



KCVMA news¬es

A Letter From The President

November/December 2011

It has been an honor and a wonderful learning experience to serve as president of the KCVMA this year—thank you for this opportunity! One of my primary goals was to build relationships with our members. To work on this, I helped organize the first-ever KCVMA Clinic Hop in June. Although attendance was low, I think everyone who came really enjoyed getting to see a few other animal clinics in our area. We hosted our second clinic hop at the end of October – this time for our colleagues in the northland – and it was another great success. If you would like your clinic to be included in a Clinic Hop tour, send me an e-mail! And if you have e-mailed me and we haven't arranged a visit yet, be patient—there's a fair amount of coordination that needs to take place to make it a successful event.

In this newsletter, you'll find the annual checklist of all the CE events we hosted this year (in addition to the annual Frostbite conference). With topics ranging from otitis to urinary tract health, we covered some great material, with both local and national (and one Canadian!) speakers. Even if you weren't able to attend all the CE events, I hope you were able to enjoy at least some of the quality educational programs we provided. I always learn something new, which is what I love about ongoing quality CE.

I'm especially looking forward to the annual day-long seminar, hosted this year at the Bayer Headquarters on Sunday, November 13. The topic will be Healthcare Communication, which applies to all fields of veterinary medicine whether you're in small animal, large animal, private practice, or industry. Remember that we need your RSVP for the November event as soon as possible, due to security rules at Bayer. If you're unable to RSVP online give us a call or send a fax (but we do prefer those online RSVPs!).

At the November seminar we'll vote on the slate of officers for 2012. Do you have an interest in serving on the board? If so, be sure to contact the KCVMA as soon as possible—and thank you! Here are the proposed officer positions:

President—Mary Hughes (voted/approved last ballot)
President Elect—Melissa Austin-Gundel
Vice President—Kara Ballenger
Secretary/Treasurer—Keith Placke
Missouri State Rep—Mel Falk (year 2 of 3 year term)
Kansas State Rep—Kathleen Claussen
 (beginning of 2nd 2-year term)
Historian (non-voting member)—Steve Joseph
2nd Year Board Member—Christi Belew
2nd Year Board Member—Matt Peuser
1st Year Board Member—Donna Romanzi
1st Year Board Member—(open)

Also, coming up on Sunday, Nov. 20 is an exclusive offer for KCVMA members to attend a comedy show at Stanford and Sons. Each member can bring one guest, and the evening will include appetizers/finger food and drinks. See inside the newsletter for more information. It's sure to be a fun evening!

What do you want to see the KCVMA work on in 2012? Are there particular topics or speakers that are of interest to you? Did you miss our exclusive Shatto Dairy tour and want another chance to attend? Are you interested in catching a KSU-MU basketball game with fellow KCVMA members? We want to hear from you! By the way, if you're looking for an opportunity to save mondy, consider submitting a case study! Entries must be no longer than 800 words and pertain to a case you saw. Pictures are always encouraged. The deadline for submissions is Dec. 1, 2011. If your case is selected, we'll print it in an upcoming newsletter and waive your KCVMA dues for next year!

Thank you again for a fantastic 2011! I look forward to what 2012 will bring, and as always, I look forward to hearing from you.

Sincerely,

President - jburcham@kcvma.com

GOING SOCIAL

BY: JEN NIGRO

Social media is a living thing: always growing, always changing. And though it can help draw attention to your practice, keeping up with its fast pace can be like chasing an escaped puppy down the street. But creating and maintaining a social media presence for your practice can be done successfully in just a few hours each week if you know a few basics.

According to the 2011 Social Media Marketing Industry Report by Social Media Examiner founder Michael Steltzner, 88% of those surveyed indicated social media helped generate exposure for their business. That led to increased traffic in 72% of respondents who have been using social media for more than three years and new partnerships for 62%. As you can see, social media can really help get the word out to not only your current clients, but potential new clients! Other reported benefits include improved search engine rankings, an overall reduction in marketing expenses and improved sales. The majority of those surveyed reported using social media for one to five hours each week. While that may seem like a lot of time, it's easy to start small and increase the amount of time you spend as you learn how to navigate the various social media websites efficiently.

