



# **ANNUAL REPORT TO MEMBERS**

## **2011** IN REVIEW

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*A summary of your association's achievement and objectives*

# PRESIDENTS' MESSAGE



**Dr. Chris Kranendonk**



**Dr. Marc Philippot**

Happy New Year and all the best to you and your loved ones in 2012! Another year has gone by quickly, and council and staff have been keeping themselves busy. Last year, we were able to complete the new policies on terms and requirements for committees and representatives of the MVMA. We were able to work on new bylaws that we will be presenting to you at the AGM in February. Changes to the PIPS are coming along nicely and look very promising.

Last November, we met with the Minister of Agriculture, the Honorable Stan Struthers, and his aids to discuss three key points. Veterinary incorporation was the first point of order. The Minister is well aware that we wish to incorporate, not only because other professions have been able to do so, but also because the appeal of incorporating could aid in the recruitment of veterinarians to Manitoba. The meeting with the Minister on this matter was very encouraging.

Regulation of veterinary pharmaceuticals was another item we brought up with the Minister. This is definitely a more complicated and time consuming topic to address, but the Minister hopes that we, as an association, continue providing him with more information. We plan to meet with his office later this year. We are also looking at addressing producer groups on this matter and continue to work closely with our colleagues at MAFRI.

The last topic of discussion was the veterinary service laboratory. The Minister understands our frustrations with the reduction of service, and is working on getting the lab fully operational as quickly as possible. However no official date has been announced yet.

Council and staff have also had a large amount of their time focused on the MVMA office space. As you may have heard, our Roblin Blvd office lease is coming up for renewal in July 2012. We have decided to look at other options besides just renewing the lease at this location. Information has been sent to members on office space available at Midwest Veterinary Purchasing (MVP). We have also looked at other options, however, we felt if MVP could meet our needs and respect our concerns as an association, that it was our primary option for office space. I must remind you, that as your council, we look to protect the MVMA from any issues that could arise. We need to be certain that any move is in the best interest of the membership while not affecting the public perception of the independence of the MVMA.

Thank you for your support in 2011 and wishing everyone success in 2012

**Dr. Chris Kranendonk**  
MVMA President 2011

**Dr. Marc Philippot**  
MVMA President 2012

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# A WHO'S WHO ON YOUR GOVERNING COUNCIL

Following the February 3rd, 2012 Annual General Meeting, Dr. Chris Kranendonk's term as president of the MVMA governing council will end. Taking his place as the 2012 MVMA President will be Dr. Marc Philippot. Drs. Jackie Enns and Marg Seward will be filling the positions of outgoing council members Dr. Trevor Bechuk and Dr. Brad Chappell.

## MVMA COUNCIL 2011



### DR. CHRIS KRANENDONK, PRESIDENT 2011 (TERM ENDS FEBRUARY 2013)

Canadian Food Inspection Agency, Winnipeg

At little bit about me - I was born in the Netherlands, but raised on a mixed farm in Southern Ontario. I received a BSc(Agr) from the Ontario Agricultural College; a DVM from the Ontario Veterinary College at the University of Guelph; and a Post-Graduate Diploma VM from the Western College of Veterinary Medicine. I was in private practice for six years in south-eastern Manitoba where I quickly learned to respect the Manitoba winters! After six years in practice, I joined the Food Production and Inspection (FP&I) Branch of Agriculture Canada where I found warmer winter work environments and better work hours. I have held several positions over the years with FP&I/CFIA, including Regional Veterinarian-Meat Hygiene for Manitoba and North West Ontario, Director of Food Inspection for Mid-West Region, and Director of Operations for Manitoba in the Western Area. Currently, I am the Diagnostic and Training Co-ordinator for the National Centre for Foreign

Animal Disease Laboratory in Winnipeg.

In my spare time, I like to work on my acreage in Dufrense; keeping my Arabians, a Dutch Warmblood (not me), and the rest of my menagerie in the style to which they have become accustomed.

During my tenure on the MVMA Council, I have found that the learning process never stops. It has been a most MEMORABLE experience, and would encourage all members to be active in the association. One important lesson I would like to share with you is that - much more can be accomplished as a team than in isolation (a constant lesson demonstrated by the microbial world).



### DR. MARC PHILIPPOT PRESIDENT 2012

(TERM ENDS FEBRUARY 2014)

St. Claude Veterinary Clinic,  
St. Claude

I began serving on council in 2010, and since that time I had a few rural practitioners ask me if being on council is a lot of work, or how do I manage serving on council and still have time to work at the clinic. Well

the answer is quite easy: Serving on council is not that hard.

We pre-schedule our meetings the best we can to accommodate everyone. We email each other for information, or to discuss a topic. We have even telephoned. Don't get me wrong; there is a commitment to volunteering on council, and sometimes it can be frustrating. But it's a great opportunity to meet colleagues and have a better understanding about the MVMA and related associations. I highly encourage everyone to volunteer on council, or one of the MVMA's sub-committees. The rewards really outweigh the challenges!

### DR. WAYNE TOMLINSON

PRESIDENT ELECT 2012 (TERM ENDS FEBRUARY 2015)

Manitoba Agriculture, Food and Rural Initiatives,  
Winnipeg

Upon Graduation in 1985, I moved to Glenboro where my wife (Cheryl) and I operated the Glenboro Veterinary Clinic for 22 years. Cheryl and I have 2 grown sons, ages 20 and 23. In the fall of 2007, following 22 years of mixed animal practice, I joined the provincial government as an extension veterinarian. I still reside in Glenboro where we have a small farm. We have a section of land (640 acres), 35 cow calf pairs and a couple of dogs. In 2011-12, in our area of the province, this is now considered a hobby farm.

