CVMA-SBCV CHAPTER
FALL CONFERENCE & TRADE SHOW

NOVEMBER 6–8, 2015
At Vancouver’s Pinnacle Hotel Harbourfront
Please visit our great trade show exhibitors during the CVMA-SBCV chapter fall conference & trade show

CVMA-SBCV chapter fall conference & trade show 2015

Friday November 6, Saturday November 7 & Sunday November 8, 2015

To register for the conference, please visit the registration website at:

The Fall Conference and Trade Show is held at Vancouver’s Pinnacle Hotel Harbourfront, 1133 West Hastings Street, Vancouver BC 604.689.9211.

The CE sessions and trade show are on the second floor in the ballroom, and the keynote dinner is in Vistas on the 20th floor (press 18 and then up some stairs; access for those needing it is available by service elevator). To reserve a hotel room, call 604.689.9211 and ask for the CVMA-SBCV Chapter rate of $145 plus taxes or click this link to reserve a room online https://aws.passkey.com/event/14123722/owner/2075/home. Only a limited number of these specially priced rooms are available.

For more information, please call the office at 604.945.3713 or email Corey at cvma-sbcv@cvma-acmv.org or Vivian at vivian.sbcv@gmail.com.

The Fall Conference and Trade Show was organized by the CE Committee, chaired by Dr. John Basterfield, with assistance from Board liaison Dr. Al Longair.

Thank you to our generous sponsors who have made it possible to attract these amazing speakers. Thank you to Idexx Laboratories, Inc. for sponsoring Dr. Andy Roark, Cat Healthy for sponsoring Dr. Margie Scherk, Merck Animal Health for sponsoring Dr. Anthony Yu, and Trupanion for sponsoring Dr. Robin Downing.

And thank you to all our industry partners who have tables at this year’s two-day Trade Show. It is because of our industry partners and their generous support that we can keep the ticket prices at last year’s levels.
FRIDAY NOVEMBER 6, 2015

8:00 AM – 9:00 AM  Registration & Refreshment

9:00 AM – 11:00 AM  How to Drive Change in Your Veterinary Practice
Dr. Andy Roark

Have you ever had a fantastic idea that your team didn’t buy into? Have you ever worked so hard just to see the project you cared about slowly disappear under waves of apathy? Learn how to get every member of your team (whether you’re a practice owner or not) to buy into your vision and raise the standard of care in your practice.

11:00 AM – 11:30 AM  Trade Show & Refreshment

11:30 AM – 12:30 PM  Doing Well by Doing Good
Dr. Emilia Gordon, BCSPCA

This presentation provides case studies of veterinarians who have sustained profitable practices while focusing on essential therapeutic services, such as low-cost sterilization, assisting cat colony caretakers, and working with rescue groups and shelters. Attendees will leave with guidance and resources to be able to reflect on their hospital model and how they can make the biggest impact for animals.

12:30 PM – 2:00 PM  Lunch (food stations) & Trade Show

2:00 PM – 4:00 PM  How To Be An Exam Room Rock Star
Dr. Andy Roark

Building trust is building business. Learn how to build trust quickly, providing pet owners with what they really want, and getting them to let you practice the medicine their pet needs. This unique and useful exam room productivity lecture is chockfull of customer service research and tips from behavioral psychology.

4:00 PM – 5:00 PM  CVMA-SBCV Chapter & CVBC Trade Show Reception

5:00 PM – 6:30 PM  CVBC Registrants Meeting

Come meet the CVBC Council and staff and hear what the College is doing for its registrants and for the protection of the public.

6:30 PM – 10:00 PM  Keynote Dinner (separate purchase required)

Marvel at the views from the 20th floor as you dine in Vancouver’s spectacular revolving restaurant Vistas. No-host bar featuring cocktails, wine, and beer, followed by Dr. Andy Roark’s Keynote Address, followed by a delicious buffet dinner.

