Anesthesia
Mike Barletta, DVM, MS, PhD, DACVAA
Anesthesia for patients with respiratory disease 1
Anesthesia machines and breathing systems: How they work and what you should know 3
How to test and troubleshoot the anesthesia machine 6
Local anesthetic blocks for dental procedures 8
Local anesthetic drugs: How they work and why we should use them 9
Understanding the ECG: A case-based discussion 12

Behavior
John Ciribassi, DVM, DACVB
Canine body language: But what do you really mean? 14
Fear-based aggression: I'm afraid of you so I would like to eat you 15
Feline aggression: Should we play or should you just stay away? Proceedings Not Provided
Feline elimination disorder: Making litter the letter of the law 18
Noise phobia: I feel the earth move under my paws Proceedings Not Provided
Psychopharmacology: Might medication make amends? Proceedings Not Provided
Resource guarding: What's mine is mine and what's yours is mine 21
Separation anxiety: Can't you just quit your job? 23
Sibling rivalry: When roommates come to blows 27

Beth Strickler, MS, DVM, DACVB
Case-based approach to canine aggression 32
Changing behavior pharmacologically: Which drug do I use? 33
How do animals learn: What's all the psychobabble? 35
How to efficiently create and implement behavior treatment plans 37
Jumping and mouthing and digging, oh my! Managing unruly behaviors 38
Why won't my clients do what I ask? Motivating the behavior client 39

Bovine Medicine
Misty Edmondson, DVM, MS, DACT
Adapt, improvise, and overcome: Interesting large animal ruminant cases 41
Antimicrobial therapy in bovine reproduction 43
Bovine trichomoniasis 45
Managing musculoskeletal injuries in cattle 49
Urolithiasis in cattle 53

Bovine Production Medicine
Brad White, DVM, MS
Bovine respiratory disease: Prevention and profiling 56
Clinical diagnosis: New tools and perspectives 58
Cow-calf reproductive profiling for success (Part 1) 59
Cow-calf reproductive profiling for success (Part 2) 59
Decision support for the rural practitioner 60
Managing and treating bovine respiratory disease in beef calves 61
Pre-weaning calf health 62
Suite of reproductive tools for cow-calf clients 64
**Bovine Surgery**
Amanda Hartnack, DVM, MS, DACVS
Bovine C-section: From the field to the clinic  No Proceedings Required
Cases: What would you do?  No Proceedings Required
Diagnosing and managing septic arthritis in calves  No Proceedings Required
Fluid therapy for the ruminant surgery patient  No Proceedings Required
Surgery of the bovine foot: Beyond corn removal  No Proceedings Required
Surgical sedation and analgesia in cattle  No Proceedings Required

**Canine Sports Medicine**
Cynthia Otto, DVM, PhD, DACVECC, DACVSMR, CCRT
Balancing acts: Components of a conditioning program  66
Diagnostic approach to poor performance in canine athletes  68
Flexing your muscles with therapeutic exercise  71
Health hazards and rehabilitation of dogs that play or work too hard  72
Preventing dehydration: Lessons from professional canine athletes  74
Working like a dog: Working with working dogs  76

**Cardiology**
Joao Orvalho, DVM, DACVIM
Cardiac examination: What you can't miss  No Proceedings Required
Congestive heart failure: Pathophysiology and treatment – what's left to do?  No Proceedings Required
Degenerative valve disease: Diagnosis and treatment – what's new?  No Proceedings Required
ECG interpretation: Case studies – we can do it!  No Proceedings Required
Feline cardiomyopathies: Not always HCM  No Proceedings Required
Thoracic radiography, methodology, and case studies  No Proceedings Required

**Clinical Pharmacology**
Dawn Boothe, DVM, MS PhD, DACVIM, DACVC
Antimicrobial decision making: Interpreting culture and susceptibility data  79
Antimicrobial resistance: The state of affairs in dogs and cats  83
Compounded medication: Getting more complicated  87
Pharmacogenomics: The role in drug interactions and adverse drug events  91
Targeted drug therapy: Enhancing efficacy and safety  95
The MIC is the key: Designing antimicrobial dosing regimens  99

Mary Berg, BS, RVT, RLATG, VTS (Dentistry)
Controlled substances: What you really need to know (Part 1)  101
Controlled substances: What you really need to know (Part 2)  101

