POTOMAC REGIONAL VETERINARY CONFERENCE

November 10-12, 2017 | Williamsburg, Virginia

Offering up to 18 hours of continuing education:

- Small Animal
- Equine
- Public Practice
- Technician
- Practice Management
Dear Colleagues:

The District of Columbia, Maryland, Virginia and West Virginia Veterinary Medical Associations, in association with the Virginia-Maryland College of Veterinary Medicine cordially invite you to attend the 2017 Potomac Regional Veterinary Conference (PRVC).

We would like to recognize and thank the planning committees for all their work lining up spectacular speakers for this program. Also, we want to certainly extend a big thank you to our corporate sponsors and exhibitors, who make this conference financially possible.

Many have worked to bring together a distinguished group of presenters to discuss topics of current interest to veterinarians across a wide range of subjects in veterinary medicine. The 2017 PRVC offers up to 18 hours of first class continuing education with separate tracks for small animal, equine, and public veterinary medicine. There will also be practice management sessions offered on Friday and a veterinary technician track, offering up to 7 hours of continuing education on Saturday.

This seventh annual conference is at the Williamsburg Lodge in Williamsburg, VA. While you are in Williamsburg, we hope you have a chance to visit Colonial Williamsburg and discover why Williamsburg was the capital of Virginia; the largest and most prosperous American colony. Even those of you who live or work nearby should spend a few hours exploring the area in a new light.

The PRVC is also a time to develop new relationships and strengthen existing ones. We hope this conference will exceed your expectations, stimulate conversations, and lead to the enhancement of your practice of veterinary medicine.

Jeffery Newman, DVM | Conference Chair

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**Exhibitors**

- Access National Bank
- Agape Pet Services
- Atkinson Insurance Agency
- Atlantic Medical Books
- AVMA LIFE
- Bayer
- Blue Buffalo Company
- Boehringer Ingelheim
- Ceva Animal Health
- Companion Animal Health By LiteCure
- Diagnostic Health Group
- Henry Schein Animal Health
- Heska/Cuattro
- Hill’s Pet Nutrition, Inc.
- IDEXX
- In Memoriam Pet Services
- Invisible Fence Brand
- K-Laser
- Merck Animal Health
- Midwest Veterinary Supply
- MWI Animal Health
- Nestle Purina PetCare
- Nutramax Laboratories Veterinary Sciences, Inc.
- Patterson Veterinary Supply
- Roadrunner Pharmacy
- Rose Micro Solutions
- Simmons Mid-Atlantic
- Sound
- Southern Veterinary Partners
- Trupanion
- VetCor
- Zoetis
Conference Details

The 2017 Potomac Regional Veterinary Conference offers up to 18 hours of small animal, equine and public practice continuing education. The conference will also offer up to 7 hours of practice management sessions on Friday and up to 7 hours of technician sessions on Saturday.

It is the responsibility of the attendee to determine what is acceptable as continued education for your state. By registering for the Potomac Regional Veterinary Conference, you are consenting that your name and address may be given to conference exhibitors, sponsors and other affiliates for their use as a follow-up tool.

Pre-Registration Deadline: October 6, 2017

Registrations postmarked or received online after October 6, 2017 will be charged the late fee.

REGISTRATION OPTIONS:
- Online | Visit www.vvma.org/PRVCattendees
- Fax | Fax registration form to 804-346-2655
- Mail | Mail registration to VVMA
  3801 Westerre Parkway, Suite D
  Henrico, VA 23233
- Questions | Call the VVMA office at 800-937-8862

Registration Fee Includes
- Attendance to conference lectures for the days you are a paid registrant
- Online speaker notes (hard copy notes are an additional fee)
- Continental breakfasts, breaks and lunches for the days that you are a paid registrant
- Friday Reception
- Exhibit area access

Speaker Proceedings

Speaker notes may be obtained in one of the following ways:
- Pre-purchase hard copy proceedings to be picked up when you check in at registration ($55 for vets; $30 for technicians; $30 for practice managers)
- Receive an email when notes are available to download from the VVMA website (free)

Hotel Arrangements

The Williamsburg Lodge is the PRVC host hotel. Lodging arrangements must be made directly with the Williamsburg Lodge. Online reservations may be made by visiting www.vvma.org/PRVCattendees or you may call our toll-free number 800-261-9530 to make reservations. The conference reservations office is open Monday-Friday, 8:30-5:00. Please use the booking ID 35137 when calling the hotel. Please make your reservation before October 6, 2017. The conference room rate is $169 single/double + taxes and fees.

