OVMA’s Great Ideas Conference offers:

• Top-notch practice management and life skills CE;
• Opportunities to network with your colleagues and swap ideas on topics of interest to you; and
• A wide array of recreational facilities and activities to help you de-stress and unwind at the end of the busy spring season.

Who Should Attend?

Veterinarians
Practice Managers
Anyone who wants to improve their practice management and life skills.

Who Should Attend?

Veterinarians
Practice Managers
Anyone who wants to improve their practice management and life skills.

Come by yourself, with your clinic staff, or bring the whole family!

Visit bluemountain.ca to learn more about great summer attractions waiting for you at Blue!

Summer Fun for Everyone at Blue Mountain!

With an endless selection of outdoor activities, relaxation and entertainment, Blue Mountain Resort is one of Ontario’s premier summer destinations. Join us for an inspiring CE event in a luxurious resort atmosphere!

Food
There’s something to satisfy every appetite in the Village’s many cafes, restaurants, grills, pubs, lounges and bars. Enjoy the finest full-service dining or quick takeout, a casual après-golf beer or a sophisticated late-night martini. In the Village, you’re never more than a few steps away from a culinary experience perfectly suited to your mood and preferences.

Aquatic Centre
There’s no better way to escape the late June heat than a visit to Plunge! Aquatic Centre. Sign up for a swimming lesson, participate in a water fitness class or relax and watch the action from the comfort of your dock chair. Featuring indoor and outdoor pools, a water playground, hot tubs, rope swing, dock and slides, Plunge! offers water fun for all ages.

Shopping
With over 20 shops to choose from, browse some of the latest outdoor gear, update your wardrobe or find the perfect gift.

Spa
Pamper yourself by indulging in a relaxing massage or spa treatment at one of Blue Mountain’s four unique spas – the ultimate way to de-stress and focus on personal wellness.

Golf
Enjoy a round of golf at Monterra, one of Ontario’s most popular resort courses. Monterra offers a full-service golf shop, deli and bar, a practice area, on-course sanctuary at the 5th and 10th tees, and a brand-new GPS tracking system on all carts allowing you to play every shot knowing exactly where you stand in relation to the pin.

Team Building at Blue!
Team building is a proven way to strengthen bonds and create a more cohesive team, all while having fun. Blue Mountain offers a wide variety of team building activities, including:

• Low and High Ropes Course
• Caving
• Putting Tournament
• Summits Challenge
• Cooking Competition
• Blue Mountain Quest
• Rock Climbing

…and much more!

Prices and availability vary, contact OVMA for more information on team building activities at Blue!
9:00 – 10:15 am
Hear What Your Clients Really Want, And Help The Team Deliver It

Latest research from the UK highlights just how much clients value being heard and shapes good practice for client communications at every stage of the customer journey. Standard processes then help the team deliver consistently excellent care.

10:45 am – 12:00 pm
Owners Know Their Pets Best – In The Consult Room, Start With What They Tell You

Research with pet owners across the globe consistently shows that clients trust clinicians who listen and are open, honest and pragmatic, with no financially driven agenda. In addition, clients visit and spend more when they trust their vet.

1:30 – 2:45 pm
Pick Up On Those Subtle Clues On The Phone, And Personalize Your Customer Care

Research finds that language and style are crucial in developing rapport over the phone. Callers only become clients if they connect with the practice, so providing superior telephone customer care is vital.

3:15 – 4:30 pm
Struggling To Recruit And Retain? Our Future Colleagues Are Telling Us What They Want, If We’d Only Listen

Research in Australia and the UK finds significant correlations in what clinicians seek in the ‘ideal’ role. Fair out of hour rotations, lunch breaks, team support and a good work/life balance are not unrealistic. Yet sadly, they are still uncommon.
9:00 – 10:15 am
Getting The Basics Of Your Brand Right
Veterinary practices need help in building their brand to thrive in today’s socially-connected world. Things like excellent quality of medicine are becoming more standard. We have to evolve to engage our clients on new levels so we can stand out from Dr. Google and big box retailers. By focusing on what makes the veterinary practice special, we can ensure our position as a vital necessity in pet healthcare.

