't it working? Troubleshooting behavior modification gone wrong

Leap and bound to [TheCVC.com](http://TheCVC.com) for session and speaker updates.

**Dr. G. Pachtinger** — Cardiovascular emergencies in the ER/ICU

**Dr. S. Robertson** — Assessing and managing chronic pain

**Dr. D. Twedt** — Helping cats that have chronic vomiting

**Dr. F. Winger** — MRI—what's this big deal?

The CVC is pleased to partner with Eye Care for Animals to offer you the latest on ophthalmology. Check [TheCVC.com](http://TheCVC.com) for details.

**Dr. M. Petty** — An update on NSAID use and safety

**Dr. C. Adin** — Kidney and urethra stones in cats: A decision-making tree

**Dr. T. Wismer** — Treating tough toxins

**Dr. D. McVety** — Avoiding career burnout

**4:30 - 5:30 PM**

**Dr. M. Duxbury** — A stormy, stormy night — and no one can sleep! Medications to help dogs cope with thunderstorms and other noises

Leap and bound to [TheCVC.com](http://TheCVC.com) for session and speaker updates.

**Dr. G. Pachtinger** — Feline lower urinary tract disease

**Dr. S. Robertson** — Those feline problem cases

**Dr. D. Twedt** — Those troublesome chronic diarrhea cases

**Dr. F. Winger** — Status epilepticus in the 21st century

The CVC is pleased to partner with Eye Care for Animals to offer you the latest on ophthalmology. Check [TheCVC.com](http://TheCVC.com) for details.

**Dr. M. Petty** — The use of cannabidiols to treat pain

**Dr. C. Adin** — Refractory incontinence in dogs: Stop the leak

**Dr. T. Wismer** — Fascinating topics in clinical toxicology

**Dr. D. McVety** — Compassion fatigue or ethical fatigue?

**Break 4:15 - 4:30 PM**



“As a speaker, this was a nearly ideal experience. Thanks for allowing me to be a part of your conference. My compliments to all!”

# Technician Program

CVC Technician programming is open to all CVC attendees and may qualify for continuing education credits toward Veterinary Technician Specialist (VTS) certification. Please check with the specific Academy for approval.


Friday, May 19		8:00 - 9:00 AM	9:15 - 10:15 AM	11:00 AM - 12:00 PM
Dentistry Dos and Don'ts	Continental Breakfast 7:00 - 9:00 AM	<b>C. Hoerner, CVT, VTS (Dentistry)</b> — Say ahhh! Oral examination and charting	<b>C. Hoerner, CVT, VTS (Dentistry)</b> — The tooth fairy's magic wand: A guide to hand instrumentation	<b>C. Hoerner, CVT, VTS (Dentistry)</b> — Dirty mouth? Clean it up! A complete periodontal cleaning
Clinical Program		<b>Dr. R. Gerhold</b> — Testing beyond fecal centrifugation	<b>Dr. K. Pope-Robinson</b> — Teams in the trenches— what 12-mile mud runs teach us about working in a veterinary hospital	<b>Dr. I. Lane</b> — Pertinent pee pills
Radiographs, Ears, and Herbivores		<b>Dr. A. Pease</b> — Positioning radiographs: What does my doctor really want?	<b>Dr. P. Bloom</b> — Technicians' role in managing ear disease	<b>Dr. L. Latney</b> — Post-operative patient management in herbivores
<b>Fear Free<sup>SM</sup> Practice</b> <i>Program coordinated by Fear Free<sup>SM</sup></i>		<b>Dr. M. Becker</b> — Top 10 things to do to provide true Fear Free <sup>SM</sup> veterinary visits	<b>Dr. M. Becker</b> — Top 10 things to avoid in a Fear Free <sup>SM</sup> practice	<b>Dr. M. Becker</b> — A look inside a wildy successful practice that's been Fear Free <sup>SM</sup> for over five years
Saturday, May 20		8:00 - 9:00 AM	9:45 - 10:45 AM	11:15 AM - 12:15 PM
Internal Medicine and Critical Care	Continental Breakfast 7:00 - 9:00 AM	<b>P. Plummer, LVT, VTS (ECC, SAIM)</b> — How to manage multiple emergencies	<b>P. Plummer, LVT, VTS (ECC, SAIM)</b> — A technician's guide to life support	<b>P. Plummer, LVT, VTS (ECC, SAIM)</b> — In the trenches of transfusion medicine
Clinical Program		Visit TheCVC.com for speaker and session updates	<b>Dr. F. Winingier</b> — Managing acute spinal cord injury	<b>Dr. G. Pachtinger</b> — Cats are not small dogs ... and I'll show you why
<b>Fear Free<sup>SM</sup> Practice</b> <i>Program provided in part by Fear Free<sup>SM</sup></i>		<b>Dr. Stephen Ettinger</b> — The best medicine: Why Fear Free <sup>SM</sup> is a practice imperative!	<b>Dr. Stephen Ettinger</b> — Physical exam techniques that are state-of-the-art and state-of-the-heart	<b>M. Becker, CPDT</b> — Gentle control: Fear Free <sup>SM</sup> tactics for getting a handle on difficult patients
dvm360 Full Circle 		<b>Dr. A. Roark and T. McNerney, CVT, CVPP, VTS (Anesthesia/Analgesia)</b> — Top traps that vets set for techs	<b>Dr. A. Roark and T. McNerney, CVT, CVPP, VTS (Anesthesia/Analgesia)</b> — Epic fails in team harmony	<b>Dr. A. Roark and T. McNerney, CVT, CVPP, VTS (Anesthesia/Analgesia)</b> — What Hall & Oates taught me about veterinary medicine
Sunday, May 21		8:00 - 9:00 AM	9:30 - 10:30 AM	11:15 AM - 12:15 PM
Behavior and Getting the Right Start	Continental Breakfast 7:00 - 9:00 AM	<b>D. Martin, LVT, VTS (Behavior)</b> — Prevention is easier than treatment! The importance of preventive behavioral services	<b>D. Martin, LVT, VTS (Behavior)</b> — Puppy start right: Preventing behavioral problems in puppies	<b>D. Martin, LVT, VTS (Behavior)</b> — Kitten start right: Preventing behavioral problems in kittens
Practice Management		<b>D. Russ, LVT, BS, BA, AS</b> — Constructive criticism: Fact or fiction?	<b>D. Russ, LVT, BS, BA, AS</b> — A low-stress approach to managing your team	<b>D. Russ, LVT, BS, BA, AS</b> — Needs care, no \$\$\$ ... what now?
dvm360 Leadership Challenge		<b>TBD</b> — Pet enrichment: Put a future trend to work for your practice	<b>Dr. D. McVety</b> — Pain and death: Why 'the end' is only the beginning	<b>TBD</b> — Toxic team: A crash course in the antidote




We are excited to bring sessions led by renowned clinicians who truly appreciate technicians' expertise, and by Veterinary Technician Specialists who understand the kind of education most needed and requested.



*CVC Clinical Program Specialist Jennifer Vossman, RVT, CMP*

1:30 - 2:30 PM		3:15 - 4:15 PM		4:30 - 5:30 PM		<b>5:30 - 6:45 PM</b> <b>Welcome Reception in the Exhibit Hall</b> <b>Exhibit Hall Closes at 6:45 PM</b>	7:00 - 9:00 PM	
Lumps, Cannabinoids, and Allergies	<b>C. Hoerner, CVT, VTS (Dentistry)</b> — X-ray vision for the superhero technician! Dental radiography	Break 2:30 - 3:15 PM	<b>C. Hoerner, CVT, VTS (Dentistry)</b> — Save a tooth! Advanced periodontal treatments	Break 4:15 - 4:30 PM	<b>C. Hoerner, CVT, VTS (Dentistry)</b> — Pain, pain, go away! Pain management and nerve blocks		<b>7:00 - 9:00 PM</b> <b>EVENING SESSIONS</b> <b>S. DALE, CABC</b> — The power of enrichment — for your patients' health and your practice's well-being  <b>DR. D. NICOL AND DR. A. ROARK</b> — Management happy hour  <b>RSVP on p. 52</b> 	
	<b>Dr. S. Ettinger</b> — What to do with lumps and bumps: Why wait? Aspirate!		<b>Dr. D. Boothe</b> — The high points of medical marijuana and cannabinoids		<b>Dr. A. Schick</b> — Allergies explained: How to help your clients understand why their pet is itchy and how we can help			
	<b>Dr. K. Santoro Beer</b> — Stabilization and monitoring of the critical patient		Check TheCVC.com for session and speaker updates.		Check TheCVC.com for session and speaker updates.			
dvm360 Full Circle	<b>Dr. A. Roark and M. Pierson</b> — Customer service crash course	<b>Dr. A. Roark and M. Pierson</b> — Technician gold in the exam room	<b>Dr. A. Roark and M. Pierson</b> — Wowing clients who aren't in the building					