My first year on council was a learning year. I was impressed with the dedication of the staff and fellow council members. With everyone's busy work and "life" demands it is absolutely astounding at the effort that each one puts forth in helping our association. I would like to thank each one for their guidance in helping me get up to speed.



## GOVERNING COUNCIL (CONTINUED)



### **DR. LEEANNE BARGEN, COUNCILLOR** (TERM ENDS FEBRUARY 2013)

Pet Vet, Steinbach

As a 2004 WCVM graduate, I am pleased to be able to work with the MVMA as a councillor. I am a small animal veterinarian at Pet Vet, in Steinbach, and also have some experience in shelter medicine and swine practice. My MVMA experience started when I became involved with our Professional Image committee, which I have chaired for the past 6 years. I have played ringette for all but a few of the past 30 years, and have had the pleasure of being on a team of wily veterans for the past five years. I look forward to working with the rest of council in 2012.

### **DR. BHUPINDER (TONY) SINGH, COUNCILLOR** (TERM ENDS FEBRUARY 2014)

Henderson Animal Hospital, Winnipeg

After graduating and working in India, then the U.S., I started my veterinary career in Canada in 1994. I feel Manitoba is a great place to both work and live, as we are lucky to be exposed to people coming from all parts of the world. This is important, as we continue to create international opportunities for new Canadians.

I have learned about the MVMA, (the organization and its processes) during the last year and I hope that my background in management training has been put to good use in serving the interests of our membership. I look forward to continue working with the council in the progress of the association's initiatives.

Joining MVMA council has been very good experience – something that I would recommend to other veterinarians working in the province! I will continue to serve the best interests of the MVMA. Thank you!

## INCOMING COUNCILLORS

### **DR. JACQUELINE ENNS**

COUNCILLOR (TERM ENDS FEBRUARY 2015)

Winkler Veterinary Clinic

I am a graduate from OVC. After graduation, I starting working at the Morden Veterinary Clinic as a mixed animal associate. In 2005, I became a partner in the group, and we opened the Winkler Veterinary Clinic which is where I now work. I have three children and live on a beef and grain farm south of Winkler. I enjoy work, family, helping out at the local 4H club, and riding horses. I am looking forward to working on your behalf and learning what the role the MVMA council plays in practice of veterinary medicine in the province.

### **DR. MARG SEWARD**

COUNCILLOR (TERM ENDS FEBRUARY 2015)

Canadian Food Inspection Agency, Steinbach

After graduating from WCVM, I began working as an associate at the St. Pierre clinic. Two years later, after learning and earning my chops, I took over the practice in partnership with Dr. Reuben Neumier. A few years after that, I started a large animal ambulatory practice until the early 90's when I began working at the Vita and St. Pierre clinics. My next venture was working at SHP while continuing my ambulatory practice. In 2008, I started working part-time with CFIA, joining them full-time in 2010.

Outside of work, I am kept very busy with my beef and grain farm close to Ridgeville, with my husband and four children.

I was very flattered to be asked to join the MVMA council. I hope to focus my efforts of large animal issues including general welfare and humane transport issues. I had always planned to volunteer "when I had more time", and that time seems to be right now! I am looking forward to getting to know more about our association and the people involved in the advancement of the profession in our great province.

## FROM OUR OUTGOING COUNCILLORS . . .

Your MVMA colleagues thank you for the time you have invested in advancing your profession during your respective terms.



### DR. BRAD CHAPPELL – PAST PRESIDENT

(TERM ENDS FEBRUARY 2012)

Swine Health Professionals,  
Steinbach

Since 2008, it has been my honor to be a representative for the MVMA council.

During this period I have had the opportunity to learn more about different aspects of both our association and the veterinary practice as a whole in the province.

My time as both the president and a council member has definitely given me a greater appreciation for our profession. I would encourage members to volunteer for council or any initiative that the association is undertaking. This is your opportunity to guide our profession forward.

I would like to share one of the best aspects of being a part of council: The experience of meeting the people involved with the association activities - including my fellow council members, other association representatives, and, of course, the hardworking MVMA staff. It has been a privilege to get to know everyone and kudos to the MVMA office for all their efforts. You do a fine job!

I am leaving this council with the utmost confidence that the future representatives will provide their knowledge for the betterment of us all. To the next council I say good luck, and we look forward to all that you will bring to our association.



### DR. TREVOR BEBCHUK – COUNCILLOR

(TERM ENDS FEBRUARY 2012)

Great Plains Veterinary  
Surgery, Winnipeg

When I volunteered to serve on the MVMA Council, I did so wanting to help

serve the association that represents us as veterinarians in Manitoba. In short, I took the position as a way of giving back to the veterinary community. While this is valid and certainly appropriate, little did I realize how much benefit I would derive from the three years I have served as an MVMA Council member.

I have learned much I did not know about the practice of veterinary medicine in our province and beyond. I have also been exposed to the intricacies involved in keeping our association running smoothly. As a result of my council position, I have met many fine people in our profession and had the opportunity to work with some of the very best.

The MVMA staff work tirelessly to promote our goals and to protect the public. I want to sincerely thank them for the constant effort they expend on our behalf and for being great people to interact with. They are the ones that do the real work in support of our association and must be recognized.

While this is true, it is crucial that the members of the association continue to volunteer their time and contribute. This is the only way we can keep the association moving forward and address issues important to the veterinarians of this province. It is the volunteers that provide the direction for our organization, and I strongly encourage any members considering a position on council to seize the opportunity - if not for the MVMA, then for yourself. I assure you it is an experience you will find very rewarding. Thank you for allowing me to represent you these past three years, and for all the great support along the way.

