s veterinarians we are expected to demonstrate expertise and leadership in a wide variety of areas. Our clients expect that we have a high level of knowledge and authority based on our veterinary education. Our veterinary teams ask us to solve every problem and handle any crises, and our families want us to be present and engaged in all of their many activities. The MVMA is available to support you, by providing information and services to educate your clients, help you manage staff, and help to save you time and money.

One of the things that I have personally found helpful is the leadership training available through MVMA. With our membership, we have access to DiSC personality profiling, the Power of Ten Leadership Academy, management- and leadership-focused continuing education at our winter and summer meetings, an outstanding Leadership Development Committee, and access to our MVMA colleague’s experiences through the “A Team” (answer team).

The MVMA website is one of the best veterinary association websites in the United States. It is jammed with information including legislative updates, position statements, license renewal procedures, state government information, continuing education offerings, and career opportunities.

Our social media sites are wildly popular and available for use with your business and personal social media sites. The content is reviewed and researched, so you can rest assured that the pictures and articles will be accurate and safe for your clinics and clients.

I look forward to my ongoing association with the MVMA and hope to continue working on developing initiatives through our strategic planning this summer in Traverse City. Being involved in the leadership of the MVMA is an honor and a privilege that all of you should have the chance to experience. I challenge each of you to step outside of your comfort zone and get involved with your MVMA. To quote John C. Maxwell, “We cannot lead anyone farther than we have been ourselves.”
Infectious Diseases, Vaccine Protocols, and More
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Professor of Internal Medicine, North Carolina State University
College of Veterinary Medicine

Practice Management
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Plus plenty of fun evening events!

You won’t want to miss this year’s Summer Conference!
Watch for the full brochure with complete details in April.
MANDATORY CONTINUING EDUCATION (CE)
After the passage of Senate Bill 92, involving pharmacy technician licensure and CE, the door is now open for other groups trying to obtain mandatory CE for their professions. MVMA has drafted a bill and found a sponsor. MVMA will hold its Veterinary Issues Briefing on March 17, 2015, at which time members will be asked to communicate information to their legislator to help them understand why this initiative is important.

SALES & USE TAX FOR VETERINARIANS
MVMA sent State Treasurer Kevin Clinton a letter on sales and use tax for veterinary medicine requesting a meeting to discuss the application of the Michigan Sales Tax and the Michigan Use Tax to Veterinary Medical practices since RAB 1990-24 has come up for review. The letter explained that for almost 25 years, veterinary practices have followed Michigan Department of Treasury Revenue Administrative Bulletin 1990-24 (RAB 1990-24). The RAB simply states that: “Drugs or supplies which the veterinarian uses during surgery and hospitalization are taxable to the veterinarian. Drugs and supplies for outpatient cases in conjunction with examination and consultation are likewise taxable to the veterinarian.” MVMA met with the Director of the Bureau on Tax Policy, Michael Eschelback, on January 6. The Bureau plans to revise RAB 1990-24, Sales and Use Tax Guidelines for Veterinarians and agreed to accept information from us for use as examples. They also indicated that practices currently undergoing a sales and use tax audit could be put in abeyance or “on hold” until the RAB is rewritten. MVMA is putting together factual scenarios to assist the Tax Policy Division in understanding the issues. It is hoped that the Bureau will make this a high priority and have a redraft ready in the spring.

AVMA Alternate Delegate Needed
MVMA is looking to fill the position of AVMA Alternate Delegate for the term of September 1, 2015–August 31, 2019. This position works in conjunction with the AVMA Delegate to represent the MVMA in the AVMA House of Delegates each year, and is responsible for keeping up on issues of concern to the veterinary profession for ongoing discussion with other delegates and the MVMA Board of Directors.

The designee acts as a surrogate for the delegate in some MVMA board and other meetings, and helps to elect nominees for councils and committees from the state. The individual also acts as a representative on issue-based committees at the AVMA House of Delegates and Leadership Conference.

Travel is required to attend national and regional meetings three times a year, state meetings twice a year, and board meetings as necessary.

If you are interested, please contact MVMA for more information at belyea@michvma.org or call (517) 347-4710.

ANNUAL CONTROLLED SUBSTANCE INVENTORY
Don’t Forget To File!
Boards of Pharmacy Rule 338.3151 and 338.3152 and Michigan Statute MCL 333.7321 require veterinarians with a controlled substance license issued by the Board of Pharmacy to conduct an annual inventory of all controlled substances in Schedule 2–5 under their control. The inventory must be submitted to the state between April 1 and June 30. An inventory is required for each location where controlled substances are kept, beginning on the day the licensee first engages in the practice. The annual inventory must be signed and dated by the licensee, with the licensee’s name, address and DEA number. Schedule 2 drugs must be listed separately from all other drugs and exact counts must be made. For substances listed in schedules 3, 4 and 5, the count or measure may be estimated, but if the container holds more than 1,000 dosage units (pills, etc.), then an accurate count is required. Federal law requires a biannual inventory to be taken and kept on the premises. Saving a copy of the annual state inventory will put the veterinarian in compliance with this requirement. Send the state inventory to: State of Michigan, Bureau of Health Care Services, Health Investigation Division, 611 W. Ottawa St., 1st Floor, PO Box 30454, Lansing, MI 48909.

For questions or additional information, call (517) 373-1737 or email mapsinfo@michigan.gov.
MVA held an Animal Welfare Conference on November 24, 2014. The conference featured a wide variety of speakers and focused on how veterinarians work together with producers and others for humane treatment of animals at every stage of life.

Topics included community cats, behavior modification and heart diseases in gorillas and chimps, animal sentience and animal emotion, welfare of the retired cutting horse versus the retired race horse, the role of democracy in animal welfare, compassion fatigue, and a live goat- and sheep-handling demonstration.

There were approximately 275 attendees at the event including DVMs, LVTs, industry representatives, farmers, producers, shelter personnel, animal welfare enthusiasts, and members of the public.

MVMVA plans to hold another conference on November 23, 2015.

Thanks to Drs. Lana Kaiser, Cathy Anderson, and the Animal Welfare Committee for their outstanding work on the conference.

Stay tuned for more information on the upcoming 2015 Animal Welfare Conference!
MVMA Podcasts!

Listen to the Latest Podcast
Featuring Dr. Jenna Corbett!

Mini Series:
Before Buying A Practice

MVMA member Dr. Jenna Corbett recently added a new podcast to her mini-series entitled “Before Buying a Practice.” You can check it out on the MVMA website. Many thanks to Dr. Corbett for her efforts!
This year’s Michigan Veterinary Conference attracted over 1,500 attendees. In addition to the excellent educational program and outstanding exhibit area, attendees were treated to a variety of receptions, social events, and new CE venues.

The MVMA Annual Meeting included informative presentations and awards. President Dr. Julie Cappel spotlighted Immediate Past President Dr. Therese Burn’s “Honor Roll” to recognize the hard work of MVMA supporters.

Watch for information on the 2016 Michigan Veterinary Conference. You won’t want to miss it!

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**2015 MICHIGAN VETERINARY CONFERENCE**

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Zoetis

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CEVA Animal Health
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Merial Ltd.
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Michigan Dept. of Agriculture & Rural Development
MSU Federal Credit Union
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Cats Radioliodine Treatment Centers

**BRONZE**
Animal Neurology, Rehabilitation & ER Center
Cassino Building & Development
Greater Lansing Convention & Visitors Bureau
Michigan Association of Veterinary Technicians
W. KENNETH McKERSIE
SERVICE AWARD
The W. Kenneth McKersie Service Award is conferred upon a member of the MVMA for cumulative service and accomplishments benefiting the profession of veterinary medicine, the community, and the Association.