The first step to a successful social media campaign is to take a close look at your website. Because a strong social media strategy will drive traffic to your website and increase your search visibility, you want to make sure your website delivers once they get there.

Steltzner's study indicates Facebook is the overwhelming favorite social networking tool, followed by Twitter. Here are some things to keep in mind when you decide to incorporate these tools into your business plan.

You can use Facebook to reach your clients in a variety of ways. Let them know about sales or special offers; post case studies or a "Pet of the Week." You can even add pictures and videos to show people what's happening at your clinic. The key is to make sure your page offers something different from your website. Make it fun and interactive, and make sure there is variety in the form your content takes. Keep in mind, posts don't have to be strictly business; invite your fans to post their own photos and stories as well.

Twitter is also a great way to connect with clients in a more immediate, more succinct way. Facebook posts can be long if you choose, but Twitter gives you just 140 characters to get your message across. When you start a Twitter account, focus carefully on your profile; be sure it tells

potential followers what you're all about, but keep it fun and interesting. Then it's time to start following



others in order to up your own visibility. But be selective! Following too many feeds or following feeds that don't fit with your business objectives can actually hurt your chances of gaining followers. Even if you don't have followers yet, start tweeting. Tell potential followers what's happening right now- maybe it's spay/neuter day and you're running a special. Maybe you've had a rash of flea cases and you want to warn clients to get their animals treated now. Keep it timely and interesting. You can use hash tags before key words to make them more searchable for potential followers looking for specific information.

Whether you choose Facebook, Twitter or both don't leave your followers hanging. Keep your content fresh. Facebook users should aim for five to ten posts per week; Twitter users should plan to tweet two to five times per day. Spread your communication out over the day. It can help to plan what you'll post ahead of time. This will give you a starting point for each day, and you can always trade some pre-planned posts for items that come up unexpectedly.

Finally, let others know where to find you. Add Facebook and Twitter widgets to your website; include your Facebook and Twitter links in your e-mail signature; include news of your new pages in your newsletter. If you post different content in different places, use your other tools to drive traffic there. For example, if a case study is too long for Twitter, post it to Facebook then point your Twitter followers there to read it in its entirety. If someone responds to something you post, be sure to respond back- it shows your followers you're interested in what they have to say, and keeps them coming back.

Whether you're new to social networking or a veteran tweeter, be sure your Facebook and Twitter feeds are doing what you want. Facebook will provide insights for you through a weekly e-mail; Twitter users will need to monitor replies, retweets, mentions and the number of followers. If you find a particular kind of post generates little or no feedback, try something different. Social networking is not an exact science, but it something that can truly make an impact on the success of your practice.

A SHOW OF THANKS

BY: JEN NIGRO

Lee's Summit High School is saying thanks in a big way to one of its benefactors, veterinarian Bud Hertzog. The district renamed its football stadium for Hertzog during a pre-game ceremony on August 26. The decision, which recognizes Hertzog's commitment to the Lee's Summit school district and the community at large, came as a complete shock to him. "I didn't have the opportunity to veto it," he says humbly. "I'm surprised they were able to keep anything from me this long." The stadium is also home to a bronze bust of Hertzog, which was donated by the Lee's Summit Economic Development Council.

