Awards

Teri Wheeler, DVM
Veterinarian of the Year

The NMVMA is pleased to announce that the recipient of the 2015 Veterinarian of the Year Award is Teri Wheeler, DVM.

According to Dr. Wheeler, when she received her veterinary degree from Iowa State University in 1983, “it was a time when your veterinary degree allowed you to practice in many settings: Large animal, mixed animal, small animal, emergency and exotics without further formal training.” She claims that she took advantage of this and spent time in practice in each of those capacities in Iowa, Oregon, Washington, Texas and New Mexico. She moved to Albuquerque in 1998 but had fallen in love with the Southwest, while on a bicycle trip from Colorado Springs to Santa Fe, in 1981. In her varied career, she states that she has been challenged and humbled on a daily basis, but never bored.

Dr. Wheeler began working at Blue Cross Animal Clinic in 2003. Prior to that, she was at the Albuquerque Animal Emergency Clinic for 5 years. In her earlier career, she spent a year in Kenya working on an ostrich nutrition project. After she returned she spent six years in West Texas working in a mixed animal practice including more work with ostriches. She has held the office of Secretary for the Albuquerque Veterinary Association and has volunteered her time with Street Cats, a spay/neuter group.

Her family includes three cats and a turtle, with the recent loss of a sweet old dog. In her spare time she enjoys casual gardening, birding and hiking along with exploring the urban and rural gems that New Mexico has to offer.

The NMVMA Veterinarian of the Year award is given to a New Mexico practicing veterinarian who has shown exemplary professional conduct and outstanding service to clients, patients and community.

Bonnie Snyder, DVM
Distinguished Service Award

Dr. Bonnie Snyder was awarded the 2015 Distinguished Service Award which is presented to individuals who over the course of their career, have consistently given back to the veterinary profession with service, dedication, and dignity.

The daughter of a US Army officer, Dr. Snyder grew up in multiple states, and is a United States native. She received her Bachelors in Chemistry from the University of Southern California, her Masters in Psychology from Arizona State University and her DVM and PhD from the University of California, Davis. In October 2004, she came to Albuquerque to become the first Director for the Veterinary Technology (VT) Program at the Albuquerque Technical Vocational Institute (TVI), now Central NM Community College, from which she retired September 2015. Under her direction, the VT Program received AVMA accreditation within one year of startup, and has continued to be accredited. With about 150 graduates, and a 97% Veterinary Technology national Examination pass rate, the VT Program leads the nation in training quality Registered Veterinary Technicians. She believes that the CNM VT Program was built by an excellent team which she had the privilege of leading.

Dr. Snyder has other firsts. She built the first neurology Referral Practice in Central California, and the first Feline Clinic in Central California. With her husband,
Letter from the President

Our first meeting of the year is behind us and I must say, I think it was rather productive! With new board members in place and with the help of the Power of 10 participants we were able to re-evaluate our strategic plan in order to move forward. The input and the insight from the Power of 10 was so outstanding that we’ve invited them back to the next board meeting! Contrary to some of the things we have heard at various conferences, these younger veterinarians want to come together with their colleagues in order to be personally involved and actively engaged in organized medicine. Their suggestions were so fresh and new, we’ve already implemented some of them.

Earlier this year I attended the AVMA Leadership Conference in Chicago. As always, AVMA offers great workshops on association membership, legal issues, generational differences, media training and other significant topics that we deal with day to day. One particular workshop that struck a chord with me was a membership workshop entitled, “How to Get ‘Em and How to Keep ‘Em”. As in many volunteer organizations, there seems to be a small core group who does a tremendous amount of work thus leading to burnout. In order to keep the membership involved, it is essential to break down tasks to manageable sizes so as not to be so overwhelming. It’s important that we recognize the many talents that our members have to offer and to realize that small contributions can add up to great accomplishments. We will keep you posted as we continue to work on the NMVMA Strategic Plan as there will be plenty of opportunities to volunteer and get involved.

An important aspect of our strategic plan is Member Outreach. With this in mind, we will be hosting a social event which will most likely take place this fall. In the coming months we will be exploring venues and activities so stay tuned! We are also considering holding social events around the state so as to better engage with members outside of the Albuquerque area.