Parking

Complimentary, self-parking is available. Valet parking is also available for a fee.

Spouses & Guests

Be sure to register your spouse/guest if they would like to attend conference continental breakfasts, breaks and lunches. Guests are welcome to attend Friday’s reception, free of charge.

Visit the Exhibit Hall

Visiting the exhibitors and sponsors at the conference will provide you with relevant information on their products or services for you to take home to your practice. PLAY THE EXHIBIT HALL GAME FOR A CHANCE TO WIN GIFT CARDS!

Welcome Reception

We hope to see you in the exhibit hall after continuing education sessions, 4:30-6:00pm, on Friday, November 10 for our welcome reception and sports challenge. Thank you, Merck Animal Health, for sponsoring this event!

Bandaging Wetlab

New this year for technicians— only 20 spots available! In addition to conference registration, wetlab attendees must register and pay an additional fee to attend this wetlab. Please see the enclosed registration form for pricing details. Registration will be first come, first serve until the 20 spaces are filled.

Follow us on Facebook!

For additional conference details and updates:

www.facebook.com/PotomacRegional
### Small Animal

<table>
<thead>
<tr>
<th>Time</th>
<th>Session</th>
<th>Speaker(s)</th>
</tr>
</thead>
<tbody>
<tr>
<td>8:00am</td>
<td>Mitral Valve Disease- How to Manage After EPIC Study</td>
<td>Dr. Teresa DeFrancesco</td>
</tr>
<tr>
<td>8:00am</td>
<td>Overview of the National Animal Health Monitoring System</td>
<td>Dr. Amy Delgado</td>
</tr>
<tr>
<td>9:00am</td>
<td>Highlights from the National Animal Health Monitoring System’s Recent Studies</td>
<td>Dr. Amy Delgado</td>
</tr>
<tr>
<td>9:15am</td>
<td>Tick Bourne Disease: What We Know &amp; What We Want to Know</td>
<td>Dr. Craig Shoemaker</td>
</tr>
<tr>
<td>10:15am</td>
<td>Overview of Rabies in VA &amp; the ORV Barrier</td>
<td>Drs. Julia Murphy &amp; Jennifer Cromwell</td>
</tr>
<tr>
<td>11:05am</td>
<td>Panel Discussion: Overview of Rabies in VA &amp; the ORV Barrier</td>
<td>Brian Stanley, Jennifer Cromwell and Drs. Julia Murphy and Rebecca Beamer</td>
</tr>
<tr>
<td>11:25am</td>
<td>National Antimicrobial Resistance Monitoring System</td>
<td>Dr. Wanda Wilson</td>
</tr>
<tr>
<td>12:05pm</td>
<td>Urinary Tract Imaging with Case-based Illustrations</td>
<td>Dr. Russell Tucker</td>
</tr>
<tr>
<td>12:20pm</td>
<td>Challenging Abdominal Radiographic Diagnosis</td>
<td>Dr. Russell Tucker</td>
</tr>
</tbody>
</table>

### Public Practice

<table>
<thead>
<tr>
<th>Time</th>
<th>Session</th>
<th>Speaker(s)</th>
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<tbody>
<tr>
<td>8:00am</td>
<td>Rethinking PPID: Characterization of Early vs Advanced Disease</td>
<td>Dr. Craig Shoemaker</td>
</tr>
<tr>
<td>9:00am</td>
<td>Colic Management: from the Field to Referral</td>
<td>Dr. Megan Burke</td>
</tr>
<tr>
<td>10:15am</td>
<td>Septic Arthritis: a Practical Approach</td>
<td>Dr. Megan Burke</td>
</tr>
<tr>
<td>11:00am</td>
<td>Practice Success in Any Economy, Cont.</td>
<td>Dr. Mark Russak</td>
</tr>
<tr>
<td>12:15pm</td>
<td>Socially Speaking: An Overview of Social Media Platforms</td>
<td>Dr. Caitlin DeWilde</td>
</tr>
<tr>
<td>1:30pm</td>
<td>Choke: from Straightforward to Complicated. What Are My Options?</td>
<td>Dr. Megan Burke</td>
</tr>
<tr>
<td>2:20pm</td>
<td>Drug Shortages and Alternative Approaches to Equine Anesthesia</td>
<td>Dr. Noah Pavlisko</td>
</tr>
<tr>
<td>3:35pm</td>
<td>Tramadol and Gabapentin for the Management of Chronic Pain</td>
<td>Dr. Noah Pavlisko</td>
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### Equine