Hertzog, who started Lee's Summit Animal Hospital following his graduation from the University of Missouri in 1956, is still in practice. A product of the Lee's Summit school system, Hertzog says all of his children and four of his grandchildren have also graduated from the high school. Hertzog has been active in the district throughout his time in Lee's Summit, serving on the school board from 1976 through 1982 and again from 1996 through 2001. He and his wife, Betty, have also spent a great deal of time cheering

on kids and grandkids during sporting events. Still, Hertzog doesn't feel he's worthy of such a big honor. "I made a comment to someone when the school decided to do this that you need to be famous or rich or dead, and I'm surely not famous or rich and still alive, I think," he says. "I'm honored obviously to have it happen but I'm certainly not noteworthy at all." Instead, Hertzog sees service to the community as something everyone should give. He feels his fellow veterinarians are among the best at getting involved. "I have noticed over the years it's amazing when I go to meetings the numbers of veterinarians you run into that are involved in their local and civic affairs. I just think that is a vital part of life."

Hertzog says getting involved is just his way of giving back to a system that has benefitted his family immensely. "I have a deep sense of gratitude for the public education system in Lee's Summit," he says. "It is the crown jewel of our whole community and much of the growth of Lee's Summit has been fueled by the outstanding school system and we feel honored to be a small part of it."

RECORD OF KCVMA CONTINUING EDUCATION SEMINARS FOR 2011

DATE	SPEAKER / TOPIC	C.E. CREDIT
February 20	Various Speakers Specialists in Kansas City 5th Annual Frostbite Seminar	7 Hours
March 17	Stephanie Pierce, DVM, DACVIM Clinical Approach to Increased Liver Enzymes in Canine and Feline Patients	2 Hours
April 21	Clarke Atkins, DVM, DACVIM Current Controversies, Breakthroughs and Dilemmas In Treatment and Prevention Of Heartworm Disease	2 Hours
May 19	Dunbar Gram, DVM, DACVD, MRCVS Canine Otitis Externa – What's Your Treatment Plan?	2 Hours
June 16	Eric Wilson, DVM, MS, DACVS and Jayce Lineberger, DVM, DACVS What's New in Cruciate Repair: TTA vs. TPLO vs. Tight Rope	2 Hours
September 15	Doreen Houston, DVM, DVSc, DACVIM Select Updates on Lower Urinary Tract Disorders in Dogs and Cats	2 Hours
October 20	John Huhn, DVM, MS Advances in Soft Tissue Surgery: Endomechanical and Electrosurgical Hemostatic Technologies	2 Hours
November 13	Karen Cornell, DVM, PhD, DACVS along with Ronald Cott, DVM and Susan Nelson, DVM Health Care Communication	6 Hours

BUILT ON THE SHOULDERS OF VETERINARY GIANTS CHAMPION OF ALL CHAMPIONS

BY: DR. STEVE JOSEPH, KCVMA HISTORIAN

In the late 1800's and early twentieth century it was believed throughout the land that Dan Patch (1896 – 1916) was the world's favorite harness and pacing horse. He never lost a race. Even to those who weren't racing enthusiasts, Dan's amazing accomplishments were well known. It's said no one believed more in Dan than his owner, Will Savage.

At a time when Ty Cobb was making \$12,000 a year, Dan was raking in over a million.

Skillful marketing led to Dan's fame and helped Savage become a multi-millionaire. Among his other interests Savage manufactured animal health products. Two were medications some historians say saved the horse's life. Here's the story.

The event occurred during mid – September 1904 in Topeka. Dan Patch arrived at the Kansas State Fair aboard his own private railroad Pullman car. However, it was noted the horse was in distress and it was believed he had a strangulated hernia. Upon learning this, Savage summoned experts from around the country including Dr. Robert Moore, who was President of the Kansas City Veterinary College.

Will arrived a short time later from Savage, MN aboard his own special train. He was wealthy enough to own a railroad and later an airline, as well as have a town named in his honor. Savage brought medications guaranteed to other horse

owners to solve serious medical issues.

It's reported that Savage asked everyone to leave the building as he bedded down next to the horse. He petted Dan and whispered to him, and as a devout Methodist, he prayed.

The following morning, one of the horse's handlers

tiptoed into the stall. He emerged seconds later with a beaming smile and said, "Anyone know where we can get some apples?"