1:45 - 2:45 PM		3:15 - 4:15 PM		5:00 - 6:00 PM		7:00 - 9:00 PM	
P. Plummer, LVT, VTS (ECC, SAIM)	What every technician should know about feline hyperthyroidism	Break 2:45 - 3:15 PM	<b>P. Plummer, LVT, VTS (ECC, SAIM)</b> — Canine and feline diabetes	Break 4:15 - 5:00 PM	<b>P. Plummer, LVT, VTS (ECC, SAIM)</b> — The unstable feline diabetic patient	<b>7:00 - 9:00 PM</b> <b>EVENING SESSIONS</b> <b>DR. H. DOGAN</b> — Share in your colleagues' secrets: The Veterinary Confessionals Project  <b>RSVP on p. 52</b> 	
	<b>Dr. D. Linder</b> — Finicky felines and picky pooches: Strategies for patient inappetance		<b>LAUNCH PAD LEARNING</b> <b>T. McNerney, BS, CVT, CVPP, VTS (Anesthesia/Analgesia)</b> — Anesthesia basics and beyond: Things you learned in school but have forgotten		<b>LAUNCH PAD LEARNING</b> <b>T. McNerney, BS, CVT, CVPP, VTS (Anesthesia/Analgesia)</b> — Anesthesia basics and beyond: Things you learned in school but have forgotten (cont.)		
	<b>M. Becker, CPDT</b> — Help the owner, help the pet! How to set a Fear Free <sup>SM</sup> foundation at home		<b>D. Martin, LVT, VTS (Behavior)</b> — Fear Free <sup>SM</sup> : Learning to listen to our patients		<b>D. Martin, LVT, VTS (Behavior)</b> — Fear Free <sup>SM</sup> : Creating the veterinary hospital "spaw"		
		Exhibit Hall Closes at 5:00 PM					

2:00 - 3:00 PM		3:15 - 4:15 PM		4:30 - 5:30 PM	
Rehabilitation and Pain Management	<b>M. E. Goldberg, BA, LVT, CVT, SRA, CCRA</b> — Obesity/weight management and physical rehabilitation	Break 3:00 - 3:15 PM	<b>M. E. Goldberg, BA, LVT, CVT, SRA, CCRA</b> — How can I be a patient advocate in pain management for exotics and zoo animals?	Break 4:15 - 4:30 PM	<b>M. E. Goldberg, BA, LVT, CVT, SRA, CCRA</b> — Feline physical rehabilitation and the veterinary technician
	<b>O. Scislowicz, BS, LVT</b> — Project you: Care and feeding for a long-lasting team		<b>O. Scislowicz, BS, LVT</b> — Solve the Bermuda triangle of triangulated conversations		<b>O. Scislowicz, BS, LVT</b> — Beat back bullies in your practice





# Practice Management Program



Thursday, May 18	12:30 - 1:30 PM	1:45 - 2:45 PM
<b>Future Thinking and Team Morale</b>	<b>LAUNCH PAD LEARNING</b> <b>B. Halow, LVT, CVPM</b> — Client compliance-builder workshop: Inspiring ideas to drive medical services	<b>B. Halow, LVT, CVPM</b> — Trends shaping veterinary practice and careers by 2020 and beyond
<b>Money Matters and Managing</b>	<b>B. Conrad, CVPM</b> — Owning and running: If it were easy, everyone would do it	<b>B. Conrad, CVPM</b> — Girls just wanna have fun: Creating an enjoyable workplace
	<b>Break 1:30 - 1:45 PM</b>	<b>Break 2:45 - 3:00 PM</b>


Friday, May 19	8:00 - 9:00 AM	9:15 - 10:15 AM	11:00 AM - 12:00 PM
<b>Fear Free<sup>SM</sup> Practice</b> <i>Program coordinated by Fear Free<sup>SM</sup></i>	<b>Dr. M. Becker</b> — Top 10 things to do to provide true Fear Free <sup>SM</sup> veterinary visit	<b>Dr. M. Becker</b> — Top 10 things to avoid in a Fear Free <sup>SM</sup> practice	<b>Dr. M. Becker</b> — A look inside a wildly successful practice that's been Fear Free <sup>SM</sup> for over five years
<b>Practice Management</b>	<b>J. Volk</b> — How pet owners are changing and what it means to your practice	<b>J. Volk</b> — How to make pet insurance your practice's new best friend	<b>J. Volk</b> — Financial tools that can get clients to say 'yes'
<b>Let's Talk to Clients</b>	<b>B. Conrad, CVPM</b> — The new client treasure chest: Where can I find THAT?	<b>B. Conrad, CVPM</b> — Phone calls gone bad: Coaching receptionists (kindly) with recordings	<b>B. Conrad, CVPM</b> — What <i>happens</i> in the treatment area doesn't <i>stay</i> there: How to communicate value for clients and their pets
	<b>Continental Breakfast 7:00 - 9:00 AM</b>	<b>Break 9:00 - 9:15 AM</b>	<b>Break 10:15 - 11:00 AM</b> Exhibit Hall Opens at 10:15 AM
			<b>Lunch Break 12:00 - 1:30 PM</b>


Saturday, May 20	8:00 - 9:00 AM	9:45 - 10:45 AM	11:15 AM - 12:15 PM
<b>dvm360 Full Circle</b>	<b>Dr. A. Roark and T. McNerney, CVT, CVPP, VTS (Anesthesia/Analgesia)</b> — Top traps that vets set for techs	<b>Dr. A. Roark and T. McNerney, CVT, CVPP, VTS (Anesthesia/Analgesia)</b> — Epic fails in team harmony	<b>Dr. A. Roark and T. McNerney, CVT, CVPP, VTS (Anesthesia/Analgesia)</b> — What Hall & Oates taught me about veterinary medicine
<b>Fear Free<sup>SM</sup> Practice</b> <i>Program provided in part by Fear Free<sup>SM</sup></i>	<b>Dr. Stephen Ettinger</b> — The best medicine: Why Fear Free <sup>SM</sup> is a practice imperative!	<b>Dr. Stephen Ettinger</b> — Physical exam techniques that are state-of-the-art and state-of-the-heart	<b>M. Becker, CPDT</b> — Gentle control: Fear Free <sup>SM</sup> tactics for getting a handle on difficult dogs and cats without needing extra restraint
<b>The Essentials of HR</b>	<b>Dr. N. Varani and M. Perry, CVPM</b> — Essentials of HR: Hiring	<b>Dr. N. Varani and M. Perry, CVPM</b> — Essentials of HR: Training and the first 90 days	<b>Dr. N. Varani and M. Perry, CVPM</b> — Essentials of HR: Compensation
<b>How I Keep Myself Sane</b>	<b>Dr. D. Nicol</b> — 3 years, 3 continents, \$1M earned: Lessons learned from an extraordinary journey	<b>Dr. D. Nicol</b> — Why ego is crushing medicine (and business) and what you can do about it	<b>Dr. D. Nicol</b> — Tips to unplug from the Matrix and take back your life
	<b>Continental Breakfast 7:00 - 9:00 AM</b>	<b>Break 9:00 - 9:45 AM</b> Exhibit Hall Opens at 9:00 AM	<b>Break 10:45 - 11:15 AM</b>
			<b>Lunch Break 12:15 - 1:45 PM</b>


Sunday, May 21	8:00 - 9:00 AM	9:30 - 10:30 AM	11:15 AM - 12:15 PM
<b>Social Media and Digital Marketing</b>	<b>B. Schroeder</b> — Paid social media: The art of "pay to play" on social networks	<b>B. Schroeder</b> — Protecting your practice with a great social media policy	<b>B. Schroeder</b> — Why should corporations have all the fun? Use logo and colors to create a memorable experience
<b>Making a Better Veterinary Clinic</b>	<b>Dr. J. Keen</b> — From veterinarian to betterinarian: How I improved my production	<b>Dr. J. Keen</b> — How to rock 'n' roll with your staff: Getting it done	<b>Dr. J. Keen</b> — Oh, those clinic smells! What your clients' senses are telling them
<b>dvm360 Leadership Challenge</b>	<b>TBD</b> — Pet enrichment: Put a future trend to work for your practice	<b>Dr. D. McVety</b> — Pain and death: Why 'the end' is only the beginning	<b>TBD</b> — Toxic team: A crash course in the antidote
	<b>Continental Breakfast 7:00 - 9:00 AM</b>	<b>Break 9:00 - 9:30 AM</b> Exhibit Hall Opens at 9:00 AM	<b>Break 10:30 - 11:15 AM</b>
			<b>Lunch Break 12:15 - 2:00 PM</b> Exhibit Hall Closes at 2:00 PM

“ Every speaker will send you home with current, thoughtful, problem-piercing solutions to your hiring, firing, communication, marketing, practice finance, and personal wellbeing problems. And that’s just the start. ”

Business Channel Director and CVC Practice Management Program Director Brendan Howard

3:00 - 4:00 PM		4:15 - 5:15 PM		5:30 - 6:30 PM		7:00 - 9:00 PM	
<b>B. Halow, LVT, CVPM</b> — How to accomplish goals in practice without losing your cool  <b>LAUNCH PAD LEARNING</b> <b>B. Conrad, CVPM</b> — Forget the P&L: Sharing real numbers with your team		<b>B. Halow, LVT, CVPM</b> — Creating better expectations for interpersonal behavior in practice  <b>B. Conrad, CVPM</b> — From recommendation to invoice: The compliance cycle		<b>B. Halow, LVT, CVPM</b> — <i>Clear!</i> Shock your team to life with these energizing strategies  <b>B. Conrad, CVPM</b> — The world’s best managers share their top solutions		<b>EVENING SESSION</b>  <b>B. CONRAD, CVPM</b> — Ask the pet owner: A LIVE panel and learning session.  <b>RSVP on p. 52</b> 	
Break 4:00 - 4:15 PM		Break 5:15 - 5:30 PM					