**Critical Care**
Nicole Buote, DVM, DACVS; and Nathan Peterson, DVM, DACVECC
Optimal surgical timing for traumatized patients 103
Nathan Peterson, DVM, DACVECC
Blood gas interpretation 106
Pain management of the critically injured patient 107
Practical coagulation testing 109
Trauma management: Beyond the first hour 111
Trauma management: The first hour 111
Veterinary CPR update 113

Alessio Vigani, DVM, DACVAA, DACVECC
Fluid therapy in critical care: Clinical pearls No Proceedings Required
Head trauma No Proceedings Required
Hemorrhagic shock: Current guidelines No Proceedings Required
Indications for hemodialysis No Proceedings Required
Sedation in emergency and critical care No Proceedings Required
Sepsis: How to diagnose and manage No Proceedings Required
Small animal neonatal resuscitation No Proceedings Required
Urological emergency No Proceedings Required

Dentistry
Heidi Lobprise, DVM, DAVDC
Extraction pearls: How I try and make extractions easier 115
Feline dental support group: How many ways can cats get rid of teeth? 119
Intraoral radiographs: Taking and reading tips 123
Practical periodontal plans: How to manage the disease you find 127
The business of dentistry 130

Dermatology
Paul Bloom, DVM, DACVD, DABVP
An easier way to diagnose and manage otitis externa in the real world (Part 1) 133
An easier way to diagnose and manage otitis externa in the real world (Part 2) 133
Atopic dermatitis: The new paradigm and how it changes the way we treat it 141
Canine cutaneous adverse food reactions: Diagnosis and treatment 149
New drugs in veterinary dermatology - updates and debates No Proceedings Required
Quick, easy, and profitable dermatologic tests for small animal practice 154
Resistant bacteria are coming to your neighborhood - MRSA, MRSP, MRSS: Proper antibiotic use in small animal dermatology—what should we be using? (Part 1) 159
Resistant bacteria are coming to your neighborhood - MRSA, MRSP, MRSS: Proper antibiotic use in small animal dermatology—what should we be using? (Part 2) 159
Simplified diagnosis and management of autoimmune skin diseases — including immunosuppressive therapy 167
What's new about demodicosis in dogs? 173

Lynette Cole
Managing canine otitis: Essentials to diagnosis and treatment 179
Managing canine otitis: So many treatment options, how do I choose? 181
Managing canine otitis: Solving those difficult cases No Proceedings Required
Adam Patterson, DVM, DACVD
Approach to the allergic dog: Focus on diagnosis and treatment of atopic dermatitis 183

Anthea Schick, DVM, DACVD
Another ear infection? Dealing with chronic otitis 192
Be among the first to know! News flashes from the 2017 North American Veterinary Dermatology Forum 197
Common skin tumors and treatments 200
Feline otitis 202
Fun with fungus: New ideas on managing ringworm 206
Managing atopic dermatitis 209
Otitis diagnostics: Unlocking the mysteries of the ear 211
Primary secretory otitis media 216
When to refer: Tricks on managing difficult cases and where dermatologists can help 218

dvm360 Full Circle
Andrew Roark, DVM, MS and Tasha McNerney, BS, CVT, CVPP, VTS (Anesthesia/Analgesia)
Epic fails in team harmony No Proceedings Required
Top traps that vets set for techs No Proceedings Required
What Hall and Oates taught us about veterinary medicine No Proceedings Required

Andrew Roark, DVM, MS and Meghan Leigh Pierson
Customer service crash course No Proceedings Required
Technician gold in the exam room No Proceedings Required
Wowing clients who aren’t in the building No Proceedings Required

dvm360 Leadership Challenge
Dani McVety, DVM
Pain and death: Why “the end” is only the beginning 222

Dave Nicol, Oriana Scislowicz, BS, LVT, and John Volk
Go your own way: How corporate medicine could affect your practice, your team – and your career No Proceedings Required

Oriana Scislowicz, BS, LVT and Portia Stewart
Toxic team: A crash course in the antidote No Proceedings Required

