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November 11, 2016

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### **Today is the Deadline to Register for the 2017 OVMA Conference & Trade Show to Save Up to \$95 on Registration Fees!**

Have you registered for Canada's biggest and best veterinary conference and tradeshow?

**Register by Friday, November 11<sup>th</sup> and save up to \$95 on your registration fee!** There are three easy ways to register:

## 1. Register Online

**2. Fax/Mail:** Download a registration form from [ovma.org](http://ovma.org) and fax it to 1.877.482.5941 or mail it to:

OVMA

420 Bronte Street South, Suite 205

Milton, ON L9T 0H9

**3. Phone:** Call the OVMA office at 1.800.670.1702

*\*In order to receive the Super Saver registration rate, registration forms must be received at the OVMA office by Friday, November 11. Some sessions sell out quickly, so be sure to register early.*

**Plus, Book Your Room at the Westin Harbour Castle Today!**

Hotel rooms are filling up quickly so be sure to book your room at the Westin Harbour Castle as soon as possible.

Hotel rooms can be booked by calling 416.869.1600 or [book online](#).

To view the [2017 OVMA Conference Registration Program](#), or to learn more about this year's Conference, please visit [www.ovma.org](http://www.ovma.org).

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## About the Veterinary Practice Owners Association (VPOA)

You may have received an email regarding OVMA from an entity called the Veterinary Practice Owners Association (VPOA). For those not familiar with the organization, VPOA was established back in 1995 by a small group of Ontario veterinarians. According to VPOA's website, Dr. Jim McCleary is currently the organization's President and sole Board member.

VPOA has suggested that practice owners are somehow not well-represented within OVMA. In fact, OVMA's membership includes the owners of most Ontario veterinary practices. While OVMA welcomes veterinarians from across the profession as Board members, practice owners make up a significant majority of OVMA's Board of Directors. VPOA's assertion that OVMA is actively trying to reduce practice owner representation on the association's Board is simply untrue.

VPOA also suggested that Ontario's veterinary practices are struggling, and that OVMA and other veterinary organizations have been making decisions which are "counterproductive to running viable and successful businesses". In fact, OVMA has been working harder than ever to assist practice owners to improve productivity and profitability. Each year, OVMA's practice management experts conduct roughly 800 consults with Ontario veterinary practices on topics such as improving client attraction and retention, implementing preventative healthcare plans, and effective practice budgeting. OVMA has also been providing practice owners with innovative tools, including the Web Store Service, customer service bootcamps for frontline staff, the Practice Management Dashboard and the Mystery Shopper Service, to further enhance practice performance. Practices across Ontario have been using these

tools to reinvigorate their practices and boost performance. With OVMA's help, Ontario practice owners have increased practice revenue by 10% (on average) over the past year.

VPOA has also been critical of OVMA for not working more closely with VPOA to address concerns regarding various aspects of the profession. While OVMA shares some of VPOA's concerns, OVMA does not share VPOA's view that, in order to achieve change, one must publicly ridicule other veterinary organizations. Instead, OVMA works diligently with those organizations to bring about positive change that benefits all Ontario veterinarians.

If you have concerns about OVMA or any other aspect of the profession, please contact us at 1.800.670.1702, or [info@ovma.org](mailto:info@ovma.org).



### Contact

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