

VOICE

Today's Voice, Tomorrow's Vision

- **NEW Membership Model for CVMA**
- **VPA Program Q&A**
- **National Western Center**



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October 5-7
CVMA CE Southwest
Durango

October 14
Peer Assistance: Self Care
Webinar

October 15
How to Deal with Jerks
Webinar

October 23-24
CVMA BIG Ideas Forum | Fall 2015
Steamboat Springs

November 19
How to Increase Preventive Care
Visits
Webinar

December 16
The Negative Review Playbook
Webinar

December 17
10 Client Service Improvements
You Can Do Today
Webinar



Colorado Veterinary
Medical Association

Our Mission

*To enhance animal
and human health
and welfare, and
advance the knowledge
and wellbeing of
Colorado veterinarians.*

PRESIDENT'S POST

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Issue #1 — January 15

Issue #2 — April 15

Issue #3 — July 15

Issue #4 — October 15



**Erin Epperly, DVM
President**

My final President's Post . . . I have pondered how best to use this space. Do I update everyone about the implementation of our strategic plan? Do I ask for feedback about CSU's VPA idea? Or, could I just use this space to let you all officially know about my career change, to thank you, and to say a temporary good-bye?

Actually, I think I will tackle them all! Things are continuing to move along nicely with the strategic plan. Almost every CVMA district has elected to make the transition to chapters. This will allow CVMA to handle the dues billings for the state and local VMAs, which should eliminate a burden for local volunteers. Additionally, it will help clarify who is voting for district seats to the CVMA Board of Directors. Along with chapters, you will see a tiered dues structure when you receive your renewal notice. These changes are being made to increase membership and participation in CVMA, while continuing to offer the exceptional and unique events that make CVMA a national leader in organized veterinary medicine (BIG Ideas Forum, *Power of Ten* Leadership Academy, Advocacy Training, Media Training, etc.).

Another high priority goal from strategic planning was to look at CVMA's educational offerings and make sure they fit into our mission, vision, and values. We decided we needed some help from experts in adult education, and that the best venue to bring the most heads together would be BIG Ideas Forum | Fall 2015 (October 23-24 in Steamboat Springs). Join us as we explore educational delivery (alternatives to a dark lecture hall), topic choice (other than just science), and location (physical or digital). We pride ourselves on offering excellent education for Colorado veterinarians, and we plan on continuing that tradition by evolving as much as our members decide is necessary.

Regarding the potential VPA (Veterinary Professional Associate) program at CSU, we heard your concerns as Dr. Curtis Crawford

and Ralph traveled around Colorado on district visits. If you haven't heard, CSU is considering offering a three semester Master's degree program that would be modeled on the human PA (Physician Assistant) system. CSU asked CVMA for feedback from Colorado veterinarians regarding this idea, specifically if we would be interested in employing graduates of the program. Discussion was quite lively in some districts and the Executive Committee has spent several hours on the topic. In summary, expressed opinions were at least 85% negative, with concerns about competition with recently graduated veterinarians, what additional skills the graduates of the program would have over veterinary technicians, and what changes to the veterinary practice act would potentially be needed. If you haven't voiced your opinion on this matter, please contact your district representative by October 15 because your Board of Directors will be formulating CVMA's recommendation to CSU at the board meeting on October 24.

Many of you know that I am now a first year diagnostic imaging resident at Cornell University. That's right — eight years of private practice and now back to a residency! Personally, I think there are several messages to send to you all. I loved my job and career choice; I just decided to pursue a dream that had been biding its time since veterinary school. Also, through my time spent with CVMA (students, *Power of Ten*, recent graduates) I realized that I love teaching veterinarians. As we learned in strategic planning, it seems that eight years out is when many of us make career changes, and I guess I am no different.

I am not sure how many of the folks that I need to thank will read this article, so please tell them "thanks" if you see them. First, CVMA members—you have allowed me to serve you and learn from you, and because of that, I am more prepared for the next stage in my career. Veterinary students (not all have been from CSU, but most)—for keeping me inspired to pursue a dream to

President's Post continued on page 13

BRIEFINGS



Ralph Johnson
Executive Director

With a successful CVMA Convention 2015 just behind us, CVMA now moves

on to another hugely important and equally significant task—our annual membership renewal. You’ve heard about it in the last two issues of *VOICE*, both from me, Dr. Epperly in her role as CVMA president this past year, and in the two feature articles. We shared discussion at district visits earlier this year, and at CVMA BIG Ideas Forum | Spring 2015. By now, we hope, you are well aware of the new membership model coming your way for 2016, including the three tiers, new payment options, and the evolution to a chapter structure.

So . . . By now you are either really excited for all the new changes coming to CVMA, or you are tired of hearing about it and just want to renew or join and get to the good stuff for 2016!

These membership model changes come after long, deep discussion, especially during CVMA’s strategy workshop held last October. We have been looking at our organizational structure and guiding pillars: advocacy, education, support, and leadership. Numerous areas have been identified as critical strategic issues, which we are tackling one by one, and the changing membership structure is just the beginning. With that firmly in hand and ready to roll out next month, CVMA now turns to another of our pillars: education.

How do you want to learn?

CVMA’s strategy work also identified the need for changes to what and how CVMA offers learning experiences. In response to discussions at the strategic planning session, and based on member feedback, CVMA is exploring new learning platforms and options to best meet your needs. What do you need to learn? What type of learning experience engages you? What delivery methods do you prefer? What helps you retain new information? In short, what are the learning experiences that you will find compelling and beneficial?

CVMA has a long history of providing continuing education courses in biomedical

sciences, and that will continue to be an important component of our educational offerings. But it has become abundantly clear—based on member input, on our strategy work, and on ground-shifting information such as the final report from the North American Veterinary Medical Education Consortium (NAVMEC)—that professional success and personal satisfaction are not solely dependent on one’s medical knowledge. So CVMA, guided by members and with the help of issue experts, is defining how to deliver learning experiences in the realm of nontechnical competencies (including communication, time management, work/life balance, leading and working in teams, business and financial acumen, growing revenue, human resources, and customer service).

We recognize that some of your most valuable learning experiences occur outside a classroom, through an array of meaningful, on-demand formats including online courses, webinars, podcasts, and exciting new opportunities utilizing computer simulation. CVMA wants to offer all of our members learning opportunities they can use that are accessible to them, and you can be part of the process as we think innovatively about what we deliver and how we deliver it.

By now you should have received your invitation (by email) to CVMA BIG Ideas Forum | Fall 2015, which will be held at the amazing Sheraton Steamboat Resort in beautiful Steamboat Springs on October 24. As noted in the invitation, this is a very special BIG Ideas as we engage you in a “focus group” discussion to help CVMA shape your learning experiences in the future. You’ll also be receiving an invitation to participate in an electronic survey that will help us prioritize which of the content areas in nontechnical skill development are of highest interest to you.

CVMA wants to provide you with meaningful learning experiences in both biomedical science and nontechnical competencies. We hope you will come join the discussion and help us define what you need from CVMA to keep learning, growing, and fulfilling your desire to be a competent and satisfied professional. ■

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Third year – Mr. Kevin Lavelle
Second year – Ms. Madeline Anna
First year – Mrs. Courtney Mael

* *Ex-officio, non-voting*

NEW Membership Model Means More Benefits of Belonging

For those of you who have always belonged to both your local association or society and CVMA, you are familiar with all that CVMA has to offer. But if you've only been a member of your local group, the new chapter model will bring with it a wide array of benefits and resources you will now have access to as a chapter member of CVMA. And even for current CVMA members, the new chapter and tiered-membership model now has MORE... More options, more support, and more value! You asked us to make CVMA more accessible, more affordable, more flexible . . . And we listened!

CVMA is now more accessible, with a simplified structure that offers three membership levels; you choose the option that best fits your needs and budget

CVMA is now more affordable, with three options for membership at different price points; you pay for what you want to get out of CVMA, based on the benefits and resources you need

CVMA is now more flexible, with tiered membership and new payment options; you customize the CVMA experience that works best for you, your practice, and your career

Advocacy

CVMA has long been the voice of the veterinary profession in Colorado when it comes to advocacy and outreach, working at the state level to shape legislation and regulation that affects animal health and welfare, as well as the practice of veterinary medicine. CVMA's efforts have helped pass—or, when necessary, block—legislation and public policy that has far-reaching effects and consequences on the animal welfare community and on how you practice. The more members we have, the stronger our voice—and the greater impact we can have on shaping the legislative landscape.

Education

As a CVMA chapter member, you'll still have access to any CE your local chapter has to offer, in addition to member access and pricing on all of CVMA's offerings, including the annual convention, CE West, CE Southwest, and countless webinars created for our members on topics from practice growth and performance to personal wellbeing. You'll also have access to former DAVMS Veterinary Learning Institute offerings like the Professional Development Series, SkiCE, and podcasts, which will now become part of CVMA's educational lineup. CVMA is working to bring new types of learning to all its members, starting with BIG Ideas Forum | Fall 2015 to be held October 23-24 in Steamboat Springs, where we are inviting members to come and help us develop new education options, formats, and offerings. You won't want to miss this chance to help shape the future of how CVMA delivers the education you want and need!