From near death's doorstep to recovery, the world learned that Dan was pacing within days and ready to race within the month. Savage called his horse *The Champion of All Champions*.

The photo at left is the work of our own Dr. Keith Placke's Grandfather, completed as a youngster in the

early 1900's. Keith is the KCVMA Secretary – Treasurer.

The Great Dan Patch was a late 1940's film starring Dennis O'Keefe and Gail Russell. The books *Crazy Good* and *The Great Dan Patch and the Remarkable Mr. Savage* tell more about the pair.

Our story ends sadly. In old age, Dan's accomplishments were all but forgotten and Savage had gone bankrupt. In 1916, Dan died. Savage died the next day.

If this article stirs your interest in harness racing you'll want to know the sport will be featured during the American Royal from November 15th to 19th.



November 2011 Continuing Education Event

Speaker: Drs. Karen Cornell, Ronald Cott and Susan Nelson
Topic: Health Care Communication
Date: Sunday, November 13, 2011
Time: Lecture: 8:15am – 3:45pm
Lunch (provided): 12:15 - 1pm
CE: 6 hours

Fee: No fee to attend this event. Current membership dues cover all CE. RSVP required to attend.
Location: Bayer Animal Health Headquarters
12707 Shawnee Mission Parkway
Shawnee Mission, KS 66216
Sponsor: Bayer



Since 2003, the Bayer Animal Health Communication Project has developed and implemented a series of twelve (12) educational modules to improve communication skills in veterinary practice. The modules emphasize both communication content, issues and processes that have been identified through focus groups with veterinary practitioners and healthcare teams, consultation with BAH Communication Project Advisory Council members, BAH faculty members, and from review of the human and veterinary medicine literature. At the November Continuing Education Offering, we'll offer the following modules:

- Getting the Story: Eliciting and Understanding the Client's Perspective
- It Goes Without Saying: Nonverbal Communication in Veterinarian-Client Relationships
- Take 2 BID: Enhancing Adherence: Healthy Animals and Satisfied Clients
- Breaking the Silence: Disclosing Medical Errors

For complete information, including the day's schedule and our speakers' bios, please visit www.kcvma.com.

Due to enhanced security at the Bayer plant in Shawnee Mission, the KCVMA is required to provide a list of attendees to Bayer security. By October 30, please register for the November CE Event at <http://www.kcvma.com> or <http://conta.cc/owruDB>

Mark your calendar for the 2012 Frostbite Seminar

Date: Sunday, February 26, 2012
Time: 8:00am - 3:00pm
(A light continental breakfast and lunch will be provided.)
CE: 7 hours

Fee: Seminar and parking are complimentary
Location: Overland Park Convention Center
6000 College Blvd
Overland Park, KS 66211

2012 Fall Social

Come join the KCVMA board at Stanford and Sons Comedy Club for an evening of laughs! A ticket to the show, heavy appetizers and one drink ticket per person will be provided by the KCVMA. Please register online by November 11 to provide an accurate head count. KCVMA will also cover one guest per member! Seating is limited, so send us your RSVP today! Register online at kcvma.com or <http://conta.cc/trGkde>

Stanford and Sons Comedy Club at The Legends
1867 Village West Pkwy Ste D-201
Kansas City, KS 66111
(913) 400-7500

Comic: Lynne Koplitz
Date: November 20, 2011
Time: Appetizers at 6:00, seating at 6:45, show starts at 7:00

Winner of Complimentary 2012 KCVMA Dues!

Congratulations to **Dr. Wayne Morris**, who stopped by the KCVMA table at CVC and entered our drawing for a chance to win free KCVMA dues for one year--he's our winner! Look for us at the next CVC, as we plan to host a similar drawing, and you could be our next winner!

