denver 2018
FIRST GLANCE

Colorado Convention Center
July 13-17

REGISTRATION, HOTEL & TRAVEL
EVENTS AND EXHIBIT HALL
PROGRAM HIGHLIGHTS

Supplement to the Journal of the American Veterinary Medical Association
AVMA CONVENTION 2017
By the Numbers

People

7,344 Total Convention Attendees

- 43% Were First Time Attendees
- 44% of Attendees Have Been in Veterinary Medicine for Over 20 Years
- 45% Between 5 and 20 Years
- 11% Less than 5 Years

- 76.3% Veterinarians
- 8.4% Veterinary Students
- 8.02% Veterinary Technicians
- 1.98% Veterinary Tech Student
- 5.3% Non Veterinarians/Practice Staff

- 52% Attendees were Under 40 Years Old
- 65% of Attendees were Female
- 34% of Attendees were Male

- 65% of Attendees were Female
- 34% of Attendees were Male

- 89% of Attendees were Female
- 34% of Attendees were Male

Education

Attendees were Offered 934 CE Sessions & 563 CE Presenters

- 89% Attended CE Sessions
- 75% Thought the Depth of CE was Just Right

Experience

95% of Attendees Visited the Exhibit Hall

- 91% Rated the Exhibit Hall as Good to Excellent

93% of Attendees Rated the "Overall Experience" as Good to Excellent

Resources:
AVMA Convention 2017 Final Registration Reports
AVMA Convention 2017 Attendee Survey
SCHEDULE AT A GLANCE

FRIDAY, JULY 13
CE Sessions
8:00 AM - 12:00 PM

Lunch Break
12:00 – 1:00 PM

CE Sessions
1:00 - 5:00 PM

Meet-the-Experts Round Table
5:00 - 6:30 PM

Alumni Receptions
7:00 - 9:00 PM

SATURDAY, JULY 14
CE Sessions
7:00 - 10:00 AM

Keynote
10:00 AM - 12:00 PM

Exhibit Hall Opening / Hours
12:00 - 4:00 PM

CE Sessions
2:00 - 6:00 PM

Young Professionals Event
7:00 - 9:00 PM

Technician Appreciation Event
7:00 - 9:00 PM

SUNDAY, JULY 15
CE Sessions
7:00 - 11:00 AM

Exhibit Hall Hours
10:00 AM - 4:30 PM

Lunchtime Connections / Break
11:00 AM – 1:00 PM

SUNDAY, JULY 15 CONT’D.
CE Sessions
1:00 - 3:00 PM

Poster Presentations, Refresher Sessions & Break
3:00 – 4:00 PM

CE Sessions
4:00 - 6:00 PM

AVMA Concert at Sculpture Park
6:30 - 9:30 PM

MONDAY, JULY 16
CE Sessions
7:00 - 11:00 AM

Exhibit Hall Hours
10:00 AM - 4:30 PM

Lunchtime Connections / Break
11:00 AM – 1:00 PM

CE Sessions
1:00 - 3:00 PM

Refresher Sessions / Break
3:00 - 4:00 PM

New! Exhibit Hall Closing Party
3:00 - 4:30 PM

TUESDAY, JULY 17
CE Sessions
8:00 AM - 12:00 PM
THANK YOU
Thank you to our 2018 AVMA Partners for their continued commitment to the veterinary profession!

<table>
<thead>
<tr>
<th>DIAMOND PARTNER</th>
<th>PLATINUM PARTNER</th>
<th>GOLD PARTNER</th>
<th>SILVER PARTNER</th>
<th>COPPER PARTNER</th>
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<tbody>
<tr>
<td>Boehringer Ingelheim</td>
<td>Merck Animal Health</td>
<td>Ceva</td>
<td>Banfield Pet Hospital</td>
<td>Lands’End Business Outfitters, Purina</td>
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TAKE ON TELEMEDICINE with AVMA guidance

Understanding telehealth is important as you decide whether and how to implement telemedicine in your practice. To position you and your practice for success, the AVMA has created an online Telehealth Resource Center with a suite of educational and practical tools for you and your team.