Dr. Chris Rohwer has a BS in Zoology and a DVM degree from MSU CVM. He has been the Chief of Staff at Sprinkle Road Veterinary Clinic for over 16 years. Growing up, he spent time in Corrain, Ohio, and Saginaw, Michigan, and he currently resides in Kalamazoo. After veterinary school Dr. Rohwer spent seven years practicing at a multi-doctor, mixed-animal practice where he worked extensively with dairy herd health management.

Dr. Rohwer serves his community and association in many ways and has been a member of AVMA and MVMA since 1983. He represented District 3 on the MVMA Board of Directors for six years and has been an active member, and at one point chair, of the Membership Committee. He currently chairs the MVMA Student Committee and acts as a mentor to numerous CVM students and young veterinarians. He was a member of the Michigan Board of Veterinary Medicine from 2009–2014 and chaired the board in 2014.

Dr. Rohwer was a veterinary science instructor for 15 years instructing high school students and exploring veterinary career opportunities and veterinary assisting skills through the Kalamazoo Regional Education Service Agency’s Education for Employment program. This program is a nationally recognized career preparation program that provides students with practical work experience and hands-on training.

Dr. Rohwer’s medical interests include ophthalmology and orthopedic surgery. He truly believes in delivering the best possible care for his clients and their pets. Outside of work Dr. Rohwer enjoys woodworking, fly fishing, and photography. He also likes spending his free time with his family and pets, which include a lovely Golden Retriever, a German Shorthair Pointer, two independent barn cats, and eight chickens.

MVMA would like to thank Dr. Rohwer for his outstanding service to the community and the association!

PUBLIC MEDIA AWARD
The Public Media Award recognizes a person or organization within the broadcasting or publishing professions for activities that benefit the veterinary profession or the ideals associated with it.

Bridget Patrick has been a Risk Communications Specialist for the Michigan Department of Agriculture and Rural Development (MDARD) promoting animal health, animal agriculture, and veterinary medicine. Bridget is no stranger to veterinary medicine since her brother, Dr. Tom Kavanagh, is a veterinarian. Lucky for Bridget she has a veterinarian in the family because, at last count, she had over 100 animals on her farm in Mason.

Bridget is highly skilled at evaluating public perception, handling all forms of media and media relations, and telling the story of animal health and veterinary medicine. Starting with the emergence of bovine tuberculosis in Michigan, Bridget has been the driving force behind nearly all public media animal-related issues for MDARD. She has been the “ghost writer” for four state veterinarians and the lead on press releases, news articles, brochures, displays, handouts, newsletters, talking points, the Animal Industry Division Annual Report, research posters, YouTube videos, billboards, and more.

Overall, Bridget Patrick has made significant, long-term contributions to animal health and veterinary medicine in Michigan. Through her work at MDARD, she has generated countless communication pieces aimed at animal owners and the public. The message always relates to the betterment of animal health and the value of veterinarians.

MVMA thanks Bridget for her outstanding work.

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Dr. James Averill
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being the organ of vision, the eye and associated periocular tissues are highly specialized, wonderfully complex in form and function, and sensitive to disease. Ocular disease can not only result in impaired vision or blindness, but often causes significant pain and distress. Many diseases that affect the eye and periorbital tissues are unique to these sites, and can affect one or both eyes. In addition, lesions in the eye may reflect generalized disease or have wide-reaching health implications. As such, assessment of the eye can provide valuable information regarding health specific to the eyes and to the overall health of animals.

Reliable diagnosis of diseases affecting the eye is paramount for proper treatment of local disease, assessment of systemic disease state, and determination of prognosis with respect to either one or both eyes, and overall patient health. Given the complexity of ocular anatomy and pathology, accurate diagnosis of ocular disease requires specialized diagnostic expertise, careful attention to gross and histologic changes, and clear communication between pathologists and submitting veterinarians and ophthalmologists.

The eye is composed of many diverse tissue types derived from complex embryologic development. As such, different tissues within the eye react uniquely to insults, and because they have different embryologic origins, can also have distinctive congenital abnormalities. While each part of the eye can react differently to disease, diseases that affect one part of the eye often cause changes throughout the globe or in periorbital tissues resulting in complicated lesions that are often not uniform throughout diagnostic specimens. For example, even small, benign iridociliary tumors are often associated with glaucoma due to the production of angiogenic factors by the tumors that, when released into the closed system of the globe, result in the growth of fibrovascular membranes along the surface of the iris that can obstruct the filtration apparatus.

While many diseases of the eye cause extreme gross and histologic changes, other
diseases produce only subtle changes. Recognition of such subtle changes requires intricate knowledge of normal gross and histologic anatomy, clear communication of clinical presentation, and knowledge of eye-specific pathologic processes. Diagnostic evaluation of ocular disease in the veterinary field is further complicated by differences in anatomy and function of eyes between the diverse species we encounter. Morphology and function of eyes and associated tissues can vary widely between species, as can the ocular diseases affecting the wide range of species we evaluate.

**WHAT OCULAR-SPECIFIC EXPERTISE CAN MSU DCPAH OFFER?**

The Michigan State University Diagnostic Center for Population and Animal Health (DCPAH) is committed to expanding and refining our comparative ocular diagnostic service. While we have already been providing excellent ocular pathology services to a small number of clients, we are excited to offer this expertise to a wider range of clients and to continue to foster innovative diagnostic testing and improved communication between pathologists and our clients.

This commitment to diagnostic ocular pathology begins with how specimens are submitted. Clear communication of clinical findings to DCPAH diagnosticians can be the difference between coming to the correct or the incorrect diagnosis. This is particularly true for globes submitted for histopathologic examination, as internal lesions may not be appreciable on external gross examination of formalin-fixed specimens and may be missed unless direction is given by the submitting clinician.

To improve communication of clinical findings to our diagnosticians, DCPAH has introduced a new ocular pathology submission form. This new submission form is designed to allow for easy and complete description of clinical ophthalmic findings along with providing areas for diagraming of ocular lesions to ensure that affected areas are specifically sampled.

Clarity in communication of diagnostic findings back to clinicians is as important as
communication of clinical findings to diagnosticians. Ensuring clarity begins with how samples are processed upon receipt at DCPAH. For histopathologic examination, evisceration, enucleation, and exenteration specimens are grossly assessed and digitally imaged by an ocular pathology specialist. Other ocular biopsy specimens including conjunctival or corneal biopsies and third eyelid resections are also specially processed to ensure thorough evaluation including assessment of margins, where applicable. Access to all digital gross images taken of specimens is provided through the DCPAH website, allowing clinicians an inside look at diagnostic specimens and how samples are processed for histologic examination.

Given the challenges of ocular pathology diagnostics and the importance in clarity between clinicians and diagnosticians, the quality of histologic descriptions matters. Detailed histologic descriptions can explain clinically observed small changes that may otherwise not be reflected by only a bottom-line diagnosis. In addition to interpretation of findings, every ocular pathology case receives a detailed description of all primary and ancillary findings, which is written or reviewed by our diagnostic ocular pathology expert to provide a complete, but concise account of all histopathologic findings.

Not every case can be diagnosed with histopathologic assessment alone. Immunohistochemistry is the most common ancillary tool employed in ocular pathology diagnostics. Any of the extensive breadth of immunohistochemistries offered at DCPAH that are routinely used for tumor and infectious disease diagnostics can be applied to the ocular biopsies including our melanoma diagnostic panel. In addition, we have validated multiple eye-specific immunohistochemical tests and continue to build our library of eye-related tests.