Endocrinology
David Bruyette, DVM, DACVIM
A sure-fire approach to cases of canine thyroid disease 224
How I treat diabetes in cats 227
Insulin-resistant diabetes: What to do when insulin therapy stops working 232
Resolving feline thyroid problems 234
Solving the puzzles of puddles: PU/PD 238
The art and joy of identifying and treating canine hyperadrenocorticism 241
The keys to identifying and treating acromegaly in cats 246
What adrenal disorders affect cats? 249
Equine Medicine
Lindsey Boone, DVM, PhD, DACVS-LA
Back pain in the horse 254
Cellular therapy in the horse: A Clinical update 255
How I collect bone marrow and fat for stem cell therapy in the horse 259
Intra-lesional tendon therapies 261
Standing enucleation in the horse 263
Suspensory desmitis: Diagnosis and treatment 264

Erin Groover, DVM, DACVIM
Coronavirus: An outbreak discussion 266
Equine asthma syndrome: Past, present, future 268
Field diagnosis of lower respiratory tract disease270
Field management of bacterial pneumonia 273
Lower respiratory tract disease: Cool clinical cases 275
Recurrent colic: Developing a diagnostic plan 276
Weight loss: Diagnostic evaluation and challenging cases 279

Robert Miller, DVM
Barefoot farriery and other trends 282
The leading cause of lameness is preventable! 283
Understanding the horse’s mind284
Update on imprint training 285
Update on restraint 286
Update on training newborn foals 287
You work in the most dangerous of all professions! How to teach your clients to teach their horses to be cooperative patients 288

Exotic Animal Medicine
La’Toya Latney, DVM
Clinical approach to lymphoma in ferrets 289
Exotic animal owners 101: How to increase your clientele 272
Infectious disease updates for companion birds Proceedings Not Provided
Infectious disease updates for companion reptiles Proceedings Not Provided
Managing head trauma in exotic pets 294
Reptile nutrition 101 298
The 'phys' behind the physical exam in reptiles 302
Updates in small mammal medicine 304

Expert²: innovative Learning Two-Way Session
Steven Stockham, DVM, MS, DACVP
Cases of cavitary effusion: What’s filling that space?? 308
Cases of cavitary effusion: What's filling this space? 311
Is this lymphoma or just reactive lymph node? 314
Red cell cadavers in anemic blood (Part 1) 318
Red cell cadavers in anemic blood (Part 2) 323
What are the cells from that bump?! 326
What are the cells from this lump? 328
White cell cadavers of leukocytosis 330

**Fear FreeSM Practice**
Marty Becker, DVM
A look inside a wildly successful practice that's been Fear FreeSM for over five years  No Proceedings Required
Top 10 things to avoid in a Fear FreeSM practice 333
Top 10 things to do to provide true Fear FreeSM veterinary visits 335

Mikkel Becker, CPDT
Gentle control: Fear Free tactics for getting a handle on difficult dogs and cats without extra restraint 338
Help the owner, help the pet! How to set a Fear FreeSM foundation at home 339

Stephen Ettinger, DVM, DACVIM
The Physical Examination: Differentiating respiratory from cardiac disease and using Fear FreeSM examination techniques in the process 341
The best medicine: Why Fear FreeSM is a practice imperative! 343

Debbie Martin, LVT, VTS (Behavior)
Fear FreeSM: Creating the veterinary hospital "spaw" 345
Fear FreeSM: Learning to listen to our patients 348

**Feline Medicine**
Philip Padrid, DVM
Feline chronic nasal disease: Diagnosis and treatment  No Proceedings Required
Feline lower airway disease, chronic bronchitis, and asthma; Pathogenesis, diagnosis, and treatment options (Part 1) No Proceedings Required
Feline lower airway disease, chronic bronchitis, and asthma; Pathogenesis, diagnosis, and treatment options (Part 2) No Proceedings Required
Feline pleural disorders: Diagnosis and treatment  No Proceedings Required

Howard Seim III, DVM, DACVS
Feline esophagostomy feeding tube placement and wound management secrets 350
Feline linear foreign bodies 352
Feline perineal urethrostomy: A novel approach 354
Principles of GI surgery 357
Surgical management of cystic and urethral calculi in cats 360
Surgical management of penetrating abdominal trauma 365
Surgical management of uroabdomen in the cat 369
Surgical repair of diaphragmatic hernia 372