10:45 am – 12:00 pm
Take Your Practice To The Next Level By Using Technology To Improve The Client Experience
Your brand message is what clients use to draw conclusions about whether or not they will do business with you. We will explore modern technology tools like client surveys and mobile apps that will raise your brand value, simplify the client experience and deliver fun social media posts all aimed at strengthening the bond with your client and growing your practice.

1:30 – 2:45 pm
How To Build A Loyalty Program That Boosts Revenue And Retention
Rewarding existing clients is five times more profitable than acquiring new ones. The average consumer belongs to over 10 reward programs and 79 per cent of millennials prefer to do business with a brand that has a loyalty program. Reward programs, popular in many other industries, are gaining traction in veterinary industry, but do they work?

3:15 – 4:30 pm
Team Collaboration Tools: How To Have Team Meetings That Don’t Suck
Are your team meetings stimulating and motivating? There are many team collaboration tools that can be used in the veterinary practice to improve communication and efficiency in a way that your staff will love. You’ll leave with real tangible “Use It Monday” skills. Don’t worry… even if you aren’t “techy”, you will find these tools can be easy to use!

The Thursday Technology lectures are sponsored by:
CDMV

9:00 – 10:15 am
Employee Engagement As The Foundation For A Human Resource Program
Employees are the most valuable asset in any veterinary practice. Highly engaged employees lead to increased revenue, profitability and an excellent work environment. We will review an employee engagement review process and explore the foundations of a highly engaged workforce.

10:45 am – 12:00 pm
Effective Team Communication
Barriers to communication are one of the biggest contributors to a toxic workplace. When people are not comfortable to say what is on their mind, everyone suffers. This session will review effective techniques to open up lines of communication so the days of gossip, drama and silos are a thing of the past.

1:30 – 2:45 pm
The Use Of Core Values As A Foundation For A Performance Review System
Nobody likes performance reviews, but it doesn’t have to be this way. We will explore how core values are an easily understood basis for achieving the desired behaviour in the workplace. This session will also discuss how core values can be used as a transparent and merit-based approach to performance reviews that all employees and managers will enjoy.

3:15 – 4:30 pm
Leadership
Showing up as a leader versus just showing up. This session explores the importance of Leadership in your business, leadership styles, self awareness and accountability. Deciding to lead is the first step to building a successful team.

The Thursday Human Resources & Leadership lectures are sponsored by:
Boehringer Ingelheim
9:00 – 10:15 am
Get The Global Perspective: Thinking Like A Manager
Veterinary hospital and team management require a different perspective of the hospital. Learn how to shift your thinking to improve communication, help you communicate your needs to the practice owner, and become an effective leader in the practice.

10:45 am – 12:00 pm
Direct And Compassionate Communication
Direct communication is vital to managers but can be one of the biggest challenges. This lecture will use case studies to illustrate the benefits of saying what you mean the first time while still maintaining your compassion and sanity.

1:30 – 2:45 pm
Why Do They Do That?
Generational Conflicts In Your Practice
As the next generations are coming into veterinary hospitals, we find ourselves struggling to see how they’re going to make it. But it’s not them, it’s you! Learn strategies for understanding the motivations of the different generations and how to embrace them.

3:15 – 4:00 pm
The Treatment Floor Is Not The Supreme Court
The issue of snap judgement – of each other, of clients, and of the general public – will wear down our mental resiliency. This lecture will address the common pitfalls that chip away at our emotional reserve.

9:00 – 10:15 am
Establishing A Resilient Foundation:
Values, Boundaries, And Self-Compassion
The session will address the connection between resilience and values, boundaries, and self-compassion. Through discussion and interactive exercises, participants will begin to determine their own values, and determine boundaries that help them live in concert with them.