1:30 - 2:30 PM		3:00 - 4:00 PM		4:30 - 5:30 PM		7:00 - 9:00 PM	
<b>Dr. A. Roark and M. Pierson</b> — Customer service crash course  <b>D. Tumblin, CPA</b> — The elusive 20% ROI: Can it be done?  <b>Dr. D. Nicol</b> — 9 leadership lessons that will change your life (Part 1)		<b>Dr. A. Roark and M. Pierson</b> — Technician gold in the exam room  <b>D. Tumblin, CPA</b> — The inside skinny on boosting revenue  <b>Dr. D. Nicol</b> — 9 leadership lessons that will change your life (Part 2)		<b>Dr. A. Roark and M. Pierson</b> — Wowing clients who aren't in the building  <b>D. Tumblin, CPA</b> — Online pharmacies: Take in the good, get rid of the bad  <b>Dr. D. Nicol</b> — 7 elements to the perfect exam-room visit		<b>EVENING SESSIONS</b> <b>S. DALE, CABG</b> — The power of enrichment — for your patients' health and your practice's well-being  <b>DR. D. NICOL AND DR. A. ROARK</b> — Management happy hour <b>RSVP on p. 52</b> 	
Break 2:30 - 3:00 PM		Break 4:00 - 4:30 PM					

1:45 - 2:45 PM		3:15 - 4:15 PM		5:00 - 6:00 PM		7:00 - 9:00 PM	
<b>B. Schroeder</b> — Sharing your message: Storytelling in your practice  <b>M. Becker, CPDT</b> — Help the owner, help the pet! How to set a Fear Free <sup>SM</sup> foundation at home  <b>Dr. N. Varani and M. Perry, CVPM</b> — Essentials of HR: Employee manual  <b>Dr. S. Wooten</b> — Leverage your introvert strengths and lead to succeed		<b>B. Schroeder</b> — SEO basics: How to convert “prospects” into “clients”  <b>D. Martin, LVT, VTS (Behavior)</b> — Fear Free <sup>SM</sup> : Learning to listen to our patients  <b>Dr. N. Varani and M. Perry, CVPM</b> — Essentials of HR: Performance and termination  <b>Dr. S. Wooten</b> — Pimp my brain: A crash course in perspective-taking		<b>B. Schroeder</b> — Monitoring digital marketing: How to check your ROI  <b>D. Martin, LVT, VTS (Behavior)</b> — Fear Free <sup>SM</sup> : Creating the veterinary hospital “spaw”  <b>Dr. N. Varani and M. Perry, CVPM</b> — Essentials of HR: Motivation and retention  <b>Dr. S. Wooten</b> — Sharpen your soft skills, change your life		<b>EVENING SESSION</b>  <b>DR. H. DOGAN</b> — Share in your colleagues’ secrets: The Veterinary Confessionals Project  <b>RSVP on p. 52</b> 	
Break 2:45 - 3:15 PM		Break 4:15 - 5:00 PM		Exhibit Hall Closes at 5:00 PM			

2:00 - 3:00 PM		3:15 - 4:15 PM		4:30 - 5:30 PM	
<b>Dr. K. Primm</b> — Veterinary dating game: Do you know your ideal client?  Check TheCVC.com for session and speaker updates.		<b>Dr. K. Primm</b> — Our fast-paced world: Do you know your competitor?  Check TheCVC.com for session and speaker updates.		<b>Dr. K. Primm</b> — The retiring boss: Do you know what to do?  Check TheCVC.com for session and speaker updates.	
Break 3:00 - 3:15 PM		Break 4:15 - 4:30 PM			

CVC Practice Management Sessions are open to all attendees and are applicable toward the continuing education requirement for the Certified Veterinary Practice Manager program offered by the Veterinary Hospital Managers Association.



# learn, gather & shop!



CVC Virginia Beach means exceptional veterinary continuing education in the classroom and in the Exhibit Hall. And because CVC sponsors and exhibitors are an integral part of the experience, you'll find an active, solutions-oriented Exhibit Hall.

### Don't miss

- Friday evening's Welcome Reception: Special drinks, snacks, music and camaraderie set the stage for fun and conversation.
- All day refreshments, daily coffee breaks and afternoon snacks.

Come together with friends and colleagues to learn, share, and enjoy!



“Fantastic trade show.”



More than 120 companies will be in Virginia Beach to showcase products and services designed to enhance your practice today...and help you plan for tomorrow.

Here's a current list of exhibitors.\*

AAHA – American Animal Hospital Association	K-Laser USA
Abaxis	KRUUSE A/S
Addison Biological Laboratory Inc.	LifeSign LLC
Aesculight	Medfurbish
Agape Pet Services	Midmark Corporation
AKC Reunite	Midwest Veterinary Supply
Akina Pharmacy	Multi Radiance Medical
Animal Health Options	MWI Animal Health
ASPCA Pet Health Insurance	Nationwide Insurance
Aunt Selma's Candy	Nutramax Laboratories Veterinary Sciences, Inc.
Aventix	NVA
AVID Identification Systems	Oncura Partners
AVImark/McAllister Software Syst.	Orthomed North America
Banfield Pet Hospital	Patterson Veterinary
Bayer HealthCare	Penn Veterinary Supply Inc.
BCP Veterinary Pharmacy	Pet Health Pharmacy
Blue Buffalo Company, Ltd.	petMAP
Bush Veterinary Neurology Service	PetRays Tellemedicine/Cardio Vet
Ceva Animal Health	PractiVet
Christian Iconic X-Ray, LLC	PRN Pharmacal
Companion Therapy Laser by LiteCure	Professional Design & Construction
Core Imaging	Purina
Cryoprobe	RabID Tags
CVCA Cardiac Care for Pets	Revo Squared LLC
Dan Scott & Associates	Roadrunner Pharmacy
Dental Focus	Rose Micro Solutions
Diamondback Drugs	Royal Canin USA Inc.
Dog is Good	Rx Vitamins
DVM Multimedia	scil animal care
DVM Network	Sedecal USA
DVM Solutions	Select Merchant Solutions
DVMelite	Snyder Mfg Co.
Eagle Eye Anesthesia	Sound
Eclipse Loupes and Lights	Standard Process
Elanco Animal Health	Star Imaging
Ellman, A Cynosure Company	Taylor's Pharmacy
Elsevier	Total Practice Solutions Group
Endoscopy Support Services Inc	TriLogic Pharma
Ezee-Visit Pet Vet Mat	TWC Architecture and Construction Inc.
Flexible Footwear Compnay	UBM Americas, Veterinary
Fovea Digital Radiography	UltraScope
Hawaiian Moon	Universal Imaging
Henry Schein Animal Health	Universal Surgical Instruments
Hero Braces	Virginia Maryland College of Veterinary Medicine
Heska Corporation	Van Beek Natural Science
Hill's Pet Nutrition	VARL
Hot Dog Patient Warming	Vet Ray Technology by Sedecal
Hydro Track	Veterinary Books by Success Concepts
IDEXX Laboratories	Veterinary Imaging Incorporated
iM3 Inc.	Veterinary Orthopedic Implants
I-Med Pharma	Veterinary Pharmacies of America
IMS Animal Health	VetMatrix, an iMatrix Company
International WIN Ltd.	Vetoquinol USA
Intrauma America	Vets First Choice
Jorgensen Laboratories Inc.	VetzLife
K9Grass by ForeverLawn	



Good representation  
of major veterinary  
product companies  
in the exhibit hall.



VINx  
Virbac  
Virox Animal Health  
VSSI Inc.  
Wedgewood Pharmacy  
Wells Fargo Practice Finance  
Wiley  
WVC

*\*list current as of December 1, 2016.*

## Exhibit Hall Hours

---

**Friday**  
May 19  
**10:15 AM - 6:45 PM**

---

**Saturday**  
May 20  
**9:00 AM - 5:00 PM**

---

**Sunday**  
May 21  
**9:00 AM - 2:00 PM**



**9** talented practice managers will be finalists.

**1** will win.

**Might as well be you!**

**Don't be shy** - *dvm360* and the Veterinary Hospital Managers Association know first-hand the value of a strong, dedicated Practice Manager and we want to recognize your contributions to the everyday success of your practice. If you can answer **"yes"** to even one of the five items below, we want to hear from you. Here's why:

- You make a difference in your practice. Every day. (We want to hear how!)
- The entire practice team looks to you for guidance and leadership. (Tell us why!)
- You're paving a path to the future – for yourself and your practice. (How does that future look?)
- Lemons become lemonade on your watch. (Share your recipe for success!)
- You love what you do. (Encourage your peers!)

Each entry will be evaluated on four criteria drawn in part from the VHMA's own critical competencies for Certified Veterinary Practice Managers:

1. Leadership and decision-making
2. Team motivation and management
3. Lifelong learning
4. Adapting to change

**Entries open April 1 and close June 1.**

To learn more, stop by the *dvm360* Relax and Recharge Lounge at CVC Virginia Beach or go to [dvm360.com/PMOY](http://dvm360.com/PMOY).