Learn about service models, steps to implement telemedicine in your practice, using telemedicine in the context of the VCPR, and more at avma.org/telehealth
REGISTRATION

COLORADO CONVENTION CENTER | 700 14TH ST, DENVER, CO 80202

<table>
<thead>
<tr>
<th>FULL CONVENTION</th>
<th>ADVANCE BY MAY 23</th>
<th>STANDARD AFTER MAY 24</th>
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<tbody>
<tr>
<td>AVMA Member Veterinarian</td>
<td>$550</td>
<td>$650</td>
</tr>
<tr>
<td>AVMA Honor Roll / Retired Member</td>
<td>$450</td>
<td>$525</td>
</tr>
<tr>
<td>Member of Foreign Veterinary Medical Association</td>
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<td>$650</td>
</tr>
<tr>
<td>AVMA Member 2018 Veterinary Graduate</td>
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<td>FREE</td>
</tr>
<tr>
<td>Recent Graduate ¹ - One Time Only 2013-2017</td>
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<tr>
<td>Veterinary Student ²</td>
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<tr>
<td>Veterinary Technician</td>
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<tr>
<td>Veterinary Technician Student ²</td>
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<tr>
<td>Non Veterinarian</td>
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<td>$350</td>
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<tr>
<td>Practice Staff</td>
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<tr>
<th>SINGLE DAY</th>
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<tr>
<td>AVMA Member Price Per Day</td>
<td>$275</td>
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<tr>
<td>Non AVMA Member Price Per Day</td>
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<tr>
<td>Practice Staff Price Per Day</td>
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<tr>
<th>EXHIBIT HALL</th>
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<tr>
<td>Exhibit Hall Only (No CE)</td>
<td>$150</td>
<td>$150</td>
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<tr>
<th>GUESTS ³</th>
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<tr>
<td>Adults (Age 18 and Over)</td>
<td>$60</td>
<td>$60</td>
</tr>
<tr>
<td>Children (Under Age 18)</td>
<td>FREE</td>
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Register by May 23 to save $100!

¹ AVMA accredited veterinary school graduates, upon joining the AVMA, are eligible for one complimentary AVMA Convention registration within five (5) years from the date of graduation (year of graduation 2013-2017). Eligibility will be verified from AVMA membership records.

² Students working towards a veterinary degree and Veterinary Technician Students. Non-SAVMA Member Students must present school ID when picking up registration materials onsite.

³ AVMA welcomes the guests and children of attendees to participate in some events. Guests and children are not permitted to attend continuing education (CE) classes. The 2018 Keynote is open to all convention registrants and registered guests.
Ways to Save

AVMA CONVENTION LOYALTY PROGRAM

Through our Loyalty Program, AVMA members can SAVE up to $100 on registration fees. If you are an active AVMA member and attended AVMA Convention 2017, you are already eligible for a discount for 2018! The discount will be automatically applied to your AVMA Convention 2018 registration.

Other ways to save on registration

- **Two-for-One Registration** – if you purchase a One Day pass for Monday, Tuesday is included!
- **Vet Tech Bring a Tech Program** – register yourself and pass along a 50% registration fee discount to a second veterinary technician.
- **Active Military** registrants are eligible for a $200 discount off their registration fee.

Save on Food

DEBIT CARDS

All full convention veterinarian, veterinary technician, and exhibitor registrants will receive a $15 debit card that can be used in the Exhibit Hall Café during Exhibit Hall hours.

SAVE EVERY DAY

- Friday – Grab an early snack at the Meet-the-Experts Round Table event, then finish filling up while showing your school pride at your alma mater’s alumni reception.
- Saturday – Don’t miss the available snacks as you enter the Keynote. Afterward, use your AVMA debit card for lunch between visiting exhibitors. Join us for more food later that night if you attend the Young Professionals or Technician Appreciation Events!
- Sunday & Monday – Attend a Sunrise CE session for breakfast and a Lunchtime Connection in the Exhibit Hall for lunch. Stock up on snacks at the Exhibit Hall Closing Party on Monday.

DAILY COFFEE BREAKS AND WATER STATIONS

Available throughout the center and in the Exhibit Hall.
### Things to Do

Check out AVMA’s personalized site for all things Denver! Visit [denver.org/avma](http://denver.org/avma) to start planning your trip.

### Hotels

Secure your hotel within AVMA’s official hotel block by booking directly from [avmaconvention.org](http://avmaconvention.org).