## NEWLY REGISTERED WITH THE MVMA IN 2011

### Welcome to our new members!

Dr. Andrea Braha  
Dr. Naomi Berard  
Dr. Mohamed Birama  
Dr. Jennifer Demare  
Dr. Ted Dupmeier  
Dr. Raymond Kent Fenton  
Dr. Lakshman Gamage

Dr. Sarjit Grewal  
Dr. Jessica Ibey  
Dr. Tara Jacosen  
Dr. Navjot Kaur  
Dr. Mike Kosheluk  
Dr. Amanda Laycock  
Dr. McKenzie Marks

Dr. Stephani McLean  
Dr. Renu Nandee  
Dr. Wendy Paziuk  
Dr. Allison Pylppjuk  
Dr. Sarviot Singh  
Dr. Palanivel Thanakkan  
Dr. Adele Veinot

# UPDATE ON ASSOCIATION ACTIVITIES

## PRACTICE INSPECTION, PRACTICE STANDARDS

**MICHELLE MARTIN-STRONG**

At the 2010 Winter Conference and AGM, it was proposed by membership that the Manitoba Veterinary Medical Association Practice Inspection and Practice Standards By-laws (PIPS By-laws) be redesigned. The rationale being to provide readability, clarity, and standardization of requirements between all types of practices. It was felt a two stage process would best serve this proposal. Stage one, the standardization and amalgamation of practice requirements, was completed in the fall of 2010. Now, onto stage two. In this stage, all sections of PIPS by-laws, are reviewed and redrafted, in an effort to remove irrelevant and erroneous material, while adding new material that is aimed to facilitate members in maintaining the high standard of practice with which Manitoba veterinarians strive to achieve. We have established a PIPS task force who, after the section is reviewed by the Chair of PIPS, will complete a secondary review of the redrafted sections. Once the Chair and the task force members are satisfied with the final draft, it will be presented to Council for approval before being sent to membership for ratification. The first section to go forward is Library, with Personnel and Care of Animals following soon after.

## VETERINARY INCORPORATION

**MICHELLE MARTIN-STRONG**

An amendment to the *Manitoba Veterinary Medical Act* (Act) to allow for incorporation of veterinary practices was sent to the Government of Manitoba early in 2010. The proposed amendment to the Act is needed to legally permit this business practice. The amendment made it all the way to the agenda of the spring session of the Legislature in 2011, however it was removed. The good news is the amendment appears to be on the move again, hopefully, landing on the agenda of the spring or fall session of the Legislature - meaning this could be passed Spring/Fall 2012.

As registrar, I am often asked why veterinarians cannot incorporate when there is a provision in the MVMA by-laws. The reason is unless we have explicit permission stated in the Act, the MVMA by-law currently allowing for incorporation has no power.

This amendment is both exciting and challenging. Many supportive by-laws and policies will have to be drafted and approved to provide the infrastructure needed to support it, especially in terms of licensure and regulation. This means, that when the amendment to the Act is passed, it will be much later that it will be proclaimed allowing the MVMA the time required to do the background work. Membership will be kept apprised of the progress of this matter.

## VETERINARY PHARMACEUTICAL REGULATIONS

**ANDREA LEAR**

The MVMA continues to work on changes to the legislation that governs the sale of veterinary pharmaceuticals in Manitoba. In 2008, the MVMA provided a list of recommended changes related to the sale of veterinary pharmaceuticals. This list of recommendations included licensing and regulation of lay outlets, but more importantly, adding the requirement of changing all schedule F veterinary pharmaceuticals to be prescription based. There are many reports supporting this position, including a recent article in the September 2011 Canadian Medical Association Journal urging prescription-only antibiotics for agricultural use. The MVMA is also working on building relationships with other groups (producers groups, consumer associations and human health organizations) to gain support for this regulation. Lastly, in response to government concerns, the MVMA is working on its own internal bylaws to better document member activities regarding the sale of veterinary pharmaceuticals. This includes ensuring a VCPR is in place, that prescriptions are properly written and reasonable quantity for producer requirements.

In November 2011, representatives from the MVMA met with Minister of Agriculture, the Honourable Stan Struthers. The Minister is receptive to the regulation of veterinary pharmaceuticals, but recognizes much work needs to be done. He encouraged the MVMA to continue the pursuit of these regulations and suggested building relationships with and education of other stakeholders would go a long way in assisting in the creation of these regulations.

The MVMA council moved this activity to the back-burner in 2011 as it was felt there would be little government action during an election year. The MVMA council is committed to bringing this item to the forefront in 2012.

# REPORT FROM YOUR DIRECTOR OF COMMUNICATION AND ADVOCACY

SUBMITTED BY **ANDREA LEAR**



It is always difficult to look back at the year and find the “highlights”. It seems that there are so many items that could be included in my report, but I ask myself if they are really of interest to members. Also, many of the items I am involved in are also included in the council and committee annual reports, so it seems rather redundant to include them in this report.

So, I end up sitting at my computer trying to figure out what members want to hear about. After some thought, here is what I have to share.

## 1) MVMA OFFICE RELOCATION

This item has consumed considerable time this past summer and fall. However, working with a commercial real estate broker, visiting various sites, gathering related information and evaluating the pros and cons of each property was quite interesting and informative. The MVMA Council’s recommendation is to lease space from MVP, but the council also understands there are certain requirements that must be met to protect the independence of the MVMA. If these requirements can be met, then the council can make a final decision about the relocation of the MVMA.

## 2) GOVERNMENT RELATIONS

The MVMA was also involved in many of the Manitoba government’s related projects this past year. Projects reviewed in other reports include the meeting with the Minister of Agriculture, regulation of the sale of veterinary pharmaceuticals, veterinary incorporation and the reduction of service at the Veterinary Diagnostic Laboratory.