# ASKtheEXPERT

Bring your questions and challenging cases

Friday, May 19 - Sunday, May 21, 2017

CVC's  
Ask the Expert  
Luncheons place you  
around the table  
with one of the  
profession's most  
notable speakers.

Refuel and  
interact in an informal,  
small-group  
setting that  
is designed for  
conversation and  
problem-solving.

Each Ask the Expert  
Luncheon provides  
1 hour of CE and includes  
a special lunch menu.  
A separate registration  
fee of \$50 per session is  
required in advance  
of attendance.

See registration p. 51 to purchase.



## FRIDAY, 12:15 - 1:15 PM

DR. P. BLOOM — New drugs in veterinary dermatology  
— updates and debates

DR. J. CIRIBASSI — Feline elimination disorder:  
Making litter the letter of the law

## SATURDAY, 12:30 - 1:30 PM

DR. D. LINDER — What's the best pet food?  
Case-based answers to how a nutritionist  
approaches this question

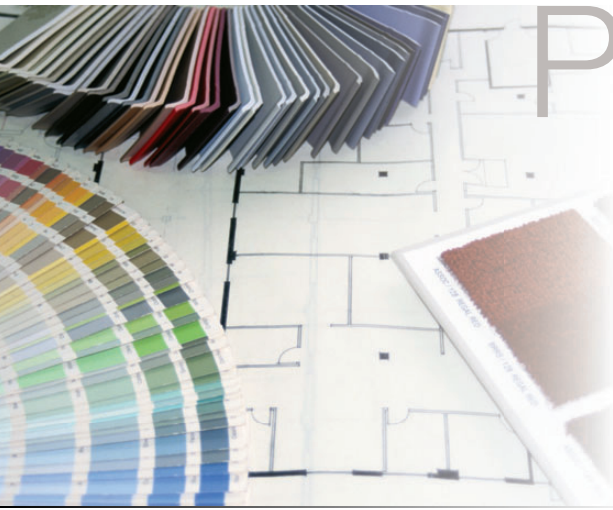
S. DALE, CABC — Media training 101 —  
Fight or flight? What to say and what NEVER to say

## SUNDAY, 12:30 - 1:30 PM

B. SCHROEDER — 25 big digital marketing hacks

DR. T. WISMER — Myths and misconceptions in  
toxicology





# Planning? Building? Decorating?

It's all here.

Come gather ideas and work with the profession's most noted Hospital Design experts to lay the groundwork for your own dream come true.

Your Hospital Design Conference registration includes:

3 full days and 31 sessions led by experts in veterinary Hospital Design

Daylong session tracks dedicated to planning, building, and decorating

20 hours of continuing education credit

A 30-minute 1:1 architectural consultation with a faculty member  
(one per registered clinic)

A resource-filled Exhibit Hall

Breakfast, lunch, and refreshments each day, and a first night  
Welcome Reception

## The hospital of your dreams can be yours.

**SAVE THE DATE! August 23-25, 2017**

Register today at [TheCVC.com](http://TheCVC.com).

veterinary economics



## Hospital Design conference

at CVC Kansas City

August 23-25, 2017

Kansas City, Missouri

Register [TheCVC.com](http://TheCVC.com)



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# the Vet Confessionals Project



Life as a veterinary professional is rewarding, but isn't always easy. We hear you.

That's why we're proud to partner with the Vet Confessionals Project, created by Dr. Hilal Dogan and aimed at creating solidarity in the veterinary community.

You and your colleagues across the globe now have an outlet for your fears, hopes, frustrations (even inside jokes!), in the form of an anonymous "postcard" confession you can share—free of judgement—on [dvm360.com](http://dvm360.com) and live at CVC.

Stop by the Vet Confessionals booth at CVC Virginia Beach to see what it's all about, visit us at [dvm360.com/vetconfessionals](http://dvm360.com/vetconfessionals) or join the #vetconfessions conversation on Instagram.

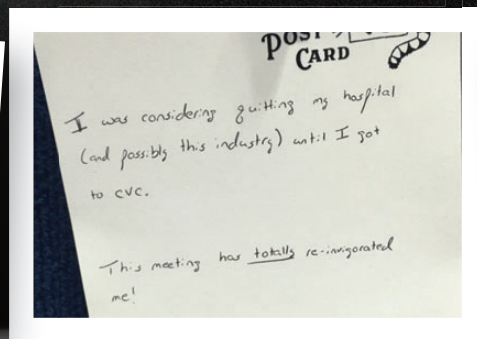


This is the most wonderful, terrible, bright, dreary, chaotic, rewarding, and **STRESSFUL** career!



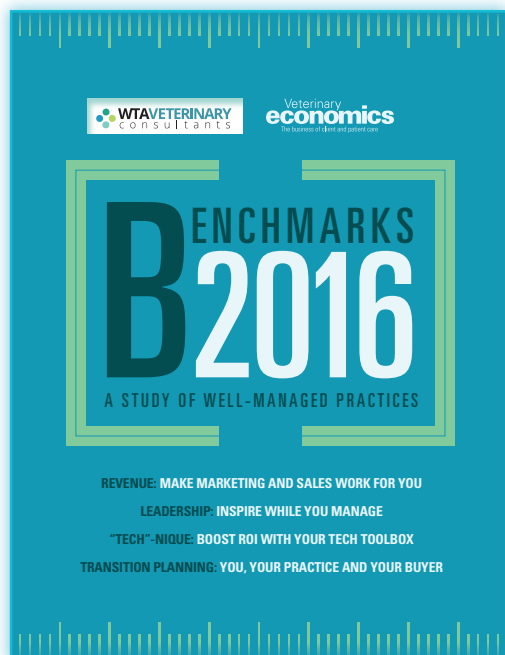
Thank goodness for our amazing community. We are always there to support each other.  
(If you need help - ASK!)

The Vet Confessionals Project • powered by [dvm360.com](http://dvm360.com)





be like  
**the best.**



save  
**15%**

**ORDER YOUR COPY FOR  
PICKUP AT THE SHOW!**

Attendee offer good  
through May 31, 2017



## **Imitation is sincere flattery. It's also best for business.**

How do the most successful practices do it? **Benchmarks 2016** shines a spotlight on increasing revenue, fusing leadership and management, taking advantage of technology, and preparing for transition — helping set the standard for practices to emulate.

**Revenue.** What are the first impressions of your website, customer service, and facilities? They matter. Start implementing the fear-free method to benefit you, patients, and clients alike.

**Leadership.** Synthesizing leadership and management means knowing the crucial difference! Bolster your team-based culture with empowered, high-performance employees.

**Technology.** Are you paying other companies to use technology you already have? Set tech goals, and start leveraging your own tools like websites, mobile apps and social media for maximum ROI.

**Order your copy for pickup at the show! See registration for details.**

Want it delivered home, instead? Go to [industrymatter.com/benchmarks](http://industrymatter.com/benchmarks) and use code **BENCHCVC**  
(You can order by phone, too! Call 1-800-598-6008)

**SAVE 15%** — offer good through May 31, 2017.



industrymatter  
comprehensive information for professionals



# Take the Learning Home

## Too many sessions, too little time?

Listen again and again to the sessions and speakers you loved, share what you learned with associates, and benefit from the sessions you weren't able to attend! As a complement to the exceptional veterinary continuing education delivered live at CVC conventions, we offer a curated selection of additional resources.

Your CVC registration includes proceedings delivered via a CD or download link. Order additional CDs or downloads and choose other audio and print products with your CVC registration for greatest savings.



## CVC Audio

CVC audio brings high-quality MP3 audio recordings into your practice or home. Pre-order a full set of clinical + technician + practice management sessions with your CVC Virginia Beach registration and save \$230!

Audio recordings are available for order on-site or at [TheCVC.com/cvc-products](http://TheCVC.com/cvc-products). Special attendee prices vary and range from \$49.95 for a single subject to \$699 for a complete CVC program set.

## CVC Print

CVC printed proceedings books are a hot commodity that sell out quickly at the convention.

Pay just \$60 when you register by early bird and guarantee your copy will be waiting for you in Virginia Beach with your convention registration! A limited quantity will be available on site for \$75 each.

Proceedings from previous CVCs may still be available – call CVC Customer Service to inquire: 800-255-6864, ext. 6 or 913-871-3900.



See page 51 to pre-order



# Go late with Evening Sessions!

7:00 PM to 9:00 PM

RSVP on p. 52

The learning continues even after the sun goes down! Each night, CVC's evening sessions bring you together with your peers and the profession's brightest educators dig into trending topics:

## THURSDAY

ANTHEA SCHICK, DVM, DACVD — Unlocking the mysteries of the ear: Diagnosing otitis and dealing with chronic otitis.

BRIAN CONRAD, CVPM — Ask the pet owner: A LIVE panel and learning session.



## FRIDAY

STEVE DALE, CABC — The power of enrichment—for your patients' health and your practice's well-being

DAVE NICOL, BVMS, MRCVS AND ANDY ROARK, DVM, MS — Management happy hour



## SATURDAY

HILAL DOGAN, BVSc — See your colleagues' secrets: The Veterinary Confessionals Project

Join us for evening education you're sure to appreciate — and enjoy. Seating is limited; RSVP when you register!