<table>
<thead>
<tr>
<th>Hotel</th>
<th>Distance to CCC</th>
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</thead>
<tbody>
<tr>
<td>1. Hyatt Regency Denver at CCC - HQ Hotel</td>
<td>50 Steps</td>
</tr>
<tr>
<td>2. Embassy Suites Denver Downtown at the Convention Center</td>
<td>50 Steps</td>
</tr>
<tr>
<td>3. AC Hotel Denver Downtown</td>
<td>1 Block</td>
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<tr>
<td>4. Le Meridien Hotel Denver Downtown</td>
<td>1 Block</td>
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<tr>
<td>5. Aloft Denver Downtown</td>
<td>1 Block</td>
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<tr>
<td>6. Hilton Garden Inn Denver Downtown</td>
<td>1 Block</td>
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<tr>
<td>7. Hampton Inn &amp; Suites Convention Center</td>
<td>1 Block</td>
</tr>
<tr>
<td>8. Homewood Suites Denver/Downtown</td>
<td>1 Block</td>
</tr>
<tr>
<td>9. Crowne Plaza Denver Downtown</td>
<td>2 Blocks</td>
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<tr>
<td>10. Hyatt House/Hyatt Place</td>
<td>2 Blocks</td>
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<tr>
<td>11. Curtis, a Doubletree Hotel by Hilton</td>
<td>2 Blocks</td>
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<tr>
<td>12. Hotel Teatro</td>
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<tr>
<td>13. Courtyard by Marriott Downtown</td>
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<tr>
<td>14. Magnolia Hotel Denver City Center</td>
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<tr>
<td>15. Renaissance Denver Downtown City Center</td>
<td>3 Blocks</td>
</tr>
<tr>
<td>16. Sheraton Denver Downtown Hotel</td>
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</tr>
<tr>
<td>17. Hilton Denver City Center*</td>
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<tr>
<td>18. Grand Hyatt Denver</td>
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<tr>
<td>19. Residence Inn by Marriott Denver City Center</td>
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<tr>
<td>20. Kimpton Hotel Monaco</td>
<td>3 Blocks</td>
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<tr>
<td>21. The Westin Denver Downtown</td>
<td>6 Blocks</td>
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*Formerly Denver Marriott City Center

For rates and amenities, please visit avma.org/conventiontravel.
Transportation

AIRFARE

Use AVMA’s official travel agency Travelex and mention the AVMA Convention for assistance with airline reservations and car rentals. Email avma@travelexbiz.com or call 800-882-0499.

Purchase your air travel to and from Denver International Airport (DEN) with United or Delta Airlines and receive discounts!

- **United Airlines:** Provide Z Code ZE25 and Agreement Code 876077 when booking at united.com/meetings or call 800-426-1122 (service fee applies for phone reservations)
- **Delta Airlines:** Provide Meeting Code NMQU6 when booking at delta.com/meetings or call 800-328-1111

AIRPORT RAIL

Take advantage of the University of Colorado A Line, a rail service that runs between Denver International Airport (DEN) and Union Station Downtown. The A Line costs $9 one-way from the airport to the city center, and the ride takes approximately 37 minutes. Trains depart every 20 minutes.

16TH STREET MALLRIDE

Experience the sights and sounds of downtown Denver with the Free MallRide bus. The Free MallRide operates seven days a week and stops on every block of 16th Street between Civic Center and Union Station in downtown Denver. The hop-on, hop-off aspect makes the Free MallRide a great way to get to and from Union Station, restaurants, shops, attractions and more.

SPOTHERO

SpotHero is the nation’s leading parking reservation service, partnering with different facilities in Denver to provide many parking options and premium rates up to 50% off drive-up.

DENVER B-CYCLE

More than 800 Trek bicycles are available for sharing at 88 stations around The Mile High City. Each of the sturdy, three-speed, bright red Trek bikes comes with a wire basket, built-in light and lock.

Visit avmaconvention.org for more information.
KEYNOTE
SATURDAY, JULY 14
Doors open 9:45 AM
Keynote 10:00 AM – Noon
WHEN PASSION MEETS EMPOWERMENT
Innovator. Activist. Investor. Advocate. These are just a few of the titles that describe Shiza Shahid, the keynote speaker at this year’s AVMA Convention!

