VBMA Symposium
University of California, Davis
Saturday April 6, 2013

*Note: Highlighted numbers next to speaker names refers to the Student BCP Program and is only meant for students

TRACK I

8:00am-8:50am  Breakfast & Check-in

9:00am – 9:50am  Julie Cole, DVM; Martha Davis, DVM; Julie Meadows, DVM; Karen Mulvihill, DVM: 2  
• Panel Discussion: Lessons learned in practice ownership

10:00am – 10:50am  Constance DeHaan, DVM, DipACVR: 3  
• Failure and psychological safety
  elephants in the veterinary hospital

11:00am – 11:50am  Whitney Hischier, MBA: 2  
• Business model innovation
  How can you best distinguish your vet practice from 'the pack' in an increasingly competitive market? We'll look at customer service strategies, pricing and ways to drive customer loyalty

12:00pm – 12:50pm  Lunch break

1:00pm – 1:50pm  Stuart Jay Yasgoor, Esq: 3  
• Employer pitfalls in negotiating employment agreements
  This lecture will address the widely held belief by many CA veterinary practice owners that a properly worded covenant not to compete is enforceable against the employee upon termination of employment, as well as review a few common myths held by practice owners about employment agreements. This lecture will also explore how to structure the sale of a partial ownership interest in the practice to the associate veterinarian.

2:00pm – 2:50pm  Gene Crumley: 3  
• Organizational climate and leadership styles
  What's the relationship between leadership styles and organizational climate? And what is organizational ‘climate’? Attend this session and find out

3:00pm – 3:50pm  Nina Mouledous, DVM: 2  
• Don’t be Dr. A
  How to prevent claims, malpractice and business

4:00pm – 4:50pm  Conclusion:
• Q & A and Networking with speakers
  Join us in the Valley Foyer for wine, cheese, and music
8:00am-8:50am  Breakfast & Check-in

9:00am – 9:50am  Stuart Jay Yasgoor, Esq: 3
  Employee pitfalls in negotiating employee agreements
  This lecture will examine potential traps encountered by the associate veterinarians negotiating his or her first employment agreement, including compensation structure. This lecture also will explore how to structure the purchase of a partial ownership interest in the practice.

10:00am – 10:50am  Whitney Hischier, MBA: 2
  Growing your practice

11:00am – 11:50am  Julie Cole, DVM; Martha Davis, DVM; Karen Mulvihill, DVM: 2
  Panel Discussion: Finding work-life balance in veterinary medicine

12:00pm – 12:50pm  Lunch break

1:00pm – 1:50pm  Melisa K. Edwards: 1
  Trends in veterinary finance/How to make yourself bankable
  Review of the current trends in finance options whether you’re an associate looking to become an owner, an established owner looking to expand/refinance, or looking to sell your practice and want to know what to expect from your buyer’s lender. The scope of the discussion will walk the audience from basic lending terminology all the way through actual audience participation in making lending decisions. This interactive hour is meant to educate and take the fear out of financial dealings.

2:00pm – 2:50pm  Constance DeHaan, DVM, DipACVR: 3
  The doctor and the health care team

3:00pm – 3:50pm  Travis P. Alexander, MBA: 1
  Making the most of your success

4:00pm – 4:50pm  Conclusion:
  Q & A and Networking with speakers
  Join us in the Valley Foyer for wine, cheese, and music