Support

The main purpose of any association is to support its members. None of that will go away, and you will still have access to any opportunities your local society or chapter has to offer. CVMA membership includes benefits designed to provide you the support you need to grow and succeed, no matter where you are in your career. Your exclusive benefits include member's only content and resources on the CVMA website, including a comprehensive resource library, online communities, and directory; access to and discounts on CVMA's Career Center through the Veterinary Career Network; an expanded *VOICE* quarterly magazine; weekly e*VOICE* newsletter to keep you current; a CVMA member decal; CVMA Performance Tools, including practice analytic reports and discounts for online staff training and certification through the CVMA Certified Veterinary Assistant program; access to discounted financial services from trusted partners, including credit card processing, check services, medical/dental

insurance plans, retirement planning, and more; and a host of programs, including the economic and personal wellbeing initiative, Service Awards, PetCheck, Media Training, and Advocacy Training.

Leadership

No matter where you are in your career, CVMA offers opportunities to grow and demonstrate your leadership skills. Two annual BIG Ideas Forums provide the chance to explore emerging issues or “hot topics” in veterinary medicine, or better understand the evolving landscape you practice in. As a member, you will enjoy complimentary registration(s) to BIG Ideas Forums, where you not only earn CE, but have the chance to connect with your colleagues and participate in a commission meeting to hear the latest association and profession updates. CVMA members also have the unique opportunity to participate in the *Power of Ten* Leadership Academy, which is designed to help recent graduates (within

the last seven years) develop foundational skills in leadership, communication, and business.

Advocacy . . . Education . . . Support . . . Leadership

These are the four pillars of CVMA. As we evolve to serve our members and provide you with the association experience you want and need, we invite you to customize your membership to get the most out of the services, resources, benefits, and connectivity that belonging to CVMA and your local chapter has to offer.

Whether you are looking for a voice to advocate for the veterinary profession in Colorado, world-class education to meet your CE needs, economic and personal growth and wellbeing resources, or opportunities to develop and enhance your leadership skills, CVMA is here to serve your needs, at all stages of your career. Join or renew today at colovma.org and customize your experience with CVMA!

Look for your NEW membership mailing in October!

CVMA Membership Options

	PREMIUM	CORE	BASIC
	\$599	\$359	\$249
Advocacy - all members benefit from CVMA's work in:			
Shaping legislation and regulation to protect the profession	✓	✓	✓
Promoting public awareness about the importance of veterinary care	✓	✓	✓
Advocating for animal wellbeing and public health	✓	✓	✓
Education			
Preferred pricing on personal and professional development programs	✓	✓	✓
\$325 enrollment fee <i>waived</i> for Certified Veterinary Assistant program	✓	✓	
\$100 practice discount on education program of choice	✓		
10% convention discount for ALL member veterinarians at practice	✓		
Support			
Peer connections	✓	✓	✓
VOICE quarterly magazine - online	✓	✓	✓
eVOICE weekly email newsletter	✓	✓	✓
Online communities	✓	✓	✓
Online directory	✓	✓	✓
Online resources	✓	✓	✓
Member decal	✓	✓	✓
Discounts on CVMA Career Center employment ads	25% discount	20% discount	10% discount
VOICE quarterly magazine - print	✓	✓	
Performance Analytics and Resources	Complimentary	Discounted	
Leadership			
<i>Power of Ten</i> scholarship opportunities	✓	✓	
BIG Ideas Forum complimentary registration(s)	2	1	
Add additional Core memberships at 10% discount (\$323 each)	Unlimited		

OF NOTE

Proposed Masters of Science Veterinary Professional Associate (VPA) Program in the Department of Clinical Sciences at CSU

Wayne A. Jensen, DVM, PhD, MBA
 Professor and Associate Head, Department of Clinical Sciences
 College of Veterinary Medicine and Biomedical Sciences
 Colorado State University

The need for a new paraprofessional program

The primary problem the Veterinary Professional Associate (VPA) program aims to address is the inability of new graduate veterinarians to generate sufficient revenue to be able to service current levels of student debt. Unfortunately, lowering tuition costs for veterinary school is unlikely in today's political environment. Therefore, the only option to impact the debt to salary ratio is to provide the opportunity for veterinarians to generate more revenue. Recent data from the Bayer Study and the AVMA Pet Owner Survey suggests that the pet-owning public is more price sensitive than originally thought and some believe this is a primary reason for the decline in the number of pets visiting a veterinarian. Increasing revenue by raising prices faster than the rate of inflation will not only exacerbate the decline in animals visiting veterinarians, but will further limit access to veterinary care by economically challenged pet owners and livestock producers.

Increasing revenue by each veterinarian seeing more patients has limitations in the current practice model due to the limited number of exams or farm calls that can be performed in a day. Similar to the Dentist/Dental Hygienist and Physician/Physician's Assistant models, a VPA working under the umbrella of a veterinarian's license would allow the veterinary healthcare team to see more patients, thus generating more revenue without raising the cost of veterinary care. New communication technologies could potentially allow VPAs to provide services under the direct supervision of a veterinarian without necessitating the physical presence of the veterinarian. This would allow veterinarians that employ VPAs to extend veterinary services to areas not currently served, including rural areas, animal shelters, etc. In addition, lowering the cost of veterinary care (or at least slowing the rate of increase) may help re-engage those pet owners and livestock producers who feel they can no longer afford veterinary care.

Another problem the VPA program aims to address is the inability of community colleges to adequately train veterinary technicians to the level that is needed in today's veterinary practice. Another problem the VPA program aims to address is the difficulty in identifying individuals who have the aptitude and training to provide high level patient care and the ability to increase the efficiency of practicing veterinarians. This

dramatically increases hiring costs to find qualified technicians and, in addition, causes great frustration to many new veterinary technician graduates who want to contribute but were not provided sufficient education or training to do so.

Brief Description of Program

The goal of the VPA program is to build upon a student's undergraduate training in the life sciences to provide him/her with advanced knowledge and technical skills to be competitive for employment in the veterinary industry. The proposed VPA program, designed to be completed in three to four semesters, will accomplish this goal through:

1. A rigorous curriculum designed to provide cutting-edge knowledge in infectious, metabolic, neoplastic, and degenerative disease.
2. A strong emphasis in coursework on topics that will have the greatest contributions in veterinary practice including anesthesia, clinical pathology, nutrition, practice management, and radiology.
3. A curriculum that includes the development of expertise in both technical and communication skills.
4. Taking full advantage of the cutting-edge facilities and expertise available in CSU's Department of Clinical Sciences and Veterinary Teaching Hospital.
5. Due to the demanding nature of the proposed curriculum, only highly qualified students (as determined by performance in prerequisite classes taken during their Bachelor degree) will be selected for the VPA program.

Importantly, integration of the VPA program with CSU's DVM training program will allow the teaching of a team approach to the practice of veterinary medicine; something that cannot be accomplished by the vast majority of veterinary and veterinary technician training programs due to both the physical and organizational separation of these programs. An expected outcome from integrating the VPA and DVM programs is the training of veterinary paraprofessionals and veterinarians to work more efficiently and effectively together. This increased efficiency, combined with greater capabilities*of VPAs compared to veterinary technicians, will enhance the productivity of the veterinary healthcare team. Enhanced productivity will result in increased revenue without raising the cost of veterinary healthcare. The veterinary healthcare team's ability to increase productivity is the key to providing greater financial reward to both veterinarians and veterinary paraprofessional staff.

**Capabilities of VPAs will be limited by each state's veterinary practice act. Modification of a state's veterinary practice act to allow VPAs to perform additional procedures (under the direct supervision of a veterinarian) will further increase productivity of the veterinary healthcare team.*

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OF NOTE

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Answers to CVMA's Questions about the VPA Program

What primary question/problem is the program attempting to answer/solve?

The primary problem the VPA program aims to address is the inability of veterinarians to generate sufficient revenue to be able to service current levels of student debt. Similar to the Dentist/Dental Hygienist and Physician/Physician's Assistant models, a VPA working under the umbrella of a veterinarian's license, would allow the veterinary healthcare team to see more patients thus generating more revenue without raising the cost of veterinary care. Additionally, new communication technologies could potentially allow VPAs to provide services under the direct supervision of a veterinarian without necessitating the physical presence of the veterinarian. This would allow veterinarians that employ VPAs to extend veterinary services to areas not currently served (e.g., rural areas, animal shelters).

What do external stakeholders (e.g., practice owners, regulatory agencies) think of the proposed program?

We intend for all stakeholders to have an opportunity to provide input into the design of the program. We are only in the initial phases of gathering this input and view CVMA's role as critical in helping us do so.

Since this is to be modeled after the human Physician Assistant (PA) degree, what have been the positive and negative outcomes in the human arena?

Although the training program and potential use of VPAs is modeled after the human PA degree, the rationales for creating these positions are different. Specifically, the PA program was developed in the mid-1960s to address a shortage of primary care physicians, a shortage which persists today. While this analogy may be applied to the "shortage" of livestock veterinarians practicing in rural areas, many believe that the lack of veterinarians in rural areas is the result of the inability of these areas to financially support a veterinarian. Therefore, the VPA program could help address this "shortage" by lowering the cost of providing veterinary services in rural areas.