Kelly St. Denis, DVM, DABVP
Feline aggression towards humans: Prevention and management 375
Feline chronic kidney disease: A practical approach to IRIS Staging 378
Feline chronic kidney disease: Sound therapeutic goals 380
Feline diabetes mellitus: Is remission a reasonable, achievable goal? 382
Feline housesoiling: Medical, behavioral, or both? 384
Inter-cat aggression: I love you, you love me 387
It's just a hairball...or is it? Understanding the vomiting cat 391
Think like a cat: How to be feline friendly at home and in the practice 393
Understanding the aging feline 396

Gastrointestinal Medicine
Jonathan Lidbury, BVMS, MRCVS, PhD, DACVIM, DECVIM
Approach to gastrointestinal bleeding 399
Canine chronic enteropathies: A logical approach 403
Canine chronic pancreatitis: A diagnostic and therapeutic challenge 406
Feline diarrhea strategies for success 409
Getting the most out of liver biopsies 413
Hepatic copper accumulation: When to chelate 416
Idiopathic chronic hepatitis: Therapeutic choices 419
Increased liver enzymes in dogs: When do I biopsy? 422
Protein losing enteropathy: Improving outcomes 425

Geriatric Medicine and End of Life Care
Mary Gardner, DVM
Caregiver's dilemma: Evaluating quality of life and saying goodbye 428
It's not what you think: Veterinary hospice explained 432
Practical care for the geriatric patient 435
Heidi Lobprise, DVM, DAVDC
Senior care: Defining aging and how to support your patients 438

Dani McVety, DVM
Body language for the veterinary team 441
Compassion fatigue vs. ethical fatigue 445
Verbal communication during euthanasia: What to say when you don't know what to say 447

Honey Bee Health
Christopher Cripps, DVM
Honey bee diseases 450
Honey bee veterinary services 457
Honey bees and veterinarians 462

Human-Animal Bond: Data to Transform Practice
S. Feldman; Dr. L. Goodman, DVM; Dr. J. Holzhauer, DVM; and Rebecca Johnson, PhD, RN, FAAN, FNAP
Human-animal bond panel discussion  No Proceedings Required
The human-animal bond in science, society, and veterinary healthcare  No Proceedings Required

Laird Goodman, DVM
Bond-centered practice: Applying and prescribing the human-animal bond 467

Joe Holzhauer, DVM
The pet effect: Wonder and why of connection  

Rebecca Johnson, PhD, RN, FAAN, FNAP
Be healthy, get a pet: The human health benefits of pet ownership  

Imaging
L. Abbigail Grainger, DVM, DACVR
Approach to radiographic interpretation of cardiac disease  

Distinguishing benign vs. aggressive bone pathology  

Radiography of common congenital cardiac defects  

The coughing dog - In a chest full of findings, what is and isn't likely to be causing clinical signs  

The pulmonary patterns - Their role as a next step in obtaining a definitive diagnosis  

Large and Mixed Animal Practice Management
Nels Lindberg, DVM
Crisis and conflict - how can we resolve these and succeed?  

Culture and core values - game changers in your practice  

Financial intelligence and strategies for millennial vets  

Lead from the trenches: Objective to put to work Monday  

Practice opportunities abound! How you must leap ahead  

Neurology
Fred Wininger, VMD, MS, DACVIM
A pain in the neck: A practical approach to cervical disease  

CSF: Who, what, when, where, how  

Dizzy now? Vestibular syndromes  

Intervertebral disc disease: What is a generalist to do?  

MRI - the vet school lecture you never had  

Neurolocalization basics and “The Gait Game”  

Status epilepticus in the 21st century  

Nutrition
Deborah Linder, DVM, DACVN
Do I need a therapeutic food? A nutritionist's approach to selecting diets in disease  

Making client communication appetizing: Talking with owner's about nutrition  

Parenteral or enteral feeding? Nutrition for hospitalized patients  

Should we still give a dog a bone? Nutritional management of dental disease  

To cook or not to cook? When to choose home-cooked diets for pets  

What's the best pet food? Case-based answers to how a nutritionist approaches this question  