For infectious diseases, DCPAH offers a wide range of in situ hybridization and PCR assays that can be applied to formalin-fixed tissues. DCPAH is a full-service diagnostic laboratory offering testing in 10 service sections outside of anatomic pathology. As such, there is always the potential to submit fresh tissues, blood, or serum samples in addition to fixed tissues for tests like bacterial culture, PCR, clinical pathology, and endocrine profiles.

In addition to diagnostics, DCPAH also seeks to fulfill comparative eye-related research needs through collaboration and is committed to education. The full battery of histopathologic assessments, digital imaging, and other molecular testing offered at DCPAH is available for collaborative research projects. Digital gross images of submitted specimens along with detailed histopathologic descriptions and recuts of histologic slides, which are available for additional fees, can serve as excellent educational materials for clients, students, and residents. Diagnosticians are always available for consultation with referring veterinarians and specialists regarding cases.

For a complete list of tests, submittal forms, recommendations regarding sample submission, or for more information, please contact the Anatomic Pathology section at (517) 353-1683, or visit our website at animalhealth.msu.edu.
MEMBERS IN THE NEWS

In Memoriam

Robert L. Byram, DVM, died on September 14, 2014, at the age of 94. He graduated from Michigan State University’s College of Veterinary Medicine in 1946 and was a life member of MVMA. Dr. Byram owned a mixed-animal practice in Rockford prior to retirement in 1985.

Larry A. Borg, DVM, died on January 29, 2015, at the age of 73. He graduated from the University of Illinois in 1967 and was a life member of MVMA. Dr. Borg practiced equine medicine in Davison for 44 years before moving to South Dakota to be near family.

The MVMA extends its sympathy to the friends and families of departed members. In memory of deceased members, the MVMA contributes $50 to the Michigan Animal Health Foundation. Friends of deceased members may send memorial contributions to the Foundation. When contributions reach $500, the member’s name is entered on a memorial plaque displayed in the MVMA office. The MVMA staff thanks those thoughtful members who take time to notify the office and send obituaries of our recently deceased members.

Chaddock Named Associate Dean of Administration

Dr. Mike Chaddock assumed his new role of Associate Dean of Administration at MSU CVM on February 1. Prior to this he was the Assistant Dean for One Health & Strategic Initiatives at the College of Veterinary Medicine and Biomedical Sciences at Texas A&M University (TAMU). Dr. Chaddock will lead the strategic planning process for the College and will assist the Dean in budget and planning. He will provide support in the area of leadership development and will be involved in the College’s Diversity programs. Dr. Chaddock will assist the College in governmental affairs activities, interactions with professional organizations, and interface with the College’s stakeholder groups.

Prior to his role at TAMU, Dr. Chaddock was Deputy Director for the Association of American Veterinary Medical Colleges (AAVMC), Director of Governmental Relations for the American Veterinary Medical Association (AVMA), and Michigan’s State Veterinarian. He received his degree from the MSU CVM and holds an Executive Master’s in Leadership from the McDonough School of Business, Georgetown University.

Patterson Receives AAVMC Distinguished Teacher Award

The Association of American Veterinary Medical Colleges (AAVMC) announced that Dr. Jon Patterson from MSU is the recipient of the 2014 AAVMC Distinguished Teacher Award, presented by Zoetis. The honor is considered the most prestigious national teaching award in veterinary medicine.

Dr. Patterson is a professor in MSU’s Department of Pathobiology and Diagnostic Investigation at the College of Veterinary Medicine. He will receive the award during the AAVMC’s 2015 Annual Conference where he will also share his approach, experiences, and teaching philosophy with more than 200 conference attendees, including veterinary college deans, faculty, and associated dignitaries from throughout the United States and the world.

Schultz Receives Dr. John Steiner Award for Excellence in Practice

Dr. Will Schultz, a 1974 graduate from MSU CVM, has been active in general practice with a special interest in reproduction. He owns Schultz Veterinary Clinic in Okemos.

Dr. Schultz is a former board member of the Society for Theriogenology, the Synbiotics Reproductive Advisory Board, and has spoken for the Society for Theriogenology, several national specialties, local breed clubs, and at VMA meetings.

MVMA congratulates Dr. Schultz for receiving the Dr. John Steiner Award for Excellence in Practice by the Society for Theriogenology. MVMA also thanks Dr. Schultz for his frequent assistance with veterinary student presentations locally at MSU CVM.
MVMA members are invited to attend the MVMA/MSU CVM Veterinary Issues Briefing for Legislators and Veterinarians on March 17 in the House Building in Lansing. Veterinarians arrive in the morning to attend sessions on “How to Contact and Build a Relationship with Your Legislator,” “Current Legislation Affecting Veterinarians,” and “How to Approach Legislators About Mandatory CE.” Legislators and their staff will then join the event for lunch and be paired up with veterinarian constituents in their areas. The event is free and is a great way to meet your legislators and learn how to make a difference in your community and state government.

If you are interested in attending, please contact MVMA at (517) 347-4710 or mvma@michvma.org.
Did you know that Michigan is the only state without mandatory a continuing education requirement for veterinarians?

After the passage of Senate Bill 92 in 2014 involving pharmacy technician licensure and CE, the door is now open for other groups trying to obtain mandatory CE for their professions. MVMA has drafted a bill and found a sponsor to begin this initiative. At the upcoming Veterinary Issues Briefing on March 17, members will be asked to share information with their legislator to help them understand why this initiative is important.

The new bill would amend 1978 PA 368, entitled “Public Health Code,” by adding a section saying that a licensee seeking renewal of a veterinary license shall furnish the department with satisfactory evidence that during the two years immediately preceding application for renewal, he or she attended at least 30 hours of continuing education courses or programs approved by the Board. Veterinary technicians would be required to attend 10 hours of CE during the two preceding years.

Michigan is the only state without a mechanism to keep the veterinary profession current and informed. In recent polls, over 80% of all veterinarians and veterinary technicians support a mandatory program.

It’s not just rabies! Michigan now recognizes over 75 diseases that can be transmitted from animals to humans. Examples such as brucellosis, tuberculosis, rabies, swine and avian influenza, West Nile virus, leptospirosis, and Lyme disease are some of the most familiar.

Veterinarians are often the first line of defense for public health and the food supply. Many of today’s threats and challenges regarding potential bioterrorism and newly emerging infectious disease neither existed, nor were taught, when many current veterinarians attended or graduated from veterinary school.

Requiring CME will adopt a proven national model at minimal cost with maximum immediate impact. It will also be an important statement to the public that Michigan is serious about protecting animal and human health. Veterinary practices are diverse with specific needs.

Mandatory CME will enhance every aspect of veterinary medicine. CME will bring together the Board of Veterinary Medicine, LARA, MVMA, and the Michigan State University College of Veterinary Medicine in developing programs to enhance every aspect of veterinary medicine.

The public consistently rates veterinary medicine as one of the most respected and trusted professions.
In 2015, your veterinary hospital’s Facebook posts will reach fewer pet owners for free.

I hate to be the bearer of this bad news, but Facebook recently announced changes to the algorithm that determines what users see in their News Feed. The bottom line? Facebook is making it harder for small businesses to get their information in the News Feed for free.

The Facebook News Feed is the main page you see when you log into Facebook. You know the one—it’s full of posts from your family, friends, and that restaurant you really like. The new catch for business pages is this: everything you post to your veterinary clinic’s Facebook page will no longer show up in the feeds of those clients who like your page (unless you pay for that privilege). I don’t blame them; people come to Facebook for entertainment more than they come to it to shop. It is in Facebook’s best interest to limit random promotional posts. It’s not Pinterest!