However, for small animal practice in which there is no shortage of veterinarians, the rationale for the VPA is to increase the efficiency and lower the cost for the delivery of veterinary services. This will allow veterinarians to generate more revenue at a lower cost and thus be better able to service current levels of student debt. Importantly, the 2012 AVMA Pet Owner Survey states that 19% of dogs and 45% of cats did not visit a veterinarian and of these, 29% of dog owners and 22% of cat owners stated that the primary reason was because they "couldn't afford" to go. Based on the previous pet owner survey, each of these numbers is trending in the negative direction (i.e., getting worse for the profession). For this reason, veterinarians must identify ways to see more patients at a lower cost rather than generate more revenue by raising prices. Similar to the Dentist/Dental Hygienist and Physician/

Physician's Assistant models, a VPA working under the umbrella of a veterinarian's license would allow the veterinary healthcare team to see more patients, thus generating more revenue without raising the cost of veterinary care.

What knowledge and skills would graduates of this program have that would set them apart from graduates of existing veterinary technician or veterinary technology programs or from graduates of other four-year degree programs (e.g., biomedical sciences)?

Graduates with the proposed master's degree in Veterinary Science would be unique in several ways. First, only students who have demonstrated an aptitude for learning in their bachelor's degree will be admitted to the program. This is in contrast to most community college technician training programs in which few selection criteria are applied to applicants. Second, by requiring specific pre-requisite courses either as part of or in addition to a bachelor's degree, students entering the VPA program will already have a strong background in life sciences. Lastly, the increased aptitude and knowledge base will prepare students for a more rigorous curriculum with a strong emphasis on topics most useful in veterinary practice including anesthesia, clinical pathology, nutrition, practice management, and radiology. The advanced coursework and training provided by the VPA program will enable these individuals to provide a higher level of care for patients and to facilitate increased productivity of veterinarians. As a result, we anticipate that these individuals will be more highly valued to a veterinary practice than CVTs with either associate's or bachelor's degrees.

How many students do you anticipate will enroll in this program once it is fully operational?

We anticipate initially enrolling approximately 20 students and then increasing the class size based both on the number of qualified applicants applying to the program and the demand for VPA graduates. The *maximum* number that could be accommodated with existing facilities at CSU would be approximately 120 students each year.

What procedures would these graduates be qualified to do that veterinary technicians cannot do now?

Since each state's veterinary practice act defines the limits of what non-veterinarians can do, graduates from the proposed VPA program would be restricted to the same tasks currently done by veterinary technicians. If fact, we anticipate that the VPA program will be accredited by the CVTEA so that graduates could sit for the CVT credentialing examination. Expanding the role of VPAs would require changing the veterinary practice act (see below).

Would the Colorado Veterinary Practice Act need to be modified to allow these graduates to function to their full potential? If yes, what specific changes to the practice act would be required?

Modification of a state's veterinary practice act would be required for VPAs to do tasks other than those currently done by

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CVTs. Modification of the veterinary practice act would be a long-term effort with an uncertain outcome. Therefore, the VPA program would not be “sold” to prospective students based on potential expanded capabilities. However, assuming the practice act was to be modified, the “VPA practice act” could resemble that of Physician Assistants where VPAs could only “practice” under the supervision of a veterinarian. As such, the veterinarian would have the ultimate say in the specific tasks done by the VPA (i.e., only those tasks that the veterinarian was willing to assume responsibility for the VPA performing).

Could these graduates perform routine procedures under indirect supervision (veterinarian not on the premises) in areas with no existing veterinary service (e.g., rural areas, animal shelters)?

As discussed above (see first question), new communication technologies could potentially allow VPAs to provide services under the “direct” supervision of a veterinarian without necessitating the physical presence of the veterinarian. Importantly, this could only occur after modification of the veterinary practice act and, as also mentioned above, VPAs would be limited to procedures that the veterinarian was willing to assume responsibility for the VPA performing.

Will these graduates be insured for professional liability?

If the “VPA practice act” resembled that of Physician Assistants where VPAs could only practice under a licensed veterinarian and the veterinarian must authorize the specific tasks done by the VPA (i.e., only those tasks that he/she was willing to assume responsibility for the VPA performing), then the VPA could operate under the veterinarian’s professional liability policy. This would be similar to how CVTs are currently covered under a veterinarian’s professional liability insurance.

How would graduates from this program affect the job market for veterinary technicians?

Currently there are 231 AVMA accredited veterinary technician training programs in the U.S. Therefore, we would not expect the limited number of VPA graduates proposed to impact the job market for veterinary technicians. This impact would only change slightly if the majority of other veterinary schools also started VPA programs, which is unlikely.

What salary range is realistic for graduates of this program?

We are currently attempting to determine the potential financial impact of VPAs, which in turn would be used to predict potential salaries. However, until such data is available, we estimate VPA salaries to be higher than CVTs but lower than first-year graduate DVMs.

What is the anticipated cost to obtain a paraprofessional degree? Given the anticipated starting salary, can these paraprofessionals expect a fair return

on their educational investment and be able to make a living while servicing their educational debt?

The proposed VPA master’s degree would be obtained in three to four semesters. While the tuition rate for the VPA program has not been determined, CSU’s graduate student tuition rate is currently approximately \$6,300 per semester. At this rate, the tuition cost for the entire program would be approximately \$19,000 to \$25,000, resulting in a significantly lower debt to starting salary ratio than graduating DVMs (but this is the problem we are hoping the VPA program will help solve).

Will all these graduates be confined to practice in Colorado only or will they be able to use their degree in other states?

As discussed above, modification of each state’s veterinary practice act would be required for VPAs to do tasks other than those currently done by CVTs. Therefore, it would be up to each state to determine what more (if anything) VPAs would be allowed to do.

How would these paraprofessionals affect job prospects for graduating veterinarians?

Theoretically, over the long term, VPAs could decrease the need for a practice to hire an additional veterinarian since the existing veterinarians are now more productive. However, if the prediction by Dr. Dicks regarding the shrinking pool of qualified veterinary applicants comes true and persists, then VPAs could help fill the void.

If more students enroll in the VPA program, would CVMBS decrease the size of the veterinary student classes?

Regarding the class size for DVM programs, this will more likely be determined by market forces* rather than the existence or size of the VPA program.

**At the 2014 AVMA Economic Summit, Dr. Michael Dicks, Director of the AVMA Veterinary Economics Division, stated that the number of qualified DVM applicants and the number of available seats is currently at equilibrium (i.e., there is approximately one qualified applicant for every available seat). At this conference he also predicted that the number of qualified applicants will decline within the next five years, resulting in the closing of the equivalent of one veterinary school.*

What will this do to the quality of PVM graduates? Will we see a shift of qualified students away from the PVM program to follow this career that has a decreased debt load and miss out on some of the most qualified that would contribute to the profession?

The VPA program has the potential to increase the quality of our DVM training program by providing the opportunity to train both DVMs and paraprofessionals to function as a veterinary healthcare team. Currently, the physical separation of DVM and paraprofessional training programs results in tremendous inefficiencies when these separately trained individuals are thrown together and asked to perform as a team. Regarding the second

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part of this question, some believe we are already losing qualified individuals to the profession due to the high debt to salary ratio (helping to solve this problem is the primary goal of the VPA program).

Recent graduates are struggling to get practical hands-on experiences in school now. How will the training of these new paraprofessional students work in concert with the training of practical skills to veterinarians?

As currently proposed, there should be little to no impact on clinical rotations for DVM students since the VPA program schedule will be opposite of the schedule for the third year DVM students (i.e., VPA students will have lectures in the morning and clinical rotations in the afternoon whereas third year DVM students have clinical rotations in the morning and lectures in the afternoons) during the fall and spring semesters. Third year DVM students are not present during summer semester when VPA students will finish their clinical rotations.

The first year or so for new graduate veterinarians is spent practicing and refining basic skills and getting a feel for what is “normal” to help prepare the graduate to better recognize abnormal health conditions and perform more advanced surgeries and procedures. Where will veterinary graduates get this practical experience if paraprofessionals are used to handle “routine” procedures?

One could envision practicing VPAs being great mentors for newly graduated DVMs, thereby lowering the cost of getting new DVM graduates up to speed.

Much of routine rural practice is in the realm of regulatory work. Would federal and state agencies (Colorado as well as other states) recognize or approve procedures performed by paraprofessionals (e.g. TB tests, Bangs tests/vaccinations, Coggins tests, health certificates, Trich tests)?

It remains to be determined whether federal and state agencies would recognize procedures performed by paraprofessionals (under the supervision of a veterinarian). This might only occur if/when the number of rural veterinarians reaches a critically low level and there is no other mechanism by which to complete these procedures.

In many rural areas, livestock producers solve the problem of routine work (e.g. pregnancy checking, C-sections) by training their employees to do such work. How will this impact the ability of VPAs to work in rural areas?

Transferring the routine work from veterinarians to lay staff employed by livestock producers was a financial decision by producers. The VPA program has the potential to lower the cost of veterinary care in these areas and may allow the profession to regain “ownership” of some of these procedures.

If an animal science student desires, they can graduate with skills competent to detect pregnancy by palpation and ultrasound in cattle and other species, assist in parturition with manual labor, and artificially inseminate cattle and other species. Is it possible for these two programs to collaborate?

