



AVTE SYMPOSIUM 2023

**UTILIZING VITAL CONNECTIONS FROM INDUSTRY FOR
YOUR PROGRAM AND IN THE CLASSROOM.**

Gordon Smok, DVM, BA, AS, USDA accredited, ECFVG Certificate

Contributors/Credit: City College Gainesville, Industry partners



AVTE 2023 CONFERENCE COMMITTEE SEEKS PROPOSALS FOR SESSIONS THAT:

Support the association's mission of promoting quality education in veterinary technology

Incorporate interactive learning methods (not completely lecture-based)

Introduce new, unique and successful methods of teaching today's college students

Would be taught by professionals known for their exceptional teaching styles

ABOUT ME

Dr. Gordon Smok



- **2014** Dr. Smok started the Veterinary Technology program for **Sanford-Brown College Tampa**, he was able to gain full AVMA/CVTEA accreditation as well as USDA registration for that program and went on to be appointed as National Program Chair for all of Sanford-Brown Colleges Veterinary technology programs. Shortly after that Career Education Services decided to close all Sanford-Brown schools and they went into Teach-out where Dr. Smok saw through all programs to completion.
- **2018** Dr. Smok took on the Program Chair position **at City College Gainesville** and then brought that program to full AVMA/CVTEA accreditation and unfortunately that program now is also in Teachout due to corporate decision to close and currently going through that now.
- Throughout all of that time, he has also taught basically every course in each program and has been a moderator at the **VMX conferences** in Orlando now for the past 5 years.

Utilizing vital connections from industry for your program and in the classroom.

LEARNING OBJECTIVES

NETWORKING

Learn How and who to contact, where to find these resources, Networking!

USING THESE RESOURCES

Where and when can those resources be utilized?

COSTS

Nice part here, typically very little or no cost to the program, and oftentimes you can actually get other things for free as well.

BENEFITS

What are the overall benefits? To Students? To the Program? To you?



Utilizing vital connections from industry for your program and in the classroom.

ABSTRACT

In veterinary medicine there is a vast array of resources available to us through industry/corporate partners and resources. And in a veterinary technology, or any veterinary program, it is our responsibility to keep current with that technology, and advancements in industry. So why would we not use all those resources available to us both in and outside the classroom? From having the local drug rep come in for a lunch and learn with the pharmacology class, or a Hills rep in to speak with the nutrition class. To having a representative from NAVTA come and speak with the SCNAVTA group, or a representative from a major corporate partner like Banfield come in to speak to the extern students. And as for outside the classroom, how about having an industry veterinary representative from one of the big companies like Elanco or Idexx come and sit on the advisory board. These partners in industry are often more than eager to participate and get involved with our programs and students, just as much if not more than any clinic or office. And in bringing them in we add variety, change, and yes sometimes even special treats like food and swag! Make your contacts and use them, it will benefit your program, your students and faculty, and they too get a lot out of it in educating our students and sharing what they know and have to offer.

UTILIZING VITAL CONNECTIONS FROM INDUSTRY FOR YOUR PROGRAM AND IN THE CLASSROOM.



DRUG REPS

Whether sales reps or veterinary medical directors. Elanco, Zoetis, Virbac, etc.



SUPPLIERS

Same thing, sales people or technicians in field. Patterson, Midwest, Hills and Royal Canin, etc.



EQUIPMENT

Sales people, field technicians, veterinary medical directors. Idexx, Abaxis, etc.



OTHERS

Pet insurance companies, even state and accrediting organizations.



BENEFITS

- Lunch and Learns (free food for students ;))
- Access to CE webinars, Learning modules, and other online resources for students and faculty
- Discount programs on direct ordering for students and faculty
- Possible members for program committees and/or site team members(not together)
- And yes, sometimes cool SWAG!

A landscape of rolling green fields under a cloudy sky. The foreground is dominated by tall, green grasses. In the middle ground, there are several rows of crops, possibly corn, planted in a grid pattern. The background shows more fields and a few trees on the horizon. The sky is overcast with grey clouds. A yellow text box is overlaid in the center of the image.

