

## **Speaker Abstracts**

Kelly Lynn Cronin, MBA, PHR, CVT, VTS (ECC)

414-248-8891

[Kelly.lynn.cronin@gmail.com](mailto:Kelly.lynn.cronin@gmail.com)

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## **All Bleeding Eventually Stops**

### **Abstract:**

All bleeding eventually stops, but in this discussion we will discuss what to do with a bleeding patient. We will cover types of bleeding and hallmark symptoms. We will discuss laboratory testing associated with blood loss. We will discuss early interventions, full treatment plans, and monitoring parameters. We will briefly cover transfusion medicine.

### **Objectives:**

- understand chronic versus acute bleeding disorders
- recognize signs of a bleeding patient
- understand physiological changes in a bleeding patient

**Previously presented at:** Mississippi VTA 2018, MAVT Conference 2022, IVECCs 2022, 2018 SWVS, Overland Park Conference 2022, GVSCon 2025

## **Anesthesia Angst**

### **Abstract:**

I will cover basic anesthesia monitoring, end-tidal CO<sub>2</sub>, pulse oximetry, and EKG. We will discuss common anesthesia mistakes and misconceptions. I will discuss case examples to highlight proper anesthesia monitoring and maintenance. We will be reviewing corrections and avoidance of common problems. We will dissect an anesthetic event to identify common issues during each part.

### **Objectives:**

- understand the components of whole-patient anesthesia monitoring
- discuss proactive techniques in anesthesia management
- review anesthetic monitoring modalities

**Previously presented at:** NMRVT, Mississippi VTA, Connecticut VTA, WWVC 2017, Arkansas VTA

## **Balancing the Veterinary Budget**

### **Abstract:**

I will be covering setting a budget and sticking with it. I will be discussing staff metrics and adjusting them. I will be covering tools for adjusting staff metrics. I will be detailing inventory and marketing budgets. I will discuss building price structures for large purchases, estimating new purchase revenue, tracking costs and making adjustments to hit changing targets. I will be discussing fixed versus changing costs.

### **Objectives:**

- understand the parts of a profit and loss statement
- understand fixed versus variable expenses
- understand EBITDA and why it is important to a practice
- understand how to develop a going forward budget

**Previously presented at:** Vertical Vet 2023 VIQ Classes, Vertical Vet 2023 Mgr Classes,

## **Best Foot Forward -Online Reputation Management**

**Abstract:**

We will discuss what constitutes an online reputation. Why is a healthy online reputation important? How can continuity across the internet impact your practice and your team? How do we monitor and change misinformation? How do we manage changes in ownership or changes in the team? How do we protect our online reputation? How do we deal with problematic online reputations?

**Objectives:**

- understand the importance of your online reputation
- identify when a negative post or mention is truly going to impact the business
- discuss best practices for managing or responding to a negative post or comment

**Previously presented at:** VSPN/VIN class 2022,

**Blood, Sweat and Tears: Hematology Basics****Abstract:**

We will review the components of blood. We will review the types of hematology testing, the results, and the parameters. We will discuss disease processes and the physiology associated with abnormal results. We will review the basics of obtaining and running blood samples.

**Objectives:**

- understand the impact of a complete blood count on diagnosis and patient treatment
- know the components of a complete blood count
- identify best practices in blood collection and processing
- understand the physiology of blood components as it relates to the complete blood count
- identify blood cells seen during a complete blood count

**Previously presented at:** MAVT Conference 2022,

**Clinic Ownership –A to Z****Abstract:**

I will cover demographic assessment, property acquisition, real estate concerns, practice valuation methods, and negotiations. I will review the assessment of current client load and profitability for existing clinics. We will discuss the requirements for a new start clinic and assess the area in which the new clinic would be located. I will outline the major needs and minor needs for a new clinic. We will briefly discuss the new clinic and new management advertising. We will briefly discuss setting opening budgets. This can be covered in one or two sessions.