The VPA proposal is to develop more highly trained paraprofessionals to assist veterinarians. To the extent that animal science graduates also perform this function, there would be overlap. There has been some discussion about “tracking” within the VPA program that might allow for collaboration with the Department of Animal Sciences. However, this would only be developed after a decision to move forward with the VPA program has been made. ■



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OF NOTE

Partnership Concepts Take Shape for CSU, CVMA, and PetAid Colorado at the National Western Center

Coleman Cornelius

Director of Marketing and Communications

College of Veterinary Medicine and Biomedical Sciences

Colorado State University

Many in Colorado's veterinary community have heard about plans to redevelop the National Western Stock Show Complex and Denver Coliseum into the National Western Center, a year-round destination with events and activities that will promote learning and showcase the Western way of life.

One goal of the effort is to provide engaging public education about agriculture and the health sciences—making veterinary medicine a highlight of redevelopment plans. A recently conceived element would move CVMA offices from Yuma Street, southwest of downtown Denver, to the National Western Center in north Denver. Plans also include a move and expansion for PetAid Colorado, the charitable arm of CVMA, which provides a healthcare safety net for the pets of vulnerable populations.

Colorado State University and its College of Veterinary Medicine and Biomedical Sciences are key partners in transforming the current complex into the National Western Center. CSU's involvement reflects longstanding ties with the National Western Stock Show and a shared interest in promoting science education, innovation, the agricultural economy, and agricultural literacy in our society.

Ralph Johnson, CVMA and PetAid Executive Director, recently discussed National Western Center plans with Dr. Mark Stetter, DVM, DACZM, dean of the CSU College of Veterinary Medicine and Biomedical Sciences. Part of their conversation is shared below for the benefit of CVMA members.

First, here's a bit of background:

- CSU is one of five partners in the National Western Center, along with the City and County of Denver, the Denver Museum of Nature & Science, History Colorado, and the National Western Stock Show.
- The National Western Center, on more than 250 acres, is expected to thrive as a regional asset with ongoing events and educational activities, including the iconic National Western Stock Show each January. The partners created this shared vision: "The National Western Center celebrates the pioneering spirit and promise of the West through year-round experiential lifelong learning, the arts, entertainment, competition, and commerce."
- The National Western Center Master Plan, completed in 2014, calls for renovations over the next decade. The center is envisioned to include a mile of restored riverfront, flexible venues for events and conferences, collaborative community spaces, public-private R&D and business incubation, a public market with fresh foods and a farm-to-table restaurant, and more than 26 acres of open space.
- Funding sources are emerging: Colorado Gov. John Hickenlooper in May signed a bill that will allow \$250 million in



An artist's rendering illustrates CSU facilities envisioned at the National Western Center.

state financing for construction of CSU facilities. On November 3, voters in Denver will consider a ballot measure that would extend lodging and rental-car taxes to generate \$476 million. Fundraising will also contribute to redevelopment.

Ralph Johnson: Thanks for chatting about plans for the National Western Center, Dean Stetter. Could you provide an overview of CSU's part of the plans?

Mark Stetter: Sure—this is a very exciting and forward-looking venture. CSU has a longtime relationship with the National Western, and as a land-grant university, we are always interested in promoting agricultural literacy and providing access to excellent education. This mission pairs very well with the vision for the National Western Center that has emerged from work with our partners and the surrounding community. The concepts are still taking shape, but our driving purpose will be to illuminate the importance of Colorado agriculture, innovation, and connections between the agricultural economy and human, animal, and environmental wellbeing. One CSU facility will be where the Hall of Education is now. It's expected to include a food-systems learning center, collaborative arts programming, a business incubation and industry partnership center, and Denver Urban Extension programs. A water center is envisioned along the South Platte River, and will likely provide a space for environmental education, labs and demonstrations, and collaborative space for water-related organizations and industry. We hope CSU will be an educational hub at the site—with hands-on learning for K–12 visitors, especially focused on the interface of agriculture and science, technology, engineering, and math. We want to develop exhibits and activities that really engage visitors and inspire young people. As part of the K–12 programming, we hope to provide summer camps and tours at both the National Western Center and on CSU's main campus.

RJ: And what about the College of Veterinary Medicine and Biomedical Sciences? What will your college contribute to the project?

MS: We have proposed a clinic that would offer equine sports medicine and rehabilitation at the National Western Center. Dr.

Continued on next page

OF NOTE

Continued from previous page



Redevelopment plans call for a year-round destination highlighting agriculture and the health sciences.

Chris Kawcak, our director of Equine Clinical Services, has been closely collaborating with partners on this concept. This collaboration is especially important to CSU because we want to develop programming that is truly needed at the National Western Center—that will complement and enhance the work of our veterinary alumni and veterinary colleagues whose practices are established in the Denver area. The clinic we have in mind would provide services that are needed on site for visiting horses competing in events. As you know, Dr. Kawcak is part of our Orthopaedic Research Center. He and his colleagues are international leaders in understanding, preventing, and treating equine musculoskeletal disease and injury. We hope the clinic will be a way to provide needed services on site, to teach visitors about some amazing advancements in veterinary medicine, and to illustrate the connections between veterinary and human medicine. Of course, orthopaedics offers great proof of that.

RJ: Our partnership—involving CVMA and PetAid Colorado—is also very exciting. Will you share some of the early details? And first, I'll just remind readers that PetAid is a not-for-profit organization that works alongside CVMA and, through its PetAid Animal Hospital, PetAid Care Grants, and PetAid Community Outreach programs, provides primary veterinary care for companion animals of vulnerable populations. PetAid is able to offer this care as a result of donations and dedicated volunteers—including veterinarians who volunteer their time and expertise.

MS: Yes, this is a valuable part of the plans, especially for our students and for clientele with limited incomes, disabilities, health concerns, and other limitations. You mentioned the involvement of Colorado's veterinary community in PetAid. Through PetAid, our veterinary students receive tremendously important training by providing vaccinations, spay-neuter services, and other types of veterinary care for pets in underserved populations. This is a way we partner to prepare veterinary students while also filling important veterinary needs that support the human-animal bond.

RJ: So talk about the National Western plan . . .

MS: OK, here's the big reveal! The PetAid Animal Hospital will move to the National Western Center to operate with the new CSU programs there. Although some details are not yet determined, we anticipate PetAid will lease space from us at an affordable rate and will continue to manage and provide clinical services to vulnerable populations. This arrangement will be a win-win because it will allow more CSU veterinary students to participate in PetAid patient care, gaining skills with more hands-on procedures and more interactions with pet owners who face special challenges, ranging from living in poverty to navigating life with cognitive or mobility issues. This participation will allow PetAid to expand discounted services for the underserved pet population in metro Denver, especially in the Globeville and Elyria-Swansea neighborhoods along Brighton Boulevard in north Denver. We think this partnership will benefit DVM students, pet owners who could not otherwise afford or access veterinary care—and, of course, lots of companion animals!

RJ: What does public education look like for the veterinary programming you've described?

MS: We foresee viewing windows and interactive modules that help visitors see the connections between the health sciences and human and animal wellbeing. I think it will be a great part of redevelopment plans. ■

President's Post continued from page 4

teach with your excitement, enthusiasm, and questions. The folks at CSU (especially Drs. Pete Hellyer, Dean Hendrickson, and Barb Powers) for maintaining the strong bond between CVMA and CSU and for encouraging my application for residency. Of course, the members of the Executive Committee (now and prior years) who have modeled servant leadership and effective leadership, and from whom I am reminded that excellent leaders always continue to improve themselves. CVMA staff—for keeping me in line and on time, we are so fortunate to have great people working with us in this organization (see the article by the wonderful guy on the next page).

So, with this, I say goodbye. I was lucky enough to get time off for convention, so I made an extra effort to say thanks to you all there. Naturally, there is nothing permanent about this goodbye, but I won't pretend to know for sure where life will take the Epperlys next. I had to beg and plead, but Dr. Pete Hellyer agreed to serve as immediate past-president for me next year, so you are in good hands. (Just kidding, he was more than willing!) It has been an honor and just plain fun to be involved with CVMA in every capacity. I encourage all of you to think about how to share your expertise with our great organization. CVMA wins from diverse participation, but you win personally in many more ways! ■

OF NOTE

AVMA Report

John R. Rule DVM

This year's AVMA Convention was held in Boston, and the Association debuted a modern logo and other elements of a new brand. The new green-and-blue logo incorporates the veterinary version of the Aesculapian staff and the tag line "Our Passion, Our Profession."

Dr. Ted Cohn, now the AVMA immediate past president, awarded three Presidents Awards: The U.S. Army Veterinary Corps, The Tuskegee University School of Veterinary Medicine, and Mr. Ralph Johnson, CVMA's executive director.

A main topic this past year has been the restructuring or re-examination of the AVMA Council on Education (COE). The U.S. Department of Education would like to see the COE have more separation from the AVMA House of Delegates and the AVMA Executive Board. Four of the resolutions the House of Delegates considered this session revolved around potentially increasing the separation between the COE and the AVMA. All of these resolutions failed to pass.

Dr. Joe Kinnary is the incoming AVMA president and succeeds Dr. Ted Cohn. Dr. Thomas Meyer was elected the 2015–2016 AVMA president-elect. Drs. Jan Strother and Michael Topper announced their candidacy for AVMA president-elect and Dr. Stacy Pritt launched her campaign for the 2016–2018 AVMA vice presidency.