<table>
<thead>
<tr>
<th>Time</th>
<th>Session</th>
<th>Speaker(s)</th>
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<tbody>
<tr>
<td>7:30am</td>
<td>Continental Breakfast in Exhibit Hall</td>
<td></td>
</tr>
<tr>
<td>8:00am</td>
<td>Practice Success in Any Economy: Tips &amp; Plans to Pave the Road to An Outstanding Practice</td>
<td>Dr. Mark Russak</td>
</tr>
<tr>
<td>9:50am</td>
<td>Approaches to a New Murmur in a Cat</td>
<td>Dr. Teresa DeFrancesco</td>
</tr>
<tr>
<td>10:20am</td>
<td>Septic Arthritis: a Practical Approach</td>
<td>Dr. Megan Burke</td>
</tr>
<tr>
<td>11:20am</td>
<td>Practice Success in Any Economy, Cont.</td>
<td>Dr. Mark Russak</td>
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<tr>
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</tr>
<tr>
<td>1:30pm</td>
<td>Choke: from Straightforward to Complicated. What Are My Options?</td>
<td>Dr. Megan Burke</td>
</tr>
<tr>
<td>2:30pm</td>
<td>Rabies in Kentucky: A 25 Year Retrospective</td>
<td>Dr. Jackie Smith</td>
</tr>
<tr>
<td>3:30pm</td>
<td>Interactive GIS in Veterinary Diagnostic Epidemiology</td>
<td>Dr. Jackie Smith</td>
</tr>
<tr>
<td>3:35pm</td>
<td>Tramadol and Gabapentin for the Management of Chronic Pain</td>
<td>Dr. Noah Pavlisko</td>
</tr>
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</table>

### Practice Management

<table>
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<tbody>
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<tr>
<td>11:00am</td>
<td>Practice Success in Any Economy, Cont.</td>
<td>Dr. Mark Russak</td>
</tr>
<tr>
<td>12:05pm</td>
<td>Socially Speaking: An Overview of Social Media Platforms</td>
<td>Dr. Caitlin DeWilde</td>
</tr>
<tr>
<td>1:30pm</td>
<td>Choke: from Straightforward to Complicated. What Are My Options?</td>
<td>Dr. Megan Burke</td>
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<tr>
<td>2:20pm</td>
<td>Drug Shortages and Alternative Approaches to Equine Anesthesia</td>
<td>Dr. Noah Pavlisko</td>
</tr>
<tr>
<td>3:35pm</td>
<td>Tramadol and Gabapentin for the Management of Chronic Pain</td>
<td>Dr. Noah Pavlisko</td>
</tr>
<tr>
<td>4:30pm</td>
<td>Supercharge Your Social Media and Client Engagement</td>
<td>Dr. Caitlin DeWilde</td>
</tr>
<tr>
<td>5:30pm</td>
<td>Protect Your Clinic’s Reputation Against Cyberbullying</td>
<td>Dr. Caitlin DeWilde</td>
</tr>
</tbody>
</table>

