

WCABP

Western Canadian Association
of Bovine Practitioners



newsletter

Volume 9 No.2 June 2004

President's Message: WCABP Newsletter

BSE continues to dominate our lives as Canadian bovine practitioners. In January we held our Conference with a major focus on BSE and had an excellent update on scientific issues. Since I now work primarily in the US I have had to follow the news reports here closely for any changes that will affect the Canadian cattle markets.

What I have noted is that while the Washington State case initially created a great deal of general public press, BSE is now generally only discussed in farm publications. A sampling of the stories we have all followed: Cattle import restrictions for Anaplasmosis and Bluetongue reduced for entry into Canada; Senator Kerry joins other Senators in petition urging the border not be opened to further importations of Canadian beef; Individual animal identification is a priority for US and Canada offers to help (funding not available and implementation at least 1 year away); NCBA concerned that opening of border should be done slowly so as to not affect the market price for cattle in US; Local mid-west politicians make source of origin labeling a major platform in the upcoming election; USDA fails to test cow with possible symptoms of BSE in Texas (cow sent to rendering before samples collected); Dairy producers in the US have a shortage of replacement heifers because the Canadian border is closed; President Bush supports free trade for beef and opening the borders as soon as possible; USDA Lab system is not yet in place to cope with stepped up BSE testing (supposed to start increased testing by June); Individual packers fight with USDA to allow BSE testing of all animals used for branded product; R-CALF wins injunction to prevent "high risk" cuts of beef from Canada entering the US (hailed as a huge victory for the safety of the consumer); USDA states that increased BSE testing could uncover additional cases. Finally beef prices in the US have returned to the high levels that preceded the Washington State BSE case and it is noted that the US is the second country where beef consumption has risen post-BSE.

What does all this mean to us? It is frustrating to follow in the press how different groups will use the BSE issue to support their own agendas. We all know that science and logic do not prevail, this is an election year for our major trading partner, and free trade vs.

protectionism is an issue. Can we do anything? I believe that as an Organization we have to be more than just a technical training organization, we need to be more political and promotional of the Canadian cattle industry. Elsewhere in this issue you will see that we have initiated a membership drive. We are also working to form a Canadian wide bovine practitioner association. All these things will increase our ability to speak out and get our message across.



In the long run we need to play a role in promoting the Canadian cattle industry as a premium brand internationally. With our current BSE issue we are following international guidelines but, can we do more beyond what is "scientifically" necessary to enhance our international market image? Perception is so important in the market place. Can we turn this to a positive feature of Canadian beef? Can we push our Government to do more for market reasons? BSE will pass as an issue eventually, what will the next crisis be? Will we be prepared? The US will move to individual animal identification, I think we need to make sure that we stay ahead of the our trading partners in every aspect of animal identification and disease surveillance, and make this clear to our markets. We need to be more aware of quality issues for other nations and build sales in other markets. We cannot be so dependent on one single and fickle market.

It has been difficult to watch from a distance, but much harder for you when your practices are so directly affected. All I can say is that we are dedicated as an Organization to represent our membership as effectively as possible. I urge you to support our membership drive and please let us know your issues, ideas and how we can better support our industry. 🐄

Richard Harland

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www.wcabp.com

The WCABP newsletter can also be found on the WCABP website at www.wcabp.com



WCABP 2004 BOARD OF DIRECTORS



PRESIDENT

Richard Harland
Novartis Animal Vaccines Inc.
1447 - 149 Street
Larchwood, Iowa USA 51241
Phone: 712-477-2811, ext 352
Fax: 712-477-2810
Email: richard.harland@ah.novartis.com



EX OFFICIO DIRECTOR,
DISTRICT XIII, AABP
Sjoert Zuidhof
Pfizer
50 Riverpark Blvd. West
Lethbridge, AB T1K 7S7
Phone: 403-381-6171
Fax: 403-381-7422
Email: sjoert.zuidhof@pfizer.com



PRESIDENT-ELECT

Craig Dorin
Veterinary Agri-Health Services Ltd.
PO Box 3684
Airdrie, AB T4B 2B8
Phone: 403-948-2253
Fax: 403-948-0520
Email: vahs@telusplanet.net



SECRETARY-TREASURER
Murray Jelinski
310 Swan Lane
Saskatoon, SK S7J 5B5
Phone: 1-866-269-8387
Fax: 306-956-0607
Email: mjelinski@shaw.ca



PAST-PRESIDENT

John Campbell
Large Animal Clinical Science
WCVN, U of Saskatchewan
52 Campus Drive
Saskatoon, SK S7N 5B4
Phone: 306-966-7158
Fax: 306-966-7159
Email: john.campbell@usask.ca