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

DON’T: Post Too Much Promotional Content to Your Timeline

To the left is an example of a veterinary Facebook post that might be viewed as unpaid promotional content. This Facebook post was something I posted for my veterinary practice, Quinebaug Valley Veterinary Hospital.

It was just a regular, free post I made to my Facebook timeline. However, it includes a call-to-action about scheduling a visit. You can see how I link it in the caption. Oops—that kind of promo might hurt my veterinary hospital’s Facebook reach. Don’t make this same mistake!

DO: Share Entertaining and Engaging Original Content

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

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

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

One last tip: help your posts get even more reach by asking engaging questions. The more comments you get on a post, the more likely it is that it will make it to the News Feed naturally. Some engaging questions you could ask are: What is my breed? Can you guess my name? How old am I?

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

DON’T: Spend All Your Money “Boosting” Your Posts

“Reach” is a Facebook term for the amount of people who see your posts. You’ve probably seen that “Boost Post” button in the corner of your
screen, tempting you to make your post look more popular and thus “Reach” more fans.

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

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

DO: Start Preparing to Run Actual Facebook Ads

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

Real ads can work, and 2015 is the time to start seeing the value in spending money on your Facebook. After all, a true Facebook ad can be laser-targeted and produce quantifiable results. (I know how badly veterinary practice managers want me to show the ROI on social media. Well—here it is!)

True Facebook ads can be targeted to reach: Clients who are on your hospital’s email list, and people in your area who are pet owners, according to Facebook’s data.

Your ads could help you achieve any tangible goals your practice has, such as: Booking more appointments, increasing compliance on heartworm sales, and finding new clients

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

Learn more at VMD Technology, www.vmdtechnology.com, and Snout School, www.Snout-School.com/Tools, and find a free guide to Five Must-Have Social Media Tools for 2015. This article was originally published on VMITechnology.com and is reproduced with permission.
How Do Veterinary Practices Invite Client Feedback?

Client satisfaction matters . . . it matters to clients, it matters to the veterinary practice. When clients are dissatisfied, they register their complaints with their wallets, which can have a devastating effect on a practice’s bottom line.

The Veterinary Hospital Managers Association (VHMA) recently surveyed members to determine whether client surveys are employed by veterinary practices and hospitals to evaluate and improve services.

The results reveal that the majority (72%) of respondents do rely on surveys for client feedback. However, the frequency, purpose, and perceived effectiveness of these surveys varies among respondents.

To Survey or Not to Survey

VHMA distributed the Insiders’ Insight November management survey electronically, which was completed by 272 VHMA members, representing practice managers (54%), hospital administrators (28%), practice owners (28%) and office managers (3%).

The results show that 72% reported that they do conduct client satisfaction surveys. The remaining 28% do not conduct surveys.

Reasons for not surveying clients include: low response rates from past survey efforts (33%); insufficient resources (26%); not enough time (21%); and, surveys are too costly (6%). Practices that did not survey explained the decision by saying, “Surveys can present the image that you are trying to ‘fix’ something.” One respondent said that surveys “put pressure on a client.” Another stated that surveying made the practice seem “too commercial.”

Of the 202 members who use client surveys, more than 50% request feedback following an office visit—using email, paper surveys, and in-office interviews. The remaining respondents survey clients sporadically. Several reported “randomly survey random clients.” Another stated that clients are surveyed when “the practice owner thinks it’s necessary.” A small percentage turn to surveying when the practice is interested in feedback on a specific topic or are interested in feedback from new clients.

Surveys are most likely to be administered electronically (69%). Although 23% of respondents used paper surveys, their method of distributing the survey was evenly divided between mailing the survey (53%) and handing it to the client in the office (49%). Telephone surveys and focus groups are used by a very small number of practices.

Examining the Results

In an open-ended question, respondents reflected on how client survey results have
effected their practice. Most believe that surveys have provided information that has been used to implement office changes, served as the foundation for a dialogue with staff about office matters and, contributed to better staff morale.

- Only 12% of respondents regarded the results of their client surveys as insufficient to effect meaningful office change.
- Several practices (5%) said that survey responses tended to be overwhelmingly positive and consequently, the data was not extremely helpful.
- 83% of practices considered the client survey results helpful in evaluating current policies, procedures and practices. Information gleaned from the surveys was most likely (36%) to be used usher in office changes, which ran the gamut of increasing client comfort by adding a coffee station, introducing new scheduling policies and reassigning staff.
- 23% reported sharing the results—both good and bad—with staff during staff meetings. Even practices that received glowing reviews found that the positive feedback helped “fire up” staff and keep morale high. Negative feedback is also shared with staff to help improve performance and develop strategies for improvement.
- 21% of respondents described the survey results as a way to identify trends and be proactive in addressing them. As one respondent emphasized, “We don’t jump on every negative comment. We look at the big picture and general trends and make changes accordingly.”

Client feedback surveys are an essential tool in doing business. Although the practices responding to the VHMA survey may differ in the frequency and content of the survey, as well as the instrument used, the majority of respondents revealed that their survey efforts produced information that have had an impact on business decisions that effect the practice, its staff, and the client.

**About VHMA**

VHMA was formed in 1981 to provide individuals actively involved in Veterinary Practice Management a means of effective communication and interaction. Our membership is comprised of hospital administrators, practice managers, office managers, veterinarians, consultants, and others interested in veterinary management. The mission of VHMA is to enhance and serve professionals in veterinary management through superior education, certification, and networking. For more information, visit www.vhma.org.
As State Veterinarian, I have the opportunity to work with you during a disease investigation, at meetings, or when I stop in at your practice. Michigan relies on you to be our "private investigators" as you are at the ground level helping to protect animal and public health as well as food safety and I am incredibly thankful for your continued partnership.

I regularly receive input from other veterinarians and their clients regarding my role as State Veterinarian in protecting, regulating, and promoting animal health in Michigan. There are three opportunity areas for all sectors of veterinary medicine to partner on as we strive to protect and promote animal health: bio-security, animal welfare, and antimicrobials.

**OPPORTUNITY #1**

**Bio-Security**

In today’s environment, people are able to travel the world on short notice and rely on just-in-time delivery of our products. With this ease of traveling and all the places we can travel, we are only a moment away from a major animal health issue.

For example, in May 2013, a new coronavirus known as porcine epidemic diarrhea virus emerged in the United States impacting our nation’s swine industry causing approximately 10 million pig deaths. The exact cause is still unknown and there is...
yet to be an effective treatment or vaccine. This disease underscored the importance of bio-security when no treatment or effective vaccine is available to keep disease out of a swine herd.

Though I use swine as an example, we need to ensure bio-security practices are in place to mitigate disease transmission. Ask yourself: are you practicing good bio-security going from patient-to-patient or farm-to-farm? Are you having conversations with your clients on the importance of bio-security, such as isolating new animals before introducing to other animals in the house or farm? Simple things help reduce the risk of animal disease transmission that may help in an individual case; and could protect public health and food safety.

**OPPORTUNITY #2**

**Animal Welfare**

Social media has become the new norm for sharing information and communicating with individuals and mass audiences. It seems like everyone these days has a phone that can take a picture and/or video, and at a push of a button be shared with the world. Social media has highlighted both the good and the bad regarding animal welfare. We need to be cognizant of this—good, bad, or indifferent.

The State Veterinarian’s office and the Animal Industry Division play a role in a rapidly growing area in animal health, are you talking with your clients on what is appropriate animal welfare and are they putting processes in place to ensure health and well-being is at the forefront?