**Friday, November 10**

4:30-6:00pm | Reception & Sports Challenge, sponsored by Merck Animal Health
<table>
<thead>
<tr>
<th>Time</th>
<th>Small Animal</th>
<th>Public Practice</th>
<th>Equine</th>
<th>Technician</th>
</tr>
</thead>
<tbody>
<tr>
<td>7:30am</td>
<td>Continental Breakfast in Exhibit Hall</td>
<td>8:00am</td>
<td>8:00am</td>
<td>8:00am</td>
</tr>
<tr>
<td>8:00am</td>
<td>Periodontitis: A Biofilm Disease</td>
<td>NVAP Module 3: Overview of Foreign Animal, Program &amp; Reportable Diseases</td>
<td>Equine Diagnostic Radiography &amp; Ultrasonography: An Anatomic Review</td>
<td>Sedating &amp; Anesthetizing the Cardiac Patient</td>
</tr>
<tr>
<td>8:50-9:15am</td>
<td>Break in Exhibit Hall</td>
<td>9:00am</td>
<td>9:00am</td>
<td>9:00am</td>
</tr>
<tr>
<td>9:15am</td>
<td>Endodontic Disease: Diagnosis &amp; Treatment</td>
<td>NVAP Module 4: Preventing Disease Introduction &amp; Spread</td>
<td>Challenging Equine Cases</td>
<td>Critical Care Nursing</td>
</tr>
<tr>
<td>11:00-11:15am</td>
<td>Break in Exhibit Hall</td>
<td>11:15am</td>
<td>11:25am</td>
<td>11:25am</td>
</tr>
<tr>
<td>11:15am</td>
<td>When Does Thyroid &amp; Parathyroid Disease Become Surgical?</td>
<td>NVAP Module 7: Foreign Animal Disease Detection in Category 1 Animals</td>
<td>Review of Normal Equine Gastrointestinal Ultrasonography</td>
<td>Bandaging Tips &amp; Tricks</td>
</tr>
<tr>
<td>12:05-1:20pm</td>
<td>Lunch in Exhibit Hall</td>
<td>1:05-1:20pm</td>
<td>1:30pm</td>
<td>1:30pm</td>
</tr>
<tr>
<td>1:20pm</td>
<td>Decision Making with Adrenal Tumors</td>
<td>NVAP Module 11: Sheep and Goats: Disease Awareness &amp; Health Certificates</td>
<td>The FLASH Technique for Equine Acute Colic</td>
<td>There’s Nothing Numb About it - Nerve Blocks &amp; How They Can Help Your Patients</td>
</tr>
<tr>
<td>2:10-2:30pm</td>
<td>Break in Exhibit Hall</td>
<td>2:30pm</td>
<td>2:40pm</td>
<td>2:40pm</td>
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<tr>
<td>9:50-10:15am</td>
<td>Break in Exhibit Hall</td>
<td>10:15am</td>
<td>10:15am</td>
<td>11:05-11:25am</td>
</tr>
<tr>
<td>11:25am</td>
<td>NVAP Module 7: Foreign Animal Disease Detection in Category 1 Animals</td>
<td>Review of Normal Equine Gastrointestinal Ultrasonography</td>
<td>Decision Making with Adrenal Tumors</td>
<td>Lunch in Exhibit Hall</td>
</tr>
<tr>
<td>1:30pm</td>
<td>NVAP Module 11: Sheep and Goats: Disease Awareness &amp; Health Certificates</td>
<td>The FLASH Technique for Equine Acute Colic</td>
<td>Guide to Auscultation of Arrhythmias in Horses</td>
<td>2:20-2:40pm</td>
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</table>
### Conference Schedule

