

The latest news from your association for veterinary practice development



September E-Bulletin

PRESIDENTS MESSAGE

Greetings,

First and foremost, I'd like to give another round of applause for everyone who attended and those who helped build our very first virtual meeting. Also, a big thank you to our sponsors, as we could not have made this engaging event happen without their support. Based on the feedback we've received from attendees as well as a review of the post-event survey results, the meeting was a success. Although virtual events cannot completely provide all that an in-person meeting offers, the Program Committee and Pro-Tech Task Force created the next best thing. I trust we'll experience more virtual experiences in the near future.

One of our current goals is to continue providing member connection opportunities. One of the ways we are planning to connect include hosting more Town Hall Briefs. We are eagerly looking for members who have knowledge to share with our community. We are also planning to hold more casual virtual networking events that will include fun, games, and lots of opportunities to get to know your fellow members. More to come on those shortly.

Finally, I would like to encourage members to consider volunteering for the organization by serving on the Board of Directors. This is an opportunity to gain new skills, develop your leadership skills, and contribute to the VetPartners future. We are looking for nominees to serve in the following positions: Vice President, Treasurer and/or Director. I hope you will consider the opportunity.

As always, as busy as you are, please remember to remain mindful of self-care and reach out to others as that will allow us all to do more of what we love both personally and professionally...
"For the good of the profession."

Stay well, my friends- Deb

Dr. Deb Stone
President, VetPartners



ASSOCIATION NEWS

2020 VIRTUAL MID-YEAR MEETING - NOW ON DEMAND

The testimonials are in:

"Outstanding way to connect, attend CE, and to do it without having to travel and stay in a hotel. Fantastic all the way around."

"The event exceeded my expectations with all of the amazing ingredients that came together to build a robust, valuable, and engaging event"

If you missed attending the VetPartners Virtual Mid-Year Meeting, you missed some fun times, including:

- Tons of networking – all via small group Zoom breakouts
- Lively end-of-day events, including a mixology session, a jeopardy challenge, and the ever-popular CareCredit social
- Our first-ever Entrepreneurial Pitch Competition Finals, where attendees got to vote for the winner (congratulations to Mella!)

But you don't have to miss out on all the great learning that took place! You can now get access to all the great content, through the end of 2020. Register today and receive access to three powerful panel sessions covering diversity in the veterinary profession, telehealth, and the future of the veterinary industry, as well as eight timely Hot Rock sessions by your VetPartners colleagues. Registration also gives you access to speaker handouts, chat transcripts (valuable in and of themselves!), the virtual exhibit hall, and other great pre-recorded content (including No-Lo Prophet music videos!). Watch at your convenience from anywhere! All at the very affordable rate of just \$95. [Sign-Up Now!](#)



Mella Wins VetPartners Entrepreneurial Pitch Competition

One highlight of the recent meeting was the first-ever Entrepreneur Pitch Competition, where members with an innovative new product or service competed for the ability to pitch their business to the membership. VetPartners members heard from the three finalists—**Mella, VetGuardian, and Pawlicy Advisor**—and voted on the winner live. The honors went to Mella, and their unique thermometer designed to measure axillary core temperature.

"Participating in the VetPartners 2020 Mid-Year Meeting has been one of the many highlights of our year so far," said Anya Babbitt, Mella CEO and cofounder. "Members were incredibly warm and welcoming, and we feel a part of a newfound family at VetPartners. Not only has the VetPartners community been helpful and knowledgeable with networking and expertise, there is a genuine commitment to furthering veterinary innovation. We are excited to join forces and continue to advance our fields into new territories for the betterment of our beloved animals."

Shout out to Stacey Santi, who organized the competition. Stacey said, "We had an exceptional list of candidates apply for the pitch competition. It was great to see companies like Mella bringing innovation to our profession. We are inspired for the future of veterinary medicine!"

Check out the finalists entrepreneurial pitch videos by clicking on the images to the right.

2021 BOARD OF DIRECTORS REQUEST FOR CANDIDATES

VetPartners is seeking motivated and qualified candidates to run for Board of Directors positions to be installed at the 2021 Annual Meeting. Serving on the Board is an opportunity to gain diversified experience, grow your leadership skills, contribute to VetPartners' future and have an impact on our association. All candidates shall have been a member of the association for at least three years and have given their consent to serve.

There will be three open positions that begin in 2021: Vice President (One Year Term), Treasurer (Two Year Term), and One Directors (Three Year Term.)

If you or anyone you know is interested in serving on the VetPartners Board, please complete the online nomination form as soon as possible. The deadline for all submissions is October 2, 2020.

[NOMINATION FORM](#)

Want to learn more about the open positions? Please contact [Elizabeth McArthur](#).



WE NEED YOU!

VetPartners is a community of industry leaders who share concerns, ideas and solutions with one another. In these crazy times, it's more important than ever that we do so.

