

The latest news from your association for veterinary practice development.



e-Bulletin

August 2019

Message From the President

Mid-Year in Review

What a whirlwind Mid-Year Meeting!! The program committee hit it out of the park with presentation selection this year. A huge thank you to Elizabeth for setting this all up and keeping us organized and the Program Committee for such a great job. There was so much positive energy and discussions around the topics. If we ignore the aftermath of the plague, the meeting was fantastic.

A few things stood out to me. First the number of new members and their excitement. I heard comments like I was not sure how I would feel in this group but I have been welcomed and feel like I belong, or I felt right at ease with the group, everyone was so nice. The networking events and table discussions were wonderful. I was with a group of seasoned consultants. We started sharing travel tips with each other. I don't care how long you have traveled, a tip is a great thing. The other item that stood out to me was the Technology SIG and the attendance at their presentations. The engagement and sharing was so uplifting. Then on to the committee and SIG meetings. WOW, I was blown away, best attendance I have seen yet at this portion of the meeting. I had very positive feedback from many of the Chairs about the excitement of new members.

What are our action items?

If you joined a committee for the mid-year meeting time and are not sure if you have been added to the list for contact and information regarding monthly meeting times, please reach out to Elizabeth. She will make sure you get added to the correct group. Often after these meetings, as much as we try not to let it happen, things slip through. We don't want you to miss a moment of fun in the meetings so make sure you are on the list.

Be socially responsible. Make sure you have liked both Facebook groups for VetPartners. Make sure you have subscribed to the forums on the website and follow us on LinkedIn!!

Reach out to other members that you may have met. It is ok to converse between meetings. Use the other members as an addition to your team when you are working with a practice. This helps bring a ton of value to your consulting.

Start thinking about our Annual Meeting. How will you approach meeting more new people? Whether you are new to the organization or been around forever, there are new people to meet, and new things to learn from people you already knew. Some have shared that they take the sheet of attendees and plan out who they will get to know this meeting. I am sure there are many other ways to search out and learn from the others.

In conclusion, if you were able to join us for the meeting, thank you. If you left not feeling so well, we are sorry. If you missed the meeting, we are sorry, but you can plan to come to the Annual and find many benefits there as it is shaping up to be yet another fantastic meeting.

Have a fantastic month!! **Nancy Dewitz**, VetPartners President

Welcome New Members

Jenice Alduenda Digital Empathy Digitalempathyvet.com jenice@digitalempathyinc.com	Zach Goldman Huffard Animal Hospital www.huffardanimalhospital.com zbgoldman@gmail.com
Chris Lutz VitusVet https://vitusvet.com/ clutz@vitusvet.com	Nikolai Nikitine Veterinary Sales Partners, LLC www.vetsalespartners.com nikolai@vetsalespartners.com
Kurt Smith Cedar Rock Solutions, LLC http://cedarrocksolutions.com kurt@cedarrocksolutions.com	Audrey Wystrach NEWCO Audrey@one.vet

Member & Association News

The 2019 Mid-Year Meeting is a Wrap!

The Program Committee would like to thank all Mid-Year Meeting participants, including our wonderful Hot Rocks presenters! We know the commitment that it takes to put a presentation together and we appreciate your willingness to share your knowledge with your peers. The Hot Rocks presentations are what make the Mid-Year Meeting so successful. The presentation powerpoint decks are available for members to view at <https://www.vetpartners.org/meeting-proceedings/>.

We would also like to give a special shout out to our sponsors, without whom these meetings wouldn't be possible - **CareCredit, Nationwide, Boehringer Ingelheim, Brief Media, VetSource, Patterson Veterinary, and AVMA PLIT!**

And, an extra special thanks to Lynn Davis for doing another great job with the event photography. We share a few teasers below, but more are available on our Facebook Page.

See you all at the 2020 Annual Meeting, February 12-14, in Las Vegas!!



Introducing the VetPartners Speakers Bureau Promotional Video!

If you missed the Mid Year Meeting, then you missed the unveiling of the new VetPartners Speakers Bureau promotional video. We would like to give a huge thank you and shout out to **Craig Spinks and the Veteos team** for their hard work on creating this for the organization! We will be featuring the video on the website and sharing via social media to promote our speakers bureau more extensively. Be sure to check it out at the links below!!



https://youtu.be/qR_C_VwbJk

Take the Ethics Challenge!

Each month the Ethics committee will post a hypothetical question. First right answer sent to ethics@vetpartners.org will receive a \$10 Starbucks card

August Challenge:

We consulted with a large multi-practice corporation a year ago (#1) on an internal partner matter. 12 months later, we were contacted by an individual practice (#2) wanting us to consult on an offer of acquisition. The acquiring company (buyer) is the original client #1. Should we:

- A - Decline the engagement due to conflict of interest
- B - Take the engagement and have no need to disclose as the prior engagement was an unrelated matter
- C - Inform both parties and obtain a release from both before accepting the engagement.
- D - inform #2 of the prior consultation and obtain a release, but not contact #1 as the prior matter with #1 is unrelated to the current engagement with #2.