Sincerely,
Emily Walker, DVM
drwalker@abqcatclinic.com
505-323-1460

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In Appreciation

“There is always, always, always something to be thankful for.” – Unknown

The NMVMA would like to thank Beth Stowell, DVM who has volunteered to help with Facebook postings. Many thanks to Dr. Steve Derwelis for helping us establish new criteria for the UNM Pre-Veterinary Scholarship. Thank you to our generous sponsors for the February Power of 10 meeting, Bill Burch of Boehringer Ingelheim Vetmedica and Steve Kraemer of NAI Maestas & Ward. The NMVMA is grateful to Dr. Sally Brant for nominating and participating in the presentation, with Dr. Julie Blossom for Lay Award for Humanitarian Endeavors. We are also appreciative to Dr. Darren Woodson for nominating and presenting the Pet Hall of Fame award.
Dr. Fly, and 10 other veterinarians, she built and was President of the first Small Animal Emergency Clinic in the High Desert of California using no loans, earning recognition in the journal Veterinary Economics. While practicing, she also taught veterinary, pre-veterinary, pre-veterinary technology, pre-medical and pre-nursing students at several different universities and community colleges, including UC Davis and California State Polytechnic University. She left a fulltime professor position at Antelope Valley College, and a mixed animal practice to join TVI.

Dr. Snyder’s primary interest has always been to help owners understand how to better care for their animals, and to improve the veterinary profession. To do this, she has made many presentations to elementary, middle school, and high school students about animals and veterinary medicine. She is past President of the MidCoast VMA in California, is currently the Treasurer of the NMVMA, and also serves on the NMVMA Power of 10 planning committee.

Lay Award for Humanitarian Endeavors
Jeannie Cornelius

Jeannie Cornelius, founder of Dixon animal Protection was awarded the Lay Award for Humanitarian Endeavors. For over 30 years she has served the Rio Arriba and Taos County communities as a spay/neuter advocate. She is an educator of young and old with regard to humane animal care. She has tirelessly obtained grants, donations and has used her personal income to support veterinary medical and surgical expenses. Dr. Sally Brant, who made the nomination, has stated that Ms. Cornelius “has spent a lifetime being a compassionate advocate of animal life”.

NMVMA Pet Hall of Fame
“Katie”

Katie, a 1 ½ year old Bull Mastiff/Pit Bull mix, of Farmington, is the latest inductee in the NMVMA Pet Hall of Fame. When Katie’s previous owners had to surrender her due to allergies, Katie luckily landed in the home of Mary Jane and Ken Washburn where she happily resides with three other dogs and two cats. While Katie’s owners were in the garage, a fire on the stove broke out in the kitchen. Katie immediately alerted her owners by barking and courageously led them back to the kitchen, saving the lives of her owners, the other pets and the family home.

Better Pet Health Begins with a Conversation

Partners For Healthy Pets has developed FREE, easy-to-use tools to help you talk with clients about the benefits of regular check ups.

Supported by the AVMA, AAHA, and a range of industry partners, the program provides:

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This program will be supported by a powerful consumer awareness campaign that will bring more pets, and their people, to your practice. So ENROLL YOUR PRACTICE NOW and start the conversation about regular check ups and preventive healthcare!
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Locklar’s Laughs

“Now I remember when I last floated these teeth! It was right after I first started practice!”
AVMA DELEGATE REPORT

Greetings to my fellow colleagues of the NMVMA. January 7-9 was the annual Veterinary Leadership Conference in Chicago, Illinois with many opportunities for education in leadership skills as well as networking. Our District IX caucus which consisted of the state VMA’s and delegates from New Mexico, Arizona, Colorado, Kansas, Utah and Oklahoma meeting to share what has been happening in each state since we last met in July. We have a strong District and each state works well with the others, largely because we deal with the same issues on the county, city and state levels.

My “take home point” from this House of Delegate session is that the years of discussing, planning and verbally sparring is beginning to pay off with better communication within and without the AVMA. The AVMA is a large organization and one can’t help but be amazed at what our colleagues within the organization and on Capitol Hill are involved in on behalf of the profession. The House worked specifically on a resolution for better as well as faster means for communicating with the AVMA members within our state. More will come on this matter in the future.

The House of Delegate will convene in San Antonio for the July meeting and at that time I will turn the reins over to my capable friend Dr. Murt Byrne as I “ride off into the sunset”. It has been a great experience representing my state VMA and I thank you all for the opportunity.