**Objectives:**

- identify the steps to clinic ownership including funding, planning, real estate, and start-up activities
- discuss start-up costs
- discuss how to plan for a healthy start of business

**Previously presented at:** CVMA (Canada)

**Contract Negotiation (DVMs)**

**Abstract:**

We will discuss identifying best-fit opportunities. We will be discussing the comparison of opportunities in an apples-to-apples fashion, asking for additional income, reviewing initial offers and contracts, understanding types of compensation, and schedule negotiation. We will discuss what is the most important compensation piece for each candidate. We will discuss negotiation techniques. We will discuss managing opportunities including turning down a potential employer while maintaining a good relationship.

**Objectives:**

- understand compensation paradigms
- identify and rank what is most important to members of the audience
- discuss effective negotiation techniques

**Previously presented at:** LSU Veterinary School 2022,

**Creating and Implementing a Training Program****Abstract:**

I will cover different training-level setups. I will cover items to include and to leave out of a training plan. We will discuss what has been tried in the past at their respective clinics and what has worked versus what has failed. I will outline how to bring longevity and success to a training plan. I will talk about tying wages to training plans and customization for their respective clinics. We will discuss how to motivate reluctant and belligerent employees and how to avoid setbacks in training. We will discuss mentorship programs. We will discuss employee appreciation and motivation. I will cover knowledge bases for the training plans and associated quizzes to test said knowledge bases. I will provide basic training templates to be customized for the respective clinics.

**Objectives:**

- set actionable timelines for the creation of a training program
- identify the preferred setup of a training program for your hospital
- identify key players, cheerleaders, and stakeholders for implementation
- understand wage bracket creation and incorporation into training program implementation

**Previously presented at:** IVECCS, Vertical Vet Manager Classes, CaCVT 2023

**Emergency Fluid Therapy****Abstract:**

Fluid therapy can be intimidating. There are so many fluid types available. Learn the broad categories of fluid types as well as the representative members of each type. Discuss the pros and cons of each type and how to choose the spur of the moment. Discuss the contraindications of each fluid type and how to assess the rate and effect on the patient.

**Objectives:**

- understand lab values associated with fluid therapy
- understand the pathophysiology of fluid therapy concerning blood pressure
- understand different fluid types and uses

**Previously presented at:** Mississippi VTA 2018, MAVT Conference 2022, CAVT 2022, Overland Park 2022

**Financial Fitness (three options for audience DVMs/Veterinary Staff/All)**

**Abstract:**

We will review the basics of finance including saving, debt repayment, investing and investment vehicles. We will shed light on budgeting and how to best leverage pay ( regardless of income level). We will discuss taxation. We will review emergency funds and how to establish them. We will discuss identifying best opportunities. We will be discussing comparison of opportunities in an apples to apples fashion, asking for additional income, reviewing initial offers and contracts, and understanding types of compensation. We will discuss what is the most important compensation piece for each candidate. We will discuss negotiation techniques. Last but not least, we will discuss preparation for retirement.

**Objectives:**

- understand budgeting and create a budgeting plan
- discuss investment vehicles
- discuss pay negotiations and offer comparisons

**Previously presented at:** VetTechLife CE on the Sea 2017, WSAVT, Wisconsin VTA , NMRVT Association, Dogs and Cats 11/21, AUC 5/22, Ohio SVBMA , NAVTA Veterinary Nursing Journal in a two-part article, MSU VBMA 2018, 2023 PetER All Staff

**Foundations of Emergency Veterinary Care for Technicians****Abstract:**

I will cover the foundations of a good emergency technician. I will be covering prioritization, the essentials of recording information, and critical care thinking. I will discuss how to quarterback a team, where to turn attention, and how to encourage both the turtles and the hares of every team.

**Objectives:**

- understand the nuances of triage
- identify the defining characteristics of effective emergency technicians
- gain a bevy of tips and tricks for more efficient care

**Previously presented at:** Mississippi VTA 2018, CAVT 2022, 2018 SWVS

**Foundations of the Lead Technician Position****Abstract:**

I will be covering many typical duties involved in the lead technician position. I will cover scheduling, training, personal relations, interviewing, discipline, and team building. I will be discussing items to have in a lead technician's tool belt such as a strong disciplinary policy, standard forms, Evernote, When to Work, Google Documents, DropBox, recorded PowerPoint demonstrations, Go to Meetings, and several other useful programs to employ.