Oncology
Sandra Bechtel, DVM, DACVIM
How to diagnose and treat adrenal tumors
How to diagnose and treat lymphoma in dogs and cats 504
How to diagnose and treat thyroid carcinomas 507
Immunotherapy in veterinary oncology: What has been studied and what is available? 510
Mammary carcinomas: Updates in diagnoses and treatment options 514
Sparing limb and life in osteosarcoma 517
The mast cell tumor conundrum: Update on new treatments, classification schemes, and effects on treatment decisions 521
When and how to recommend radiation therapy 524

Ophthalmology
Mark Bobofchak, DVM, DACVO
Eyelid disease and surgery  No Proceedings Required
The clinical problems of the canine lens – clarifying a cloudy topic  No Proceedings Required
Updates in glaucoma  No Proceedings Required

Heather Kaese, DVM, MS, DACVIM, DACVO
Feline ophthalmology: What’s new in treating the feline eye?  No Proceedings Required
Ocular examination: Lids to retina  No Proceedings Required
Ocular pharmacology: Ulcers to uveitis to glaucoma  No Proceedings Required

Reuben Merideth, DVM, DACVO
Management of corneal disease – new treatments on the horizon  No Proceedings Required

Rustin Sturgeon, DVM, DACVO
A cloudy eye, now what? Diagnosis and diagnostic considerations in uveitis  No Proceedings Required
Avoid diabetic disasters with increased ocular vigilance  No Proceedings Required

Orthopedic Surgery
David Dycus, DVM, MS, DACVS, CCRP
The roadmap to fracture management: Part I: Diagnosing fractures and choosing a fixation technique 526
The roadmap to fracture management: Part II: Selecting a fixation technique and external coaptation 529
The roadmap to fracture management: Part III: Selecting internal and external fixation techniques 532

Orthopedics and Rehabilitation
Matthew Brunke, DVM, CCRP, CVPP, CVA
Introduction to Traditional Chinese Veterinary Medicine 535
Kinesiology in veterinary medicine 537
Kinesiology in veterinary medicine (con’t) 537
Management of the down dog 539
Therapeutic exercises in veterinary rehabilitation 540

Matthew Brunke, DVM, CCRP, CVPP, CVA and David Dycus, DVM, MS, DACVS, CCRP
My dog doesn’t have Obamacare and can’t wait for the government to make up its mind: What can I do about the torn cruciate? 542
My patient sways like Marilyn Monroe, but she's a Newfoundland: What can we do about those hips?  
Snap, crackle, pop: Managing arthritic joints, a surgeon and a rehab doc's perspective  

**Pain Management Program**  
Mary Ellen Goldberg, BS, LVT, CVT, SRA, CCRA and Michael Petty, DVM, CVPP, CVMA, CCRT, CAAPM  
Perioperative anesthesia and pain control starting from home and back again (and everything in between) (Part 1, Part 2 and Part 3) – **Launch Pad Learning**  
No Proceedings Required  

<table>
<thead>
<tr>
<th>Page</th>
</tr>
</thead>
<tbody>
<tr>
<td>545</td>
</tr>
</tbody>
</table>

Michael Petty, DVM, CVPP, CVMA, CCRT, CAAPM  
Acute on top of chronic pain in geriatric patients  
An update on NSAID use and safety  
Myofacial pain therapy and massage for successful surgical and pain treatment outcomes  
The business of pain management (Part 1) – **Launch Pad Learning**  
The business of pain management (Part 2) – **Launch Pad Learning**  
Using cannabidiols to treat pain  

**Parasitology**  
Michael Dryden, DVM, MS, PhD  
Parasite diagnostics, an ever-changing world  
What are we going to do about all these ticks!  
Wolbachia and heartworm  

Richard Gerhold, DVM, MS, PhD  
Cough it up: Respiratory parasites of animals  
Migrating heartworm: Diagnostics and treatment  
Neospora, Toxoplasma and coccidia: Microscopic monsters  
Update on EPM: Keeping horses upright  
No Proceedings Required  
Update on tick-borne diseases  
Update on tick-borne diseases of humans: Focus on One Health  
Wildlife diseases important for practitioners to know  

**Public Health**  
Jenifer Chatfield, DVM, DACZM  
Didn't we get rid of rabies?  
If you cage creatures enough... how to handle escapes  
Leptospirosis in small animal practice  
Tuberculosis in captive wildlife  
Welfare implications of breeding endangered species  
Zoonotic influenza - should we be afraid?  