Sincerely,
Lawrence D. Young, DVM

NMVMA Seeking Names for AVMA Alternate Delegate Position

The NMVMA is currently accepting names of individuals interested in being the AVMA Alternate Delegate. Pursuant to the new NMVMA Bylaws, the Alternate Delegate to the AVMA shall be elected for a three year term. The Alternate Delegate shall serve a three year term and then succeed automatically to the Delegate position. Any NM resident, who has been an active NMVMA member for five consecutive years prior to the election, and who is a member of the AMVA, is eligible for election as Alternate Delegate.

The duties as an Alternate Delegate include, but are not limited to studying the issues of the AVMA House of Delegates, representing the desires of the NMVMA, and attending all AVMA convention meetings. Should a vacancy occur in the unexpired term of the Delegate, it is the Alternate Delegate who shall fill that term.

If you are interested, please contact the NMVMA office by April 30, 2016
I’ve been going to the same hairdresser for over 12 years now, and it’s not because I like her purple hair and Wonder Woman tattoo! Sure, she knows where my cowlick is and just how wispy to cut my bangs, but in truth, it’s because she always schedules my next appointment before I leave and always reminds me when it’s time to see her again.

Thank goodness for forward booking! If you’re like me, you appreciate having one less thing to remember or worry about. But this does beg the question; if your hairdresser and dentist can do it, then why can’t you in your veterinary practice?

According to Michael Cavanaugh, DVM, DABVP, and CEO of AAHA, in his State of the Veterinary Profession Address in 2013, only 5% of veterinary practices forward book compared to 80% of dental practices. He calculated that if the veterinary profession were to move the needle from 5% to 10% that would mean $350 million in additional preventive care revenue for the profession.

The sad truth is that this is old news, and sadder yet is that little has changed over the last couple years as evidenced by the VHMA Insiders’ Insights published October 2014. VHMA asked practice managers: “Is your practice “forward booking” for annual/semi-annual wellness or preventive health care exams?” Of the 377 respondents, only 2.65% said yes-always, and 7.96% said, yes-most of the time. The needle has barely budged since 2013. The statistics are still dismal and especially so when compared to other professions.

It is apparent to make forward booking compelling to the veterinary profession will take a significant culture change. Understanding the benefits is a good beginning. According to Karyn Gavzer’s and Karen Felsted’s White Paper, “Forward Booking Appointments: How to Fill Your Appointment Schedule” there is much to gain from the process, not only for the practice and team, but for the patient and client as well. The patient will be seen regularly and timely improving the standard of care which will result in healthier pets as well as happier clients. Through more frequent contact, the practice will build client loyalty and the team will achieve greater job satisfaction. As a CPA, I, of course must mention that the financial benefits of forward booking for a typical practice are around $40,000 of additional gross revenue. Of this revenue 50% to 70% will drop to the bottom line of the income statement increasing the profitability of the practice significantly.

So where do you start? The best way is by making it a priority in your practice. Some are of the mindset that clients will balk, but AAHA’s 2015 State of the Veterinary Profession reported that 6 out of 10 clients would welcome forward booking. Remember how much I appreciate my purple tress’d hairdresser?

Making it a priority simply means that your team books the next appointment for every patient seen at the practice every day, no matter the reason, recheck, preventive or other. Although that may sound daunting, I believe if hairdressers and dentists can do it with success, then so can veterinarians.

How do you execute forward booking in your practice? Partners for Healthy Pets (http://www.partnersforhealthypets.org/), the Veterinary Hospital Managers Association and Gavzer’s and Felsted’s White Paper share information and tools to assist in implementing the process. You can access those resources for detailed information, but to simplify it you:

1. Engage the team to develop a best practice process including:
   a. Schedule for appointments (i.e. six months or annual)
   b. Reminder system (when and how)
   c. Responsibilities of every team member (they should all participate)

2. Educate team members on what to say and how to say it, use role playing to learn how to respond appropriately to client resistance and questions

3. Set goals, a start date and then just do it, be receptive to change and improvements as you work through the process

As a practice owner, you may not have the time to champion the cause yourself, so task a capable team member with the effort. Hold them accountable, but don’t expect them to transform the practice overnight, this is truly a change in culture, which may be welcomed, or could be challenged!
Support your team by giving them the tools, the resources and the time necessary to make it happen. Set goals and reward them for their successes along the way, it will keep them motivated and focused on the task. According to Partners for Healthy Pets, “When we forward book for every pet and subsequently see those pets and their owners at the appropriate times, our patients receive the quality of healthcare they need and deserve!” Isn’t that what it’s all about!