- A** Country Inn and Suites Virginia Beach Oceanfront
- B** Courtyard Virginia Beach Oceanfront/ North 37th Street
- C** Courtyard Virginia Beach Oceanfront/South
- D** DoubleTree by Hilton Virginia Beach
- E** Fairfield Inn & Suites Virginia Beach Oceanfront
- F** Holiday Inn Express & Suites Virginia Beach Oceanfront
- G** Holiday Inn Hotel & Suites Virginia Beach-North Beach
- H** Holiday Inn Virginia Beach-Oceanside (21st St.)
- I** Sheraton Virginia Beach Oceanfront Hotel
- J** SpringHill Suites Virginia Beach Oceanfront
- K** The Westin Virginia Beach Town Center
- L** Wyndham Virginia Beach Oceanfront



# NeedtoKnow

## Continuing Education Credits

The 2017 CVC Virginia Beach program has been submitted (but not yet approved) for a maximum of 36 hours of credit for veterinarians in full attendance and 29 hours of credit for technicians over four days in jurisdictions that recognize AAVSB's RACE approval. General four-day attendance earns veterinarians 29 hours of CE and technicians 29 hours of CE without purchasing any Clinical Techniques Courses or Ask the Expert Luncheons. Each state's licensing board will consider the program; check with your state's board for the number of hours it approves. Some boards have limitations on the number of hours accepted in certain categories and/or restrictions on certain methods of delivery of continuing education. To record your CE hours, a certificate of attendance will be included in your registration packet.

The practice management courses on p. 34 and 35 are applicable toward the continuing education requirement for the Certified Veterinary Practice Manager program offered by the Veterinary Hospital Managers Association.

CVC is an approved sponsor to provide continuing education to New York State licensees.



## Texas Veterinarians: Track Your CE!

Veterinarians licensed in Texas must track each seminar hour attended with a Texas CE Form. When you arrive, pick up the form at the Tour/Information Desk and sign in on the sheet provided. Before you leave CVC Virginia Beach, return your completed form to the Registration Desk and sign out on the sheet provided. A CVC staff member will verify your hours and give you a signed CE Certificate of Attendance. Don't leave without your certificate — **we can't mail it to you!** For more information, call us at (800) 255-6864, ext. 6.

## Attendee and Guest Badges

All registered attendees and guests must wear their CVC badge at all times and will not be admitted to educational sessions or the Exhibit Hall without one. Educational session attendance is reserved for convention registrants only; guests are not allowed in sessions but are invited to visit the Exhibit Hall. Guest badges will not be issued to veterinary professionals who work for a veterinary practice or industry organization or company. These individuals may purchase an Exhibit Hall badge in advance or on site. All badges are available for pick up at the on-site registration desk and will not be mailed in advance.

## Audio Recordings

Receive special savings when you pre-order CVC Virginia Beach audio recordings with your registration! Details are on page 43, and also on the registration form, page 51.

“Excellent venue, course diversity, speaker quality, exhibitor support.”

## Convention Proceedings

A CVC Virginia Beach downloadable proceedings or CD are included with your paid veterinarian, technician, practice manager, or student registration. Please indicate your preferred format on your registration form. Downloadable proceedings will be delivered via email approximately one week in advance of the convention. CD's will be available on site. A print proceedings book is available for the advance purchase price of \$60 prior to April 5, 2017. A limited number of CD and extra print proceedings will be available for purchase on site for \$75 each.

## Guests

Guests (e.g., spouses, significant others, children) are defined as people not working in the veterinary industry. All veterinarians, technicians, practice managers, and team members must register and pay registration fees. Guests receive complimentary Exhibit Hall-only badges when included on the registration form in advance.

**Guests, including children, do not receive access to the seminar rooms.** On-site guest badges are \$5. Children ages 10 to 18 receive free badges (list their names on the registration form); those under 10 do not require badges.

## Lunch Vouchers

All registered attendees\* will receive CVC lunch bucks for each day of registration. Lunch bucks are to be used like cash to purchase lunch and snacks at the concession stands in the Exhibit Hall. *\*Guests do not receive lunch bucks.*

## Room Moderators

We are recruiting professional and reliable volunteers to serve as room moderators during CVC Virginia Beach. For more information, please contact The CVC Group at (800) 255-6864, ext. 6. Spaces are limited and fill up quickly.

## Shuttle Bus Service

CVC shuttle bus service will be provided daily to all CVC hotels except the DoubleTree by Hilton Virginia Beach, which are within walking distance of the VBCC, and Wyndam Virginia Beach Oceanfront.

## Special Needs

Please indicate any special needs on your registration form. CVC management will contact you for additional information and make every effort to meet your needs.

## Student Program

CVC Virginia Beach offers significant special savings for students and new graduates. Pricing is on the registration form; learn more at [TheCVC.com/vb-student-program](http://TheCVC.com/vb-student-program). Students receive a downloadable proceedings.

## Virginia Beach Weather: What to Wear

When you visit Virginia Beach in May, expect mostly sunny skies, up to 86% relative humidity, and moderately warm temperatures. The average high temperature is 75°F, and the average low temperature is 55°F. Room temperatures inside the Virginia Beach Convention Center may be cool, so consider dressing in layers.

**SUPER  
SAVINGS!**

Register by  
February 15, 2017!

# Register Now and Save.

## Online

Credit card payments only.

Visit [TheCVC.com](http://TheCVC.com) and complete the online registration form.

We accept:



## By Mail

Complete the registration form on p. 48-52; mail all five pages plus your check (U.S. dollars only), money order, or credit card information to:

**CVC Virginia Beach  
UBM Advanstar  
ATTN: Cash Department  
131 W. First Street  
Duluth, MN 55802**

## By Fax

**Credit card payments only.**  
Complete the registration form on p. 48-52 and fax all five pages to (913) 871-3899.

**NOTE: If you fax, do not also mail your registration.**

## By Phone

Credit card payments only.  
Call (800) 255-6864, ext. 6  
or (913) 871-3900

## Questions

Call (800) 255-6864, ext. 6,  
or (913) 871-3900.

Email: [cvc@ubm.com](mailto:cvc@ubm.com)

Available Monday – Friday,  
8:30 AM to 4:30 PM CT.

**Besides saving you money, early registration may also secure your seat** in popular Clinical Techniques Courses, Ask The Expert luncheons and other programs. Registrations postmarked after February 15, 2017 (midnight CT) will be processed at the higher, early bird rates.

**Build Your Own Program** by attending the days that work best for you.

## Please remember the following when filling out your registration form:

- All essential information must be provided for a registration form to be processed. **Note: Write your name as you wish it to appear on your badge and in the registration roster.**
- Everyone attending CVC and requesting hotel accommodations must be registered.
- The registration form is for one attendee and guests. Please use a separate registration form for each attendee, making copies as needed.
- Guests receive access to the Exhibit Hall only.
- All veterinarians, veterinary technicians, practice managers, and team members must register and pay registration fees (**hospital team members cannot attend as guests**). Exhibit Hall-only badges for team members may be purchased (\$45 each) onsite.

## Cancellations

All Clinical Techniques Course, Ask The Expert luncheon, child care, or registration cancellations must be submitted by the registrant, in writing, for a credit or refund (minus a \$50 processing fee). Requests for refunds or changes will not be accepted after April 12, 2017.

A \$50 processing fee may apply for changes.

## Clinical Techniques Course Registration

Clinical Techniques Courses require an additional (nontransferable) registration fee. CVC reserves the right to cancel any Clinical Techniques Course that does not meet minimum registrations by April 12, 2017. If a Clinical Techniques Course is cancelled by CVC, registrants will be notified and the Clinical Techniques Course paid fee will be credited or refunded.

## Childcare Registration

Licensed, on-site childcare for children aged six months to 12 years is available on a first-come, first-served basis at CVC Virginia Beach.

Sign up for childcare using the registration form, indicating the full name and age of each child. You will receive paperwork and information for each registered child via email (or standard mail if no email is provided). Information will include drop-off and pickup locations, etc. Space is limited, so reserve your spot early.

**Learn more! [TheCVC.com/cvc-vb-childcare](http://TheCVC.com/cvc-vb-childcare)**

# Registration Form

## CVC VIRGINIA BEACH • MAY 18-21, 2017

**PRIORITY CODE:**  
**17VBCVC**

One registration per form. For additional registrations please copy form. Please send all five pages.

**REGISTRATION TYPE** — please check one:

- Veterinarian  
  Technician  
  Practice Manager  
  Student (2017)  
  Veterinary Grad (2016)  
  Hospital Staff  
  Spouse

First Name	Last Name	Degree

Clinic Name

Street Address: **PLEASE SELECT ONE** ▶  Work Address  Home Address

--

City	State	Zip Code

Country	Email Address (to receive your convention confirmation)

Check here if you do not want to receive convention information via email.