An ongoing program MVMA members are very fortunate to participate in is the Growing Forward herd assessments. This program is available for beef, dairy, sheep, goat, bison, elk and swine producers. As of June 2011, close to \$250,000 had been funded for veterinary services.

Growing Forward funding may also be available to provide capital for other initiatives linked to bio-security and food safety. This could lead to the development of an online veterinary pharmaceutical system and herd health tracking program.

This spring I represented the MVMA on a committee focused on the needs of flood evacuees who had pets and livestock. This committee has been active almost every spring for the

past three years, but this year was its busiest. From this committee, a sub-committee was struck to discuss how to care for a mass evacuation of animals from a northern community.

The MVMA was invited to sit on a new Animal Welfare Committee whose mandate is to discuss animal welfare issues and to develop initiatives that improve animal welfare in Manitoba. Invitees included various stakeholders (i.e. animal welfare groups, producer groups, livestock transport companies, auction marts, pet stores and various government agencies). There have been no further meetings since the initial meeting.

## 3) MEMBER COMMUNICATION

Throughout the year, the MVMA has strived to improve communication with members. You may have noticed all our primary forms of communication – the News & Views, MVMA website, The Post, and CVENT – have undergone a face-lift. Our goal is to make information easier to access. For example, the online version of the Post contains links so that you can quickly access the information referenced in the article. If you have any thoughts about how we can do it even better, please share your feedback!

## 4) WINTER CONFERENCE, SPONSORSHIP, AND CE

Last year’s Winter Conference was one of the best ever! Delegates were pleased with the CE and showed great support for our tradeshow. We also had excellent sponsor support – with 28 vendors it was the biggest tradeshow in years. Thank-you to Simone Gillies who worked so hard to make the event a success!

We also held a few small CE events during the year – Feline Internal Medicine with Dr. Lea Stogdale; A Field Day with Sheep and Goat; and the CFIA CE & MVMA Large Animal Forum. Thank-you to all who attended! We look forward to continue to host these smaller sessions in 2012.

## 5) PUBLIC & MEDIA RELATIONS

The launch of the SafePet was an exciting achievement for the MVMA. It was a great example of how, working with external partners, we can be part of something that benefits animals and Manitobans – it fits in very nicely with the MVMA mission statement! The project was initiated by Lauralou Cicierski and then taken over by Simone Gillies – thank you to both of them for working so hard to get this program going!

We are working diligently to increase the MVMA’s public presence. In 2011, we send out seven news releases on various topics and we were very fortunate that our stories were picked up by the media. We dipped our toe into social media by setting up Twitter and Facebook (please ‘be our friend!’).



## 6) DEVELOPMENT/UPDATE OF INTERNAL POLICIES AND PROCEDURES

A focus of last year was the completion of the terms of reference for MVMA committees and representatives. The next step is to develop orientation for these positions. Like many nonprofit associations who rely on their volunteers for “manpower”, it is very important to give volunteers all they need to be successful in their positions.

The council and staff are working to update the (outdated!) policy and procedures manual as well as ensure that new policies are being codified. It is very easy to let these items slip off the radar but we must ensure they are maintained. You can find newly approved policies on the MVMA website (Members Only > MVMA Governance & Financial Information).

It is hard to believe my five year anniversary with the MVMA was this past fall. Almost every day, something new comes across my desk – it makes for an exciting and interesting place to work! I truly enjoy working with all MVMA members. I find that everyone is supportive, interested, and opinionated about MVMA activities. (Opinions are good!) Thank-you to the MVMA Council and other volunteers who I worked with; I appreciate all your experience and insight. A very special thank-you to Araina, Simone and Michelle who makes coming to work every day a pleasure; they are wonderful people to work with.

Looking forward to another great year!

Andrea

# REPORT FROM YOUR REGISTRAR

SUBMITTED BY **MICHELLE MARTIN-STRONG**



This past year has been wonderful from a work perspective with many challenges leading to many rewarding situations. Once again, it is the daily interactions with Manitoba veterinarians - from complex questions that really make me think, to suggestions for improvement of the regulatory processes - which help to make my day interesting, full and fun. Sometimes too full!!!! The learning curve still stretches upwards, and my excitement for the job has not waned. I am learning things I never knew I would and sharing ideas that perhaps I never expected. All in all, I consider myself very lucky to work at the MVMA.

At the time of this report, the MVMA has 345 General Members, 4 Associate Members, 6 Public Members, 41 Life Members and 13 Honorary Members. In 2011 a total of 22 new licenses were issued with 2 of these being renewals.

My work continues with establishing protocols for PIPS inspections and PRC, codifying what is already practiced and always working under the rubric of transparency and consistency which supports the excellent service both committees provide.

Work in re-drafting of PIPS By-laws is well underway. We now have a PIPS task force who reviews the drafted sections before they go through council and then to membership for approval. The library section was the first to be tackled. Throughout the process we are all cognizant of the changes in the standards for the profession as well as the societal needs, ensuring the PIPS by-laws reflect these important considerations.

Policies for the Continuing Education (CE) requirements and the CE audit have both been drafted and will be up on the web once final approvals are made in the new year. Through the course of the year membership has approved the revised MVMA By-laws 6 and 7, changing the date when members submit their annual membership renewal forms and the CE reporting. We also have a new section on membership renewals seeking more detailed information from members which assists me in fulfilling my number one mandate - protection of the public. And there is a whole host of other projects awaiting my attention should time allow.

I profoundly thank all the volunteers on PRC, the PIPS Inspectors, the MVMA Council, and the MVMA staff for all they contribute in helping me to get the job done. We, the MVMA, can only be as strong as all our varied and many parts. May 2012 be a wonderful and prosperous year in business and goodwill.