**Objectives:**

- identify tools for better team management
- discuss best practices for leadership and management of a team
- identify several "go to" forms for team management

**Previously presented at:** CaCVT 2023

## **“Go with the Flo” Triage for the Way Too Busy**

### **Abstract:**

We are drowning right now in veterinary medicine. We provide excellent care to an ever-growing population of pets and we do it for a fraction of the cost that human medical care is provided. We have to be efficient and create synergies to enable our teams to provide gold-standard care promptly without burnout or client animosity. We will discuss multiple tips, tricks, and technology for smoother triage.

### **Objectives:**

- understand triage principles
- identify how to set a triage system
- discuss tools such as wait-in-line software
- identify team optimization techniques such as defined roles

**Previously presented at:** MAVT Conference 2022, CaCVT 2023

## **Human Resources Review -Interviewing/Hiring/Firing/Discipline**

### **Abstract:**

We will review proper interview techniques, including which questions can and cannot be asked and how to work around them to get pertinent but legal information about job performance and attendance. We will discuss sourcing new employees and employee retention. I will give several solid methods of dealing with problem employees and disciplinary policy. We will review termination procedures and proper documentation.

### **Objectives:**

- identify the principles of HR management including caring for the employee, the team, and the practice
- identify HR best practices
- review hiring and termination procedures

**Previously presented at:** GVSCon 2025

## **Inventory as Easy as ABC**

### **Abstract:**

This session will cover inventory management in a broad sense. We will discuss just-in-time ordering systems. We will discuss the wisdom and the folly of bulk buys. We will discuss inventory shelf costs and the time value of money. Participants will learn inventory metrics. Participants will come out with a clear understanding of how to set up inventory counts. Participants will get coping mechanisms for getting inventory under control and back on track. This CE is of moderate level best for someone currently involved in inventory management in a clinic.

### **Objectives:**

- understand inventory minimums and maximums and how to apply them
- understand the principles of Pareto's principle and how to utilize Pareto's principle to better audit inventory
- identify best practices for inventory counts
- identify best practices for inventory ordering

**Previously presented at:** CVMA (Canada)

### **Learn to Lead in Your Clinic**

**Abstract:**

I will be covering the requirements, advantages, and disadvantages of the job. I will be discussing how to gain a position in leadership. We will be discussing individual situations faced by those in leadership in the audience. I will be covering the appropriate behavior of a leader. We will discuss the job descriptions of a lead technician. We will discuss the creation and implementation of a job description. I will cover working with difficult personalities and influencing team culture.

**Objectives:**

- understand the pros and cons of a leadership role
- identify positive and negative leadership traits in yourself as an attendee
- discuss how to position yourself for growth into a leadership role
- learn several leadership skills to implement in your role

**Previously presented at:** January 2023 NVA Medical Director Advisor Counsel, VSPN Class (multiple years), IVECCs 2022, 2018 SWVS, 2020 WSAVT

### **Marketing- Budgeting to Implementation**

**Abstract:**

I will discuss different types of marketing. I will outline the tools necessary for marketing, such as Google Adwords, Adwords Express, Bing marketing, direct mailers, newspaper marketing, website, social media, radio, TV, billboard, and multi-media marketing. We will discuss search engine optimization. I will also cover the utilization of practice software to assist in marketing to current clients. We will cover how to create newsworthy events and how to write press releases associated with them. This can be covered in one or two sessions.

**Objectives:**

- understand the return on investment
- discuss marketing types, and the costs associated with each
- learn how to create a marketing plan to utilize your marketing spend best for return on investment

**Previously presented at:** Fetch 2021, 2018 SWVS

### **Mini MBA for the Veterinary Side Hustles**

**Abstract:**

We will discuss proof of concept including business plan creation. We will work through start-up and funding options. We will discuss legal and tax considerations. We will discuss general marketing and the importance of the story. I will review pricing, inventory, profit, and loss. Can be presented as an hour or as a wet lab.