Twitter Username:	@	

Daytime Telephone Number with Area Code	ext.	Fax Number with Area Code

How many years have you attended CVC? Number of years, including 2017: \_\_\_\_\_

**A Few Questions:**

**1** Please list university attended: \_\_\_\_\_ Year graduated: \_\_\_\_\_

**2** What is your practice type? (Circle one)  
 A. Private Practice   B. Specialty Practice   C. Emergency Practice   D. Corporate Practice   E. Shelter/Rescue   F. Teaching Hospital   G. Mobile Practice   H. Not in Practice

**3** What is your job function/title? (Check one)  
 0065  Owner/Partner   0110  Associate Veterinarian   0015  Credentialed Veterinary Technician   0020  Practice Manager/Administrator   0030  Receptionist  
 0040  Veterinary Assistant   0060  Student   0120  No longer in practice/Retired   0070  Academic/Research/Laboratory  
 0130  Government: Federal, State, Municipal/Armed Forces Veterinarian   0100  Industry Representative or Consultant   0090  Spouse

**4** Choose the specialty that best describes your business or professional activity. (Check one)  
 0001  Exclusive Small Animal Practice   0012  Exclusive Feline Practice   0002  Over 50% Small Animal Practice   0003  Mixed Practice (50%-50%)  
 0004  Cattle (Exclusive Large Animal Practice)   0005  Horse (Exclusive Large Animal Practice)   0006  Swine (Exclusive Large Animal Practice)   0007  Large Animal Practice  
 0008  Over 50% Large Animal Practice   0009  Exotic Animals   0013  Manufacturer of Veterinary Drugs or Equipment/Including Marketing & Sales Personnel  
 0014  Student   0015  Consulting   0016  Academic/Teaching/Laboratory/Libraries. Research   0011  Not in practice

**5** What type of content are you interested in? (Check all that apply)  
 a  Anesthesia   b  Behavior   c  Bovine Medicine and Surgery   d  Cardiology   e  Clinical Pathology   f  Clinical Pharmacology  
 g  Dentistry   h  Dermatology   i  Emergency and Critical Care   j  Endocrinology   k  Equine Medicine and Surgery  
 l  Exotic Animal/Avian Medicine   m  Feline Medicine   n  Gastrointestinal Medicine   o  Geriatrics   p  Imaging  
 q  Immunology   r  Infectious Diseases   s  Internal Medicine   t  Neurology/Musculoskeletal  
 u  Nutrition   v  Oncology   w  Ophthalmology   y  Orthopedics/Sports Medicine/Physical Rehabilitation   nn  Orthopedic Surgery  
 z  Pain Management   aa  Parasitology   bb  Pediatrics   cc  Practice Management   dd  Reproduction  
 ee  Respiratory Medicine   ff  Shelter Medicine   gg  Small Ruminant Medicine and Surgery   hh  Soft Tissue Surgery  
 ii  Toxicology   jj  Urology   kk  Wellness/Preventive Medicine   ll  Hospital Design New Build   mm  Hospital Design Remodel

**6** How did you hear about this convention?  
 Program Catalog    Postcard/Brochure    Letter    Print Ad    Email    Web Ad    Referral from Friend/Colleague \_\_\_\_\_  
 Facebook or Twitter    Phone Call from CVC    Other (please specify): \_\_\_\_\_

**Your Registration Includes Lunch & Proceedings**

<b>Lunch Preference:</b>	<input type="checkbox"/> Regular	<input type="checkbox"/> Vegetarian
<b>Proceedings:</b>	<input type="checkbox"/> CD	<input type="checkbox"/> Downloadable (Available one week before the convention)

**NOTE: A printed proceedings is available by advance purchase only. To order see p. 51.**

First Name: \_\_\_\_\_

Last Name: \_\_\_\_\_

**VETERINARIANS****SUPER SAVINGS!**

<b>CVC Programs and Packages for Veterinarians / Please circle day or days you will attend CVC:</b>						By 2/15/17	By 4/5/17	After 4/5/17	
v01	<input type="checkbox"/>	Veterinarian (four-day)				\$549	\$579	\$679	
v02	<input type="checkbox"/>	Veterinarian (two-day)	Thursday	Friday	Saturday	Sunday	\$469	\$489	\$589
v08	<input type="checkbox"/>	Veterinarian (one-day)	Thursday	Friday	Saturday	Sunday	\$349	\$369	\$479
vsg	<input type="checkbox"/>	Veterinary Graduate (in 2016) — Proof is required.					\$259	\$279	\$379
vs	<input type="checkbox"/>	Veterinary Student (within current year) — Proof is required. <i>(Students receive a downloadable proceedings.)</i>					\$55	\$60	\$70

**Specialty Focus™: Abdominal Ultrasonography / Please circle day or days you will attend CVC:**

sf102	<input type="checkbox"/>	Lab + CVC Veterinarian (two-day)	Thursday	Friday			\$1,879	\$1,949	\$2,049
sf103	<input type="checkbox"/>	Lab + CVC Veterinarian (one-day)	Thursday	Friday			\$1,769	\$1,849	\$1,949
sf120	<input type="checkbox"/>	Lab only					\$1,679	\$1,749	\$1,849

**TECHNICIANS****CVC Programs and Packages for Technicians / Please circle day or days you will attend CVC:**

t20	<input type="checkbox"/>	Veterinary Technician (four-day)					\$329	\$359	\$459
t01	<input type="checkbox"/>	Veterinary Technician (three-day)	Thursday	Friday	Saturday	Sunday	\$299	\$329	\$429
t02	<input type="checkbox"/>	Veterinary Technician (two-day)	Thursday	Friday	Saturday	Sunday	\$269	\$299	\$399
t05	<input type="checkbox"/>	Veterinary Technician (one-day)	Thursday	Friday	Saturday	Sunday	\$219	\$249	\$349
ts1	<input type="checkbox"/>	Veterinary Technician Student (within current year) — Proof is required. <i>(Students receive a downloadable proceedings)</i>					\$55	\$60	\$70

**PRACTICE MANAGERS****CVC Programs and Packages for Practice Managers**

p01	<input type="checkbox"/>	CVC Practice Manager Registration only (non-veterinarian)					\$329	\$359	\$459
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**SPOUSES****CVC Programs and Packages for Spouses**

s01	<input type="checkbox"/>	Spouse Attending Seminars (non-veterinarian)					\$329	\$359	\$459
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To learn more visit [TheCVC.com](http://TheCVC.com)**TOTAL FROM THIS PAGE****\$**



First Name: \_\_\_\_\_

Last Name: \_\_\_\_\_

**ADDITIONAL PROGRAMMING**



**Clinical Techniques Courses**

By 2/15/17

After 4/5/17

**THURSDAY**

L1	<input type="checkbox"/> Special Procedures in Feline Soft Tissue Surgery (1:00 - 5:00 PM)	\$495	\$520
L2	<input type="checkbox"/> Digital Dental Radiography (1:30 - 5:30 PM)	\$375	\$400

**FRIDAY**

L3	<input type="checkbox"/> Dental Extractions in Cats (8:00 AM - 12:00 PM)	\$495	\$520
L4	<input type="checkbox"/> Essential Gastrointestinal Surgeries in Dogs (all day)	\$675	\$700
L5	<input type="checkbox"/> Dental Extractions in Dogs (1:00 - 5:00 PM)	\$495	\$520
L6	<input type="checkbox"/> Insights Seminar: Less-Stress and Fear Free <sup>SM</sup> Patient-Caregiver Interactions (1:00- 5:00 PM)	\$235	\$260

**SATURDAY**

L7	<input type="checkbox"/> Fundamental Orthopedic Procedures (8:00 AM - 12:00 PM)	\$495	\$520
L8	<input type="checkbox"/> Soft Tissue Surgeries in Dogs: Head to Tail (all day)	\$675	\$700
L9	<input type="checkbox"/> Optimal Ophthalmic Surgeries in Primary Care Practice (8:30 AM - 12:30 PM)	\$425	\$450
L10	<input type="checkbox"/> Advanced Periodontal Therapy Techniques (9:00 - 11:00 AM)	\$185	\$230
L11	<input type="checkbox"/> Basic Fracture Repair Techniques (1:30 - 5:30 PM)	\$495	\$520

**SUNDAY**

L12	<input type="checkbox"/> Extracapsular Stifle Stabilization Techniques (8:00 AM - 12:00 PM)	\$495	\$520
L13	<input type="checkbox"/> Stabilization Techniques for Luxating Patellas (1:00- 5:00 PM)	\$495	\$520

**TOTAL FROM ADDITIONAL PROGRAMMING**

\$

**TOTAL FROM THIS PAGE**

\$

**LAUNCH PAD LEARNING – RSVP REQUESTED**

**SATURDAY**

LP  **(FREE) Dr. M. Petty and M.E. Goldberg, BS, LVT, CVT, SRA, CCRA** — Perioperative anesthesia and pain control starting from home and back again (and everything in between)

# Registration Form

First Name: \_\_\_\_\_

Last Name: \_\_\_\_\_

## ASK THE EXPERT LUNCHEONS

FRIDAY	SATURDAY	SUNDAY
<input type="checkbox"/> a01 — \$50 Dr. P. Bloom — New drugs in veterinary dermatology — updates and debates	<input type="checkbox"/> a03 — \$50 Dr. D. Linder— What's the best pet food? Case-based answers to how a nutritionist approaches this questions	<input type="checkbox"/> a05 — \$50 B. Schroeder — 25 big digital marketing hacks
<input type="checkbox"/> a02 — \$50 Dr. J. Ciribassi — Feline elimination disorder: Making litter the letter of the law	<input type="checkbox"/> a04 — \$50 S. Dale, CABC — Media training 101 — Fight or flight? What to say and what NEVER to say	<input type="checkbox"/> a06 — \$50 Dr. T. Wismer — Myths and misconceptions in toxicology

<b>TOTAL FROM LUNCHEONS</b>	\$
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## CVC PRODUCTS

Your CVC registration **includes** either a CD or downloadable proceedings. To select, please see p. 48. To order **ADDITIONAL** CDs or downloadable proceedings, please indicate your selections below. If you would like to buy a PRINT proceedings, please indicate below. A print proceedings is **not** included in your registration and is available by **advance purchase only**.