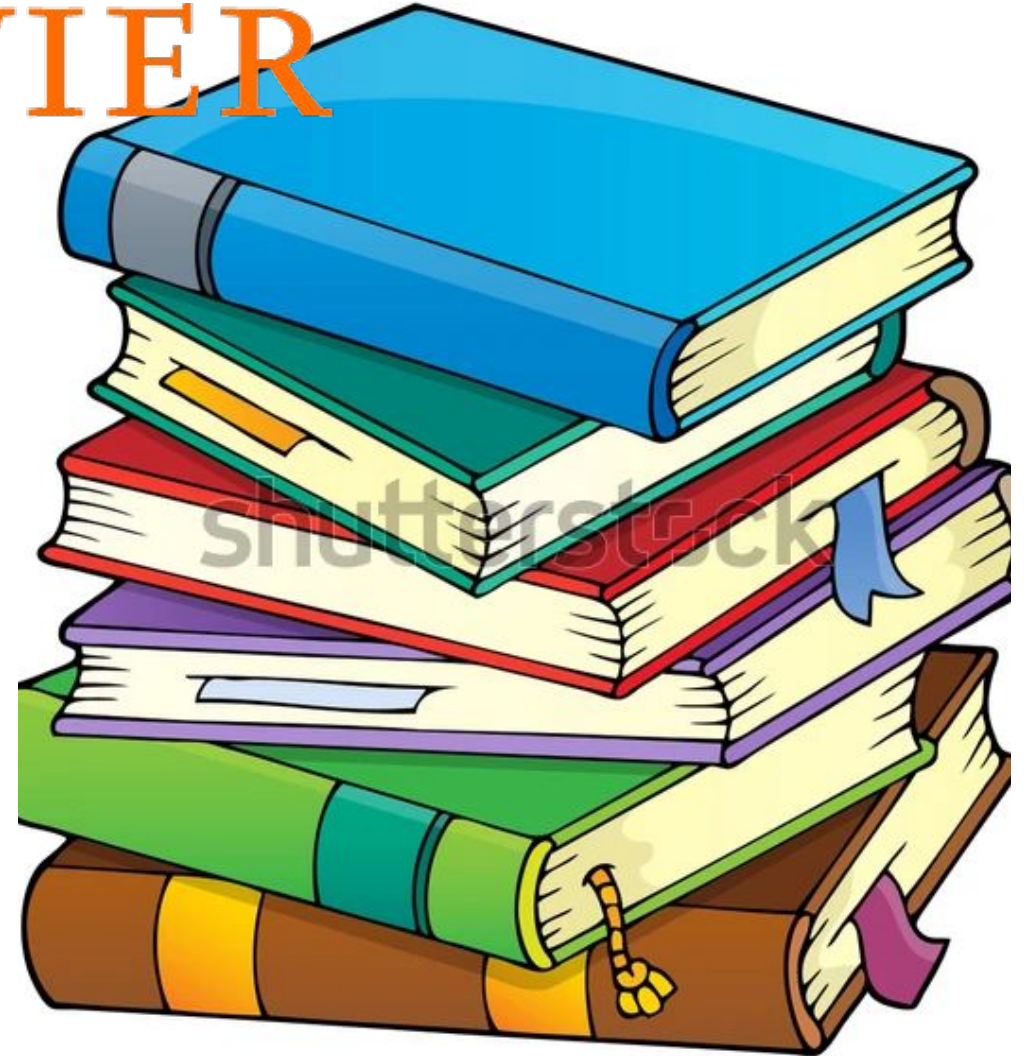
AND WHAT
CAN THEY
DO FOR
YOU?

BOOKS

STUDENT
S



ELSEVIER



INSTRUCTOR
S

WILEY



<https://www.wiley.com/en-us>

<https://www.elsevier.com/>

<https://www.cengage.com/>

www.shutterstock.com · 1146044810

ONLINE AND TEACHING/CE RESOURCES

AALAS
LEARNING LIBRARY



RESEARCH

AALAS Learning Library

<https://www.aalaslearninglibrary.org/>



ANIMAL NUTRITION

Hills Veterinary Academy

https://na.hillsvna.com/en_US?redirectBack=en_US/dashboard&sso=true

Purina Vet Academy

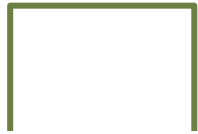
<https://www.unleashedbypurina.com/e-learning/purina-vet-academy-introduction-to-pet-nutrition>

Royal Canin

<https://www.royalcanin.com/us>

<https://www.royalcanin.com/us>

VETERINARY MEDICINE



IDEXX Learning Center
VCA Woof University



[IDEXX Learning Center](https://learn.idexx.com/learn)
<https://learn.idexx.com/learn>

<https://mcve.csod.com/client/mcve/default.aspx>



Everything from Disease,
Diagnostic Testing, to Treatments
and Research, also CEUs.