**OPPORTUNITY #3**

**Antimicrobials**

Finally, I want to speak briefly on antimicrobials. Without a doubt, antimicrobials have been a major component of improving the health of animals and humans in the past 100 years. At the same time they can be a detriment to medicine if not used properly.

Over the years, there has been a lot of finger pointing as to who or what is to blame for antimicrobial resistance, especially in food producing animals. The one thing everyone agrees on is that science has demonstrated the more we use antimicrobials, the more likely we are to have antimicrobial resistance. This topic is very complex, and there are no easy answers. Every time I start to think I understand the issue, I uncover another whole complex component.

The American Veterinary Medical Association is a leader and advocate for prudent use of antimicrobials in veterinary medicine. Did you know AVMA has policies on this very topic? AVMA’s policy is for food-producing animals and companion animals highlighting the importance of both small- and large-animal veterinarians doing our part to ensure prudent use of antimicrobials. Please take a look at your own practices in prescribing and use of antimicrobials as there may be an opportunity to mitigate the development of antimicrobial resistance within your own practice.

I’m thankful to be part of a highly respected profession and I do not take this respect for granted. The veterinary profession has a daily opportunity to talk with clients about bio-security, animal welfare, and antimicrobials. We need to discuss these topics and advocate the fact that animal health and well-being is on the forefront of our professional practice.

I’d appreciate your continued partnership to educate your clients and community on the importance of these three topics. In doing so, we will protect and promote animal health in Michigan.
Have You Reached Your Breaking Point?

Your day starts like a typical day. You step out of the shower, smell the coffee brewing, and hear the dogs starting to whine. Your mind starts organizing your morning. One obese lab spay, one cat castration, and three hospital cases to attend before seeing clients at 10:00. You can almost feel your cortisol level rising when the phone rings. Your blood pressure rises as you answer, knowing full well, chances are it won’t be a “good morning” call. Your newest employee breathlessly informs you that Fritz is missing, and his cage door is open. She continues on, explaining that she has searched the entire hospital and although the stock room appears vandalized there is no sign of Fritz. You suggest she continue taking care of the rest of the patients until further help arrives.

Sound familiar? It’s just another day of small crises and fires to extinguish, typical of life as a veterinarian. Adding to the above stress, imagine that the phone only rings if the bank, bill collector, divorce attorney, or your sponsor is calling.

In general, we are a group of proud professionals. We find it difficult to ask for help. In many instances we don’t even recognize we need help. Taking time for introspection, personal development, and fun is rarely scheduled because we are too busy caring for everything and everyone else.

I am a small-animal practitioner who graduated many years ago. Shortly after graduation, I partnered up with my fiancé and purchased a practice. Things went well initially. Several years passed, and while working to build the practice, we failed to work on our relationship. Communication became non-existent unless discussing a patient. Vacations became few and far between. The business became a 24/7 commitment. Our personal, psychological, emotional, and spiritual growth was neglected. I admitted myself to an inpatient facility due to severe, chronic depression on three occasions. After a multitude of medication trials and ECT, I felt normalized enough to continue practicing. However, the damage done to my personal and professional relationship with my partner was significant.

Looking back, I realize my business partner also became increasingly stressed. Communication focused on that fact that the division of our work responsibilities had become unbalanced. At that time, I had been enduring constant back pain that was unrelieved by NSAIDs and PT. One day I made the decision to do something I had always told myself I wouldn’t do. I took pain medicine from the hospital. It relieved my back pain immediately. So rather than using my brain and talking to my primary care physician, I used the medication as I needed it. After a few months, it became apparent to me that I was also using it for the way it made me feel. I then contacted the Health Professional Recovery Program (HPRP) for assistance.

I am two years into the program—and thank God for this second chance. The HPRP has made me a stronger, more confident, and more open-minded person. I’ve been embarrassed, ashamed, and very hard on myself for all the difficulties imparted on others. Most of all I am grateful, thankful, and indebted to those who have supported me.

Within our professional family of veterinarians, there are people in need of financial, professional, personal, and emotional help. As with any group, we have colleagues suffering from homelessness, hunger, alcoholism, depression, and emotional crises. When was the last time you asked a colleague for help, particularly emotional or personal help?

Whoever you are, you are not alone. As a profession, we need to take off our blinders and start recognizing, and pro-actively helping ourselves and our colleagues. Hopefully, soon we will have an initiative to develop an anonymous program supporting our colleagues in need. In the meantime, if you need help, please visit the HPRP website at www.hprp.org or call (800) 453-3784. You can also contact the MVMA at mvma@michvma.org or (517) 347-4710.

Submitted by an anonymous MVMA member who cares deeply.
Dear MVMA Member,

MVMA is one of the most progressive, passionate, and dedicated veterinary organizations with more than 2,200 veterinarian leaders. By continuing as a member of MVMA, you are connected with great ideas and great people. You will be inspired!

Did you know statistics show that a person who joins an association makes an average of $10,000 more per year than one who does not? MVMA has all the answers—and if we don’t, we know how to get them. As a member, you can call or email us anytime and we’ll help. We can solve your problems so that you have more time in your life!

Are you satisfied with your current veterinary position? Did you know that 72% of people who belong to an association are very satisfied with their jobs compared with fewer than half of people who don’t belong to one? We can help with all your career needs.

MVMA offers educational programs that are worth getting up at 5 A.M. and driving halfway across the state to attend—and 95% of past attendees rate our conferences as one of the most important moves in advancing their career.

You have joined the Future of Veterinary Medicine. We are here to make your life as an MVMA member easier. Don’t forget to renew your membership!

Warmly,

Karlene Belyea
Chief Executive Officer

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**INDIVIDUAL MEMBER BENEFITS**

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<thead>
<tr>
<th>Benefit Description</th>
<th>ANNUAL SAVINGS</th>
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<tr>
<td><strong>EDUCATIONAL DISCOUNTS</strong></td>
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<tr>
<td>Michigan Veterinary Conference</td>
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<td>Small Animal Series Conferences</td>
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<td>MVMA Animal Welfare Conference</td>
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<tr>
<td>Other CE offerings</td>
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<td><strong>The Michigan Veterinarian,</strong> official magazine of the MVMA</td>
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<td>Free E-Newsletter &amp; Urgent Issues Broadcasts</td>
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<td>Free legal services</td>
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<td>Free financial/debt management consultations</td>
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<td>Free relief vet ads</td>
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<td>Free Client Satisfaction Surveys</td>
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<td>Free “Cost of Compassion” Brochures</td>
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<td>Free “Pet Health Insurance” Brochures</td>
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<td>Free “Learn Before You Leap” Brochures</td>
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<td>Free Rabies Protocol Chart</td>
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<td>Model Animal Hospital Personnel Policies Manual</td>
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<td>MVMA online directory</td>
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<td>Discounted x-ray badges</td>
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<td>Discounted Vetstreet Online Communications</td>
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<td>Discounted office supplies</td>
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<td>Discounted custom imprinting for cards, stationary, etc.</td>
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<td>Discounted office equipment</td>
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<td>Discounted on-hold message systems</td>
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<td>Discounted Hertz car rentals</td>
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<td>Discounted credit card processing</td>
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<td>Discounted business consultation services</td>
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<td>Discounted phone, Internet, and data services</td>
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<td>Discounted Spectrum surgical instruments</td>
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<td>Discounted &amp; free ADT security systems</td>
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<td>Discounted long-term care insurance</td>
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<td>Discounted auto &amp; homeowners insurance</td>
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<td>Discounted burial &amp; cremation services</td>
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<td>Discounted legal consents for veterinary practice</td>
<td>$25+</td>
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<td>Discounted MSU Federal Credit Union services</td>
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<td>Legislative representation</td>
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<td>Client referral services</td>
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<tr>
<td>MVMA “Members Only” access on the website</td>
<td><strong>priceless</strong></td>
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<tr>
<td>Complaint resolution</td>
<td><strong>priceless</strong></td>
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**TOTAL SAVINGS** | $5,440–$9,935
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517-353-5420
cvm.msu.edu/hospital
VETERINARIANS WANTED

Mixed-animal veterinarian needed for a 2-doctor practice in the Thumb. If you are a fun, self-motivated professional looking for a fun-ever home, give us a call! Practice is 50/50 small-animal and equine, full-lab, lots of toys. 810/387-3363.