Pets will be healthier, team members will be happier, practice finances will be better and our clients will appreciate that they have “one less thing to remember!”

By Camala C. Bailey, CPA, CVA
NMVMA Allied Member

Cammi is the Founder and President of Camala C. Bailey, CPA, PC – The Veterinary Practice Doctor® a Certified Public Accounting and Consulting firm. Her focus on veterinary specific services includes accounting, tax planning and preparation, practice valuations and profit improvement consulting, employee and practice management and advisory services. You can reach Cammi at (800) 359-8175.

Please visit www.nmvma.org for more information on Partners for Healthy Pets

1 AAHA State of the Industry 2013 White Paper
2 Veterinary Hospital Managers Association, Insiders Insights October 2014
3 Partners for Healthy Pets, Forward Booking Appointments: How to Fill Your Appointment Schedule by Karen Gavzer, MBA, CVPM and Karen E. Felsted, CPA, MS, DVM, CVPM, CVA
4 American Animal Hospital Association, 2015 State of the Veterinary Profession
Book Review by Sherry Morgan, DVM

Reckless was a small (13-hand) Korean mare that was purchased by the U.S. Marines to haul heavy guns and artillery over Korea’s rugged terrain during the Korean War. Being the “only horse in camp”, Reckless saw herself as one of the two-legged Marines and bonded with them like she would have bonded with equine companions. She learned to take loads to destination sites by herself, not needing a human guide and often picked up wounded Marines on the way back to take them to safety - frequently with heavy firing all around her.

When the war was over, it was assumed that she would be given to a local Korean farmer, but in recognition of her bravery and contribution to their safety, the Marines wanted to make sure that she was cared for for the remainder of her life. Through miscellaneous trials and tribulations, they managed to bring her back to the United States and she lived out the remainder of her days at Camp Pendleton. She often attended parades, celebrations, and banquets in her honor. She received the official designation of “Sergeant”, complete with ribbons that were attached to her parade blanket.

Sherry Morgan received her D.V.M. from Kansas State University and completed a combined residency/Ph.D. program in veterinary pathology at Texas A&M University (Ph.D. project focused on equine cranial mesenteric arteritis). She is board certified by the American College of Veterinary Pathologists, the American Board of Veterinary Toxicologists and the American Board of Toxicology. Her publication list includes over 30 journal articles, 20 book chapters, and 30 abstracts/posters. She is employed by AbbVie, Inc., a pharmaceutical company based out of Illinois and works out of her home in New Mexico. She spends her spare time with her four dogs and eight horses.

PawPrint

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** This PAWprint brought to you by the Peer Assistance and Wellness Support Committee of the NMVMA.

To learn more: follow the link to PAWS under the Programs header on the NMVMA website or contact: julieblossom@gmail.com
DEA Clarifies Registration and Crossing State Lines

Earlier this year, the AVMA learned that DEA was not in complete agreement with the AVMA (or Congress) regarding the Veterinary Medicine Mobility Act and veterinarians’ ability to transport controlled substances across state lines. Feedback from several state VMAs was provided to the AVMA in preparation for a meeting with the DEA. During that meeting, The AVMA was informed that the DEA had reconsidered the legislation in light of learning that states allow veterinarians to be licensed regardless of having a physical address in the state.

The DEA has since provided registrants with a letter clarifying that a veterinarian “shall not be required to have a separate registration in order to transport and dispense controlled substances in the usual course of a veterinary practice at a site other than the registrant’s registered principal place of business or professional practice, so long as the site of transporting and dispensing is located in a state where the veterinarian is licensed to practice veterinary medicine and is not a principal place of business or professional practice.” They further clarified that “A prime example is that a veterinarian may dispense controlled substances while making ‘house calls’ (e.g., at a stable) without being registered at that location. And, in such a scenario, the veterinarian does not need to be registered with the DEA in the state where the dispensing occurs, as long as the veterinarian is registered in some other state and is licensed to practice veterinary medicine in the state where the dispensing occurs.”