**Shelter Medicine**  
Kirk Miller, DVM, DABVP  
Alternative spay and neuter techniques  
Animal hoarding: An overview  
Anorexia in cats  
Respiratory infections in dogs and cats
The spay/neuter debate: Why, when, what if...  601
The veterinarian's role in recognizing and reporting animal abuse  604

Small Ruminant Medicine
Misty Edmondson, DVM, MS, DACT
Anesthesia and common surgical procedures in small ruminants  607
Common metabolic disorders in goats  611
GI parasites in small ruminants  613

Social Media and Digital Marketing
Bill Schroeder
25 big digital marketing hacks  616
Monitoring digital marketing: How to check your ROI  617
SEO basics: How to convert "prospects" into "clients"  619
Sharing your message: Storytelling in your practice  621

Soft Tissue Surgery
Harry Boothe, DVM, DACVS
Brachycephalic airway surgery  623
Diaphragmatic hernia repair  626
External and middle ear surgery in the dog  628
Perineal surgery in the dog  631
Thoracic surgery with focus on surgical approaches to thoracic wall lesions  634

Nicole Buote, DVM, DACVS
GDV surgical techniques and management  636

Toxicology
Tina Wismer, DVM, DABVT, DABT
ABCs of rodenticides  638
Common household hazards  640
Decontamination techniques: The old and the new  644
Intoxications of marijuana and new cannabinoid products  648
Toxicity of human medications  651
Toxicity of veterinary medications  655
Treating tough toxins  658
Why no pee? Kidney toxicants  662
Why so yellow? Liver toxicants  665

Urology
Julie Fischer, DVM, DACVIM
Can't keep it in? Management of incontinence in dogs and cats  667
Chronic kidney disease and the use of esophageal feeding tubes  Proceedings Not Provided
Feline idiopathic cystitis  Proceedings Not Provided
Postrenal azotemia; Urethral and ureteral obstructions  669
Those pesky prostates  671

USDA/ NVAP
<table>
<thead>
<tr>
<th>Module 3: Overview of foreign animal, program, and reportable diseases</th>
<th>No Proceedings Required</th>
</tr>
</thead>
<tbody>
<tr>
<td>Module 8: International movement of horses</td>
<td>No Proceedings Required</td>
</tr>
<tr>
<td>Module 21: Animals’ fitness to travel</td>
<td>No Proceedings Required</td>
</tr>
<tr>
<td>Module 23: Use of antibiotics in animals</td>
<td>No Proceedings Required</td>
</tr>
<tr>
<td>Module 27: Bovine trichomoniasis</td>
<td>No Proceedings Required</td>
</tr>
<tr>
<td>Module 29: Veterinary Feed Directive</td>
<td>No Proceedings Required</td>
</tr>
</tbody>
</table>

**Veterinary Informatics in General Practice**

Peter Alberti
Don't drink from the firehose: Simple insights from your practice data 673

Kenneth Brown, DVM, JD and Jonathan Lustgarten, MS, PhD, VMD
Rapid fire: Informatics and veterinary medicine 674

Sonnya Dennis, DVM, DABVP
Avoid the most common veterinary state board complaints with informatics 675

Suzanne Fricke, DVM, MLIS
Checking out veterinary informatics: From the library to your practice 676

Julie Green, DVM, MS
Fix your master problem list, fix your practice 679

Jonathan Lustgarten, MS, PhD, VMD
Do better medicine with your untapped goldmine - your data 681
Putting information into practice: Better management and operations decisions 682

Kerri Marshall, DVM, MBA
Connect with clients using mobile technology: Online appointments, messaging, pet fitness data, and MORE Proceedings Not Provided
Plays well with others: How sharing data impacts workflow and quality of care Proceedings Not Provided

Jared Scarbrough
Easy steps to success with informatics without widespread standards adoption 683

Duane Steward, DVM, PhD, MS
How horse-and-rider analysis and informatics are changing equine-assisted activities and therapeutics for the better Proceedings Not Provided
Why the SOAP needs to change for veterinary clinical practice to move forward Proceedings Not Provided