**Objectives:**

- understand proof of concept and apply it to your business
- discuss and understand start-up options
- understand pricing and budgeting concepts

**Previously presented at:** Skoolie UP 2021, IVECCS 2024

### **Oh the Places You Will Go**

**Abstract:**

I will be covering professionalism, resume creation, career advancement, and social media in the workplace. I will detail career opportunities in veterinary medicine. We will be discussing common difficult situations in veterinary employment and their resolutions. I will attempt to impart good rules of conduct in the very small world of veterinary medicine.

**Objectives:**

- discuss and understand the impact of actions in a small veterinary world
- identify best practices for career growth
- identify best practices for negotiations

**Previously presented at:** MSU VBMA 2018 , Wisconsin VTA 2020, WSAVT 2020

### **Presenter Training Workshop**

**Abstract:**

I will be covering the creation of a powerful PowerPoint presentation. I will cover the use of color, use of font, and use of animations. I will cover creating interesting presentations, combating speaker fear, using the power of three to retain audience attention, gauging your audience, customizing a presentation, writing speaker notes, and creating speaker notes. I will cover writing a speaker resume, speaker abstract, and gaining speaking assignments. Audience members will have a portion of the session to test their voice and their abilities.

**Objectives:**

- identify best practices for visual, audio, and content presentation
- discuss cautionary tales and things to avoid
- allow participants to present and get feedback on their presentation
- help participants be able to create a speaker bio, speaker abstracts, and a speaker resume
- participants should understand the steps to gain speaking opportunities and leave with an action plan

**Previously presented at:** SWVS 2023, IVECCS 2024

### **Pricing shouldn't be Painful**

**Abstract:**

I will be covering the science of pricing for optimum revenue and client base growth. I will discuss bundling services. I will be discussing items, time, and equipment use that make up many services. We will dissect how to establish time spent and how to appropriately charge. We will be covering price-checking strategies and which clinics to check against. I will cover utilizing discounts appropriately and tracking them to prevent overuse.

**Objectives:**

- understand pricing types including value-based, cost-based, and market-based prices
- identify prices that fall into each of the pricing buckets
- discuss pricing strategies



-identify strategies for monitoring price increases and client acceptance of pricing

**Previously presented at:** VSPN/VIN, DVM 360

### **Recognizing and Responding to Emergencies**

#### **Abstract:**

I will cover triage from phone calls to presentations. I will cover the readiness of the staff and the treatment area. We will discuss the three types of emergencies seen; true emergencies, emergent situations and client-perceived emergencies. I will cover a variety of often-seen emergencies. I will cover basic CPR and team CPR training. I will discuss CPR codes and the discussion of codes with owners.

#### **Objectives:**

- gain knowledge of the initial presentation of an emergent case
- understand the whole team model for emergency preparedness
- review common emergencies
- review CPR basics

**Previously presented at:** Mississippi VTA 2018, CAVT 2022, 2018 SWVS, Overland Park Conference 2022

### **Sell is a Four Letter Word**

#### **Abstract:**

We will be going over the basics of establishing value in service. We will be discussing in-depth client perceptions and how to effectively influence those perceptions. I will also be taking a hard look at common veterinary misconceptions and how they influence our ability to make profitable recommendations to our clients.

#### **Objectives:**

- understand what drives the perception of value with clients
- discuss ways of increasing the value associated with your services
- identify actionable ways to drive value in your services

**Previously presented at:** WEAVE business summit, PVE Western Australia VMD Conference, Lakeside Veterinary Clinic

### **Set Yourself up for Success**

#### **Abstract:**

In this talk, we will review best practices for getting the job of your dreams. We will discuss what to ask and how to know more before you sign. We will deep dive into employment offers and discuss how to best compare them. If geared for veterinarians, we will talk about ownership opportunities and different compensation types (such as pro-salary). If geared for the team, we will discuss negotiating compensation and best practices for obtaining a great position. We will spend time discussing how to translate your first position (and each after that) into setting yourself up financially for your best future.