<input type="checkbox"/> Additional proceedings CD (please indicate quantity)	_____ x \$60	(\$75 after 4/5/17)	=	\$
<input type="checkbox"/> Additional downloadable proceedings (please indicate quantity)	_____ x \$60	(\$75 after 4/5/17)	=	\$
<input type="checkbox"/> Proceedings Book (available by <b>advance purchase only</b> )	_____ x \$60	(Not available on-site)	=	\$
<input type="checkbox"/> Audio Recordings — Pre-order your full set of CVC Virginia Beach MP3s (Audio recordings by subject will be available to order onsite.)	_____ x \$469		=	\$

*Note: Students receive a downloadable proceedings.*

<b>TOTAL FOR CVC PRODUCTS</b>	\$
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## CHILDCARE

THURSDAY <input type="checkbox"/> cth	FRIDAY <input type="checkbox"/> cfr	SATURDAY <input type="checkbox"/> csa	SUNDAY <input type="checkbox"/> csu
Number of children _____	Number of children _____	Number of children _____	Number of children _____
\$ _____	\$ _____	\$ _____	\$ _____

**\$60 per child, per day by February 15 • \$75 per child, per day by April 5 • \$100 per child, per day after April 5**

Child 1 Name: _____	Age: _____
Child 2 Name: _____	Age: _____

<b>TOTAL FROM CHILDCARE</b>	\$
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<b>TOTAL FROM THIS PAGE</b>	\$
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Choosing an official convention hotel helps keep registration fees as low as possible and provides you with the best rates and amenities.

## Housing Information

### Hotel Reservations

CVC has worked closely with the Virginia Beach Convention Center (VBCC) and conveniently located hotels to guarantee the best possible convention experience for our attendees. CVC hotels:

- Are convenient to the Convention Center and offer attendees the best available rates
- Include CVC provided shuttles
- Provide extras such as Internet, breakfast, discounted parking, and upgrades (offers vary by hotel)
- Help us keep convention fees as low as possible
- Room blocks will be filled on a first-come, first-served basis until April 17, 2017.

**ONLINE:** Book your reservation online at [TheCVC.com/cvc-vb-choose-your-hotel/](http://TheCVC.com/cvc-vb-choose-your-hotel/).

**PHONE:** Call the CVC Virginia Beach Housing Bureau from 9:00 AM – 7:00 PM (EST), Monday through Friday at (855) 992-3353 or internationally at (312) 527-7300.

### Hotel Confirmations

You will receive a confirmation after each reservation booking, modification, or cancellation. Please review the confirmation carefully. If you don't receive a confirmation by email, fax, or mail within five days after any transaction, contact the CVC Virginia Beach Housing Bureau at (855) 992-3353.

### Hotel Room Rates and Taxes

To receive special CVC Virginia Beach rates, make your reservation by April 17, 2017. After this date, remaining room blocks may be released, and the hotels may charge significantly higher rates.

All rates are per room, per night and are subject to a 14% state, city, and occupancy tax plus \$1.00 per night city lodging fee (all taxes and fees subject to change).

Hotels may charge additional fees for rooms with two or more occupants. When making a reservation, please note your room type in the Accommodations and Special Requests sections of the Housing Form. The hotels will assign specific room types at check-in, based on availability. Requests are not guaranteed.

### Hotel Deposits

Online reservations will be accepted with a credit card guarantee only. Reservations made by mail or phone will be accepted with a credit card guarantee or check deposit for one night room and tax, payable to OnPeak. All mailed requests and deposit checks must be received by OnPeak by April 17, 2017. After this date, a credit card is required. Reservations and changes are subject to hotel availability.

### Hotel Modification or Cancellation

Modify or cancel reservations through the CVC Virginia Beach Housing Bureau up to three days before your arrival. After this time, please contact your hotel directly.

**Please note that convention rates are only guaranteed until April 17, 2017, based upon availability.** Reservations may be modified or cancelled without penalty up to three days before arrival. Any cancellations made less than three days before arrival will result in forfeiture of one night's room fee and tax.

## Country Inn & Suites by Carlson, Virginia Beach

1801 Atlantic Avenue, Virginia Beach, VA 23451

Phone: (757) 437-9100

**Rate includes: in-room internet access, continental breakfast, parking, and fitness center access. CVC shuttle service is provided to the Convention Center.**

When you're by the ocean, you want accommodations that let you see the ocean—like the oceanfront rooms at the Country Inn & Suites. You can wake up and go for run in the sand along Virginia Beach, or use the treadmills in the hotel's fitness center. Treat yourself to a manicure, pedicure or massage at Aura Day Spa next door, and finish with a relaxing soak in the hotel's indoor pool. Use the free high-speed Internet access to plan your sightseeing destinations, and use the Virginia Beach Trolley to get there.

## Courtyard Virginia Beach Oceanfront/North 37th Street

3737 Atlantic Avenue, Virginia Beach, VA 23451

Phone: (757) 437-0098

**Rate includes: in-room internet access, parking, and fitness center access. CVC shuttle service is provided to the Convention Center.**

Looking for an oceanfront hotel in Virginia Beach? You'll love the perfect boardwalk location of the Courtyard Virginia Beach Oceanfront/North 37th Street. Our Virginia Beach, VA hotel is steps from the ocean, the boardwalk, and exciting events like the Neptune Festival. We're also just minutes from the Convention Center and Oceana NAS. You can do it all at our hotel: Spend a day at the pool, with its cascading waters and swaying palms. Work out in the fitness room, or step outside for a run on the beach. Work or relax in our state-of-the-art lobby, with its inviting spaces and free Wi-Fi. Check our GoBoard for the latest news and information. Step into The Bistro for a great breakfast, lunch, or dinner. Eat. Drink. Connect. Or pick up a latte at our on-site Starbucks. After a full day, retreat to your balcony for the beautiful view.

## Courtyard Virginia Beach Oceanfront/South

2501 Atlantic Avenue, Virginia Beach, VA 23451

Phone: (757) 491-6222

**Rate includes: in-room internet access, parking, and fitness center access. CVC shuttle service is provided to the Convention Center.**

You'll love the beachfront location and fresh, new look of the Courtyard Virginia Beach Oceanfront/South hotel. Our Marriott hotel is located on the boardwalk in the heart of Virginia Beach – just steps from the waves and exciting events. The newly-renovated rooms feature furnished balconies with ocean views, as well as free Wi-Fi, HD TVs, mini-refrigerators, and plush new bedding; suites also offer microwaves and wet bars. Our new hotel lobby boasts a meeting space, business library, and 52" GoBoard touch-screen TV. The Bistro offers a great view of the beach as well as delicious breakfasts, lunches, and dinners. Enjoy a beverage from Starbucks or our full bar. Eat. Drink. Connect. Visit the nearby Virginia Beach Convention Center, Oceana NAS, or Dam Neck. Unwind in the indoor pool, whirlpool, or fitness room.



# Hotels&Housing

## DoubleTree by Hilton Virginia Beach

1900 Pavilion Dr., Virginia Beach, VA 23451  
Phone: (757) 422-8900

**Rate includes: wireless high-speed internet access, access to 24-hour fitness center, and guest parking. Pets are allowed with a non-refundable deposit, maximum weight is 75 lb. Within walking distance of the Convention Center and will NOT require shuttle service.**

This hotel is located next to the Convention Center and is eight blocks from the Virginia Beach oceanfront. Guests have access to ample complimentary parking and a state-of-the-art fitness center.

## Fairfield Inn & Suites Virginia Beach Oceanfront

1901 Atlantic Ave., Virginia Beach, VA 23451  
Phone: (757) 422-4885

**Rate includes: complimentary high-speed internet, fitness center, and complimentary parking. CVC shuttle service is provided to the Convention Center.**

Comfort, convenience, and excellent value — all of this and more awaits you at the Fairfield Inn & Suites Virginia Beach Oceanfront. All of the hotel accommodations also include mini refrigerators, flat-screen TVs, and free local calls. Near the Virginia Beach Convention Center and other popular attractions.

## Holiday Inn Express & Suites Virginia Beach Oceanfront

2607 Atlantic Ave., Virginia Beach, VA 23451  
Phone: (757) 491-6900

**Rate includes: high-speed internet and parking. CVC shuttle service is provided to the Convention Center.**

This Virginia Beach family-friendly oceanfront hotel is waiting for you. Hotel business guests can enjoy free Wi-Fi access throughout the hotel, making it easy to work on-the-go. Located just a few miles from the Virginia Beach Convention Center and the Norfolk Airport.

## Holiday Inn Hotel & Suites Virginia Beach-North Beach

3900 Atlantic Ave., Virginia Beach, VA 23451  
Phone: (757) 428-1711

**Rate includes: high-speed internet, 10% off food and beverage outlets with CVC badge, valet parking, and use of fitness center. CVC shuttle service is provided to the Convention Center.**

Guests enjoy the perfect beach vacation in Virginia Beach. Slide into the Splish Splash Lagoon, float along the indoor lay-Z-rivah, or lounge with a favorite beverage at the oceanfront outdoor pool.