Shiza Shahid grew up in Pakistan as a staunch advocate for social change and women’s rights. She went on to serve as founding CEO of the Malala Fund with Nobel Prize winner Malala Yousafzai, and is currently the host of USA Today’s new show, ASPIREist. Named a Time Magazine 30 Under 30 World Changer and a Forbes 30 Under 30 Social Entrepreneur, Shiza is a prominent speaker on millennial and women’s entrepreneurship. Through her seed fund, NOW Ventures, she supports mission-driven startups that strive to create positive global impact.

Shiza’s success in harnessing philanthropy, venture capital, technology and the media to drive social impact is a message that is sure to energize and inspire all members of the veterinary community. This is an event you don’t want to miss!

The keynote address is free and open to all convention attendees and registered guests.

CONCERT
SUNDAY, JULY 15
AVMA Concert at Sculpture Park
6:30 – 9:30 PM

AVMA is bringing the veterinary festival of the summer to Denver’s Sculpture Park—a unique outdoor venue steps away from the Colorado Convention Center. This year’s concert will feature the best food trucks in the business, plus live music and entertainment!

New this year! A portion of all food truck purchases will go directly back to helping veterinarians care for animals with the support of the American Veterinary Medical Foundation (AVMF).

AVMA is working hard to find the right headliner for this cornerstone event! Check avmaconvention.org often for details as they unfold.

Adults: $10 / Children 18 and under are free

Sponsored by:
FRIDAY, JULY 13
Meet-the-Experts Round Table
5:00 – 6:30 PM
Alumni Receptions
7:00 – 9:00 PM

SATURDAY, JULY 14
Exhibit Hall Opening
12:00 PM
Young Professionals Event
7:00 – 9:00 PM
Technician Appreciation Event
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SUNDAY, JULY 15
Poster Presentations
3:00 – 4:00 PM

MONDAY, JULY 16
Exhibit Hall Closing Party
3:00 – 4:30 PM

Explore other exciting details about events at avmaconvention.org.
Stay up to date on the latest innovations! A veterinary professional needs to know the latest trends and how to implement them in his or her organization. With an Exhibit Hall filled with more than 300 exhibitors offering today’s latest products and solutions, there is no better place to take the pulse of the industry than at AVMA Convention.

**EXHIBIT HALL SCHEDULE**

**SATURDAY, JULY 14**
- Exhibit Hall Opening / Hours
  12:00 – 4:00 PM
- Unopposed Break
  12:00 – 2:00 PM

**SUNDAY, JULY 15**
- Exhibit Hall Hours
  10:00 AM – 4:00 PM
- Unopposed Break
  11:00 AM – 1:00 PM
- Lunchtime Connections
  12:00 – 1:00 PM
- Poster Presentations
  3:00 – 4:00 PM
- Refresher Sessions
  3:00 – 4:00 PM

**MONDAY, JULY 16**
- Exhibit Hall Hours
  10:00 AM – 4:30 PM
- Unopposed Break
  11:00 AM – 1:00 PM
- Lunchtime Connections
  12:00 – 1:00 PM
- Refresher Sessions
  3:00 – 4:00 PM
- NEW! Exhibit Hall Closing Party
  3:00 – 4:30 PM

You won’t want to miss AVMA’s Vet Clinic Live!® We are rolling out something new and exciting for 2018 that will revolutionize the way you learn about new products.

Hand-selected vendors will demonstrate the newest and most innovative products and services for improving veterinary patient care and treatment.

**EXHIBIT HALL CLOSING PARTY**

Join us in celebrating another successful AVMA Convention with old colleagues and new friends at the Exhibit Hall Closing Party. Enjoy networking, music, drinks, light hors d’oeuvres and fun prize giveaways!

*One drink ticket included with full convention veterinarian or veterinary technician registration.*
Surveying 50,000 pet-owning households, the AVMA Pet Ownership and Demographics Sourcebook is the most authoritative source of market research for companion animal veterinarians. Gain insights into the latest trends with the 2017 AVMA Pet Ownership and Demographics Sourcebook.

- Rate of household pet ownership
- When and why pet owners visit a veterinarian
- Pet-owning household demographics
- New and different pet health care options
GUIDE TO YOUR CONTINUING EDUCATION

All your CE needs in one location! Earn more than 40 hours of CE from over 800 education sessions offered over the course of five days. Build your complete CE schedule with topics and interests that are unique to you. Filter by speaker, track, day, and topic to find sessions that will spark your interest and advance your career. You can start planning your personalized CE schedule this spring at www.avmaconvention.org. In the meantime check out some of our featured speakers and topics.