Thanks for trusting me to represent your CVMA in the AVMA House of Delegates the past eight years. ■

AVMA Fall 2015 Update

Mike Whitehair DVM

AVMA Board of Directors District IX representative

The Colorado Veterinary Medical Association has a proud history of being at the forefront of providing vital membership services in Colorado. Your *VOICE* newsletter identifies the many reasons for you to be part of this great organization. Having said that, I will share a few of the current topics and challenges facing our profession from a national perspective.

AVMA is changing and becoming more responsive to member needs. You have told us through surveys and open forums what we need to do and be as your national voice of the profession. Our new logo says "AVMA: Our passion. Our profession." Let's launch into transition to becoming a true trusted representative of veterinary medicine. This is an abbreviated report so I will highlight some of our current issues and activities related to member needs.

The first one—and in my opinion the most important—is Wellness and Peer Assistance. Veterinarians face singular challenges in their jobs, and the rate of suicide and depression are unusually high among U.S. veterinarians. It's critical that we take steps to care for our own emotional and mental health. Get started with AVMA's self-assessment tool, then use the provided resources to begin nurturing your emotional wellbeing. If you go to the AVMA member website and proceed to the professional/personal development section, you can locate the wellness and personal

Continued on next page

A NOTE OF THANKS . . .



Practicing veterinary medicine in Steamboat Springs sounds idyllic, and John Rule certainly knows how to enjoy the outdoor life that one of Colorado's most beautiful communities can provide. But Dr. Rule hasn't been content to just ski the powder or cruise the lake—he's been contributing to the veterinary profession for years through service activities and leadership positions. Just talk to him about political advocacy or the importance of contributing to the Political Action Committee and you'll get a sense of his commitment to organized veterinary medicine.

His many years of service as the CVMA District 1 Representative on the CVMA Board of Directors immersed him in the professional issues that CVMA strives to impact, and ultimately led to his election by his colleagues to serve four years as AVMA Alternate Delegate and then four as AVMA Delegate. As such, he was a voting member of the CVMA Executive Committee for eight years, and contributed insight, wisdom, and humor to the proceedings. Indeed, Dr. Rule gets a gold star because—despite the challenges of weather or personal medical challenges—he never missed one AVMA or CVMA meeting commitment during those eight years.

CVMA would like to thank Dr. Rule for his dedicated service these past eight years. He has been an outstanding representative for CVMA, Colorado, and the profession, and we are deeply appreciative of his efforts and unwavering service.

OF NOTE

Continued from previous page

development section to access the self-assessment. A more direct link is www.avma.org/wellness. There is information on sources of help in this time of need. The AVMA Emerging Leaders are making this their highest priority for membership service.

The AVMA membership places advocacy as its highest membership service. On the AVMA website you can read and hear from our staff the position paper just submitted on the topic of compounding of medications for treatment of our patients. The comment period to FDA ends in mid-November. Please provide us with comments on this important part of veterinary practice. Veterinary medicine is unique in that we treat a multitude of species with an even greater number of unique diseases and conditions. We must protect our ability to practice using all available avenues for successful outcomes.

Another topic to report involves changes in the use of AVMA members as volunteers working with AVMA staff to put on a

world-class AVMA convention. Having just attended a great meeting this year in Boston, I can tell you that the convention continues to have value as a member service. We used an outside consulting firm that specializes in convention management. Recommendations were made and approved by your AVMA Board of Directors to merge the energies of our member volunteers who serve on the planning committee with the AVMA staff.

This new direction uses our members to provide current, relevant CE. Our staff would be involved in coordination and facilitation of the convention operations. This change is meant to bring synergy to form the best possible team for you as members as you attend our annual convention.

I look forward to seeing and hearing from you as we gather for CVMA Convention 2015 in Loveland. Thanks for your thoughts and comments. You can always reach me at mlwdvm@jc.net. ■

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GOVERNMENT AFFAIRS

Understanding the Veterinary Feed Directive

Nicole Kenney, Rambo Feedlot Extension Educator,
University of Minnesota Beef Team

*This article is reprinted with permission from the August 10, 2015
Minnesota Farm & Ranch Guide.*

The FDA Veterinary Feed Directive (VFD) has been a hot topic amongst livestock producers for the past several years as the proposal for changes in the use of feed-grade antibiotics have been refined.

In large part, this interest has revolved around concern about the logistics of the implementation of the new guidelines. With the release of the final rule in June, 2015, the responsibilities of veterinarians, feed mills, and producers have been clarified and we can begin taking steps to ensure all parties are prepared to meet the requirements of the new guidelines and the associated increase in record keeping that will be necessary.

Feed grade antibiotics offer a convenient method of delivery to treat and prevent certain diseases in livestock. The new VFD guidelines, which go into effect October 1, 2015, do not remove this option; however, it requires that all medically important feed-grade antibiotic administration to be under the oversight and order of a licensed veterinarian. The use of medically important drugs will be confined for use of prevention, control, or treatment of a specifically identified disease.

The VFD is not new. The original rule was published in 1996, and medically important feed-grade antibiotics that have come to market since have been only labeled for administration under the direction of a veterinarian. An example of this is tilmicosin (Pulmotil) in cattle. The amended guidelines simply expand this designation to all medically important feed-grade antibiotics.

A second FDA document, Guidance for Industry 213, which calls on the industry to voluntarily remove production label claims, such as increased feed efficiency, from feed-grade antibiotics will also go into full effect in December of 2016. Combined, the VFD and Guidance 213 have a major impact on the use of feed-grade antibiotics in the production livestock industry. Together, the VFD and Guidance 213 further the FDA's agenda to promote the judicious use of anti-microbials in food producing animals.

The VFD will not impact the procurement and use of feed-grade antibiotics that are not considered medically important, such as ionophores.

The VFD ultimately places a strong emphasis on the veterinarian/client relationship. Under the VFD veterinarians' responsibilities include making judgment regarding the medical need for treatment while having sufficient knowledge of the animals.

Sufficient knowledge of the animals is designated as having completed a patient examination and/or visits to the facility where the patient is managed.

Additionally, the veterinarian must also be available for follow-up in the event that animals have an adverse reaction, which is rare, or fail to respond to therapy.

Veterinarians issue a VFD by filling out a form which is issued in triplicate. One copy is retained for the veterinarian's records, a second copy is provided for the client's feed distributor, and a final copy for the client.

The veterinarian, producer, and feed supplier must retain all copies of the signed VFD form for a minimum of two years, which was extended from the one year requirement outlined in the proposed rule.

The original VFD forms may be transmitted electronically; however, they cannot be transmitted by telephone. VFD feed can only be fed in a manner consistent with the FDA conditions of approval; all extra-label use is strictly prohibited.

Information that is required for a valid VFD form includes:

- Veterinarian's name, address, email address, telephone and fax number
- Veterinarian's license number and state issuing the license
- Client's name, address, and telephone number as well as fax if the VFD is transmitted in this form
- Species, location, number, and identification of animals that will be treated
- Date of treatment
- Name of drug and the approved or index-listed indications for use; when approved combinations of drugs are used, both must be listed
- Level of drug in the feed
- Feeding instructions with the withdrawal time listed, if applicable
- Special instruction and cautionary statements necessary for the use of drug in conformance with the approval
- Expiration date of VFD, which cannot exceed 6 months or is limited by the expiration date of the product
- Number of refills if necessary and permitted by approval

In order to prepare for the enforcement of the VFD, a review of current antimicrobial use should be completed with the input of your veterinarian. Engaging with your veterinarian before the fall run of calves begins to enter the feedlot will be crucial to ensure that cattle are treated promptly as the need arises, as it will no longer be an option to buy over the counter antimicrobials.

The VFD guidelines allow for some flexibility in the generation of the VFD form and recordkeeping, with both electronic and paper based versions available; thus, having a thorough understanding of the procedure that will be in place at the veterinarian clinic you do business with prior to the deadline for implementation is encouraged in order to avoid confusion or delayed treatments this fall. ■

SCIENCE UPDATE

What's New and What's Different about Vesicular Stomatitis in 2015

Alex K. Turner, DVM

Animal Disease Traceability Veterinarian

Colorado Department of Agriculture Animal Health Division

Vesicular Stomatitis Virus (VSV) has again found its way to Colorado livestock. In the 2014 VSV outbreak in Colorado, there were 370 quarantined premises in 17 counties; once again the horse and cattle owners of the state are on the lookout for signs of the VS virus. This year we are seeing some cases in 2014 VS-affected counties (Larimer, Weld, and Jefferson) and also in areas that have not had VS cases in the past 9 or 10 years or longer. We have had VS-positive cases in Mesa, Montrose, Delta, Montezuma, La Plata, Archuleta, Las Animas, Conejos, Rio Grande, Chaffee, and Gunnison counties. Montrose and Delta counties have had the highest number of premises quarantined at the time of this writing. In addition, this year VS has been diagnosed in South Dakota, Utah, and Wyoming, states that have not experienced VS in a long time, along with the traditionally affected states of Arizona, New Mexico, and Texas. As of August 21, we had investigated 193 cases for VS and issued 171 quarantines for the disease.