## Holiday Inn Virginia Beach-Oceanside (21st St)

2101 Atlantic Ave., Virginia Beach, VA 23451  
Phone: (757) 491-1500

**Rate includes: high-speed internet, parking, and use of fitness center. CVC shuttle service is provided to the Convention Center.**

As a guest of the Holiday Inn® Virginia Beach-Oceanside, you're treated to a stay in the heart of the resort district, which means you're always just steps from fun, food, and festivities. Each room features free high-speed Internet access, refrigerators, microwaves, flat screen HDTVs with HBO, and triple-sheeted bedding.

# SUPER SAVINGS

Register by February 15, 2017!

## Sheraton Virginia Beach Oceanfront Hotel

3501 Atlantic Ave., Virginia Beach, VA 23451  
Phone: (757) 425-9000

**Rate includes: high-speed internet, self and valet parking, and use of fitness center. CVC shuttle service is provided to the Convention Center.**

Sheraton Virginia Beach Oceanfront Hotel is located at the exclusive northern end of the Virginia Beach boardwalk. This hotel offers a relaxing atmosphere, right in the middle of all Virginia Beach has to offer. Direct beach access, indoor/outdoor pools, and upscale dining are just a few of the great hotel features you can expect when you stay here.

## SpringHill Suites Virginia Beach Oceanfront

901 Atlantic Ave., Virginia Beach, VA 23451  
Phone: (757) 417-3982

**Rate includes: high-speed internet, self and valet parking, and use of fitness center. CVC shuttle service is provided to the Convention Center.**

Relax and rejuvenate at the SpringHill Suites by Marriott Virginia Beach Oceanfront, where weekend getaways, family vacations, and even business trips put a smile on your face. Each oceanfront suite comes complete with private balcony, amazing view, free high-speed Internet, two TVs, sofa bed, and kitchenette. Refresh poolside at the seasonal outdoor pool bar and grill overlooking the Atlantic Ocean.

## The Westin Virginia Beach Town Center

4535 Commerce St., Virginia Beach, VA 23462  
Phone: (757) 557-0550

**Rate includes: high-speed internet, parking, 10% off food and beverage outlets with CVC badge, complimentary hors d'oeuvres or dessert with any lunch/dinner entrée at Interlude restaurant, and use of fitness center. CVC shuttle service is provided to the Convention Center.**

The Westin Virginia Beach Town Center Hotel is located in the heart of a new "main street" development, bustling with business, retail, and dining options. Explore all the things to do in Virginia Beach, including the Virginia Beach Boardwalk and the Sandler Center for the Performing Arts.

## Wyndham Virginia Beach Oceanfront

5700 Atlantic Ave, Virginia Beach, VA 23451  
Phone: (757) 428-7025

**Rate includes: complimentary high-speed internet, fitness center, and complimentary parking. CVC shuttle service is NOT provided to the Convention Center.**

The Wyndham Virginia Beach Oceanfront Hotel provides the perfect location and amenities for a memorable Virginia Beach vacation. Situated on the north end of the beach just blocks from the Boardwalk, the Wyndham Virginia Beach Oceanfront hotel offers on-site entertainment along with access to countless attractions that make it the ideal setting for family fun. From a day spent enjoying the natural beauty at First Landing State Park to a stroll on the Boardwalk or a marine adventure at Virginia Aquarium, Virginia Beach provides the perfect blend of excitement and relaxation the whole family will enjoy.

# Hotel Reservation Form — 2017 CVC Virginia Beach

**Make your hotel reservation by April 17, 2017, to receive special CVC rates.**

**Visit [TheCVC.com](http://TheCVC.com) to make an online reservation and to see a list of the hotels' amenities.**

For phone reservations, call the CVC Housing Bureau at (855) 992-3353 between 9:00 AM and 7:00 PM (EST) Monday through Friday. International callers should dial (312) 527-7300. By fax, send the form below to (312) 329-9513. By mail, send the form below to: OnPeak, CVC Virginia Beach, 381 Park Ave. S., New York, NY 10016. If you do not receive a confirmation by email, fax, or mail within five days after any transaction, call the CVC Housing Bureau.

First Name										Last Name										Degree				
Clinic Name																								
Street Address																								
City															State					Zip Code				
Daytime Telephone Number with Area Code										Fax Number with Area Code										Country Code				
Email Address																								
Arrival Date					Arrival Time					Departure Date														
- 1 7					:					- 1 7														
Sharing Room: Last Name												First Name												
Sharing Room: Last Name												First Name												

## Hotel Choice

Number in order of preference (1-12)

- Country Inn & Suites
- Courtyard VB Oceanfront/North 37th Street
- Courtyard VB Oceanfront/South
- DoubleTree by Hilton Virginia Beach
- Fairfield Inn & Suites VB Oceanfront
- Holiday Inn Express & Suites VB Oceanfront
- Holiday Inn Hotel & Suites VB-North Beach
- Holiday Inn Virginia Beach-Oceanside

- Sheraton Virginia Beach Oceanfront
- SpringHill Suites Virginia Beach Oceanfront
- The Westin Virginia Beach Town Center
- Wyndham Virginia Beach Oceanfront

## Accommodations

Mark first and second choice

- 1 Bed       2 Beds

Number of people in room \_\_\_\_\_

## Special Requests

- I have a disability, want to be near elevators, need cots or a baby crib (if available)

Specify: \_\_\_\_\_

HOTEL ACCOMMODATIONS	SINGLE, DOUBLE, OR DBL/DBL (1 OR 2 PEOPLE)	TRIPLE (3 PEOPLE)	QUAD (4 PEOPLE)	CHECK-IN TIME	AMENITIES (SEE BELOW)
Country Inn & Suites	\$139	\$139	\$139	4 PM	AG, CI, HC, R, S
Courtyard VB Oceanfront/North 37th Street	\$164	\$164	\$164	4 PM	AG, CI, CS, HC, IP, OP, R, S
Courtyard VB Oceanfront/South	\$164	\$164	\$164	4 PM	AG, CI, CS, HC, IP, OP, R, S
DoubleTree by Hilton Virginia Beach	\$169	\$169	\$169	4 PM	AG, CI, HC, IP, R, WD
Fairfield Inn & Suites VB Oceanfront	\$154	\$154	\$154	4 PM	AG, CI, HC, IP, S
Holiday Inn Express & Suites VB Oceanfront	\$164	\$164	\$164	4 PM	AG, CI, HC, S
Holiday Inn Hotel & Suites VB-North Beach	\$154	\$154	\$154	4 PM	AG, CI, HC, IP, OP, R, S
Holiday Inn Virginia Beach-Oceanside	\$159	\$159	\$159	4 PM	AG, CI, HC, IP, R, S
Sheraton Virginia Beach Oceanfront	\$179	\$179	\$179	4 PM	AG, CI, CS, HC, IP, OP, R, S
SpringHill Suites Virginia Beach Oceanfront	\$159-1 bd/\$174-2 bds	\$159-1 bd/\$174-2 bds	\$159-1 bd/\$174-2 bds	4 PM	AG, CI, HC, IP, OP, S
The Westin Virginia Beach Town Center	\$170	\$170	\$170	4 PM	AG, CI, HC, IP, R, S
Wyndham Virginia Beach Oceanfront	\$149	\$149	\$149	4 PM	AG, CI, CS, HC, IP, OP, R, S

**To receive special CVC Virginia Beach rates, make your reservation by April 17, 2017.**

**Key:** AG Accessible Guest Rooms    CI Complimentary Internet    CS Coffee Shop    HC Health Club    IP Indoor Pool  
 OP Outdoor Pool    R Restaurant    S Shuttle    WD Walking Distance to Convention Center

**Deposit Requirement:** All hotels require a deposit of the first night's room rate and applicable sales tax with each reservation request. Requests received without a deposit will be returned and will not be processed. Please fill out the credit card information entirely or mail a check made payable to OnPeak. The hotel holding your reservation will charge credit card deposits on or after April 17, 2017. Credit cards must be valid through May 2017 to be considered a proper deposit.

Credit Card:  American Express     Diners Club     Discover     MasterCard     Visa

Card Number: \_\_\_\_\_ Security Code: \_\_\_\_\_ Exp. Date: \_\_\_\_\_

Name on Card (REQUIRED): \_\_\_\_\_

Modification/Cancellation: Please refer to the policy online at [TheCVC.com](http://TheCVC.com). Reservations may be modified and/or cancelled without penalty until three days before arrival. Cancellations made less than three days before arrival will result in forfeiture of one night's room fee and tax.

this is  
**exceptional**  
**veterinary continuing**  
**education**



Exceptional education, ideally situated locations,  
and flexible registration make CVC the  
**smart, easy, affordable** choice!

**CALL** 800.255.6864, ext. 6 **CLICK** [TheCVC.com](http://TheCVC.com) **EMAIL** [cvc@ubm.com](mailto:cvc@ubm.com) **FOLLOW**  

UBM Americas, Veterinary brands: *dvm360 dvm360.com firstline vetted The CVC Prodcuts360*