

**Veterinary Business Management Association (VBMA) Business Symposium
University of Tennessee College of Veterinary Medicine
Schedule of Events**

Saturday, November 15, 2008

8-9:00am	BREAKFAST & SPONSOR EXHIBITS
9-9:05am	Introduction & WelcomeNimet Browne and Jody Thomas
9:05-10:35a	Fielding a Winning TeamDr. Lawrence D. Firkins
10:35-11:35a	Business ManagementLouise Dunn
11:35-12:35p	Improving Efficiency and Time ManagementChristopher Stinnett
12:35-1:35p	LUNCH & SPONSOR EXHIBITS
1:35-2:35p	Mentoring ProgramsDr. Thom Haig
2:35-3:35p	Opportunities in Veterinary PracticeDr. Andy Clark
3:35-4:35p	The Future of Pet InsuranceSusan Markham
4:35p	SEMINAR DISMISSED

Symposium Objectives

To provide practice management for the entire veterinary health care team that when implemented will result in improved animal care. The information presented will benefit both small and large animal practice owners, technicians, office staff, and veterinary students.

Location: University of Tennessee College of Veterinary Medicine

**Lectures to be held in Hollingsworth Auditorium.*

**Breakfast and lunch to be served in Plant Biotech Building Rooms 156/157 with sponsor exhibits on display.*



About Our Speakers:

1) Lawrence D. Firkins, DVM, MS, MBA

Dr. Larry Firkins is the Assistant Dean for Public Engagement and Swine Extension Veterinarian at the University of Illinois, College of Veterinary Medicine. Prior to joining the University in 1995 and serving as the Director of Research Stations for six years, he spent nine years as a partner in a food animal practice in central Illinois.

During his time at the University of Illinois, Dr. Firkins has focused much of his teaching efforts on the integration of practical business skills into the veterinary curriculum. Earlier this year, he was named to the *List of Teachers Ranked Excellent by Their Students* for the 21st time. Firkins has given over 130 international presentations in 16 countries and over 200 presentations throughout the US.

2) Louise S. Dunn, Veterinary Management Consultant

After twenty one years of managing in the veterinary field, Ms. Dunn started Snowgoose Veterinary Management Consulting, which provides technical assistance to practice teams to meet their strategic plans. SVMC works with a wide variety of practices. They range from large specialty hospitals ranging from 1-100 team-member companion animal referral centers, mixed animal hospitals to single veterinarian practices. Ms. Dunn has held practice management workshops at many veterinary schools. She is widely published and speaks internationally and nationally. (Including TNAVC, CVC, WVC, AAHA and AVMA.) She serves as an officer of VetPartners and is a member of the AAHA Leadership Advisory Committee, the VHMA and AVMLA. Louise brings a unique combination of business, in the trenches experience, knowledge and tools to the veterinary industry. Her passions include her family, veterinary practice management, kayaking and the New England Patriots. Louise was named WVC 2007 Practice Management Educator of the year.

3) Christopher Stinnett, Tennessee Field Advisor for Banfield Veterinary Hospitals

4) Thom Haig, DVM, Co-Editor VIN Practice Management Boards, Senior Consultant of Profit Profile Corporation. Dr. Haig is a partner in a 7 doctor Small Animal practice in Knoxville, TN that takes calls 24/7 and is open 7 days a week. Dr. Haig provides practice management consultation specializing in staff utilization, doctor production, staff doctor and client scheduling, associate mentoring, production and buy-ins.

5) Andrew Clark, DVM, MBA, CEO Hagyard Equine Medical Institute

Following 21 years of practice, Dr. Clark started an equine veterinary management consultant business in California and now is the Chief Executive officer of Hagyard Equine Medical Institute.

6) Susan Markham, Veterinary Pet Insurance Consultant

Susan Markham is a field representative with Veterinary Pet Insurance. She specializes in staff education for veterinary teams. She also does educational presentations for veterinary schools and veterinary technician schools. Susan is a graduate of University of Illinois Executive Veterinary Program.