10:45 am – 12:00 pm
When You Can’t Change Anything Else
– Change Your Perspective
Evidence-based approaches, including mindset and gratitude, will be discussed in this session, as will how to use them to adjust one’s perspective to one of positivity and growth. This session is targeted at increasing empowerment and banishing helplessness.

1:30 – 2:45 pm
Exploring The Link Between Ethics And Wellness
– Moral Distress And Compassion Fatigue
Every day, there are big and small ways our ethics and morals are tested, and there is a cost to that. This session will get to the root of these tests and provide participants with tools to deal with them constructively.

3:15 – 4:30 pm
Cultivating A Culture Of Wellness In Your Clinic
This interactive session will provide participants with the knowledge and tools to create a clinic environment of wellness and resilience. Key skills including communication, emotional intelligence, and mental health literacy will be discussed.

The Friday Wellbeing lectures are sponsored by:
Gateway Services Inc.
BIG PICTURE

AARON MASSECAR, MA, PhD
Assistant Director, Continuing Education
Translational Medicine Institute
Colorado State University

9:00 – 10:15 am
Telemedicine, Virtual Care, And Adopting Best Practices
This past year we saw telemedicine come to maturity with AVMA/AAHA’s “How to” guide, but many are still asking about legalities and implementation practices. Remote diagnostics and more specialized referral networks are becoming a reality, but how do veterinarians take advantage of them? This session will explore the latest in telemedicine and provide practical strategies on practice upgrading.

10:45 am – 12:00 pm
Evolving Business Model Trends And Starting Tomorrow With New Business Learning Strategies
Corporate consolidation is at an all time high with practice multiples hitting previously unseen valuations. During this session, we will identify the major business model trends that have the greatest likelihood of impacting the average practitioner and what practices are doing in the wake of these changes. Specific focus will be on the Lean Startup Method and how practices are reshaping themselves to accommodate changing consumer demands.

1:30 – 2:45 pm
The Changing Client Landscape and What Millennials Are Saying They Want
The human animal bond continues to grow and yet that isn’t directly translating into higher spend in the veterinary care space. We will examine the latest demographic trends that are leading to an increased human animal bond and how veterinarians can best position themselves to work within this trend.

3:15 – 4:30 pm
Bringing It Together: Workshopping Developing Action Plans For Change
In our final session, we will begin by identifying what exponential medicine is and how it is changing veterinary medicine for the better. We will end by workshopping ideas for how to bring some of the telemedicine trends, business model trends, and consumer trends to fruition in each of the attendee’s practices.

The Friday Big Picture Lectures are sponsored by:

Nestlé Purina Petcare

Looking for Proceedings?
Check the OVMA website after May 13th
To complete your hotel reservations, please visit our website at https://bmrbooking.bluemountain.ca.

- Select your check in and check out date, number of desired rooms and number of adults and children in each room.
- Click on the ‘I have a group/promo code’ and enter your group code: GB00000730 and select the search button.
- Packages available to your group are now displayed; select choose.
- Review accommodation types and rates and select choose on your preferred room type. Should you wish to review a rate per night breakdown, select ‘More Information’ beside each available room type.
- Review a summary of your accommodation details and select ‘Proceed To Next Step’ once satisfied.
- Enter your personal details, review and accept the terms and conditions.
- Complete your personal details, review and accept the terms and conditions.
- When your reservation is successfully completed you will receive a Blue Mountain Resort confirmation number. In addition, you will also receive an automatic e-mail confirmation with your hotel reservation information shortly.

BOOK YOUR ROOM ONLINE

BOOK YOUR ROOM BY PHONE

Call 877-445-0231

Select lodging reservations to make a personal reservation for a contracted group or conference.

Provide Your OVMA Group Code: GB00000730
Provide Your Group Name: Ontario Veterinary Medical Association OVMA

$ BLUE MOUNTAIN OVMA GROUP RATES

Tuesday through Saturday:

<table>
<thead>
<tr>
<th>Accommodation Type</th>
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<tr>
<td>Village Studio</td>
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<td>Village Bachelor</td>
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<tr>
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Thank you

To our conference sponsors for their generous support

Silver Sponsor

Boehringer Ingelheim Animal Health

Bronze Sponsors

CDMV
Gateway Services Inc.
Hill’s Pet Nutrition Canada Inc.
Nestlé Purina PetCare
OVMA Insurance Program

Conference Supporter

CWB National Leasing

Join Us!