One thing that has changed for the better this year is the investigation and quarantine release protocol. Last year, VSV in horses was a reportable disease according to the OIE (the World Veterinary Health Organization). This year, the disease was de-listed as reportable, which freed up individual states to make their own decisions regarding investigation and quarantine release. (Livestock cases not involving equine are still investigated and managed by state or federal animal health officials.) With equine cases there is no longer a requirement for a state or federal veterinarian to investigate every case. Instead, any USDA-accredited veterinarian can perform the investigation for their clients. This has sped up the process on the front end of the investigation. Clients also have the option to opt out of laboratory testing if they are located in a county where VSV has already been diagnosed. If a horse shows clinical signs that are consistent with VSV infection (vesicles, erosions, or ulcers on the muzzle, nares, inner pinnae, sheath, udder, coronary bands or inside the oral cavity) the client can choose to accept the quarantine and its restrictions on movement of livestock off of their facility. This year, the new quarantine is 14 days from when the last affected animal broke with clinical signs. Last year the quarantine was 21 days after the lesions were appropriately healed. This led to some quarantine periods that were lasting 90 to 120 days after development of clinical signs. It was costly to the owners, time-consuming to regulate, and greatly affected movement of horses for normal use and equine activities.

Keep in mind that, although the clients can accept the VS quarantine without testing, VSV is still a reportable disease here in Colorado. If you have a suspected clinical case, and the owner wants to accept the quarantine, make sure that you still contact the State Veterinarians' office to report that case. We will discuss the case with you and collect details about the location and animals affected. We still want to make sure that people are not moving VSV-infected animals and placing other livestock at risk, and that we can give advice on case management and quarantine-release protocols. We have already passed the week of the year that was the busiest in last years' outbreak, but cases will continue to be reported through the beginning of winter. Make sure to stay vigilant, and if you have any questions about cases, suspicious cases, travel recommendations, or VSV in general, please feel free to contact us here at the State Veterinarian's office. We are happy to help and are here for you. ■





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Zoonoses Update

Jennifer House, DVM, MPH, DACVPM
State Public Health Veterinarian
Communicable Disease Branch

Rabies Update

From January 1 to June 30, there were 52 animals that tested positive for rabies by CSU and Colorado Department of Public Health and Environment (CDPHE) laboratories. These cases included 14 bats, 35 skunks, a raccoon, and 2 domestic cats. Of these, 26 were known or suspected of exposing 35 domestic animals and 26 humans. All positive skunks were collected from areas that have had skunk rabies in the past.

Plague and Tularemia Update

The amount of plague and tularemia activity in Colorado continues to be concerning during the 2015 season. Both conditions have showed an increase in the number of both animal and human cases in the past year. For current information on case counts and veterinary guidance, please visit the CDPHE website at <https://www.colorado.gov/pacific/cdphe/animal-related-diseases>. ■

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New Approaches to Thunder and Noise Phobias

Dan Estep, PhD and Suzanne Hetts, PhD, CVJ
Certified Applied Animal Behaviorists

While thunderstorm and firework season has pretty much wound down here in the Rockies, it's not too soon to be planning for next year. Plus, thunder isn't the only noise phobia around. There's still fireworks over New Year's Eve and all sorts of oddball noises that evoke panic in dogs. We once worked with a dog who lived in Summit County and had become terrified of the noise from the explosives the Forest Service used to shoot down avalanches. So you never know what you'll be asked about.

Our own dog Coral, an 11 year old Irish setter, has become thunder phobic in the last few years, and we have a healthy appreciation for what it takes to manage and protect a noise-phobic pet. We tried several new strategies this year, some more successful than others, that we'd like to share with you.

First, you likely saw all the promotions around the Fourth of July about "Don't Ace the Fear." The veterinary community is well aware by now that Acepromazine is not an anxiolytic and therefore does not reduce a pet's fear or anxiety. The promotion was claiming that this drug actually exacerbated fear because of its dissociative properties. While this may be true in individual cases, we've not seen objective evidence that this is a consistent finding. Regardless, it's true this is not a drug that will help reduce noise-phobic behaviors.

Coral's fearful behavior during a storm is different when we are home and when we aren't. If we are home, she seeks contact from us. Petting, massage, cuddling, talking, and even singing to her all help to, if not reduce her fear, at least keep it from increasing. Reassuring a fearful animal does not "reinforce" fear. We've explained in previous articles that reinforcement and punishment (components of operant learning) do not affect emotions in the same way as they do voluntary behaviors. So providing comfort is perfectly acceptable and can be quite helpful.

Encouraging an animal to engage in a behavior incompatible with fear—such as play or eating—is always a great option. But for Coral, and many other dogs, her fear is too great for her to be able to "switch gears" so this was not a helpful tactic. We could, however, engage our other thunder-phobic setter, Blaze, in a game of fetch through moderately intense storms.

We also began spending time in our basement with Coral during storms. Dan even slept with her there for a few hours one night during a particular intense bout of thunder. The basement has only two small windows so the lightening is much less noticeable, and the sound of the thunder is significantly dampened. Coral is noticeably calmer in the basement with the sight and sound of storms not as apparent. If we had to leave the house when a storm was expected, we left all the lights on in the basement and Coral began to take herself down there of her own accord. We made sure she had comfortable bedding to make hanging out in the basement as appealing as possible.

The Thundershirt[®] was one product we tried with Coral, with limited success. We believe Coral paced less while wearing the shirt, but we question whether this was due more to the fact she disliked having the shirt on than it having any real effect on her anxiety. However, interrupting fearful and anxious behaviors, such as pacing, can also reduce the emotion of fear, so we'll not completely discount the possibility of benefit from the Thundershirt[®].

Our last two experiments during storm season were with the Adaptil[®] D.A.P. (dog appeasing pheromone) diffuser and collar and Zylkene[®]. Our results with clients with pheromone products in general has been lukewarm, and we did not see any improvement in Coral's behavior with a D.A.P. diffuser alone. On the suggestion of a colleague, we tried the collar instead. We began the collar and Zylkene[®] use at the same time and saw a reduction in Coral's fearful behaviors. Her improvement was particularly noticeable during milder storms, but there was still a positive effect during more severe storms. If we were home, she would lie down near us rather than panting and pestering for close contact. If we were gone, we'd find her calmly lying in the basement when we returned home.

Before we began our "basement work," and without the Zylkene[®] and Adaptil[®] collar, when home alone, during the worst storms Coral would scratch and paw everything out of the bottom of our upstairs closets and we'd find her shaking and panting in the bedroom upon our return. She's not cleaned out our closets since we began these last three interventions.

So, in summary our findings/recommendations are:

1. It's perfectly acceptable and even desirable to encourage clients to comfort or reassure their dogs if that helps to reduce their fear.
2. Encourage owners to find a location in their house where the sights and sounds of the storm are less apparent and make it a point to spend time with the pet there during a storm. Make this location easily accessible and comfortable for the pet so he'll choose to go there on his own.
3. The Thundershirt[®] may be worth a try.
4. Choose an Adaptil[®] D.A.P. collar over the diffuser
5. Combine the D.A.P. collar with Zylkene[®]

And, finally, avoid crating or confining phobic dogs, because close confinement will exacerbate their panic. While pacing and cleaning out our closets was not the behavior we wanted, we have no doubt preventing Coral, and any phobic dog, from engaging in expressions of fear only serves to increase the emotional reaction.

Save this article so you'll have a plan when thunder season rolls around in 2016 and for any other noise-phobia cases between now and then! ■

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Depression Matters

Katherine Garcia, MA, LAC, Veterinarian Peer Health Assistance Program Lead

Depression has become a subject that is more widely talked about in recent years. It's not uncommon to see advertisements for depression medication on TV or in a magazine, but one question many ask is: What is depression and why should it matter?

Depression is a normal human emotion that is often a common response to loss, failure, and disappointment. Throughout times in our lives, every human will have feelings of depression. On the other end of the spectrum, major depression or depressive disorders are serious emotional and biological diseases that affect one's thoughts, feelings, behavior, mood, and physical health (NAMI, 2013).

Major depression is a life-long condition in which periods of wellness alternate with recurrences of illness and may require long-term treatment to keep symptoms from returning, just like any other chronic medical illness (NAMI, 2013). According to the American Foundation for Suicide Prevention, more Americans suffer from depression than coronary heart disease (7 million), cancer (6 million) and AIDS (200,000) combined. Though symptoms of depression can be difficult to recognize from the outside, it's important to understand that major depression can

cause significant changes in one's ability to function. Individuals suffering from major depression can experience changes in sleep and appetite, poor concentration, loss of energy, low self-esteem, feelings of hopelessness or helplessness, a lack of interest in activities, and changes in movement (NAMI, 2013). Often people will talk about their body hurting or aching when they are feeling depressed.

The National Alliance on Mental Illness estimates that more than 25 million Americans are affected by major depression in a given year, yet only half ever receive treatment for the condition. Depression, left untreated, can result in significant consequences to include accidents at work due to decreased functioning, or in more serious cases, suicide. The Centers for Disease Control and Prevention (CDC) collect data about mortality in the U.S., including deaths by suicide. In 2011 (the most recent year for which data is available) 39,518 suicides were reported, making suicide the 10th leading cause of death for Americans in that year. This statistic means someone in our country died by suicide every 13.3 minutes. Through prevention research, Working Minds Suicide Prevention estimates more than 90 percent of persons who complete suicide have a mental disorder at the time of death, most commonly depression, alcohol abuse, or both.