# ANNUAL COMMITTEE SUMMARIES

## CANADIAN ANIMAL BLOOD BANK

SUBMITTED BY **DR. KEN MOULD**, CABB PRESIDENT

The Canadian Animal Blood Bank (CABB) celebrated its 15th anniversary in 2011. Events throughout the year recognized the volunteer veterinarians and animal health technologists, the founding partners (MVMA and RRC), and the remarkable pet owners who participate in this altruistic activity.

At the beginning of the year Beth Knight, CABB Laboratory Director was joined by Tammy Crowder RAHT, as Laboratory Coordinator. There was a shift in donor clinics away from Red River College into private clinics. The 77 Manitoba collection dates (21 at RRC, 29 in Winnipeg clinics, and 27 collections at rural clinics) were complemented with 35 collections in Edmonton (at the Northern Alberta Institute of Technology Campus) for a total of 964 canine donor collections. Sales revenue reached \$230,000 as our client base grew to 139 with many new clinics purchasing product (6 BC, 9 AB, 1 SK, 2 MB 16 ON and 9 PQ). As the national distributor for the Alvedia Quik Test, CABB sold nearly 2,000 blood typing tests (canine and feline).

As demand for canine blood grows, so too does the Canadian Animal Blood Bank. In the next year, we anticipate establishing a satellite collection site in Toronto to complement our present sites. We encourage the MVMA membership to continue the advocacy of CABB to suitable pet owners. Your role in donor recruitment is key in enabling the CABB to supply life saving products to veterinarians and their patients when they are needed.

I would like to thank Drs. Cathy Moir and Heather McDonell who served with me on the board of the CABB this year, representing the interests of Manitoba Veterinarians through their appointment by the MVMA.

## PEER REVIEW COMMITTEE

SUBMITTED BY **DR. PHILIPP SCHOTT**, COMMITTEE CHAIR

In every respect 2011 was an absolutely typical year for the Peer Review Committee (PRC). We received 40 complaints in total (compared to 46 in 2010 and 46 in 2009), of which 14 went on to the formal written stage (compared to 10 in 2010 and 20 in 2009). It is again important to point out that the 27 complaints that did not become formal written complaints comprised a diverse grab-bag of phone calls fielded, always very ably I might add, by the registrar, Michelle Martin-Strong. Some of these calls are true,

albeit informal complaints that are resolved verbally by the registrar, however many are also from people who simply want to do no more than vent or have misunderstood something and are satisfied with an explanation. The Act does not recognize any sort of complaint other than the formal written complaint, but we keep statistics on these calls as a type of barometer.

Also very typical, was the nature of the complaints. I discussed this in my report last year and I will discuss it again this year – the numbers one, two, and three reasons for complaints, formal or informal, is some variation on the theme of communication. It is really quite rare for the PRC to review a complaint that truly brings a veterinarian's technical skill or knowledge into question, however it is quite common for the PRC to review a complaint that could have been avoided had the communication between the veterinarian and the client been more complete and effective. These communication issues run across quite a broad spectrum, but I will highlight the most common types in point form below:

- Failure to provide accurate estimates or failure to try to contact the client when medical circumstances necessitate a change to the estimate.
- Failure to use appropriate, comprehensible language when talking to clients. Many of us have lost all perspective on what some clients can and cannot understand. Do not assume they know what you're talking about!
- Failure to explain all reasonable options.
- Failure to ensure the client understands the difference between a tentative diagnosis and a confirmed diagnosis.
- Failure to be frank about prognosis.
- Failure to properly communicate empathy when things go badly.

There is more, but that is quite enough use of the word "failure" for one report! Ultimately we can never forget the ability to communicate effectively is as key to good patient outcomes as ability to tie secure knots or interpret a potassium level. It is not an optional skill. It is time consuming, but then all good medicine is.

To end on a positive note, I would like to emphasize that we of course do not get to see the tens of thousands of interactions that go well; where the veterinarian has done an outstanding job of communicating. Day in and day out the great majority of the profession excels at communication. When one considers the incredibly complex and emotionally fraught nature of our work, it is truly astonishing that the numbers of complaints are as consistently low as they are. So keep up the good work and all the best in 2012 to all of you!

## THE COUNCIL ADVISORY COMMITTEE

SUBMITTED BY **DR. RANDY AITKEN**, COMMITTEE CHAIR

This year, the Strategic Planning Committee's name was changed to the Council Advisory Committee (CAC) to better reflect its role within the MVMA. This committee's mandate was also updated to (from the Terms of Reference): "The Manitoba Veterinary Medical Association (MVMA) Council will require from time to time assistance in developing, implementing and refining long-term strategic management that guides the MVMA volunteers' action in a manner that supports the association's defined goals and objectives. The MVMA Council will delegate these duties to the Council Advisory Committee (CAC)." This committee also acts as the nomination committee for MVMA council and committee/liaison positions.

The committee is composed of:

- Current MVMA President
- MVMA President-Elect
- Six immediate past presidents
- Committee chairs
  - o Companion Animal Representative
  - o Food Animal Representative
  - o Peer Review Committee Chair
  - o PIPS Committee Chair
  - o Professional Image Committee Chair
- Non-voting staff resources MVMA General Manager/Director of Communication & Advocacy and MVMA Registrar

The committee chair is nominated by the members of the committee. This nomination shall be forwarded to the MVMA Council for final approval.

At the June meeting, the committee made nominations for two council positions (vacant as of February 2012). Nominations for a vacant Peer Review Committee (PRC) position as well as the Winnipeg Animal Services (WAS) Liaison position were also made. Nominations for the council, PRC and WAS Liaison positions were also solicited from the MVMA membership. The nominations for the committee and liaison positions were forwarded to the MVMA council for approval. Once it was confirmed there were no nominations from membership for the council position(s), the nominees were confirmed by council as the new council members. As an aside, if there were nominations from membership, an election would have been held.