Thursday Morning “Fun Run”
Thursday, June 27, 7:00 – 8:00 am
BLUE MOUNTAIN VILLAGE CONFERENCE CENTRE

Boston Marathon veteran Darren Osborne will lead interested runners on a 5K run, and offer instruction on proper warm-up, running and cool down techniques.

Friday Sunrise Yoga
Friday, June 28, 7:00 – 8:00 am
BLUE MOUNTAIN VILLAGE CONFERENCE CENTRE COURTYARD

Wellness isn’t just for the veterinary patient… it’s needed by the entire veterinary team participating with their care. Come relax, decompress and reach a centered balance before a busy day of learning, with certified yoga instructor Gwen Jean, DVM, E-RYT-200.

To register for either of these events, indicate on the reverse side of your registration form or when registering online indicate your preferences.
## PROGRAM AT A GLANCE

### THURSDAY, JUNE 27

<table>
<thead>
<tr>
<th>Time</th>
<th>Topic</th>
<th>Speaker(s)</th>
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<tbody>
<tr>
<td>7:30 – 8:45</td>
<td>Breakfast</td>
<td>Alison Lambert, BVSC, CMRS, MRCVS</td>
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<td>Dr. Stacee Santi, Getting The Basics Of Your Brand Right</td>
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<td>Dr. Glenn Armstrong, MBA, Employee Engagement As The Foundation For A Human Resource Program</td>
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<td>10:15 – 10:45</td>
<td>Coffee Break – Sponsored by CWB National Leasing</td>
<td>Alison Lambert, BVSC, CMRS, MRCVS</td>
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<tr>
<td>10:45 – NOON</td>
<td>Owners Know Their Pets Best – In The Consult Room, Start With What They Tell You</td>
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<td>Dr. Mike Pownall, MBA</td>
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<td>Dr. Stacee Santi, Team Collaboration Tools: How To Have Team Meetings That Don’t Suck</td>
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<td>Sue Armstrong, BA, CPCC, ACC, Leadership</td>
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**Sponsored by:**
- **Hill’s Pet Nutrition**
- **CDMV**
- **Boehringer-Ingelheim Canada**

**Location:**
- **Georgian Bay Ballroom**
- **Silver Creek I**
- **Silver Creek II**
- **Huron Grand Ballroom**

**Trends:**
- **Client Service**
- **Using Technology**
- **Human Resources & Leadership**
PROGRAM AT A GLANCE

FRIDAY, JUNE 28

MANAGEMENT & COMMUNICATIONS
GEORGIAN BAY BALLROOM
SPONSORED BY BOEHRINGER-INGELHEIM CANADA

WELLBEING
SILVER CREEK I
SPONSORED BY GATEWAY SERVICES INC.

BIG PICTURE
SILVER CREEK II
SPONSORED BY NESTLÉ PURINA PETCARE

7:30 – 8:45
BREAKFAST
HURON GRAND BALLROOM

9:00 – 10:15
Megan Brashear, BS, CVT, VTS (ECC)
Get The Global Perspective: Thinking Like A Manager
Colleen Best, DVM, PhD
Establishing A Resilient Foundation: Values, Boundaries, And Self-Compassion
Dr. Aaron Massecar, MA, PhD
Telemedicine, Virtual Care, And Adopting Best Practices

10:15 – 10:45
COFFEE BREAK

10:45 – NOON
Megan Brashear, BS, CVT, VTS (ECC)
Direct And Compassionate Communication
Colleen Best, DVM, PhD
When You Can’t Change Anything Else – Change Your Perspective
Dr. Aaron Massecar, MA, PhD
Evolving Business Model Trends And Starting Tomorrow With New Business Learning Strategies