ADMINISTRATOR
Phyllis Mierau/Cheryl Pasulyko
112G - 116 Research Drive
Saskatoon, SK S7N 3R3
Phone: 1-866-269-8387
Fax: 306-956-0607
Email: info@wcabp.com



DIRECTOR

Valerie Smid
P.O. Box 21829
Steinbach, MB R5G 1B4
Phone: 204-326-3955
Fax: 204-326-4940
Email: valerie_smid@hotmail.com



PHOTO NOT AVAILABLE

DIRECTOR

Doug Mann
Animal Health Centre
P.O. Box 1650
Swift Current, SK S9H 4G6
Phone: 306-773-4121
Fax: 306-773-1811
Email: ahc@t2.net



PHOTO NOT AVAILABLE

DIRECTOR

Tye Perrett
Lethbridge Animal Clinic
3333 - 1st Avenue South
Lethbridge, Alberta
T1J 4H1
Phone: 403-327-4150
Fax: 403-328-6260
Email: tplacvet@telusplanet.net

The Organizing Committee
is pleased to invite you to the

23rd World Buiatrics Congress

that will be held in
Québec City from
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at the
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CONVENTION CENTRE.**

The World Buiatrics Congress
will be held in Canada
for the first time.

23rd World Buiatrics Congress
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e-mail: info@wbc2004.ca www.wbc2004.ca

MISSION STATEMENT

The objectives of the Association are:

1. To elevate standards of bovine veterinary practice by:
 - a. presenting one or more continuing education conferences on bovine practice each year;
 - b. preparing and distributing information bulletins;
 - c. otherwise encouraging a personal professional development program on the part of each member.
2. To promote research into bovine diseases by:
 - a. identifying areas of needed research of special interest to the bovine industry;
 - b. bringing this information to the attention of the Dean of the WCVN, and any other appropriate organizations,
 - c. otherwise encouraging research into bovine production.
3. To establish and maintain liaison with appropriate organizations as designated by the Board.



WCABP

Western Canadian Association
of Bovine Practitioners

The WCABP Newsletter is published by the Association as a service to its members. The views expressed in this publication are not necessarily those of WCABP. Correspondence concerning the Newsletter should be directed to the WCABP Office.

Meetings of Interest

- The Joint WCVM & SVMA June Conference will be held June 10-12, 2004, at the Western College of Veterinary Medicine, University of Saskatchewan Campus, Saskatoon, SK. Contact: Anne Ruholl, WCVM; tel.: (306) 966-7267; e-mail: ann.ruholl@usask.ca or Lorna MacMillan, SVMA; tel.: (306) 955-7868; e-mail: lmacmillan@svma.sk.ca
- Manitoba Veterinary Medical Association Annual Conference - January 7-9, 2005 - Winnipeg, MB. Contact: 204-832-1276; e-mail: adowd@mvmma.ca
- Second International Conference on Antimicrobial Agents in Veterinary Medicine (AAVM). June 13-17, 2004 at the Crown Plaza Hotel in Ottawa, ON. Contact: AAVM, PO Box 29041, Tel Aviv 61290, Israel; tel.: 972 3 5175150; fax: 972 3 5175155; e-mail: aavm04@targetconf.com ; Web site: www.aavm2004.com
- The 56th Annual Canadian Veterinary Medical Association (CVMA) Convention. July 7-10, 2004 at the Québec City Convention Centre in Québec City, PQ. Contact: Ms. Linda B. Huskins, CVMA - tel.: (613) 236-1162, or 1-800-567-2862; e-mail: lhuskins@cvma-acmv.org; Web site: www.canadianveterinarians.net
- CanWest Veterinary Conference 2004. October 2-5, 2004 at the Banff Centre in Banff, AB. Jointly hosted by the AVMA and BCVMA. Contact: Midge Landals, AVMA; tel.: (780) 489-5007 or 1-800-404-2862; e-mail: midge.landals@avma.ab.ca; Web site: www.avma.ab.ca or contact: BCVMA; tel.: (604) 929-7090 or 1-800-463-5399; e-mail: mservices@bcvma.org; Web site: www.bcvma.org



PROFILING

One of the suggestions on improving our newsletter was to include profiles of WCABP members. We've taken this suggestion to heart and included profiles of current WCABP members. These profiles were determined at random. *If you are aware of a member with an interesting background or profile please let us know.*

Member News

Dr. Terry Hunt of Pioneer Veterinary Services in Sundre, Alberta has just returned from two years in Peoples Republic of China working on a CIDA (Canadian International Development Agency) Project.