#### **Objectives:**

- understand compensation types
- be able to compare different compensation packages
- learn negotiating skills to further your career

**Previously presented at:** Wisconsin VMA, Washington AVTA, CaCVT 2023

### **Smart Not Hard - Whole Team Utilization**

**Abstract:**

We will discuss what whole team utilization and optimization looks like. We will discuss different clinical designations and their pros and cons. We will discuss the utilization of the team in light of various practice acts. We will discuss how to encourage utilization within teams with members reluctant to use all team members to their full potential. We will talk about appropriate staffing and the creation of pipelines to ensure appropriate staffing in the long term. We will cover staff-to-patient ratios, call-in triggers, and best practices for thinning staff on slow days. We will cover training best practices. We will also discuss various methods for rewarding the team for productivity.

**Objectives:**

- understand the difference between bottlenecks and roadblocks in your clinic
- identify bottlenecks and roadblocks specific to your clinic
- discuss alleviation of bottlenecks in treatment
- discuss how to manage road blocks whether they be legal, circumstantial, or surrounding a particular individual
- discuss best practices for team utilization

**Previously presented at:** Vertical Vet

### **Smarter not Harder-Leveraging Veterinary Technology**

**Abstract:**

In this world of fast-paced technology growth how have you stacked up in your embrace of new technologies? We will discuss how to leverage new technologies in novel and time-saving ways. We will address how to leverage technologies in a cost-effective and cost-saving way. Share your favorite practice additions and discuss time to implementation as well as best practices. AI, transcription, predictive speech, accessibility tools, call recording, and meeting tools will be some of the modalities we review.

**Objectives:**

- understand technological basis of available tools
- understand pros and cons of common tools
- discuss use cases and best practices for implementation
- discuss overcoming barriers to use

**Previously presented at:**

### **Social Media with Style**

**Abstract:**

Living in a social media age, we know that social media is a prime part of our client's lives. Social Media with Style seeks to understand different social media types and gives us a solid understanding of how social media reaches clients. I seek to give you some rules of engagement, and some lessons on timing and personalization. I will discuss the importance of telling a story with your media. I discuss how to get and keep client engagement.

**Objectives:**

- understand the impact that social media can have on your practice

- identify social media best practices
- identify which social media platforms are best for your practice

**Previously presented at:** 2018 SWVS, Fetch

### **Supporting your VTS Candidates**

#### **Abstract:**

We will be covering how to identify VTS candidates, how to encourage team members with potential, and how to get team members started on the journey. We will cover the steps to a technician specialty. We will cover how to get clinic owners, doctors, and other team members on board to help. We will cover how to optimize agreements for financial or technical support in exchange for longevity in the clinic. We will discuss various tools and resources for candidates going forward. We will discuss what a VTS brings to the table in veterinary clinics.

#### **Objectives:**

- develop a plan for educating team members about the VTS options available to them
- discuss financial support of VTS candidates and financial incentives for after candidates attain their VTS
- discuss support options and how to network for support of team members

**Previously presented at:** NVA Talent and Learning VTS

### **Take the Bite Out of Snakebites**

#### **Abstract:**

I will be covering snake species and prevalence in different areas of the country. I will cover first aid and first aid instructions for clients. We will discuss common misconceptions regarding snake bites. I will cover physiology, treatment options, and snake bite vaccinations.

#### **Objectives:**

- explore snake species and differences
- explore the physiological impact of snake bites
- understand treatment modalities for snake bites

**Previously presented at:** Weekend with the Specialists NM, Michigan Veterinary Conference, Minnesota Veterinary Conference, Intern Rounds AAVEC

### **Tech and Team Utilization and Optimization**

#### **Abstract:**

We will discuss identifying how team utilization can financially impact your practice. We will discuss how whole team use can impact the mental well-being of the team, compassion fatigue, and overall team health. We will review how to create additional team use, how to work with those team members who are reluctant to use specific team members, and how to encourage team members to share the workload or allow new team members to do increasingly more complicated tasks. Lastly, we will broadly discuss the legalities associated with utilizing team members to their full capacity.