**Veterinary Leadership**

Caitlin DeWilde, DVM; Kimberly-Ann Therrien, DVM; and Sarah Wooten, DVM
Girlfriends' guide to surviving a veterinary career: Best advice you NEVER GOT! No Proceedings Required
Veterinarians Against For Humanity: A career adventure game for (un)conventional professionals  No Proceedings Required
You don't have to be Wonder Woman to close the wage gap  No Proceedings Required

Betsy Charles, DVM, MA
Emotional Intelligence 101: The three hours no one got—and everyone needed—in vet school  No Proceedings Required

Wellness (Yours!)
Kimberly Pope-Robinson, DVM, CCFP
Diagnosing and treating frustration yours (with seemingly uninformed, skeptical, or unappreciative pet owners)  686
The violinist and the veterinarian: How to acknowledge beauty and value in your work - when others may not – Launch Pad Learning  No Proceedings Required
Top 10 tips: How to become a recovering perfectionist  688
Training for the marathon we call a career in veterinary medicine  690
When the fearful animal is you: How to differentiate perceived threats from real danger  693

Practice Management
John Angus
Medical rationale for service-based medicine  Proceedings Not Provided

Brian Conrad, CVPM
Ask the pet owner: A LIVE panel and learning session  No Proceedings Required
Forget the P&L: Sharing real numbers with your team – Launch Pad Learning  Proceedings Not Provided
Girls just wanna have fun: Creating an enjoyable workplace  Proceedings Not Provided
Phone calls gone bad: Coaching receptionists (kindly) with recordings  696
The new client treasure chest: Where can I find THAT?  Proceedings Not Provided
The world's best managers share their top solutions  Proceedings Not Provided
What happens in the treatment area doesn’t stay there: How to communicate value for clients and their pets  Proceedings Not Provided

Karen Felsted, CPA, MS, DVM, CVPM, CVA
Help! I think I’m spending too much on staff compensation  698
I don't know where to sell my practice  701
Should I buy this practice?  704
What you don't know about starting a practice can kill you  706

Sheila Grosdidier, BS, RVT, PHR; and Mark Opperman, CVPM
Compensation  709
Employee manual  715
Hiring  721
Motivation and retention  734
Performance and termination  739
Training and the first 90 days  748

Bash Halow, LVT, CVPM
Clear! Shock your team to life with these energizing strategies 757
Client compliance-builder workshop: Inspiring ideas to drive medical services – Launch Pad Learning
No Proceedings Required
Creating better expectations for interpersonal behavior in practice 759
How to accomplish goals in practice without losing your cool 760
Teach your team how to relate to clients – and build compliance 762
Trends shaping veterinary practice and careers by 2020 and beyond 764

Daniel Hebert
Business benefit of strategic injectable pricing 779

Jeremy Keen, DVM
From veterinarian to betterinarian: How I improved my production 772
How to rock'n' roll with your staff: Getting it done 775
Oh, those clinic smells! What your clients' senses are telling them 777

Heather Lewis, AIA, NCARB
Building a pet-friendly Fear Free practice  Proceedings Not Provided

Dave Nicol, BVMS, MRCVS
3 years, 3 continents, $1M earned: Lessons learned from an extraordinary journey  Proceedings Not Provided
7 elements to the perfect exam-room visit  Proceedings Not Provided
9 leadership lessons that will change your life (Part 1)  Proceedings Not Provided
9 leadership lessons that will change your life (Part 2)  Proceedings Not Provided
Kill your ego before it kills you  Proceedings Not Provided
Tips to unplug from the Matrix and take back your life  Proceedings Not Provided

Kathryn Primm, DVM
5 things you must ask before your boss retires 779
Finding new clients isn't match.com, but you still want a good fit 781
How to grow - not fight - with local competitors 783

Bill Schroeder
Monitoring digital marketing: How to check your ROI 785
Paid social media: The art of "pay to play" on social networks 787
Protecting your practice with a great social media policy 789
SEO basics: How to convert "prospects" into "clients" 791
Sharing your message: Storytelling in your practice 793
Why should corporations have all the fun? Use logo and colors to create a memorable experience 795

Brenda Tassava, CVPM, CVJ
Communicating a confident recommendation  No Proceedings Required