NOON – 1:30
LUNCH BREAK

1:30 – 2:45
Megan Brashear, BS, CVT, VTS (ECC)
Why Do They Do That? Generational Conflicts In Your Practice
Colleen Best, DVM, PhD
Exploring The Link Between Ethics And Wellness – Moral Distress And Compassion Fatigue
Dr. Aaron Massecar, MA, PhD
The Changing Client Landscape and What Millennials Are Saying They Want

2:45 – 3:15
COFFEE BREAK

3:15 – 4:30
Megan Brashear, BS, CVT, VTS (ECC)
The Treatment Floor Is Not The Supreme Court
Colleen Best, DVM, PhD
Cultivating A Culture Of Wellness In Your Clinic
Dr. Aaron Massecar, MA, PhD
Bringing It Together: Workshopping Developing Action Plans For Change
1. PERSONAL INFORMATION (please complete all fields). One name per form only.

First Name ___________________________________________ Last Name ____________________________

Practice Name (if applicable) ________________________________________________________________

Street Address _____________________________________________________________________________

City __________________________ Province __________________________

Postal Code __________________________

Preferred Email Address (Required) ____________________________________________________________

Preferred Phone __________________________ Is this Work or Home (circle) W  H   Fax __________________________

Please indicate your type of Registration (Check one only) 

- Veterinarian 
- Practice Manager / Hospital Personnel 
- Industry 
- Student 

Please indicate your Designation (Check one only), if applicable 

- DVM 
- RVT 
- AHT 
- CVPM 
- Other 

Please indicate any allergies or dietary restrictions for yourself or your guest(s):

________________________________________________________________________________________

________________________________________________________________________________________

2. TOTAL REGISTRATION FEES & PAYMENT See Reverse Side for Rates

Total Section 3: Conference Rates $ ________________________

Subtotal $ ________________________

13% HST $ ________________________

Grand Total $ ________________________

Payment can be made only by: (Please check one)

- VISA - MASTERCARD - CHEQUE (no post-dated cheques)

**Please note if you opt to pay by cheque, your registration is not recognized or processed until actual cheque and completed registration form are received in OVMA office. Fax copies of cheque payment are not accepted.**

By registering for this conference you are granting approval for the following:

- The possible promotional use by OVMA of any photos taken of you during the conference.
- Conference information being sent to you via email. You can always opt-out of any future transmissions.
- Contact information may be shared with Symposium sponsors, for a single use only.

REGISTER TODAY!

Space is limited!

Phone: 905.875.0756 or 1.800.670.1702

Online: ovma.org

Fax: Fax in both sides of this form
    905.875.0958 (local)
    877.482.5941 (toll free)

Mail: OVMA 
    205-420 Bronte Street South 
    Milton, ON L9T 0H9

VISA OR MASTERCARD NUMBER

EXPIRY DATE

CVV 3-DIGITS ON BACK

NAME AS IT APPEARS ON CREDIT CARD

(over)
3. CONFERENCE RATES  
The deadline for Pre-Registration for all registration types is **June 14, 2019**. 
Registration includes breakfast and lunch (check off applicable box in each section).

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<tr>
<th>DVM/Industry</th>
<th>“EARLY BIRD” Register up to and including May 17</th>
<th>“REGULAR” Register from May 18 up to and including June 14</th>
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<td>OVMA MEMBER</td>
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<td>Thursday</td>
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<tr>
<td>Friday</td>
<td>$169</td>
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</tbody>
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* Clinic has purchased a Clinic Membership; Individual Membership of Clinic Owner does not apply

4. ADDITIONAL FREE ACTIVITIES  
(check off what you plan to attend)

- **Thursday, June 27, 2019 - 7 am**
  - Fun Run with Darren

- **Friday, June 28, 2019 - 7 am**
  - Sunrise Yoga Session

Please list names of guests below:

_________________________________  ___________________________________
_________________________________  ___________________________________
_________________________________  ___________________________________