#### **Objectives:**

- Identify action steps to create whole team utilization including training and optimized scheduling
- Identify ways in which your hospital is not optimizing team use
- Identify projects that can add to the efficiency of a team

**Previously presented at:** VSPN/VIN class 2022, CAVT 2022, CaCVT 2023

**Thriving on Third (with possibility of presenting with Dr. Shannon Bass)**

**Abstract:**

Veterinary medicine is hard. Providing overnight care is harder. Struggling to create a "normal" life and a sustainable work-life can make us feel alone. Learn best practices and identify what will work for your life.

**Objectives:**

- delve into the science of overnight effects
- identify best practices for self-care
- learn how to self-advocate for sustainable scheduling

**Previously presented at:**

**Train the Trainer: Learning the skills to help your learners**

**Abstract:**

The lecture or workshop gives tangible skills for trainers to ensure that they are imparting knowledge in digestible ways.

**Objectives:**

- learn to identify learning styles
- gain educational tools in your tool belt
- explore kind and soft language to use in educating
- identify training roadblocks versus disciplinary issues

**Previously presented at:**

**Veterinary Payment Plans**

**Abstract:**

I will be covering various veterinary payment plans including Care Credit, Citi Health and many others. I will attempt to make the advantages and disadvantages to both the clinic and the client clear and concise.

**Objectives:**

- understand the veterinary payment plans available
- understand the credit cost of care
- discuss how to broach client conversations regarding use of credit in care

**Previously presented at:** Lakeshore Veterinary Services Weekend Summer CE

**Wave of the Future- potential possibilities of creating a veterinary technician practitioner role**

**Abstract:**

We will cover the various aspects of the medical role nurse practitioner. We will discuss the options and advantages of such a role in veterinary medicine. We will discuss the steps involved in recognizing and creating this role. We will discuss what this role could do for those in veterinary medicine.

**Objectives:**

- understand the nurse practitioner's role
- understand the differences between the nurse practitioner role and veterinary technician specialists
- discuss potential roadblocks and paths forward for an NP role in veterinary medicine

**Previously presented at:****Website Workshop****Abstract:**

We will discuss the basics of website creation and upload. We will review the different components of starting a website, including domain name acquisition, checking domain name ownership, and hosting. We will discuss the virtues of utilizing web designers, budgeting for a website, and choosing a well-versed web designer. We will discuss site links, SEO optimization, stylish additions to websites, functional additions to websites, and website upkeep and maintenance. We will utilize current hosting and websites to make additions and changes. We will assess current web presence and search results.

**Objectives:**

- understand website components
- identify website best practices
- create an action plan to increase web traffic and the utility of your website

**Previously presented at:** Fetch 2021, 2018 SWVS

**XRy Vision****Abstract:**

We will review the mechanics of radiology, positioning, safety, tips, and tricks. While all of this sounds crazy exciting, I promise we will keep the volume down to a dull roar. But seriously, radiology can be radical.

**Objectives:**

- understand safety principles associated with radiology
- review safety equipment associated with radiology
- understand the operation and basic mechanics of x-ray imaging
- identify anatomical landmarks to take better-positioned radiographs

**Previously presented at:** MAVT Conference 2022,

**Keynote Talks**

### **Chicken Soup for the Veterinary Soul- Lessons Learned**

Heartwarming stories from 28 years of idolizing James Herriott's countryside lifestyle while working on the veterinary equivalent of the set of MASH.

**Previously presented at:** WSAVT 2022

### **That's What She Said**

Dive deep into women's rising role in veterinary medicine. Look at the prevalence of women in veterinary medicine over the years. We will discuss women's place in veterinary leadership. We will look at pay discrepancy between the sexes. Look at the growth of women driven veterinary workforce. Discuss pay discrepancy between sexes and how that impacts pay in veterinary medicine. Discuss women in veterinary management roles. Discuss the role of women in empowering other women in veterinary medicine. Look at some difficulties for women in the workplace, specifically in veterinary medicine.

#### **Objectives:**

- understand the prevalence of women in the veterinary space
- discuss equities of representation, pay, and role of women in veterinary medicine
- discuss how to support women in the space going forward

**Previously presented at:** Vertical Vet Webcast 2021

Additional topics are available by request.