Associate veterinarian wanted in north central (Harrison) MI. The practice is 85% small-animal and 15% bovine. This could be a full- or part-time position; the bovine portion is optional. The practice is well-equipped with a friendly and knowledgeable staff. Salary and benefits customized to individual. Send résumé/inquiries to Ron Morris at mtbikvet@hotmail.com; cell 989/139-0258.

Seeking a full-time veterinarian to join our well-equipped AAHA-accredited small-animal practice in East Tawas, MI. New graduates welcome to apply. Seeking a veterinarian to become a long-term member of our veterinary team. Competitive salary, CE, and benefits. Check out our practice at www.SBSVR.com. Please email résumés to kinggiam@yahoo.com.

Part-time veterinarian needed: Harbor Humane Society is in need of a part-time veterinarian to direct staff in improving the health of shelter animals, perform spay/neuter surgery, and other surgery as needed. This is a great opportunity to improve your surgical skills and really make a difference in the lives of shelter animals. Schedule can be flexible to accommodate your needs. State of Michigan license, national accreditation, and controlled substance license are required. If interested, please contact Ken O’Rourke at ken.orourke22@gmail.com.

Position: Part-time Veterinary Technology Director; reports to Veterinary Technology Program Director. Minimum education and experience requirements: DVM required, current DVM license required, minimum 3 years current clinical experience required. Duties and responsibilities: Teach up to 3 classes per quarter (winter and spring), oversee administration of medical procedures, oversee maintenance of medical records, controlled substance log and computer database, assist with acquisition of new clinical sites for student learning and externships, participate in accreditation process, develop program of veterinary care and maintain IACUC in compliance with USDA guidelines, participate in student advising, student orientations, and system meetings, attend CE conferences (AVTE biannually and one other conference annually), other duties as assigned. Work schedule: 15 hours/week, some evening and weekend hours may be required. Compensation: Hourly rate based on education, experience, and existing wage rates for similar positions at Baker College. Application procedure: Submit cover letter and résumé as soon as possible to Human Resource Department, Baker College of Port Huron, 3403, Lapeer Rd., Port Huron, MI 48060-2597; fax 810/985-7066; email hr-ph@baker.edu.

Towne & Country Animal Hospital in Brighton has an opening for an associate veterinarian for our day staff; schedule includes every 3rd weekend, 40 hours/week. We are also adding to our emergency staff; schedule includes every Tuesday and Wednesday 5 PM – 9 AM and every other Saturday and Sunday, 9 AM – 6 PM. Both are full-time salaried positions with excellent benefits, including simple IRA, BCBS health/dental/vision insurance, uniform allowance, and vacation/sick/personal days. CE allowance and one week paid per year. We are a busy routine and emergency 24-hour hospital with a great support staff. Join us and enjoy doing what you love! Please contact Dr. Kristine Gerster, kgerster@comcast.net.

Negaeunn Veterinary Clinic is seeking a part-or-full time associate veterinarian to expand our 2-doctor small-animal veterinary practice. The clinic is fully integrated with Avimark software, IDEXX Catalyst and Procyte blood analyzers, and digital radiography. We are a small, family-focused practice and are looking for an associate who will fit into our culture of compassion and care. The practice is located just 3 miles from a thriving university town; the area features endless opportunities for outdoor activities. Competitive salary, CE, and benefits package. Inquiries can be sent to Negaeunn Veterinary Clinic, 30 East US 41, Negaeunn, MI 49866, or emailed to negaeunnveterinaryclinic@gmail.com. Call 906/475-7851 for more information.

Lansing-area mobile veterinary clinic looking for an experienced veterinarian to join our team. Surgery and medical appointments Monday–Wednesday, plus one vaccine clinic a month on Sunday. No emergencies, no boarding, no other weekend responsibilities! Email résumé to lilkeetoloughsometimes@yahoo.com.

Two positions available for privately owned, busy, 7-hospital group with a 12,000 SF central hospital and 24-hour emergency services. These AAHA-certified hospitals are located in the northern Macomb area. Facilities are award-winning, receiving 2 Veterinary Economics awards and are fully equipped. The technical and veterinary staff is experienced and dedicated with a board certified owner (ABVP) and several internship-trained veterinarians. The first opening is an emergency/critical care veterinarian. Duties include emergency out-patient, triage of animals transferred from other hospitals, monitoring of in-house critical care patients, and emergency surgery. We provide flexible scheduling and competitive salaries. The second opening is a general practitioner in a busy central hospital. Duties include general out-patient care, in-hospital patient evaluation, and surgery. Case load is large and varied, which provides a unique opportunity to practice high-quality veterinary medicine with support from other experienced veterinarians. Special interests will be encouraged and supported. Schedules are flexible and salary competitive. Contact Dr. John Wilson or Heidi Dortenzio at 586/752-6217 or email at h.dortenzio@sbcglobal.net.

For a change? Love surgery? Committed to ending pet overpopulation? We want you! Seeking experienced surgeon, confident, caring veterinarian for high-volume spay and neuter clinic based on the gold standard Humane Alliance model. (www.humaneaniilliance.org) PT/FT available. Very competitive salary and benefits. Contact Renee, All About Animals 586/879-1745; fax 586/757-2139; email clinic@allaboutanimalsrescue.org.

Part-time veterinarian for work Saturdays at our Wellness Clinic in Auburn Hills. Must be compassionate with a focus on helping pets. Competitive salary. Contact Renee, All About Animals, Warren, 586/879-1745 or fax 586/879-1745, clinic@allaboutanimalsrescue.org.

Full-/part-time caring and compassionate veterinarian needed for a well-established 2-doctor small animal clinic in Westland (metro Detroit). No after-hour emergency duties. Competitive wages and benefits. Send résumé to ac2340@gmail.com or call Ace Animal Clinic, Inc. at 734/595-6500.

P/T or FT Associate for a progressive, well-equipped practice in a resort town on Lake Michigan. Looking for a confident, energetic veterinarian who is interested in practice top-notch medicine and is looking for a long-term position and possible buy-in. Good surgical, diagnostic, and people skills required. Ultrasound, endoscopy, computerized. Contact bbwyrk2016@gmail.com.

Immediate opening for an associate veterinarian, mixed-animal practice 50/50. 2 to 3 years’ experience preferred but not required. Paid health insurance, paid vacation, paid veterinary dues, paid continuing education. Contact Countryside Animal Hospital at 260/563-5058, ruthann@cinergymetro.net.

Part- or full-time associate veterinarian wanted for a progressive, busy 2-doctor small-animal-exclusive veterinary practice in Tecumseh, MI. Strong communication, medical, dental, and surgical skills desired. At least 3 years’ experience preferred. Competitive salary, CE and benefits package. Contact Jackie cacjpy@yahoo.com.