Studies among healthcare professionals in the United States indicate healthcare professionals are at a higher risk for depression

Continued on next page

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IN PRACTICE

Continued from previous page

and suicide than the general population due to high stress occupations and greater knowledge of and access to lethal means (Medscape, 2015). To get even more specific, a 2013 study reported that UK veterinarians had a higher suicide rate than the normal population—up to four times higher than the general population and two times higher than other healthcare professionals (Veterinary Team Brief, 2013). Considering this statistic, it's important to acknowledge the factors that potentially put veterinarians at higher risk for depression and suicide. Some factors include the workaholic, high-achieving personality type of veterinarians; isolation encountered by many veterinarians working in private practices; the belief in quality of life; and the unique concept of humane euthanasia to alleviate suffering (Veterinary Team Brief, 2013). Another major factor is the high stress level in the field beginning with working to enter veterinary school, the pressure to succeed in school, the significant financial debt following completion of veterinary school, intense demands from employers and clients, and the high rate of compassion fatigue in the field.

Considering this information, it's important to conduct periodic self-evaluations to look for signs of depression or signs that you may not be coping well. It's also important and necessary to reach out to colleagues you may be concerned about regarding

their ability to cope. If you're concerned about your or a colleague's well-being after observing any of the described changes, there is confidential help available. The Veterinarian Peer Health Assistance Program (VPHAP) provides consultation and support for Veterinary Professionals and provides referrals to treatment and resources for those struggling with mental health issues. For more information or to access VPHAP services, please visit PeerAssistanceServices.org or call 1.800.369.0039. ■

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IN PRACTICE

EMV and the Changes It Brings to Credit Card Processing

Michelle A. Bruck, Director of Communications
Ken Rutsky, Insurance and Finance Assistant
Retail Council Services Corp.

What You Need to Know About the October 1, 2015 Liability Shift

The way you accept credit card payments is about to change thanks to EMV (Europay, MasterCard, Visa) card security improvements. Beginning October 1, 2015, liability for card-present fraudulent transactions will shift to businesses that are not using processing terminals that accept chip-embedded (EMV) credit cards. This October deadline was set by the major card issuers to decrease counterfeit card transactions in the U.S.

Chip-embedded cards are more secure than magnetic stripe cards because the chip provides dynamic authentication information that changes for each transaction. The magnetic stripe currently used in the U.S. contains static data that can be easily stolen and used for fraudulent transactions.

Currently, if a customer uses a counterfeit card at your business, the card issuer is liable for the charge. Beginning October 1, 2015, if a customer uses an EMV card for a counterfeit

transaction, but your business is not using an EMV-enabled terminal, your business is liable for the charge.

The United States is late in adopting chip technology and the improved security it brings. EMV transactions represented 32 percent of the world's credit card transactions from January 2014 through December 2014. During that same time period, only .12 percent of U.S. transactions were EMV.

The chip-embedded cards and the EMV-enabled terminals that process them represent the biggest change in the credit card processing industry in 35 years (since we switched from the "knuckle busters" to terminals). The new technology brings changes that may take a while for you and your clients to get accustomed to:

- The EMV card should be in the cardholder's possession for the entire transaction.
- The cardholder must insert the card into the terminal, rather than swipe it, and leave it there until the terminal indicates they can remove it.
- The card issuer determines if a PIN will be required for the card, or just a signature, and the cardholder should be aware of what is required.
- More time will be added to each transaction because it takes several seconds for the EMV card to process.

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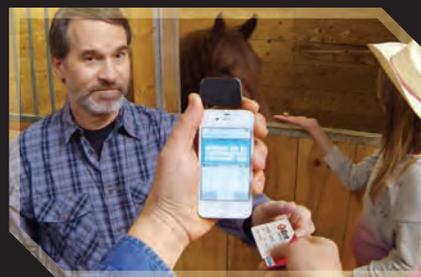
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IN PRACTICE

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- Make sure your terminal is activated to accept EMV cards. Your terminal may have a card slot, but it may still need to be programmed to accept chip cards.
- Magnetic stripe cards can still be swiped with your EMV-enabled terminal, if that is what the cardholder has.

New Procedures for Accepting Credit Cards at Your Point of Sale

The October deadline for EMV compliance is fast approaching. Merchants are getting new equipment, and cardholders are getting new cards. And with all that new hardware comes a new procedure for processing transactions at your point of sale.

Accepting EMV cards isn't difficult, but it's different enough that it might cause some initial confusion among your staff and clients. In the interest of eliminating such confusion and ensuring smooth transactions at your point of sale, we offer the following guide.

1. Select your transaction and card type, then enter the amount of the transaction. Even if your client presents an older magnetic stripe card, you cannot skip this step; simply swiping the card to initiate a sale no longer works.
2. If the client is using an EMV card, they need to "dip the chip," or insert their card into the terminal. Hand your terminal to the client or turn it to face them, then instruct

them to insert their card into the smart card slot chip side first and face up until they feel it click. Tell them to leave the card in the slot. Clients using magnetic stripe cards do not need to do this.

3. The terminal may prompt the cardholder for a card PIN.
4. Make sure they press Enter after they've entered their PIN.
5. Your terminal will now process the transaction.
6. The client should remove their card from the smart card slot when the terminal indicates.
7. If you have swiped an EMV card, you may need to hit the red "X" key and start the transaction over then insert the card.
8. If the client was using a magnetic stripe card or their smart card does not require a PIN, have them sign the printed receipt. Be sure to check the back of the card to verify the signature and hand the card back to the client.

And that's it. Review these procedures with your staff and you'll be experts in no time!

Direct all your questions about credit card processing to Retail Council Services Corps (RCSC), a CVMA Affinity Partner. Experts Michele, Nicholl, or Carly will be happy to assist you, and can be reached at CVMA@retailcouncilnys.com or 800.442.3589. You can find a link to credit card processing training videos on our Facebook page: www.Facebook.com/RCServicesCorp. ■



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Colorado Association of Certified Veterinary Technicians (CACVT)

Juliebeth Pelletier
CACVT Executive Director

We invite you to take a new look at CACVT, and consider these six things you may not have known.

1. Colorado Association of Certified Veterinary Technicians (CACVT) is the largest state veterinary technician association in the nation, serving approximately 3,000 members.
2. Colorado ranks in the top five in the nation in number of credentialed veterinary technicians by state, with CACVT overseeing more than 2,000 Certified Veterinary Technicians.
3. CACVT proudly upholds the highest eligibility and maintenance standards for credentialing of veterinary technicians nationwide. In Colorado, a Certified Veterinary Technician:
 - Graduates from an AVMA-accredited veterinary technology program
 - Passes the Veterinary Technician National Examination (as administered by the American Association of Veterinary State Boards)
4. Early in 2015, CACVT launched an online certification directory for Colorado that allows anyone to quickly and accurately assess whether an individual is a Certified Veterinary Technician in Colorado:
 - Free and simple to use, this directory is a fantastic tool for employers. It is updated every Friday.
 - Check it out at cacvt.org/certification-directory
5. In the last two years, CACVT has:
 - Doubled attendance at its annual winter and spring CE events
 - Added a annual fall CE event on the Western Slope to promote rural area engagement
 - Increased corporate partnership, as well as industry, public sector, and legislative awareness of CVTs through cooperative industry engagement platforms
 - Launched its first legislative action in 20 years with a nomenclature protection bill

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- And much more . . . And with all of the forward momentum that CACVT has cultivated, and will continue to cultivate . . . see #6!
6. CACVT wants to engage with you!
- Visit cacvt.org/action-network to ensure that CACVT can reach you in the event that an initiative requires your perspective or support.
 - CACVT values cross-communication and wants to be able to reach you in the event that your broader perspective or support regarding longer-term workforce initiatives could better serve the community as a whole.
 - Do you have questions for CACVT or would you like for CACVT to participate in an informational forum or focus group in your area?
 - Visit cacvt.org/contact if you would like for CACVT to engage in your area events, panel discussions, or to answer questions about the roles and initiatives of CACVT. We would love to engage with you in continued collaborative support of the veterinary community. ■

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CVMA NEWS

Welcome New CVMA Members!

Please help us welcome our newest CVMA members to the association.