The letter was sent to all DEA registrants, as well as DEA field offices and diversion investigators. For more information visit the AVMA blog post online related to this letter.

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Jenise Daigle, DVM, DACVD – Dermatology
Jon Fletcher, DVM, DACVIM – Endocrine/Internal Medicine
Theresa Bossum, DVM, PhD, DACVS – Soft Tissue Surgery

John Godbold, DVM – Surgical Laser Lab
Shane Lyon, DVM, DACVIM – Urology/Nephrology
Melinda Merck, DVM – Forensics
Kir Miller, DVM, DABVP – Shelter Medicine
Garret Pachtger, VMD, DACVECC – Emergency Medicine
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Michael Peterson, DVM, MS – Pediatrics, Toxicology
Jonathan Puckett, DVM, DACVO – Ophthalmology
Lisa Radosta, DVM, DACVB – Behavior
Mason Reichard, MS, PhD – Parasitology

John Rush, DVM, DACVIM, DACVECC – Cardiology
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Bo Brock, DVM and Blaine Chapman, Cert. Farrier – Lameness/Shoeing for General Practice

Ben Buchanan, DVM, DACVIM, DACVECC – Internal Medicine
Cleet Griffin, DVM, DABVP – Equine Dentistry

Travis Henry, DVM, DAVDC – Equine Dentistry
Abigail Kitchens, DVM – Chiropractics, Saddle Fit and Rehabilitation Topics
+ Texas A&M University Residents/Faculty present Current Topics
+ Equine Dentistry Interactive Lab

**FOOD ANIMAL**

Mike Apley, DVM, PhD, DACVP – Food Antibiotic Selection & Resistance

Walt Cook, DVM, PhD, DACVIM – Cervid Wildlife Medicine & CWD

Misty Edmonson, DVM, DACT – Small Ruminant Medicine

Tam Garland, DVM, PhD, DABVT – herd Toxicology

Fred Gingrich, DVM – Veterinary Feed Directive & Large Animal Medical Records

Jim Gleason, DVM – Swine Medicine, Lammens, Nutrition Topics

Meredith Jones, DVM, DACVIM – Camelid Medicine

David Lulman, PhD – Cow-Calf Nutrition, Winter Feed Supplements, Body Condition Score
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Jill Heatley, DVM, DACZM, DABVP – Reptile

Sharman Hoppes, DVM – Avian Practice Pearls, Small Mammal, Small Mammal Practice Pearls

Christoph Mans, Dr Med Vet, DACZM – Small Mammal, Reptile Angiography, Small Mammal Practice Pearls

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Greg Rich, DVM – Avian, Avian Practice Pearls

Tim Tristan, DVM, DABVP – Wildlife, Fish, Reptile
+ Shell Repair Interactive Lab

**PRACTICE MANAGEMENT/ OFFICE PERSONNEL**

Lowell Ackerman, DVM, DACVD, MBA, CVA – Practicing Smarter, Not Harder

Louise Dunn, Pres. Snogoose Management Consultants – Team Building, Leadership, Managing Client Experiences, Dealing With Toxic Boss and more...

Robert Gribble, DVM, CVPM – The Million Dollar Veterinarian, motivating, Simplify Your Practice

Wendy Myers, Pres. CSV – Best Practices for Senior Care, Strategies to Get Cats Back, 10 Phone Skills for Receptionists and more...

Michael Riegger, DVM, DABVP – Drive Business Growth, Double Your Production, Conflict Management and more...

Denise Tumblin, CPA – Long-Range Planning for Success: Key Performance Indicators You Should Know

**TECHNICIAN/HOSPITAL PERSONNEL**

More than 100 hours of continuing education lectures and labs included on the program. Details will be available soon at www.swvs.org

**PROFESSIONAL DEVELOPMENT/WELLNESS**

SWVS Stride5K – Run/Walk is back on Saturday morning! Exercise Classes and Lectures are being planned - details coming soon at www.swvs.org

*Support your VMA by attending SWVS 2016 – all net profits from SWVS are returned to the partner state VMAs!"
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Calendar of Events
Sept. 29 - Oct. 2, 2016        SWVS Ft. Worth, TX
Ft. Worth Convention Center

Roadrunner • Winter 2016