Good luck VetPartners!

New Discussion Forums Launched

VetPartners is excited to announce the launch of Discussion Forums on the new website! This Forum Discussion page is located in the Members Only section of the website, so only VetPartners members have access to it. Please note that you must be logged in to the website to open and participate in the forums.



We have created two different types of forums:

1. **Committee and SIG Forums**, which are available to members of each committee and SIG for purposes of their group communications (administrator must grant access.)

2. **General Forum**, which is available to all VetPartners members.

We encourage members to begin using the General Forum so that we can move extended conversations from the list serve into a more engaging and secure environment. We hope that this new online community will become a meaningful tool for members to engage with and learn from one another. Members are invited to subscribe to the forum and start topics at will.

[Click here for detailed instructions on subscribing and posting](#)

[Click here for general Forum rules and etiquette](#)

[Go to the Forum](#) (must be logged into website)

Updates from our Committees & SIGs

Ethics Committee

Want a challenge? Want to know that you are ethically sound? Wonder about those gray areas? Well the Ethics Committee is planning to help. We now have a monthly "Take the Ethics Challenge" question in the eBulletin. Check out this feature beginning this month. The first correct response will win a \$10 Starbucks card!

Membership Committee

We continue to look for opportunities to foster communication and collaboration between members, create more connections among members and create opportunities for networking. "One-on-ones" are a great way to meet your VetPartners colleagues and learn about each other. We'd love to hear and share your "connection" stories of how you've been able to build relationships through VetPartners. Please submit your success stories to [Michael Linardi](#).

Opportunities Committee

We want to remind members that VetPartners relies heavily on sponsorships to keep our membership and meeting prices low and to have opportunities to highlight our members to the industry. Please be sure to thank our sponsors regularly! And, if you know of a company that might be interested in reaching the best and brightest minds in the industry, please share our [Sponsorship Brochure](#) with them. We are actively seeking new sponsors for 2019!

Valuation Council

The Valuation Council is starting preparations for our annual workshop in Dallas, scheduled for October 27th-29th.

News From our Members

- **Debbie Stoewen** will be speaking at the upcoming IVECCS in September with presentations on the topics of workplace wellness and building a collaborative culture, and a workshop on individual wellness. As well, part 2 of the 6-part series entitled **Moving from compassion fatigue to compassion resilience**, entitled **Understanding Compassion Fatigue** will be published in September in the Canadian Veterinary Journal.
- New members **Michele Drake and David Hall** are gearing up for an exciting fall. As members of AAHA's Strategic Alliance Program, they'll be participating in Connexity conference in Indianapolis this September, including David's role in their "Human Library." Also in September, they'll be presenting a culture, branding, and marketing workshop, along with GeniusVets co-founder Harley Orion, at the Southern California VMA monthly meeting.
- **Tracy Sheffield** just wrapped up a presentation at the San Antonio VMA meeting on August 15th. The topic was **The Workplace Environment: The overlooked profit center**.
- **Sarah Rumble** authored the cover story for the August/September issue of Today's Veterinary Business, titled **The Scourge of Discrimination**. [Check it out here](#).
- **Robin Brogdon** will be speaking at IVECCS September 6-9, on the following topics: Evaluating a Potential Employer, Recruiting with Social Media, Strategic Search Engine Optimization: You have to be Found to be of Service, and Leveraging Technology to Build, Nurture and Maintain Relationships with Referring Doctors.
- **Stacy Pursell** will be leading a workshop at VHMA this fall on the topic of The Challenges of Hiring Veterinary Talent in This Market and Strategies for Success.
- **Peter Alberti** recently recorded a podcast with Avenue, a marketing agency in Portland, OR that hosts "**The Animal Marketing Podcast**". Anna and Peter discussed personalized marketing in the veterinary and animal health industries. [Check out the podcast here](#).

SHARE YOUR NEWS WITH FELLOW MEMBERS!

The VetPartners e-Bulletin is published monthly on or around the 15th of the month. We are always looking for news and information to share. If you have any, please send to our Association Administrator, Elizabeth McArthur, at elizabeth@vetpartners.org. You can review our e-Bulletin Submission Policy [HERE](#).

Upcoming VetPartners Events

SAVE THE DATES

2020 ANNUAL MEETING
February 12 - 14, 2020
Las Vegas, NV

2020 MID YEAR MEETING
August 25 - 27, 2020
Kansas City, MO

Check out VetPartners Upcoming Committee & SIG Schedule...
[VetPartners Committee & SIG Meetings](#)

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