Denise Tumblin, CPA
Online pharmacies: Take in the good, get rid of the bad 797
The elusive 20% ROI: Can it be done? 800
The inside skinny on boosting revenue 804

John Volk
Financial tools that can get clients to say "yes" 808
How pet owners are changing and what it means to your practice 811
How to make pet insurance your practice's new best friend 814

Sarah Wooten, DVM
5 things associates should be doing now 816
Pimp my brain: A crash course in perspective-taking 818
Sharpen your soft skills, change your life 819

**Technician Program**
Benita Altier, LVT, VTS (Dentistry)
Advanced periodontal therapy: Let's save some teeth! 820
Hand instruments: Use and sharpening 823
Oral anatomy, pathology, and charting for veterinary technicians 827
Regional dental nerve blocks that you can do! 832
Technical skills for the veterinary technician: The cleaning procedure 836
Vet tech superpower: Full mouth dental radiography tips and tricks 841

Paul Bloom, DVM, DACVD, DABVP
Technicians' role in managing ear disease 844

Dawn Boothe, DVM, MS PhD, DACVIM, DACVP
The high points of medical marijuana and cannabinoids 849

Harry Boothe, DVM, DACVS
Tips to technicians from a soft tissue surgeon 853

Matthew Brunke, DVM, CCRP, CVPP, CVA
Conditioning athletes and obese patients with underwater treadmill 857
No Proceedings Required

Nicole Buote, DVM, DACVS
Anesthesia for surgical emergencies 855

Jenifer Chatfield, DVM, DACZM
Feral cats and animal welfare 857

Mary Gardner, DVM
The little things to make euthanasia better in clinics 858

Richard Gerhold, DVM, MS, PhD
Sample collection and diagnosis of Trichomonas in cats and cattle 860

Stephanie Gilliam, RVT, CCRP, VTS (Neurology)
Degenerative myelopathy 861
Intervertebral disc disease 863
Neurologic examination for the veterinary technician 866
Neuromuscular disease 859
Rehabilitation of the neurologic patient 871
Wobblers disease: A pain in the neck 874

Mary Ellen Goldberg, BA, LVT, CVT, SRA, CCRA
Feline physical rehabilitation and the veterinary technician 877
How can I be a patient advocate in pain management for exotics and zoo animals? 881
Pain management and livestock patients 885

Debbie Martin, LVT, VTS (Behavior)
Elimination happens! 889
Kitten start right: Preventing problems in kittens 891
Prevention is easier than treatment! The importance of preventive behavioral services 894
Puppy socialization classes 896
Puppy start right: Preventing problems in puppies 899
The secrets behind proper canine socialization 902

Tasha McNerney, BS, CVT, CVPP, VTS
Anesthesia basics and beyond: Things you learned in school but have forgotten (Part 1) – Launch Pad Learning 904
Anesthesia basics and beyond: Things you learned in school but have forgotten (Part 2) – Launch Pad Learning 904

Reuben Merideth, DVM, DACVO
The technician’s role in ophthalmic examination No Proceedings Required

Cynthia Otto, DVM, PhD, DACVECC, DACVSMR, CCRT
The technicians role in minimizing patient stress 907

Nathan Peterson, DVM, DACVECC
Fun with fluid therapy 909

Paula Plummer, LVT, VTS (ECC, SAIM)
Canine and feline diabetes 911
How to handle multiple emergencies 913
ICU boot camp: What you need to know on day 1 917
In the trenches of transfusion medicine 921
The unstable feline diabetic patient 923
What every technician should know about feline hyperthyroidism 927

Kimberly Pope-Robinson, DVM, CCFP
Teams in the trenches - what 12-mile mud runs teach us about working in a veterinary hospital 931

Danielle Russ, LVT, BS, BA, AS
Being fearless in management Proceedings Not Provided
Constructive criticism: Fact or fiction? Proceedings Not Provided
Needs care, no $$$...what now? Proceedings Not Provided
Anthea Schick, DVM, DACVD
Allergies explained: How to help your clients understand why their pet is itchy and how we can help

Oriana Scislowicz, BS, LVT
Beat back bullies in your practice
Project you: Care and feeding for a long-lasting team
Solve the Bermuda triangle of triangulated conversations