**Sunday, November 12**

<table>
<thead>
<tr>
<th>Time</th>
<th>Small Animal</th>
<th>Public Practice</th>
<th>Equine</th>
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</thead>
<tbody>
<tr>
<td>7:30am</td>
<td><strong>Continental Breakfast</strong></td>
<td></td>
<td>Making the Most of Your Orthopedic Examination &amp; Diagnostics</td>
</tr>
<tr>
<td>8:00am</td>
<td>A Comparative Perspective on Lyme Disease</td>
<td>A Comparative Perspective on Lyme Disease</td>
<td>Dr. Maureen Kelleher</td>
</tr>
<tr>
<td></td>
<td><em>Dr. Cassidy Rist</em></td>
<td><em>Dr. Cassidy Rist</em></td>
<td>Virginia Tech MARION DUPONT SCOTT EQUINE MEDICAL CENTER</td>
</tr>
<tr>
<td>9:00am</td>
<td>Advancing Veterinary Knowledge on Lyme Disease in the Potomac Region</td>
<td>Advancing Veterinary Knowledge on Lyme Disease in the Potomac Region</td>
<td>Integrative Therapies in Equine Sports Medicine</td>
</tr>
<tr>
<td></td>
<td><em>Dr. Cassidy Rist</em></td>
<td><em>Dr. Cassidy Rist</em></td>
<td>Dr. Maureen Kelleher</td>
</tr>
<tr>
<td></td>
<td><strong>Break</strong></td>
<td></td>
<td>Virginia-Maryland College of Veterinary Medicine</td>
</tr>
<tr>
<td>9:50-10:05am</td>
<td><strong>Break</strong></td>
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<tr>
<td>10:05am-11:45am</td>
<td>Introduction to Working with the Media</td>
<td>Introduction to Working with the Media</td>
<td>High Health High Performance Horses- What This Means for Equine Practitioners</td>
</tr>
<tr>
<td></td>
<td><em>Dr. Angela Kargus</em></td>
<td><em>Dr. Angela Kargus</em></td>
<td>Dr. Rachel Cezar</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td>Virginia-Maryland College of Veterinary Medicine</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td>Preparing for the 2018 World Equestrian Games in Tryon, NC</td>
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<tr>
<td></td>
<td></td>
<td></td>
<td>Dr. Maureen Kelleher</td>
</tr>
</tbody>
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**BANDAGING WETLAB**  
Saturday, November 11 @ 1:30PM

Dr. Dirsko von Pfeil and Dr. Kendall Bourke will conduct a bandaging wetlab for veterinary technicians on Saturday, November 11, 1:30-2:20pm.

In addition to conference registration, wetlab attendees must register and pay an additional fee to attend this wetlab. Please see the enclosed registration form for pricing details.

Registration will be first come, first serve until the 20 spaces are filled.

**Thank you for supporting this wetlab:**
Meet the 2017 PRVC Speakers:

Michelle Barton, DVM, PhD, DACVIM (Large Animal)
University of Georgia

Rebecca Beamer, DVM
Community Animal Clinic

Lauren Bennett, LVT
Animal Dentistry & Oral Surgery, Inc

Jenn Bozic, LVT
Animal Dentistry & Oral Surgery, Inc

Kendall Bourke, DVM
Friendship Surgical Specialists

Megan Burke, DVM, DACVS
NC State College of Veterinary Medicine

Rachel Cezar, DVM
USDA APHIS Veterinary Services

Thomas Chamberlain, MS, DVM, DAHDC
Animal Dentistry & Oral Surgery, Inc

Susan Clark, LVT, VTS (ECC)
Veterinary Referral & Critical Care

Jennifer Cromwell, MS
USDA, APHIS, Wildlife Services

Teresa DeFrancesco, DVM, DACVIM, DACVECC
NC State College of Veterinary Medicine

Amy Delgado, MS, DVM, PhD
USDA APHIS Veterinary Services

Caitlin DeWilde, DVM
The Social DVM, LLC

Kathleen Ham, DVM, DACVS
Ohio State University College of Veterinary Medicine

Angela Kargus, DVM
Mechanicsville Animal Hospital

Maureen Kelleher, DVM, DACVS
Marion Scott duPont Equine Medical Center

Michaela Meissner, LVT
Animal Dentistry & Oral Surgery, Inc

Julia Murphy, DVM, MS, DACVPM
VA Department of Health

Noah Pavlisko, DVM, MS, DACVAA
VA-MD College of Veterinary Medicine

Cassidy Rist, DVM, MPH
VA-MD College of Veterinary Medicine

Mark Russak, DVM
Nutmeg Veterinary Consulting

Craig Shoemaker, DVM, MS
Boehringer-Ingelheim

Jacqueline Smith, PhD, MSc, DAVES (Hon)
University of Kentucky Veterinary Diagnostic Laboratory

Brian Stanley
Environmental Health Manager, VDH, Cumberland Plateau Health District

Russell Tucker, DVM, DACVR
MR Eyes Imaging Consultation

Dirsko von Pfeil, DVM, DACVS, DECVS, DACVSMR
Friendship Surgical Specialists

Wanda Wilson, DVM
USDA
Thank You 2017 Sponsors!