2012 KCVMA OFFICERS...

President.....	Dr. Mary Hughes.....	913-829-7387/mhughes@kcvma.com
President-Elect.....	Dr. Melissa Austin-Gundel.....	636-541-0352/maustin-gundel@kcvma.com
Vice President.....	Dr. Kara Ballenger.....	816-256-8680/kballenger@kcvma.com
Past President.....	Dr. J.C. Burcham.....	913-764-1415/jburcham@kcvma.com
Secretary Treasurer.....	Dr. Keith Placke.....	816-623-3960/kplacke@kcvma.com
KS State Rep.....	Dr. Kathleen Claussen.....	913-897-2080/kclaussen@kcvma.com
MO State Rep.....	Dr. Mel Falk.....	816-795-7387/mfalk@kcvma.com
Director at Large.....	Dr. Matt Peuser.....	913-764-1415/mpeuser@kcvma.com
Director at Large.....	Dr. Christi Belew.....	816-880-6650/cbelew@kcvma.com
Historian.....	Dr. Steve Joseph.....	913-488-3844/sjoseph@kcvma.com
Exec. Secretary.....	Wanda Geis.....	913-381-7823, Fax: 913-341-4225/wgeis@kcvma.com
Public Relations.....	Darin Nadler.....	800-409-5188 ext.103/dnadler@kcvma.com

CLASSIFIED ADS

Send your classified ads to: Wanda Geis, PO Box 12468, Shawnee Mission, KS 66282-2468, fax them to her attention at 913-341-4225 or email them to classifieds@kcvma.com. Ads must not be over 100 words in length. Classified ads will be run at the sole discretion of the editor and may be edited for content. Deadline for the next newsletter is 12/13/11.

Wanted: *Registered Veterinary Technician* wanted for busy 2 doctor practice in Kansas City, Kansas. We are AAHA certified and practice progressive medicine. The practice maintains an environment of individualized patient care. We perform most surgeries including many advanced orthopedic procedures. We have a high speed dental unit with digital dental radiography. We have in-house lab and ultrasound. The position available is full time and surgical and dental procedures are completed daily. Competitive wages and CE allowance. Wages are commensurate with experience. New graduates will be considered. Please send resume to Dr. Corbin Hodges at Piper Heritage Veterinary Clinic: 3140 N. 99th St., Kansas City, KS 66109. Phone (913) 299-0010. Fax (913) 788-8346. www.piperheritagevetclinic.com | e-mail inquiries to chodgesdvm@gmail.com

South KC veterinary hospital looking for a ***full time or permanent part time veterinarian***. We are a full service veterinary hospital looking to add an associate in an environment that will hone your diagnostic, medical, and surgical skills. Please email resume to crazydog@kc.rr.com, or call 816-588-5953. Good people skills are a must, as we are a client/service oriented hospital. We are looking for those who love being a vet, love the patients, and can love the owner too.

RELIEF VETERINARIANS...

Kara Ballenger816-256-8680 KS/MO	Lucy Hirsch.....816-830-8816 KS/MO	Amy Roberts816 205-0077 KS/MO
Jerome Berkowitz913-515-3917 KS/MO	Kimberly Kessler913-548-1686 KS/MO	Donna Romanzi816-588-2392 KS/MO
Cathy Boyett816-315-9666 KS/MO	Kathy Kimber.....816-390-2704 KS/MO	Peggy Mary Roth785-748-0055 KS/MO
Amy Bunc816-225-4082 KS/MO	Julie Koupal816-590-0802 KS/MO	Alice Shaffer910-261-1577 KS
Tad Coles913-381-6444 KS	Shelley Lake.....913-533-9905 KS	Dennis Smith.....913-636-4206 KS
Martin Drey.....785-218-9484 KS	Tim Lyon.....913-244-9961 KS/MO	Shana Stelzer.....913-707-0906 KS/MO
Erin Evans913-339-8733 KS/MO	Korb Maxwell913-709-0208 KS	Paula Vale.....913-484-7012 KS/MO
Daniel Frezza816-294-2256 MO	Shawn McCracken417-399-3932 MO	Susan Vodraska816-255-8361 KS/MO
Jim Garner.....913-620-8210 KS	Susan Mikkelson.....913 596-0499 KS/MO	Dennis Weaver816-210-6769 KS/MO
Maureen Gray913-538-6379 KS/MO	Suzanne Ostle.....913-400-2059 KS	Karen Whitham.....757-506-4006 KS
Ryan Guldenpfennig515-451-4329 MO	Terry Patterson.....816-524-3296 KS/MO	
Kevin Harsha816-898-4530 KS/MO	Elizabeth Anne Phares913-271-8959 KS	