Keynote Address: The Positive Power of Negativity
Dr. Andy Roark

This engaging session addresses many of the most pressing struggles facing modern veterinary medicine. Dr. Roark talks about his greatest fears going forward, and how the challenges practices face today can offer solutions for tomorrow.
SATURDAY NOVEMBER 7, 2015

6:45 AM – 8:00 AM  
Sunrise Yoga
Laura Chenier-McFadden, courtesy of Boehringer Ingelheim
Bring a mat (we will have some available) and enjoy a morning stretch in the 2nd floor pre-function space. This session is for all levels and abilities, as space allows.

7:30 AM – 8:30 AM  
Registration & Refreshment

8:30 AM – 10:00 AM  
Dispelling Myths
Dr. Anthony Yu
This session reviews current approaches and treatment options of otitis externa, and why we need to let go of some myths that have been created along the way.

10:00 AM – 10:30 AM  
Trade Show & Refreshment

10:30 AM – 12:00 PM  
Bald Isn’t Always Beautiful & Thinking Outside the Box
Dr. Anthony Yu
This session offers new insight and options in treating non-inflammatory alopecias. You’ll also be challenged to bring a new way of thinking to the treatment of canine demodicosis. Dr. Yu explores current approaches and treatments, and how you might think outside of the box.

Noon to 1:30 PM  
Lunch (food stations) & Trade Show
Graze through the trade show, learning more about our fabulous industry partners and their products and services, while tasting from an array of specially chosen foods.

1:30 PM – 3:00 PM  
Taming the Acute Pain Beast
Dr. Robin Downing
Intervening on behalf of patients who are about to be painful due to a surgical procedure with targeted therapy is a new concept, but attacking specific targets in the body with specific “weapons” in the war on pain transforms potential suffering into protection from suffering. This session will focus on creating a truly balanced analgesic experience for animals experiencing acute pain including new medications, new approaches, and simplifying continuous rate infusion.

3:00 PM – 3:30 PM  
Trade Show & Refreshment

3:30 PM – 5:00 PM  
Chronic Pain: The Gift That Keeps On Giving
Dr. Robin Downing
Chronic maladaptive pain is “pain as disease.” You can create a fountain of youth for patients living with maladaptive pain but it requires looking for that pain and utilizing targeted therapy. This session will focus on pain assessment and identification, and will answer the question “What do I do once I find chronic maladaptive pain?”

5:00 PM – 6:00 PM  
CVMA-SBCV Chapter Annual General Meeting
Meet your Board of Directors and learn about the Chapter’s operational and financial performance.
7:30 AM – 8:30 AM  Registration & Refreshment

8:30 AM – 10:00 AM  Respectful Cat Handling vs. Cat Wrangling: Improving Cat Experiences in Practice  
Dr. Margie Scherk  
Handling cats in practice can be challenging. The social structure and needs of cats are very different than ours. They are both predators and prey, which affects how they respond to us in a clinic setting. Learn tips and techniques to interact with cats to make your -- and their -- hospital experience less stressful.

10:00 AM – 10:15 AM  Refreshment Break

10:15 AM – 11:45 AM  Improving Client Compliance in your Feline Practice  
Dr. Margie Scherk  
Cats don’t like coming to the clinic; clients don’t like bringing them. Within the clinic setting, many of us prefer to handle dogs. By addressing these realities, we can increase the number of visits and improve the care our feline patients are offered. Respectful, feline-friendly handling will encourage more client compliance with our professional recommendations.

11:45 AM – 12:45 PM  Plated lunch featuring presentation by Wildlife Rehabilitators’ Network of BC  
Marina Langland, RVT  
What should you do when wildlife is brought through the doors of your clinic? Veterinarians and support staff will learn their next steps and be able to ask questions during this short interactive presentation over lunch.

1:00 PM – 2:30 PM  Cat Healthy: Putting the Simplified Protocols into Practice  
Dr. Margie Scherk  
The Cat Healthy Protocols have been simplified to make them even easier to use on a day-to-day basis. This interactive session will show you how to implement them and make them work for you.

2:30 PM – 2:45 PM  Refreshment Break

2:45 PM – 4:15 PM  The Geriatric Cat: Complex Management with Multiple Disorders  
Dr. Margie Scherk  
The older cat often presents with concurrent disease conditions that can result in complexities management. We will look at examples of chronic kidney disease combined with arthritis, with hyperthyroidism, and with diabetes, paying particular attention to nutrition, analgesia, and environmental needs.