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FDA Center for Veterinary Medicine
1989

Douglas A. Mickey DVM

Harlan Animal Hospital
Kansas State University ~ 1989

Kyra L. Somers DVM, PhD

Idexx Laboratories
Colorado State University ~ 1995

Leslie Dunham DVM

2013

Jerry S. Osguthorpe DVM

Osguthorpe Animal Hospital

Mary Ann Tima DVM

Rose Veterinary Hospital
Ohio State University ~ 2015

District 2

Mary E. Carlson DVM, MA, CVA

Colorado State University ~ 1987

Rob Cordery-Cotter DVM

Washington State University ~ 1993

Sharon McChesney Gillette DVM, PhD

Colorado State University ~ 1995

District 3

Merrill Worden Bohaning BS, CVT

Bel-Rea Institute of Animal Technology ~ 2010

District 5

Anita Marie Warren-Peila DVM

Valley Veterinary Hospital North
Colorado State University ~ 1988

Alexander K. Turner DVM

Colorado Department of Agriculture Animal Health Division
Colorado State University

District 6

Daniel L. Brod DVM

Deer Creek Animal Hospital
Kansas State University ~ 1973

Thomas J. Geiselhardt DVM

Homestead Animal Hospital
Colorado State University ~ 1985

Lori J. Jones DVM

Eastlake Veterinary Services
Kansas State University ~ 1992

Joseph Ernest Hanson DVM

Deer Creek Animal Hospital
Mississippi State University ~ 2000

Carolina Orellana Rosell DVM

Denver Pet Urgent Care
2008

Caroline Ann Cantner VMD

American Veterinary Medical Association (AVMA)
University of Pennsylvania ~ 2011

Alexis Dawn Siler DVM

Green Mountain Animal Hospital
Ross University School of Veterinary Medicine ~ 2014

Camila Paiva Vieira DVM

Dumb Friends League
University of Florida ~ 2015

Jennifer Abram

Zoetis

Stith Keiser

My Veterinary Career

Kim McKee

Tender Touch Animal Hospital

District 7

James August Pickart DVM

1981

Edmund J. Leigh DVM, DACVR

Rocky Mountain Veterinary Imaging
Colorado State University ~ 2001

Charles P. Woodall DVM

Aspen Ridge Equine Hospital PC

District 12

Donald E. Schwartz VMD

Mancos Valley Veterinary Hospital

District 14

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CVMA NEWS

CVMA Sponsors Colorado FFA Veterinary Science Award



Caption: Dr. Matt Braunschmidt, Troy and Dr. Leesa McCue, Mercedes McCue, and FFA Advisor Cody Weber. Photo courtesy of Jim Powell Photography.

In March, judging took place for the Future Farmers of America (FFA) Proficiency Awards and CVMA, as it does each year, sponsored the FFA Veterinary Science Placement Proficiency Award, which was presented and recognized in June at the 87th Annual Convention of the Colorado FFA.

The Veterinary Science Placement Proficiency Award is given to a student who shows proficiency in veterinary medicine, which can include working with veterinarians in clinical practice, research facilities, colleges of veterinary medicine, animal health industry, or any other environment in which they assist veterinarians in performing duties related to the health of people and/or the health and welfare of large and small animals. This experience may include wage earning, entrepreneurial, or exploratory activities not limited to hands on care of animals, management of business aspects of a veterinary practice, or working on legislation or regulations relating to animals.

Mercedes McCue of the Limon FFA chapter earned first-place honors as this year's state winner in the veterinary science proficiency award area. She is the daughter of Troy and Leesa McCue, DVM. Mercedes works with her mom and other veterinarians and veterinary technicians, helping to prepare animals for surgery and cleaning kennels. She also assists veterinarians on farm calls by handing them tools. After graduating, Mercedes plans on attending Colorado State University to study biomedical sciences. She then wants to transfer to CU–Boulder to become a doctor at Burlington hospital and manage their family ranch in Burlington.

Mercedes had this to say to CVMA for its sponsorship of the award: “Thank you so much for providing members like me with such phenomenal opportunities! I really appreciate it!”

Colorado FFA Thanks CVMA

Says Don Thorn, the executive director of the Colorado FFA Foundation, “On behalf of the more than 6,000 FFA members in Colorado, thank you for being a Colorado FFA Award Sponsor. The convention theme this year was ‘I Am!’ and one session was titled ‘I Am Passion’ . . . We appreciate all the passion that CVMA has for our FFA members and their pursuit of excellence in agriculture. Your partnership is extremely helpful in their success.”

FFA is an integral part of the Agricultural Education Division within the Colorado Community College System. The Colorado FFA Association currently stands with 6,000 members and 100 chapters. The FFA mission is to make a positive difference in the lives of students by developing their potential for premier leadership, personal growth, and career success through agricultural education. For more information about Colorado FFA, visit www.coloradoffa.org. ■

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CVMA NEWS

FFA Proficiency Award Judging

Jennifer J. Fowler, DVM
Livestock Health & Animal Care Veterinarian
Colorado Department of Agriculture

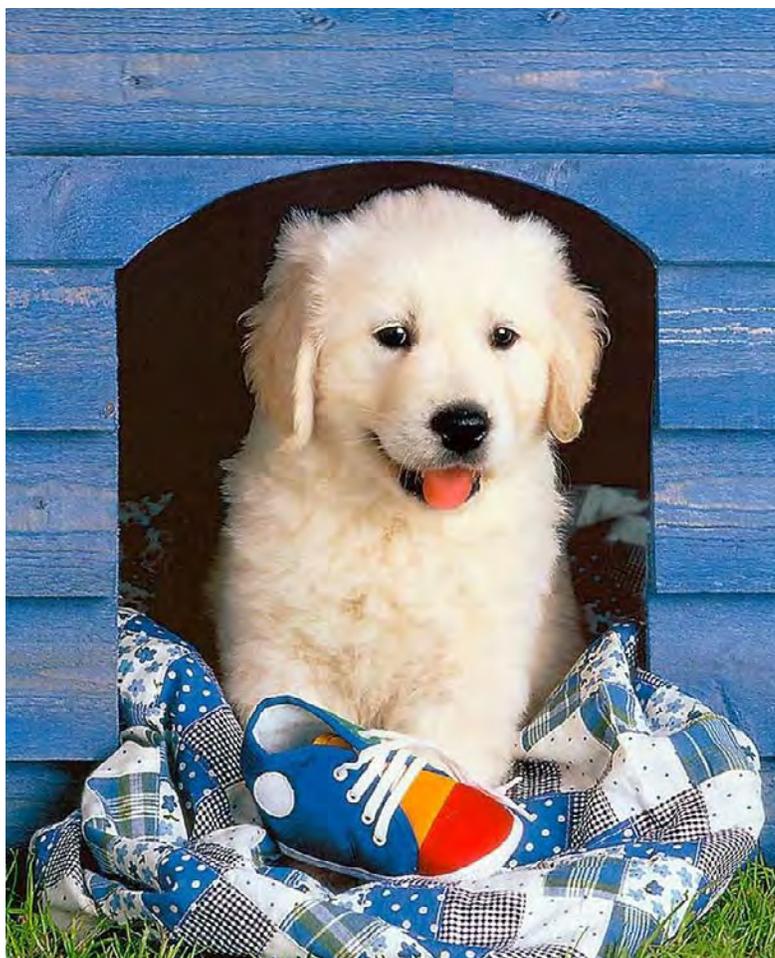
On March 13, I had the pleasure of judging applications of teen-aged students from all across Colorado for the Future Farmers of America (FFA) Proficiency Awards. FFA's Agricultural Proficiency Awards honor FFA members who develop agribusiness projects that lead to specialized skills with application toward future careers.

FFA Proficiency award areas encompass 49 areas covering everything from agricultural communication to wildlife management. Students choose a specific area in which to compete, and have the opportunity to win an FFA Proficiency Award in each chosen area. In the Colorado competition, a panel of judges including teachers, agribusiness professionals, veterinarians, FFA officers, and others judged approximately 170 applications from around the state. My group of judges evaluated poultry projects, diversified livestock projects, and plant projects. The winners of

the Colorado award areas have the opportunity to compete for national FFA proficiency awards.

I was so impressed with the applications! Many of the applicants developed, budgeted, and maintained their own businesses, with adult input often limited to advice only. In projects as diverse as a broiler farm with sales to the United States Army, a pumpkin-raising business, and a bighorn sheep farm, the young entrepreneurs excelled and prospered. Every application I evaluated was developed by a person no older than 18, and often younger. Some applications were better written than others, but the energy, creativity, passion, and enthusiasm were palpable in every application. I wish we could have recognized every young person, as they were all inspiring.

I hope you have the opportunity to work with your local FFA chapter in the future. Please consider mentoring, supporting, or helping these young people. I think you will find them eager to absorb your experience, and to try their hand at making agricultural business work. They are the enthusiastic future of agricultural America. ■



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The Colorado Humane Society & SPCA handles animal abuse and neglect cases (small companion animals and horses—not livestock) on the Eastern Plains and in southern Colorado.

If you or your clients suspect animal cruelty or neglect in your area, please call the Colorado Humane & SPCA at (800) 249-5121 or make an anonymous tip through Crime Stoppers at (720) 913-STOP (7867).

For more information, visit coloradohumane.org.





Colorado Veterinary
Medical Association

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David King

You've built your practice and helped many throughout the years. You even put off retiring a couple of more years just to be sure. Now it is time to sell. Simmons is prepared and experienced to handle the details.



Mancos Colorado • Mancos Valley Veterinary Hospital is a small animal only practice located a half hour outside Durango. The practice is approaching a 1+ doctor size and remains open only weekdays. Mancos has a small town atmosphere and they love their animals there. The sale includes the real estate. The seller is planning to retire and very motivated to sell. (CO-0314-SM)

Yellowstone County Montana • This is a well-established full-service small animal practice with real estate. There has been double-digit growth in population in the last 15 years. The facility was recently expanded and remodeled with adequate room to meet increased demand for services. The practice is open weekdays only and emergencies are seen at a nearby emergency facility. The seller is interested in retiring and is willing to provide a good transition and relief when needed. (MT-0615-ML)

Colorado Springs, Colorado - NEW LISTING • AAHA Accredited small animal practice with real estate. Well established and well equipped full service practice. No emergencies. Owner planning to relocate after a good transition. Listing #CO-0815-FF

Visit Our Website for Updates and New Listings - Simmonsinc.com

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