Companion Animal Medicine

SUBTOPIC AREAS INCLUDE:

- Anesthesiology/Pain Management
- Avian
- Behavior
- Cardiology
- Clinical Genetics
- Clinical Pathology
- Current Issues/Advances
- Dentistry
- Dermatology
- Emergency/Critical Care
- Endocrinology
- Exotic
- Feline
- Genetics/Heritable Disease
- Geriatrics/Senior Wellness
- Human-Animal Bond
- Internal Medicine
- Neurology/Neurosurgery
- Oncology
- Ophthalmology
- Orthopedic/Soft Tissue/Surgery
- Otology
- Pharmacology
- Rehabilitation
- Reproduction/Neonatal
- Respiratory
- Small Mammals
- Toxicology
- Urinary
- Vaccinology
- Welfare

Featured Speaker: Susan Ettinger, DVM, DACVIM (ONC)

Oncology Track

- 7 Tips for the Dreaded Splenic Mass
- 9 Things You Should be Doing for Vomiting and Inappetence for Chemotherapy Patients
- Cancer Tools You Can Use Tomorrow: Feline GI Lymphoma vs IBD
- Cancer Tools You Can Use Tomorrow: The Other (Non-GI) Feline Lymphomas
- Canine Lymphoma: My 3 Ps (Prognostic, Practical, and Pertinent) for Lymphoma on a Budget
- Great Client Communication when Breaking Bad News
- Metronomic Chemotherapy: Setting the Bar Low
- Ready, Set, Go Pink: Mammary Cancer in Dogs and Cats
- The ABCs of Early Cancer Detection: Aspirates, Biopsies and Cytology
Food Animal / Equine

**SUBTOPIC AREAS INCLUDE:**
- Aquatic
- Bovine
- Equine
- Small Ruminant

**Featured Speaker: Richard Hopper, DVM**

**Bovine Track**
- Advanced Bovine Obstetrics
- Bull Management: Development and Maximum Utilization
- Case Studies of Bull Reproductive Problems
- Urogenital Surgery

Practice Management

**SUBTOPIC AREAS INCLUDE:**
- Current Issues/Advances
- Finance
- Leadership
- Management
- Personnel Management
- Practice Management

**Featured Speaker: Camala C. Bailey, CPA, CVA**

- Financial Statements: Numbers That Make Cents!
- Managing Your Money: Cash Flow And Budget Basics
- The Facts And Figures: Compensation And Payroll
Professional Development

SUBTOPIC AREAS INCLUDE:

• Career Options
• Early Career

• Leadership
• Personal Growth

• Personnel Management
• Strategies

Featured Speakers: Gary Vroegindewey, DVM, MSS, DACVPM; Valerie Ragan, DVM

Career Transition Workshop

• Mirror Mirror on the Wall: Future Employment Trends and Self-Assessment
• Your Dream Career: Assessment and Self-assessment- Discussion and Exercise
• Uncle Sam Wants You USDA-APHIS and FSIS careers

• Building Your Career Portfolio and Networking
• Your Life on Paper: Resume Writing
• Best Foot Forward: Interviewing
• Negotiating for Your New Position: Reaching Win-Win
• Creating Your Career Roadmap

Featured Speaker: Jennifer Brandt, PhD

• Children, Pet Loss and Grief
• Neuroscience of Optimal Brain Health

• What I Wish I’d Known
• Transforming Conflict and Setting Boundaries
Public and Corporate Practice

SUBTOPIC AREAS INCLUDE:

- Animal Welfare
- Comparative Medicine
- Current Issues/Advances
- Disasters
- Dr. James H. Steele One Health
- Food Safety
- Global Health Summit
- Preventive Medicine
- Research and Technology
- USDA NVAP Renewal Modules

Featured Speakers: Brianna Skinner, DVM, MPH, DACLAM; Temeri Wilder-Kofie, DVM, MPH, DACLAM
Veterinary Response To The Ebola Crisis