Dr. Margie Scherk’s sessions are sponsored by Cat Healthy, an alliance of pet care organizations including Bayer Healthcare, Merial Canada, Hill’s Pet Nutrition, IDEXX Laboratories Canada, and Petsecure Pet Health Insurance, who collectively act in support of the quality of care for cats in Canada.
Dr. Andy Roark
Dr. Roark appears at our conference thanks to the generous sponsorship of Idexx Laboratories Inc.

Dr. Andy Roark is a practicing veterinarian, international speaker, author, and media personality. He is an award-winning columnist for DVM360, and writes for a variety of other publications. Dr. Roark’s popular Facebook page has over 150,000 fans. He is the host of the popular YouTube show Cone of Shame, and his humorous educational videos have been viewed over a million times. Dr. Roark has received the Outstanding Young Alumni Award from the University of Florida’s College of Veterinary Medicine, and has been named Practice Management Speaker of the Year at NAVC, one of the world’s largest veterinary conferences. His improv comedy team won the Alchemy Comedy 2015 March Madness tournament, and in 2013 and 2015, practices where Dr. Roark works were named as finalists in the American Animal Hospital Association’s Practice of the Year Contest. Dr. Roark was also named one of the “25 Veterinarians to Watch in 2013” by Veterinary Practice News.

Dr. Margie Scherk
Dr. Scherk appears at our conference thanks to the generous sponsorship of Cat Healthy.

Dr. Scherk graduated from the Ontario Veterinary College in 1982. In 1986, she opened Cats Only Veterinary Clinic in Vancouver, practicing there until 2008. She published several clinical trials whilst in practice. She has written numerous book chapters and is an active international speaker as well as enjoying teaching online. She is Co-editor of the Journal of Feline Medicine and Surgery. Dr. Scherk has served extensively in the American Association of Feline Practitioners as well other veterinary organizations. Her interests include all things feline, in particular, analgesia, the peculiarities of the feline digestive system, and enabling more positive interactions with cats.

Dr. Anthony Yu
Dr. Yu appears at our conference thanks to the generous sponsorship of Merck Animal Health.

After finishing a combined Masters and Dermatology residency at Auburn University in Alabama, Dr. Yu started the first private dermatology referral practice in Portland, Oregon. Within his 11 years in Oregon, he dealt with chronic ear, skin, and allergic conditions in dogs, cats, and horses. He returned to the Ontario Veterinary College as an Associate Professor in Veterinary Dermatology from 2004-2013, and now enjoys private referral veterinary dermatology practice in Southwest Ontario, Manitoba, and the Atlantic provinces for dogs, cats, and horses. Dr. Yu gives Veterinary Dermatology presentations throughout North America, Europe, and China, and has authored and guest-edited publications in various journals and texts. His hobbies include horseback riding, skiing, wine tasting, and cooking.

Dr. Emilia Gordon
Emilia Gordon, DVM, currently works as Senior Manager, Animal Health, for the British Columbia SPCA. Dr. Gordon’s veterinary career has been evenly divided between private practice and shelter/nonprofit medicine and, for the last 15 years, she has also volunteered at free clinics that provide essential wellness care to pets of homeless individuals. Her clinical interests include shelter medicine, infectious disease, internal medicine, human-animal bond issues, and behaviour. Dr. Gordon believes that veterinarians serve a key role as stewards of and advocates for animal welfare and the human-animal bond.

Marina Langland
Marina Langland, RVT, is a Director-at-Large with the Wildlife Rehabilitators’ Network of British Columbia (WRNBC), a nonprofit, volunteer-run organization. One of the objectives of WRNBC is to develop and provide programs and guides promoting the protection and preservation of wildlife, as well as enhancing the standards of care for injured and orphaned wildlife.
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FOR THEIR GENEROUS & THOUGHTFUL SPONSORSHIP OF OUR CE SESSIONS

Without the support of these sponsors, we could not deliver the high-quality programming and attract the leading speakers featured at the 2015 CVMA-SBCV Chapter Fall Conference and Trade Show.

[Logos of the sponsors: IDEXX Laboratories, cat healthy, MERCK Animal Health, trupanion]