The CAC meeting also reviewed the terms of reference for their committee and the other committee and representative positions of the MVMA. The committee suggested to the MVMA council a few changes to the committee's terms of reference, but was generally satisfied with the documents.

This will be my last report as Chair. Having served as chair of this committee since its inception in 2004, it is time to step down. It was a pleasure to serve the profession in this capacity and I have enjoyed spending time with a wonderful group of knowledgeable and dedicated colleagues discussing many important issues which impact the profession significantly. As this role winds down, I look forward to a continuing volunteer role with the MVMA lobbying, the Government of Manitoba to develop a veterinary pharmaceutical regulatory framework.

## CVMA REPRESENTATIVE

SUBMITTED BY **DR. KEVIN MILLAR**, CVMA REPRESENTATIVE

Some 939 delegates attended the 63rd CVMA Convention held in beautiful Halifax in early July 2011. The CVMA appreciates the ongoing partnership of the Canadian Association of Animal Health Technicians and Technologists (CAAHTT) in this event.

Once again, the CVMA offered a pre-convention Business Management program entitled: "A Successful Career, A Balanced Life". Part of the program included free one-on-one consultant sessions targeted to practice-owners who wished to receive personal advice.

The CVMA's 2011 Emerging Leaders Program, which was hosted at the convention, focused on three specific areas: Self-awareness through a personality assessment; Coaching and teambuilding skills; Dispute and conflict resolution skills. A total of 27 participants from across Canada took part. These participants are chosen by provincial VMAs and must be veterinarians that have graduated within the last 10 years. Manitoba was represented by Drs. Leeanne Bargen and Heather McDonell.

The CVMA's three priorities remain leadership on National Issues; Animal Welfare Advocacy; and A Successful Career, A Balanced Life. The CVMA continues to represent the interests of its members and of the profession on the national and international level.

The representation of Canadian veterinarians in selected international organizations is increasingly important. The OIE (World Organization for Animal Health) and WVA (World Veterinary Association), for example, are considering such issues as global veterinary minimum standards, accreditation of veterinary education, and animal welfare standards. Through international trade agreements, such standards could have an impact on daily veterinary practice in Canada. Both, WVA and WSAVA (World Small Animal Veterinary Association) hold observer status on the OIE. The CVMA are now members of both WVA and the WSAVA to represent the interests of Canadian veterinarians.

For the past 63 years, the CVMA provided the majority of its services to the profession at large (i.e. advocating for the use of antimicrobials, extra label drug use, usage of compounded drugs, advocating for animal welfare, providing tools such as prudent use of antimicrobials guidelines, pain management tools to name just a few). These are services to the profession and also help protect the public. Given that an increasing number of national and international issues are exerting influence on regulatory bodies (i.e. labour mobility, positions and standards developed by O.I.E. and WVA etc.) and many provincial issues are needing to be addressed (including cosmetic surgery, ownership of veterinary practices, etc.), the CVMA is offering its services

- So that regulatory bodies can participate in the development of national and international policies and standards and
- To provide a pan-Canadian approach to many matters individual regulatory bodies deal with both in the best interest of veterinarians, the public and ultimately the animals.

I look forward to continuing to serve as your CVMA Representative.

## ANNUAL COMMITTEE SUMMARIES (CONTINUED)

### FOOD ANIMAL REPRESENTATIVE

SUBMITTED BY **DR. WAYNE TOMLINSON**,  
FOOD ANIMAL REPRESENTATIVE

The Food Animal Committee (FAC) was established in January of 2006. The purpose of the committee is to provide MVMA's large animal practitioners with a unified voice when representing the profession on issues regarding food animal health and practice of large animal medicine. The committee consists of any and all members of the MVMA that wish to participate. For the past 5 years the FAC has met during the MVMA winter conference. Attendance at these meetings has been limited due to the fact the time conflicts with the CE at the conference. Consequently a decision has been made to move the meeting to a later date. A date has not yet been chosen but will likely be either late spring or early fall.

The 2011 FAC meeting found a small but enthusiastic crowd that discussed the federal-provincial agriculture "Growing Forward" program. We also discussed issues relating to pharmaceutical sales, fee schedules and the provincial Animal Care Act.

MAFRI, the FAC and MVMA staff organized two sheep and goat CE sessions this fall in Winnipeg and Brandon. Both locations were well attended and between veterinarians and animal health technicians we had over 70 participants. Dr. Chris Clark travelled from the WCVMA to give a very informative talk on abortion, parasites and biosecurity. To quote Dr. Clark "I didn't know there were that many sheep vets in Manitoba." I personally think we now have more veterinarians knowledgeable on sheep than we have sheep producers. I would like to thank Dr. Shelagh Copeland for all her efforts in making these sessions a success.

This fall also saw a series of events involving the CFIA. CFIA has made some changes in how they deal with veterinarians and their responsibilities as federally accredited veterinarians. CFIA teamed up with the MVMA and held 4 informational sessions on the changes. The meetings were also used as a forum for discussing issues relevant to large animal practice.

Thanks go out to all the people who have assisted in putting on the meetings and a special thanks for those who attended. Mentorship is important to the younger veterinarians and a chance to meet and converse with more experienced colleagues is as valuable as formal teaching. It is your participation that makes this possible.

### RED RIVER COLLEGE ADVISORY REPRESENTATIVE

SUBMITTED BY **DR. BOB NEWFIELD**,  
RED RIVER COLLEGE LIAISON

In 2011 the Red River College (RRC) advisory committee had a busy and productive year. In addition to the regular meetings in March and November, a separate curriculum review committee was established for curriculum updating.