CERTIFIED SPECIALISTS

Acupuncture:

Teresa Bradley-Bays, DVM, CVA 816-331-3120	Leanne Landau Kasitz, DVM, CVA 913-897-5595	John Rowe, DVM CVA 816-363-4922
Pamela Deutsch DVM CVA 816-363-4922	Sandi Leonard, DVM, CVA 913-706-0411	Mike Tarrant, DVM, CVA 913-764-9000
Linda Faris, DVM, CVM 816-640-3155	Michelle Rhoades, DVM, CVA 816-252-5105	Susan Vodraska, DVM, CVA 816-255-8361

VETERINARY DIPLOMATES...

Anatomic/Surgical Pathology:

David Pinson, DVM, PhD, ACVP, ACLAM
913-568-7363

Anesthesiology:

Guy Watney, MA, VetMB, PhD, MRCVS,
ACVA 913-491-4965

Cardiology:

Kevin J. Christiansen, DVM, ACVIM
913-722-5566, 913-642-9563

Dermatology:

David Senter, DVM, ACVD 913-722-5566,
913-381-3937

Emergency and Critical Care:

Mark Brady, DVM, DACVECC 800-548-8387
Robin Wall, DVM, ACVECC 913-722-5566

Internal Medicine:

Tim Allen, DVM, DACVIM 785-979-0227
Jeff Dennis, DVM, ACVIM 913-642-9563
Crystal Hoh, DVM, MS, ACVIM 913-642-9563

Emily Medici, DVM, DACVIM 913-722-5566

Stephanie Pierce, DVM, Dipl. ACVIM 913-642-9563

Michael Wasmer, DVM, ACVIM 913-722-5566

Neurology:

Brian Cellio, DVM, Dipl. ACVIM 913-642-9563

Oncology:

Heather Heeb, DVM, ACVIM 913-642-9563

Ophthalmology:

Amy Hunkeler, DVM, ACVO 913-381-3937
Susan Keil, DVM, MS, ACVO 913-722-5566
Reuben Merideth, DVM, ACVO
913-381-3937 or 800-776-3937
Rustin Sturgeon, DVM, ACVO 913-381-3937

Radiology/Ultrasound:

Joanne Burns, DVM, ACVR 785-221-0390
Loren Shaiken, DVM, ACVR 816-426-9896

Surgery:

D.A. Allen, DVM, PhD, ACVS 913-722-5566
Joseph P. Desch II, DVM, MS, ACVS 913-642-9563

Karl Frees, DVM, MS, ACVS

(Equine) 816-322-7722

Candace Layton, DVM, MS, ACVS 913-642-9563

Jayce Lineberger, DVM ACVS 913-722-5566

Steve Riley, DVM, DVSc, ACVS 913-642-9563

Trent Tuttle, DVM, ACVS 913-642-9563

Eric Wilson, DVM, MS, ACVS 913-722-5566

Veterinary Practitioners:

Vern Otte, DVM, ABVP 913-381-3272
John S. Bradley, DVM, ABVP 785-843-9533
Thomas McKee, DVM, ABVP 816-341-9191
Richard Smith, DVM, ABVP 913-299-0010
Eliza Sundahl, DVM, CVA, ABVP 816-361-4888
Steve White, DVM, ABVP 913-432-7611

Zoological Medicine:

Wm. Kirk Suedmeyer, DVM, ACZM 816-513-4669