Practice, live, and play where others can only escape on vacations. Our well-established companion animal practice is nestled among the rivers, lakes, and forests of the Upper Peninsula of Michigan. Interest in orthopedics is a plus but not necessary. Join our 15-member veterinary team dedicated to serving our clients and patients with high-quality medicine in a small-town atmosphere. Opportunities are also available for anyone with equine interests. Salary/benefit package is negotiable. Contact Dr. Scott Jandron at Northern Veterinary Associates, 661 Palms Ave., Ishpeming, MI 49849; tel 906/485-6145; email srjdogdoc@gmail.com. 

Veterinarian wanted: We are a 3-hospital practice located in Macomb County. Each of our 3 sites provides an opportunity to experience unique and individual patient/client care. We offer high-quality, compassionate medicine/surgery. We pride ourselves on complete and individual care for each patient, as well as providing exceptional client care. All locations include digital radiography, Class IV laser.
We are seeking a full-time veterinarian to join our team. Applicant should have a good blend of medical, surgical, and people skills. Our well-established practice has 2 locations in a very desirable area of metropolitan Detroit. We see a diverse caseload and focus on preventative health care and long lasting relationships with our clients and their pets. We offer extended hours to fulfill the needs of our clients’ busy schedules, and our practice is fully integrated with IDEXX; Cornerstone practice software, in-house chemistry and blood count analyzers, and CR digital radiograph systems. We will offer a competitive salary and benefits package based on experience. There is a very good opportunity to buy into our practice for the right individual. Please email your résumé to vetbreckenridge@sbcglobal.net.

Oceana Veterinary Clinic, nestled in beautiful west Michigan, is looking for a part-time or full-time associate veterinarian to join their small-animal medical team. OVC strives to provide quality medical, surgical, and dental care to patients in a client-centered environment. The associate veterinarian will be responsible for working with the practice owner to define and implement practice medical policies and procedures that ensure quality and compassionate patient care. At OVC, in addition to providing progressive and knowledgeable care, our clinic houses digital radiography, ultrasound, laser surgical unit, and VetPro 1000 dental unit, advanced anesthetic monitoring; we strongly encourage and support continued education. Oceana Veterinary Clinic utilizes a well-trained staff, including 2 experienced LVTs. We are looking for an experienced veterinarian, however new graduates will be considered. Inquiries and résumés can be sent to Oceana Veterinary Clinic, 5778 S. Oceana Dr., New Era, MI 49446; email oceanavetclinic@gmail.com; tel 231/861-8196.

Small-animal AAHA-accredited hospital in Genesee County is seeking a dependable, energetic, full-time veterinarian to join our team. Our well-established, newly remodeled hospital is equipped with state-of-the-art technologies including digital radiography, in-house laboratories, ultrasonic dental equipment, endoscopy, and many more. Excellent benefits and competitive salary; the position is open immediately. Please submit résumé to bsnovi@gmail.com.

Associate veterinarian wanted to join our 6-doctor team. The Animal Emergency Hospital is a privately owned, computerized, fully-equipped, and progressive critical care facility in Grand Rapids. You will have a reasonable work schedule, generous benefit program, and a nationally competitive salary. For further details please contact Dr. Stephen Comer, 3260 Plainfield NE, Grand Rapids, MI 49525; work 616/361-3962; email gobligred@westmichigan.com.

Part- or ¼-time veterinarian with 3 or more years’ experience needed for thriving small-animal practice. Clinic is located in a 4-season area offering year-round employment. Please send your résumé to Platte Lake Veterinary Clinic, 9671 Honor Hwy., Honor, MI 49640, or plattelakeveterinary Clinic@gmail.com.

Gaide Veterinary Hospital is a progressive 5-doctor small-animal practice located in south central MI. We are currently seeking a full-time associate veterinarian. Our facility treats a multitude of hospitalized patients daily providing a challenging yet rewarding environment where you can learn and grow as a veterinarian. Gaide Veterinary Hospital is team-focused with plenty of opportunity for mentoring. We strive to provide high-quality client and patient care. You will find an excellent support staff, great clientele, and a competitive salary with benefits. Our well-established, modern, fully-equipped hospital includes ultrasound, endoscopes, patient monitors, tonopen, in-house laboratory, x-ray, ultrasonic dental equipment, and gas anesthesia. Our hospital is located in Jackson, just a few minutes from both Ann Arbor and Lansing. Please send resume to Gaide Veterinary Hospital, 539 N. Blackstone St., Jackson, MI 49201; tel 517/727-3512; fax 517/787-0399. Please direct inquiries to Dr. Gaide.


Progressive Pet Animal Hospitals seeks an exceptional associate veterinarian who enjoys the challenge of a growing small-animal practice while still maintaining a great quality of life. Our hospitals are located in southeastern MI with state-of-the-art equipment and experienced support team that allows us to perform high quality care for our patients. Part-/full-time openings available. We offer competitive/comprehensive salary and benefits. Contact Jeff Rothstein, DVM, MBA, at 734/645-0267; email jknis@sbcglobal.net; fax 734/372-6318.

Wanted: full-time veterinarian for AAHA-certified small-animal hospital in Dearborn Heights, MI. We are looking for a progressive, practical, personable practitioner. Opportunity is available for buy-in potential and ownership for the right person. Contact Rick Caputo, DVM at 313/562-8810.

Exceptional surgeon sought to perform canine/feline sterilizations for Taylor, MI, high-volume, high-quality spay/neuter clinic. Training available to achieve volume required. Fast-paced, friendly environment with caring and compassionate staff, committed to ending homelessness and needless euthanasia. Part-time; limited direct contact with clients. Competitive salary/benefits. Mission-driven candidates please send resume and cover letter to employment@thepawsclinic.com.

Associate veterinarian with minimum 2-years’ experience needed for well-established small-animal practice in a northern MI resort community. Potential buy-in option available. Send your résumé to isosdm@gmail.com.

Lansing Veterinary Medical Center is seeking full- or part-time veterinarians interested in emergency medicine. We are a 24-hour practice with an awesome staff. This is a great opportunity to practice compassionate medicine in a state-of-the-art facility. Please contact Geoff Heyd at 517/393-9200, or send resume to LansingVeterinary@gmail.com.

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**THE MICHIGAN VETERINARIAN**

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A classified ad is required to place a classified or relief vet ad in The Michigan Veterinarian. Please contact the MVMA to obtain a copy of the form.

**CLASSIFIED AD POLICY**

The Michigan Veterinarian is published quarterly in March, June, September, and December. The deadline for submission of ads is the first of the preceding month.

Ads must be submitted in writing and will be published once. Ads may be resubmitted as often as desired with accompanying payment. The editors reserve the right to edit copy. Checks must accompany all ads submitted and are to be made payable to “Michigan Veterinary Medical Association.”

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- Forty words or less. Additional lines: Members: $50/word; nonmembers: $1.00/word
- MVMA Members: $40.00
- Nonmembers: $70.00

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Small-animal practice in Grand Ledge is looking for a full-time veterinary technician with excellent people skills. Some managerial and receptionist duties are expected as well. Low-stress environment and excellent clientele, with time to get to know them. Send contact information and résumé to hartelvet@gmail.com.

WANTED: LVT for 2-doctor AAHA-certified small-animal practice in Bloomfield Hills, MI. Fax or email résumé Attn: Cindy, 248/642-5438, roshawhospital@comcast.net.

LVT needed for small-animal emergency/referral hospital in Kalamazoo, MI. Duties include anesthesia, surgical assistance, intensive care nursing, radiology, and clinical laboratory work. Résumé: Southwest Michigan Animal Emergency/Referral Hospital, 6039 S. Westnedge Ave., Portage, MI 49002; tel 269/760-4056; fax 269/323-3636; email ronaldmoilesdvm@gmail.com.