FREE CE ON CURRENT AND IMPORTANT TOPICS



<https://www.petpoisonhelpline.com/webinar/hot-topics/>



<https://www.accelevents.com/e/u/checkout/think-anesthesia-conference-2023/tickets/order>



<https://lafeber.com/vet/>



800.213.6680
petpoisonhelpline.com



VTNE PREP


VCA

FRE
E


NVA



<https://www.vcacareers.com/global/en/event/6439598d1814e22cb-a8790c5/Prep-For-The-Test-VTNE-Trivia>

<https://lp.constantcontactpages.com/cu/eUeLXO3/nvatech-triviamay2023>



VTNE TRIVIA PREP FOR THE TEST

Back by Popular Demand!
Questions provided by our friends at


<p>Tuesday, May 23rd 7 pm EDT / 4 pm PDT Register Here or Scan:</p> 	<p>Thursday, May 25th 9 pm EDT / 6 pm PDT Register Here or Scan:</p> 
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PRIZES AWAIT OUR WINNERS!
QUESTIONS? EMAIL TERESA.STEFAN@VCA.COM



TRIVIA NIGHT

<p>Cardiology Monday May 22 7:30pm EST</p>	<p>Exotics Monday May 22 9:00pm EST</p>
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① = \$300 ② = \$200 ③ = \$100

EXTERN PLACEMENTS AND EMPLOYMENT OPPORTUNITIES

Teresa Stefan, LVT | Student Programs Specialist

c. 425.221.8486 |vcaCAREers

<https://calendly.com/teresa-stefan/30>

[min](#)

<https://www.vcacareers.com/global>

[/en](#)

studentprograms@banfield.com

Brandy.Hardcastle@banfield.com

Megan Williams, RVT
Technician Recruiter

Cell: (614)312-3328

MeganM.Williams@nva.com

<https://www.nva.com/>



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DISCOUNTED PRODUCTS

HILLS/SCIENCE DIET FOODS

VIP market – same program set up for clinics. <https://hillsvet.thepetdoor.net/>

Product is priced below that of retail companies in the market

Can have food shipped free to the school

Affordability and availability

NUTRAMAX

#1 Veterinary Recommended Supplement Company
<https://www.mynutramax.com/login/>

Reps willing to come out for guest lectures and lunch and learns as well

Offer discount program for faculty and staff.

COMPLIMENTARY HANDOUTS, INFORMATION SHEETS, AND MORE...

<https://oxbowanimalhealth.com>
info@oxbowanimalhealth.com

<https://www.petpoisonhelpline.com>

<https://lafeber.com/vet>

<https://us.virbac.com/home>



CONVENIENT

EXPENSIVE

AFFORDABLE

INCONVENIENT

Free education materials for clients, correlates well with what we are teaching students, and what they then will be sharing with owners...

OTHER CONTRIBUTIONS OUTSIDE THE CLASSROOM

-Those industry experts and contacts you have now made

Members on your Advisory Committees, IACUC committees, and sometimes even site visit members(not when in AC) .