PLATINUM
Boehringer Ingelheim
MERCK Animal Health

SILVER
HENRY SCHEIN Animal Health

BRONZE
Access National Bank
IDEXX Laboratories

Conference Contributors:
Agape Pet Services | CVCA - Cardiac Care for Pets | In Memoriam Pet Services | Simmons Mid-Atlantic
lanyards  padfolios  bags  pens
## REGISTRATION

Potomac Regional Veterinary Conference  
November 10-12, 2017  
The Williamsburg Lodge  
Williamsburg, Virginia  
(P) 804-346-2611  (F) 804-346-2655

### PAYMENT:

- **VISA**
- **MasterCard**
- **American Express**
- **Discover**
- **Check Enclosed**

**Name:** ________________________________

**First Name for Badge:** ________________________________

**Credentials:**

- DVM
- VMD
- Practice Manager
- Assistant
- LVT
- RVT
- CVT
- Other: ________________________________

**Practice:** ________________________________

**Address:** ________________________________

**City, State, Zip:** ________________________________

**Phone:** ________________________________

**Email:** ________________________________

**Questions?** Email or call the VVMA at info@vvma.org or 804-346-2611

**Online Registration is available at:** www.vvma.org/prvcattendees

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### Full Conference Registration Fees

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<th>Before or on 10/06</th>
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<tr>
<td>VMA Member</td>
<td>$349</td>
<td>$399</td>
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<tr>
<td>Technician</td>
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<tr>
<td>Non-Member (veterinarian)</td>
<td>$469</td>
<td>$519</td>
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<tr>
<td>Veterinary or LVT Student</td>
<td>$50</td>
<td>$60</td>
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</table>

**PAYMENT:**

- **VISA**
- **MasterCard**
- **American Express**
- **Discover**
- **Check Enclosed**

**Name on Card:** ________________________________

**Expiry Date:** ________________________________

**Signature:** ________________________________

**Check the box of the primary VMA you participate in to receive the member rate:**

- DCVMA
- MVMA
- VVMA
- WVVMA

**Refunds/Substitutions:**

- Refund request must be submitted in writing and received before 10/23/2017. A $75 administrative fee will be deducted from all refunds. After 10/23, no refunds will be allowed. You may transfer your registration fee to another person’s name, free-of-charge.

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### Saturday/Sunday Registration Fees

<table>
<thead>
<tr>
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<td>Technician</td>
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<tr>
<td>Non-Member (veterinarian)</td>
<td>$345</td>
<td>$385</td>
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**One-Day Registration Fees**

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<tbody>
<tr>
<td>VMA Member</td>
<td>$199</td>
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Circle: **FRIDAY** or **SATURDAY**

<table>
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<th>Before or on 10/06</th>
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<tbody>
<tr>
<td>VMA Member</td>
<td>$179</td>
<td>$225</td>
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</table>

**Dietary Restrictions:** ________________________________

**Spouse/Guest Registration:**

- $155

This registration allows entrance to the exhibit hall and includes continental breakfast Friday-Sunday, lunch and breaks on Friday-Saturday and Friday Reception.

**Spouse/Guest Full Name:** ________________________________

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**Wet Lab Registration Fee**

**Check all the sessions that you plan to attend each day:**

- **Friday:** Small Animal, Equine, Public Practice, Practice Management
- **Saturday:** Small Animal, Equine, Public Practice, Technician
- **Sunday:** Small Animal, Equine, Public Practice

**Refunds/Substitutions:**

- Refund request must be submitted in writing and received before 10/23/2017. A $75 administrative fee will be deducted from all refunds. After 10/23, no refunds will be allowed. You may transfer your registration fee to another person’s name, free-of-charge.

---

**Speaker Proceedings**

- **(Free) Online Download**
- **($30) Practice Management Hard Copy**
- **($55) Veterinarian Hard Copy**
- **($30) Technician Hard Copy**

*All attendees will receive an email in October with a link to view/download the speaker proceedings.*

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**Questions?** Email or call the VVMA at info@vvma.org or 804-346-2611

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**Online Registration is available at:** www.vvma.org/prvcattendees

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