Busy veterinary hospital in Warren, MI has an opening for a licensed technician. Our ideal candidate would be highly motivated, energetic, and a team player. Must be proficient in all technical skills with a minimum of 2 years' experience. We are looking for someone available 20–30 hours, including some evenings and Saturdays. We offer generous benefits in a family-friendly atmosphere. If you are looking for a rewarding career that focuses on small animal, avian, and exotic medicine, we may be the right fit for you! We are an AAHA-accredited hospital. Please apply by sending your résumé and cover letter to Kathy@wwvhcares.com or by fax: 586/979-3447. Visit us on the web at www.wwvhcares.com.

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Part-time LVT wanted to join our team. We are a progressive, busy, 2-doctor, small-animal-exclusive practice in Tecumseh, MI. Strong communication/client education skills desired, as well as proficient technical skills needed in surgery, dental, outpatient, and laboratory. Competitive salary based on experience. Contact Jackie cacjpy@yahoo.com.

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relief veterinarians

Douglas Bandkau, DVM, 989/666-2862. MSU 79. SA relief and part-time, SW Michigan. Medicine, surgery, dentistry; I enjoy working in a team atmosphere.


Norman Bayne, DVM, MS, 248/506-1104. MSU 81. SA relief work in southeast MI. Will travel. Friendly, excellent client communications skills. norman@baynevet.com.

Carl Bedore, DVM, 810/965-8350. MSU 99. SA relief and/or part-time 1 hour from Flint. Enjoy working in a positive team atmosphere doing medicine and surgery.

Kirsten Begin, DVM, 616/446-3154. MSU 09. SA relief in Grand Rapids and surrounding areas. Will travel. Friendly, excellent client communication. References. Completed rotating and surgical internships. kbegjn4@gmail.com.

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

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

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

Tama Cathers, DVM, 269/203-6800. NCSU 96. SA relief and part-time. SW Michigan, w/in approximately 1 hour of Kalamazoo. Calm, friendly, thorough, team player.

Aimee Cochell, DVM, 616/558-4905. Ross 01. Available for SA relief in Grand Rapids area. Willing to travel. Good client communication skills. References. acochell@comcast.net.

Daniel Cole, DVM, 551/486-0923. MSU 12. Small-animal general medicine/emergency. Relief and part-time. Internship trained. Competent and comfortable with soft-tissue surgery and general medicine. Excellent records and client communication. Within 1/2 hours of Brighton, but willing to travel further for certain situations. donothecole@gmail.com.


Daniel Deciechi, 810/394-7412. MSU 03. 10-year ER practice owner available for relief/part-time. Willing to travel. Enjoy the practice variety of relief work. drddeciechi@gmail.com.

Susan Drapek, DVM, CVA, 517/663-0428. MSU 90. Available within 2 hours of Lansing. Relief experience since 1997. Small-animal medicine, surgery, and acupuncture. smsdrapekdvm@sbcglobal.net.

Emery Engers, DVM, 734/717-2608. SA relief or PT in Oakland County/SE Michigan, including Saturday and Sunday. Strong medical and surgical skills, dentistry. Friendly and compassionate, high-quality care. engersem@charter.net.


Marj Field, DVM, 734/658-4777. MSU 90. SA/exotic/ emergency relief work in southeastern MI. Excellent client service, comfortable surgeon, high ACT, and able to multitask. Extended travel can be negotiated. marjfield@me.com.

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Lisa Harris, DVM, 616/261-6743. MSU 89. Available for relief in Grand Rapids/Lakeshore area. Experienced SA medicine and surgery, avian, exotic. Friendly, good communicator. drlilharris@gmail.com.

Sharon Rose Henn, DVM, 616/723-4314. MSU 01. SA, Grand Rapids and western MI; may travel. 10+yrs’ experience. Friendly, helpful, excellent client education, adaptable. Soft tissue surgery, dentistry. hennshar@hotmail.com.


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

Charlotte Kim, DVM, 517/643-4069. MSU 08. SA relief work in SE Michigan. Soft tissue surgery and medicine. Friendly and dependable. kimcharl0824@gmail.com.

Joan Koelzer, DVM, 616/437-6415. MSU 85. SA medicine and surgery, single-day relief, Grand Rapids/west MI. Skilled in difficult spay and neuters. Jehkoelzer@yahoo.com.

Delta Leeper, DVM, 248/396-7525. MSU 03. Part-time or relief, SE Michigan. Cats and dogs only; medicine, dentistry, routine surgeries. Internship trained, good communicator, team player. catdrelpta@hotmail.com.

Mike Lin, DVM, 269/763-7770 or 269/348-1145. MSU 97. SA part-time or relief work in Kalamazoo/Grand Rapids and surrounding areas. Surgery, general medicine, and emergency experience. Excellent client communication skills. maddisondog@hotmail.com.


Valerie Mahoney, DVM, 217/766-6155. Illinois 03. SA relief in SE Michigan, including Saturdays and Sundays. Strong surgical skills, high medical standards. Enjoy working with clients. References available. Petdoc03@gmail.com.

Richard M. Miezewski, DVM, 734/735-2279. MSU 71. Relief, experience, competent, dependable, small-animal, references, north Oakland County and vicinity. rmackj@misdvm.com.

Denise Jorgensen Montagna, DVM, 231/557-1536. CSU 90. SA relief or part-time in western MI. Excellent client relations. References available. djmontagna@comcast.net.


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

Christine Parker, DVM, 616/866-1965. MSU 88. Available for SA relief or short-term. Experience and dependable. References available. Will travel. cparker@wims.net.

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

Amy Peck, DVM, 231/557-4423. MSU 97. Available for relief in west MI/Grand Rapids/Lakeshore area. SA general medicine. Excellent communication skills, experienced and reliable. opecdkdvm@gmail.com.


Teri Sexton, DVM, 517/231-1256 cell; 517/371-2930 home. MSU 92. SA/PT work w/in 1 hour of Lansing. Can make your clients and staff feel at ease. Strengths: dermatology, soft tissue surgery. Teril.Sexton@earthlink.net.

Jenn Sharp, DVM, 810/533-3598. MSU 71. SA relief, SE Michigan. Former practice owner. Proficient in sophisticated dentistry and medicine. Excellent communicator. vetseaneonian@comcast.net.

Jennifer Sherrill, DVM, 231/215-0924. UCVM 01. SA/PT relief. 9 years’ experience. General medicine/surgery. Excellent client care. West MI/Grand Rapids. Willing to travel. References. sherrilljen@comcast.net.

Alan Sibinic, DVM, 734/922-3713, 231/547-6212. MSU 75. Relief or part-time anywhere in MI. Flexible, wide-variety practice experience. 5+ years relief work. References. SA/EQ/FA.

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

Alan Supp, DVM, 616/771-6030. MSU 90. Companion animal practitioner available Saturdays only, as-needed basis in the greater Grand Rapids area.

Connie R. Sweller, DVM, 517/388-3434. SA/PT relief work within 1 hour of East Lansing. Experienced/relievable/former practice owner (16 years). docconniet@aol.com.

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

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

Nicholas Urbanek, DVM, 412/606-1716. Glasgow 09. SA/ emergency relief and part-time work within 2 hours of Lansing. Internship trained, great client communication and records, compassionate. nup321@aol.com.

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


Georgia A. Wilson, DVM, 248/830-5325. 22 years’ experience, SA, pet exotics and emergencies, licensed. Available immediately for Oakland County and southeast MI, vxn8n@aol.com.

Jennifer Zablotny, DVM, 517/896-9146. MSU 97. Experienced SA relief for southeast and mid-MI. References available. drzaboltny@gmail.com.
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