The Animal Health Technologists (AHT) program has not had a curriculum revision in many years to reflect the changing demands of the veterinary industry. To tackle this challenge, a special committee was struck to represent all facets of the profession in a **Designing A Curriculum (Dacum)** workshop held in September of 2011. Professional facilitators handled and directed the workshop. These facilitators were not of a veterinary background; their expertise is in the area of curriculum design to reflect key requirements for graduates. The all day session proved to be very informative and revealing. A Dacum chart, developed by the facilitators, was used to determine all required skills and skill levels the committee members deemed necessary for graduating AHT students. Skills were assigned a ranking from 1-4; 4 being a highly desired skill upon graduation and a 1 that being a very low priority skill (one that will be developed while on the job).

After much discussion, the skill priorities were sorted out and left with the facilitators to compile and synthesize the results. Program outcomes and course descriptions will be done from January 2012 to June 2012. Instructional design and curriculum development will take a year (from June 2012 to June 2013) with implementation of the revised curriculum in August of 2013. We look forward to the outcome of this very interesting process.

Attrition continues to be a focus of the RRC staff and advisory and I am pleased to report great strides have been made in this area. Initiatives in place to reduce attrition in the AHT program include: pre-admission testing, program tutoring, Learning Assistance Centre and study skill workshops, and student monitoring to identify students at risk and provide necessary support. The combination of pre-admission testing and faculty advising sessions appears to have been effective this year in identifying at risk applicants and reducing attrition. It is interesting to note that a number of applicants self-selected to discontinue with the admission process after receiving the initial letter for pre-admission testing and/or faculty advising sessions. This year the program has had four withdrawals in the first term; three for personal reasons and one due to academic shortcomings.

The advisory committee looks forward to the changes implemented and to the curriculum enhancements in 2013.



## COMPANION ANIMAL REPRESENTATIVE

SUBMITTED BY **DR. COREY BARTLEY**,  
COMPANION ANIMAL REPRESENTATIVE

This was a quiet year for companion animal activities. As noted in the Winnipeg Animal Services report, cat licensing was an important topic for Winnipeg veterinarians this year. It is anticipated this will be an outgoing issue in 2012, as Winnipeg Animal Services looks for options to deal with the cat overpopulation in Winnipeg.

The MVMA was also invited to attend flood evacuation planning meetings in the spring of 2011. Andrea Lear and I attended an interesting meeting to discuss how to care for a mass evacuation of animals (primarily dogs) from a Northern Community. Initially, there was a request for low-cost/no-cost veterinary services for these animals from Winnipeg and surrounding clinics. As animal care requirements as well as the number of animals being evacuated became clear, the Winnipeg Humane Society determined they could house, treat and re-home the animals from this community.

This situation brings up a common situation that individual clinics as well as the MVMA as an association faces - the constant request for reduced fee or free treatment. Many clinics support local animal welfare groups and/or clients in need of a financial hand. Sadly, there are always more groups or individuals in need. It is a challenge to balance a generous nature with the bottom line. As costs for treatments increase, this will be an ongoing issue.

We are looking forward to some exciting initiatives in 2012, including a companion animal forum where companion animal veterinarians can come together to discuss challenges and opportunities. From this forum, I, with support of other volunteers and the MVMA staff, will be better able to respond to your needs.

If you have any comments or ideas for initiatives that might improve companion animal practice in Manitoba, I encourage you to please contact me.

## PRACTICE INSPECTION PRACTICE STANDARDS (PIPS)

SUBMITTED BY **DR. FRED LINDENSCHMIDT**, COMMITTEE CHAIR

The review and reorganization of the PIPS bylaws is an ongoing process and in the near future the library section will be ready for membership review. The process being used; is all proposed sections are first sent to a task force for review and comment before being sent out to the MVMA council and membership for approval. This was done in order to give more latitude to the process and to allow stakeholders, other than PIPS committee members, to comment on proposals.

I would also like to welcome two new inspectors Dr. Chris Bell and Dr. Gordon Glover to our PIPS Inspector roster.

## CITY OF WINNIPEG ANIMAL SERVICES

SUBMITTED BY **ANDREA LEAR**

The MVMA liaison for this position resigned early in 2011. As a new MVMA volunteer was not in place to take over the position, Andrea Lear, MVMA General Manager, represented the MVMA at the second meeting and is submitting this report.

The Animal Services Special Operating Agency Advisory Board met twice in 2011; in March and April.

Highlights of March meeting:

- Service requests have doubled since 311 implementation
- Number of impounded animals has stayed consistent over the years
- Adoptions have increased from 91 in 2000 to 470 in 2010
- Number of dogs euthanatized has dramatically decreased with all adoptable dogs being re-homed. Euthanized dogs were those that could not be placed into the community.
- Through veterinary partnerships and volunteer fundraising, more sick dogs are being treated rather than euthanized
- The number of active dogs license are at an all-time high – 41,569 at 2010 year end
- Excess animal permit process – consideration to allow the keeping of any combination of cats and dogs to a maximum of six animals
- A suggestion was made that any pet owner breeding and selling for profit be required to purchase a Breeder's Permit
- Online licensing began with a soft launch in early 2011, with a full launched planned later in 2011

The April meeting was a special meeting to discuss a possible cat licensing program in the City of Winnipeg. Prior to the meeting, Winnipeg veterinarians were contacted to obtain their feedback on this issue. Member comments were mixed regarding the success of the implementation of a cat licensing program, but most respondents felt that veterinarians could assist through cat owner education and by participating in spay/neuter programs

At this meeting, the goals of a cat licensing program were discussed. These goals included increasing the rate of return of found cats to owners; development of a low-cost spay/neuter program; and decrease in number of cats euthanatized. There was much discussion about setting up a non-profit spay/neuter clinic which would be run by a non-profit group. There was to be a follow-up meeting to further discuss the viability of such a program, but it was never scheduled. It is anticipated a cat licensing program will be an important topic in 2012.