In field Community Representative

In field Employee

In field Hiring Agent/Employer

VETERINARIANS

TECHNICIANS

SALESPEOPLE

ACCREDITING AGENCIES AND PROFESSIONAL ORGANIZATIONS

Forecasting for success



Florida VETERINARY MEDICAL ASSOCIATION



<http://www.myfloridalicense.com/DBPR/>

<https://www.floridahealth.gov/>

<https://thefvta.wildapricot.org>

<https://navta.net/>

<https://fvma.org/>

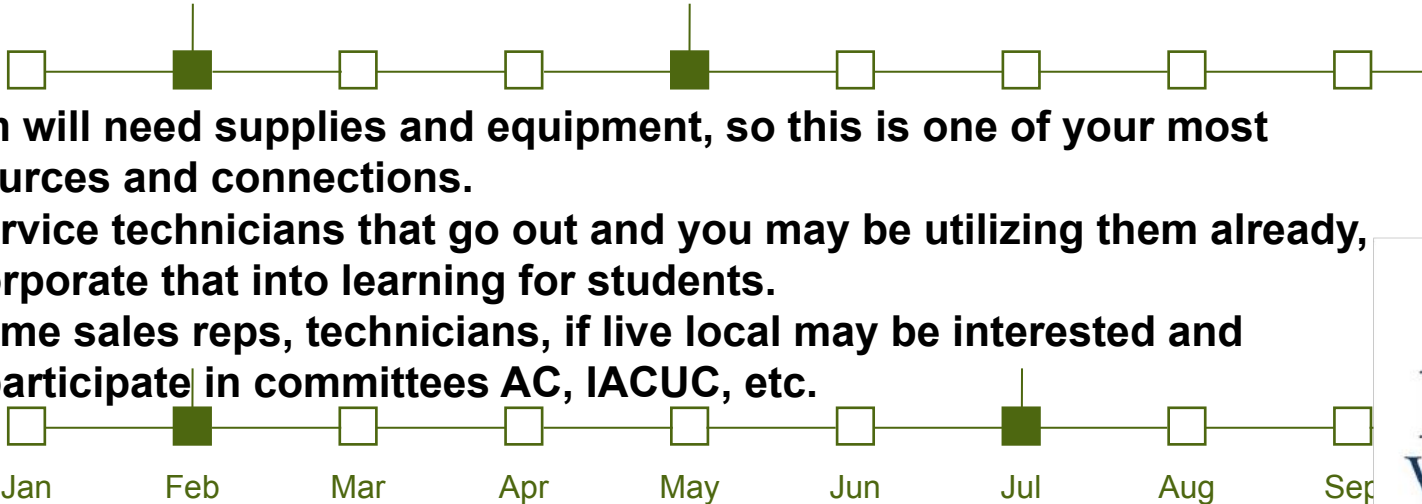


DISTRIBUTERS

<https://www.midwestvetsupply.com/products>



2023



- 1. Your program will need supplies and equipment, so this is one of your most obvious resources and connections.
- 2. They have service technicians that go out and you may be utilizing them already, can also incorporate that into learning for students.
- 3. And those same sales reps, technicians, if live local may be interested and available to participate in committees AC, IACUC, etc.



<https://www.pattersonvet.com/>

EQUIPMENT, OTHER SUPPLIERS AND TECHNICIANS/VETERINARIANS

veterinary lab equipment companies

<https://jorvet.com>

jody.ray@boehringer-ingelheim.com

<https://www.zoetisdiagnostics.com>

<https://www.idexx.com>

1. Same thing, you need equipment so likely will be dealing directly with these companies.
2. They have service technicians that may be out to service or maintain equipment, can be a learning experience for students.
3. They also usually have technicians and vets that do lunch and learns for clinics and can be guest lecturers.
4. And they too, if local might be available and interested in committees, AC, IACUC.



https://us.vwr.com/cms/healthcare_main



<https://clayfieldvet.com.au/in-house-lab-equipment-upg>

OFFICE MANAGEMENT CLASS – PET INSURANCE

[HTTPS://WWW.ASPCAPETINSURANCE.COM/](https://www.aspcapetinsurance.com/)

ASPCA, ALSO OTHER TALKS/DEPARTMENTS
FROM SHELTER MEDICINE TO FORENSICS

[HTTPS://WWW.ASPCA.ORG](https://www.asPCA.org)

[HTTPS://WWW.PETPLAN.CO.UK/](https://www.petplan.co.uk/)

PETPLAN, GUEST LECTURE, COOL SWAG

[HTTPS://WWW.PETINSURANCE.COM/](https://www.petinsurance.com/)

NATIONWIDE, THEY HAVE ALSO TEAMED UP
WITH PET POISON HELP LINE.

ASPCA® PET HEALTH
INSURANCE



Nationwide®





MAKE YOUR TEAM



AVTE CONFERENCE



SUMMARY

In veterinary medicine there is a vast array of resources available to us through industry/corporate partners and resources. And in a veterinary technology, or any veterinary program, it is our responsibility to keep current with that technology, and advancements in industry. So why would we not use all those resources available to us both in and outside the classroom?

Make your contacts and use them, it will benefit your program, your students and faculty, and they too get a lot out of it in educating our students and sharing what they know and have to offer.

Then those students become graduates and take that information back to the clinics...

REFERENCES

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Questions?

THANK YOU

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2023



<https://www.exoticscon.org/>, Boston Aug 20-24, 2023

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