The 2014-2015 Ebola outbreak in West Africa was the worst Ebola public health crisis in recent history. Two United States Public Health Service Officers/laboratory animal veterinarians were deployed to West Africa with the purpose of working in an Ebola Treatment Unit designed to care for healthcare workers with suspected and confirmed cases of Ebola. This session highlights and describes the role of the veterinarians, the response mission, and the overall experiences during the crisis.
Veterinary Technician

SUBTOPIC AREAS INCLUDE:

- Anesthesiology/Pain Management
- Behavior
- Career Options
- Dentistry
- Emergency/Critical Care
- Endocrinology
- Exotic
- Gastroenterology
- Hematology
- Human-Animal Bond
- Internal Medicine
- Leadership
- Nutrition/Dietary Management
- Personal Growth
- Personal/Professional Development
- Pox
- Rehabilitation

Featured Speaker: David Liss, BA, RVT, VTS (SAIM, ECC), CVPM
Emergency/Critical Care FUNdamentals

- Triage, Shock, Stabilization: Oh My!
- Monitoring the Critically Ill Patient
- Emergency Procedures for the Critical Patient
- Fluid Therapy in Sick and Injured Patients
- Nutrition for the Critical Patient
- Putting it all Together - Case Studies of Critical Patients

Labs & Workshops

Featured Speakers: Melissa Supernor, CVT, CFE, VTS (SAIM); Julie Squires, CCFS; Julianne Evenhus, CVT, CFE

Powerhouse of Wellness: Guide to Helping Ourselves and Others Within the Profession

Powerhouse of Wellness is a workshop for personal and professional wellness topics such as stress management, team development, compassion fatigue, burnout, suicide, and self-guidance and awareness. The interactive workshop will help attendees understand themselves and others, and how to grow as individuals within this wonderful profession.

Visit avmaconvention.org for a full listing of labs and workshops.
AVMA Posters

AVMA POSTERS WILL FEATURE STUDENTS AND PRACTITIONERS. EXAMPLES OF POSTER TYPES INCLUDE:

- Basic Research
- Clinical Research
- Case Reports or Interesting Cases
- Useful Tips or Techniques for Clinical Practice

Located in the Exhibit Hall. Stop by to see the latest research and innovative ideas showcased. Posters will be up during Exhibit Hall hours, and the authors will be present to answer questions on Sunday, July 15 from 3:00 - 4:00 PM.

Poultry Medicine

SUBTOPIC AREAS INCLUDE:

- Antibiotic Resistance
- Antimicrobials
- Avian Influenza
- Bacteriology
- Case Reports
- Diagnostics
- Enteric Health
- Immunology
- Infectious Bronchitis Virus Management
- Mycoplasma
- Parasitology
- Poultry Symposium
- Reovirus
- Salmonella
- Vaccinology
- Virology
- Wealth of Knowledge

Featured Speaker: Haroldo Toro, DVM, PhD

- Understanding The Success Of Infectious Bronchitis Virus
- Age Of Vaccination Influences Infectious Bronchitis Virus Cross-Protection
search for jobs
ANYTIME
ANYWHERE

SEARCH JOBS ONLINE QUICKLY AND EASILY

• Hundreds of job openings for qualified veterinary professionals
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• Create email alerts for new job matches

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Facebook.com/avmavets
WELLBEING FOR THE VET and the pet

AVMA can help. Visit avma.org/wellbeing for ideas on incorporating wellbeing steps into your daily life, with resources for the individual and the entire veterinary team.
SHIZA SHAHID
When Passion Meets Empowerment

Named a *Time Magazine* 30 Under 30 World Changer
Saturday, July 14
10:00 AM - 12:00 PM
AVMA CONCERT

SUNDAY, JULY 15
AVMA Concert at Sculpture Park
6:30 – 9:30 PM

Sponsored by

[Boehringer Ingelheim logo]
Denver Quick Facts

- **300 Days of Sunshine Each Year**
- **#3 Hottest Food City in the US – Zagat**
- **120 Miles of Mountains visible from Downtown (including 3 that are over 14,000 ft. tall!)**
- **Visit one of Denver’s 26 floral gardens (including the Denver Botanic Gardens, Washington Park and more!)**
- **Denver is exactly one mile high – climb to the 13th step of the Colorado State Capitol and you are 5,280 feet above sea level!**
- **16th Street Mall – one mile running straight through downtown, with hundreds of shops and restaurants – plus 200 trees and 50,000 flowers**

AVMA Convention 2018
Denver July 13-17