If you are interested in volunteering as the MVMA's Animal Services Representative, please contact Andrea Lear at [alear@mvma.ca](mailto:alear@mvma.ca) or 204 832 1283.

## ANNUAL COMMITTEE SUMMARIES (CONTINUED)

### CVMA ECONOMIC AFFAIRS

SUBMITTED BY **DR. BOB NEWFIELD**,  
CVMA ECONOMIC AFFAIRS REPRESENTATIVE

In 2011, 23 surveys were returned for a 16 percent response rate. This is the same response as in 2010, but a lower response rate than 2009 (which was 30 surveys for 23 percent). Surveys now come out in a more timely fashion and on a regular schedule which allows for easier use by clinics.

Overall, this year has seen a modest 3.9 percent fee increase in veterinary services. Veterinary service fee increases are now more in line with inflationary levels. I believe it has taken a few years to get to a level where veterinarians can earn a respectable living while providing for clinic enhancements and para-professional salary improvements for employee retention. Clinics should consider using the fee guide as a reference for modest annual increases. These increases will allow clinics to moderately increase fees and prevent “sticker shock” for clients.

We are fortunate to have sponsorship from Hills, Merck, Petsecure, and Scotiabank in bringing the fee guide surveys and information to Manitoba veterinarians. A larger response rate next year would go a long way to providing more accurate survey information. I look forward to your input in the coming year.

### PROFESSIONAL IMAGE COMMITTEE

SUBMITTED BY **DR. LEEANNE BARGEN**, COMMITTEE CHAIR

As chair of Professional Image (PI) Committee, I would like to take this opportunity to thank committee members and colleagues for working with me on various media endeavors.

We have had several successes this year, most notably the launch of the SafePet program which was announced by Minister Gord McIntosh at a press conference at the Manitoba Legislature in November 2011. The SafePet program is designed to help keep animals safe, housed and fed while giving victims of domestic violence chance to leave an abusive situation and reestablish themselves. Communications Associate, Simone Gillies worked closely with Department of Social Services Family Violence Prevention Program (FVPP) in soliciting the Winnipeg Humane Society, Department of Justice, The Winnipeg Police, Winnipeg Animal Services, and the Chief Veterinary Office to partner with the program.

Over the past year the MVMA's working relationship with Char Adams of the Winnipeg Free Press has been strengthened and she has become a consistent advocate for our profession. The MVMA was highlighted in several of her Winnipeg Free Press articles and we responded by linking to her articles on the MVMA Facebook and Twitter sites.

Speaking of the ubiquitous Facebook and Twitter, the MVMA has also worked to increase its social media presence this year. These sites add complementary marketing and awareness to any media work we do for the association. When the MVMA is featured in the newspaper or on the radio, we offer a link on the sites offering more information. We currently have almost 100 followers on Twitter and 40 followers on Facebook, and are always looking for more! To add us on either Facebook or Twitter just visit the MVMA website and click their icons. However, we would also love to see what YOU would like to add to our online presence, whether it is important information, questions or comments you would like to share with clients or the public at large..., or even a joke or touching video!

I would like to personally thank Dr. Brad Chappell, Dr. Dale McKague, Dr. Fred Lindenschmidt, Dr. Jay Thrush, Dr. Erika Anseeuw, and Dr. Richard Rusk for contributing to the PI committee and to our activities. They have made themselves available for interview and for inquires about our profession.

Finally, with a heavy heart, I wish to announce that I am stepping down as chair of the PI committee due to a lack of personal time. I will still be available to respond to media enquiries, but unfortunately can no longer commit the time to any new initiatives. I do feel there is opportunity for advancing veterinary medicine further in the public eye, so welcome new leadership for the committee.

## WCVM ADVISORY REPORT

SUBMITTED BY **DR. HUGH MILLAR**, WCVM ADVISORY REPRESENTATIVE

The Western College of Veterinary Medicine Advisory Council met in Saskatoon in September 2011. The highlights of this meeting are as follows:

1. The college achieved full accreditation for 7 years after the AVMA site visit of 2010.
2. The admission requirements have changed. The admissions formula is now weighted as 60% academic component and 40% non-academic (interview). The required minimum average is now 75% (up from 70%).
3. The college continues to move towards non-animal teaching resources.
4. The college is looking at focusing its student recruitment to meet each individual province's requirements.

5. There is ongoing discussion on starting dual degree programs within the college including DVM-PhD, DVM-MSc, and DVM-MPH (masters of public health).
6. Construction and upgrades to the PDS diagnostic labs is nearly complete and construction of the equine performance center is ongoing.
7. The International Vaccine Center (Intervac) is to open soon. This facility is next door to VIDO, and contains level 3 biosecurity animal housing for animal vaccine research.

The MVMA also continues to host a meet and greet dinner for the incoming Manitoba WCVM first year students during the summer months. This dinner is always well received by the incoming veterinary students and the current Manitoba students continue to pass on their appreciation for the work and attention the MVMA members provide for them.

## MVMA ANNUAL WINTER CONFERENCE

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### Winter Conference

Go to [www.mvma.ca](http://www.mvma.ca) > Go to 'CE' > Go to 'Continuing Education Events' > Locate '2012 MVMA Winter Conference' and click link.

*If you are unable to register online, contact the MVMA office for assistance  
(204 832 1276 or 1 866 338 6862)*

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The MVMA wants to thank the 2011 sponsors for their support of the association this past year. These companies recognize the benefits of supporting the MVMA and we encourage you to acknowledge this support when you interact with local representatives. The funding acquired through corporate sponsorship helps offset the costs of association expenses. This is a direct financial benefit to MVMA members.

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