We encourage all members to share your knowledge and expertise. We have two opportunities for sharing:

1. Contribute an article for the **VetPartners Blog**. Articles should be 500-1000 words of original content. Submit your ideas or questions to [Sarah Rumble](#).
2. Develop and present a **Town Hall Brief**. These are 30-minutes webinars that we would like to run every other Friday at 1pm EDT. Submit your ideas and questions to [Elizabeth McArthur](#).



UPDATES FROM COMMITTEES & SIGs

Communications Committee

In case you were wondering, the purpose of the Communications Committee is to promote and increase awareness of VetPartners within the veterinary profession and the animal health industry. Our blog articles and Today's Veterinary Business submissions have been stronger than ever thanks to Sarah Rumble's leadership and all of the excellent content providers. Stay tuned for a new social media offering coming later this month- the VetPartners Member Spotlight! And in closing - we are thrilled to welcome two new CommComm members to add their creative juices to the mix, Cathy Levendoski and Kristina Guldbrand. If you'd like to test the waters with us our next meeting is October 15th at 4:30pmET.

Ethics Committee

VetPartners Ethics Committee has no ethics news to share this month, but offers this quote for your consideration:

"Relativity applies to physics, not ethics." Albert Einstein

Membership Committee

The membership Committee is looking for new members. If you are interested please reach out to [Stacy Pursell](#).

Opportunities Committee

The Opportunities Committee is looking for new members. If you are interested please reach out to [Stacy Pursell](#).

MEMBER NEWS

John Volk, senior consultant with Brakke Consulting, will be speaking at the AVMA Economic Summit in October. He'll be reporting on the firm's 3-wave tracking study of pet owners, COVID-19: Impact on Pet Care. The Economic Summit will be conducted virtually, with some live content.

Mia Cary facilitated sessions at [AAHA's Beyond Medicine Workshop](#) launching this week on personal innovation and leadership. This is a program for recent veterinary graduates and will continue throughout 2020. On September 23 she is presenting the [wellbeing keynote](#) for the Purdue Veterinary Conference. Also in September she will lead an internal session for the Hill's veterinary team on "Getting Comfortable Being Uncomfortable," and on September 30 will be taking part of a DEI session at AAHA Connexity 2020 representing the ally perspective.

Dan Routh, of Old Peak Finance and **Isaiah Douglass**, of Vincere Wealth Management, have co-founded and launched the Veterinarian Financial Advisor Network (VFAN). VFAN is a group of independent financial planning experts who each meet qualifications and standards that exceed those of most financial planners. We each operate our own separate businesses but are united by our commitment to provide veterinarians with the highest quality of advice. We have created this network to make it easier for veterinarians to find CFP® professionals who specialize in working with the veterinary profession, are independent, and are fee-only (meaning our only compensation is from our clients, no commissions).

Debbie Stoewen will be presenting two brand-new sessions, "Growing Geniuses: Improving the EQ of Veterinary Teams" and "Mental Health Awareness, Acceptance, and Action" at AAHA's Connexity Sept. 30 - Oct. 3 as well as "Conversations for Success" and "Flourishing in Practice" at the International Veterinary Social Work Summit Oct. 8-10, two great conferences!

Jeff Thoren along with his friend and colleague, Terri Malcolm, MD, recently presented a virtual program, "Spoiler Alert. Life is Improvised! Apply the Principles of Improv to Thrive in a Complex World" to the Arizona VMA's Allied Industry Membership. The principles of improv help people enhance their communication skills, build trust, and accept ambiguity and uncertainty. When it comes to letting go and living in the moment, we have much to learn from the masters of improvisational comedy.

Debbie Boone has been busy. She has just launched a new [Vodcast called The Bend](#), stories of resilience and how people navigated the curves life throws us. She has also created a free ["Open Letter to Clients about Curbside" Template](#) that practices can use to increase client understanding of curbside care and to ask them to be kind to the team. She will be speaking at the virtual CanWest in October, and, finally, she has been asked to be a Content Coordinator for the AVMA 2021 Convention.


FROM OUR PARTNERS

Health insurance is one of the most difficult components of a compensation package for practices to deal with due to the complexity of the offerings, the cost, and the regulatory environment surrounding it. This month's Insiders' Insights survey dives into various aspects of this benefit. Review the full report, [VHMA August 2020 Insiders' Insight Report](#).



We're here for you every step of the way

It takes more than money to get things done, and a little support can go a long way. But when your future is on the line, we won't settle for "a little". As our customer, you have access to complimentary resources focused on one thing: the success of your practice. We've got you covered! [Check out our regional coverage map.](#)



Introducing the Veterinary Innovation Podcast


What is it about: Hosted by technology entrepreneurs Shawn Wilkie and Dr. Ivan Zakharenkov, the Veterinary Innovation Podcast features discussions with industry leaders and innovators about the challenges they're facing and how to address them. With topics ranging from cannabis use to industry burnout. Our podcast is always open for vets, innovators, veterinary nurses, owners, consolidators, and veterinary enthusiasts.

What is the value to the listeners: Introducing new solutions and ideas/ways/methods to the veterinary industry through engaging conversations with innovators in the domain.

Check it out:

[Website](#)

[A smart link](#) that auto-open our podcast in any of Podcast Apps



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