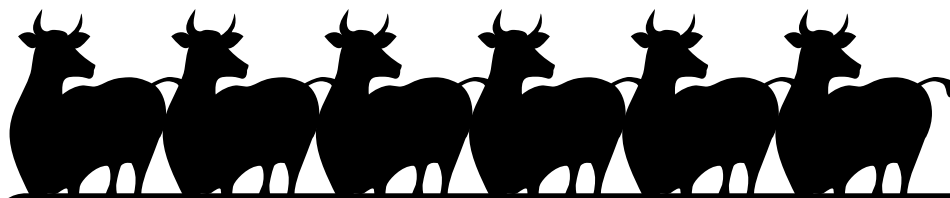
Ray Butler 'Seeing Practice' Bursary Program

Have you considered a donation to the Ray Butler 'Seeing Practice' Bursary? Donations are used to provide bursaries to budding veterinarians who have shown an interest in large animal practice. The future of your practice may well depend upon someone who has taken up large animal practice as a result of receiving a Bursary.

a list of 202 potential WCABP members, all located in Western Canada. We are now in the process of reviewing this list and letters will be sent to these prospective "new" members in the next few weeks, along with a copy of this Newsletter. All new members that join the Association will receive a discount of \$50 on their PRE-registration for our upcoming annual conference, which will be held in Saskatoon in January 2005.

Lastly, we recognize that the Association's greatest ambassadors are you, the membership at large. While we can send out letters, and copies of our Newsletters, it is the personal interactions with prospective new members that will yield the greatest results. To reward your efforts, you will receive a discount of \$50 off your next conference PRE-registration, which is cumulative for each new member you identify. To track your efforts, advise the new member when registering that they need to inform our office of who encouraged them to become a new member; each new member can only identify one WCABP member.

Murray Jelinski



Secretary-Treasurer's Report




In the previous Newsletter I noted that the Association was looking into a number of new initiatives, including a drive to increase membership, the development and implementation of a communication strategy, and the review of corporate sponsorship. I am pleased to report that we have made progress on all three fronts. For this report, I will focus on the membership drive; I will update the membership on our other activities in the next Newsletter.

For now, we have identified three different groups of veterinarians: 1) recent members that have not yet renewed, 2) veterinarians that at one time were listed as members but have not renewed in the last year, and 3) "new" members, that is, veterinarians who have never been members.

Approximately one month ago we identified approximately 90 members who had not renewed their 2004 membership. This number is higher than normal and it may be attributable to the effects BSE has had on the cattle industry. However, this number is also skewed by a large number of students who bought a membership

to attend last year's convention and gala event for Dr. Radostits. Given the tumultuous past 12 months, our membership numbers have remained very strong, with current numbers indicated in the box below. In addition to contacting members who have not yet renewed, we also identified all past

	2004	2003	2002
ACTIVE	259	262	201
STUDENT	58	106	50
LIFE	5	5	5
TOTAL	322	373	256

members, who for one reason or another, have let their membership slip for at least two years. Approximately 80 former members were identified and contacted within the last few weeks. The results of this effort are still being evaluated and will be reported in the next Newsletter.

The identification of potential "new" members has been a large undertaking, for which we can thank Ray Butler. After considerable effort, Ray just recently provided the WCABP with



Administrator's Report

The WCABP office has been shipping Bull Soundness Evaluation Forms to veterinarians throughout Western Canada. These forms are also available from the WDDC and Mid-West. Requests have been received for the Bull Breeding Soundness Evaluation Manual (Barth) from locations as far away as Ecuador.

A reminder that the MEMBERS ONLY section of the website requires a Username and Password. Call the WCABP office at 1-866-269-8387 to obtain this information. Please note that the information contained in the MEMBERS ONLY section is provided to you as a privilege of being a member of WCABP, so please ensure that the Username and Password are held in strict confidence and for your own use only.

From time-to-time, in addition to the newsletter, we would like to send you relevant updates or news regarding the WCABP. To ensure that our email database is complete and accurate for future notifications, please confirm the email address. You can do this by sending a quick note to us at info@wcabp.com. Please be assured that the email address you provide us, as with any other information we have in our member database will be held in strict confidence and will NOT be distributed outside the Association.

Have an enjoyable summer! 🐾

Phyllis Mierau/Cheryl Pasulyko
WCABP Office Administrators



PROFILE #1 SUSAN MCMILLIAN

Susan McMillan was raised on a family mixed beef/grain farm near Margaret, MB, located about 45 minutes straight south of Brandon. Growing up on the farm, Susan had a very active youth, playing all the normal school sports like volleyball, basketball and softball. All this while doing her 'fair share' of the farm work.

When it came time for post secondary education, Susan stayed in Manitoba, enrolling in the College of Agriculture at the University of Manitoba. Towards the end of her second year at the U of M, her deep-rooted interest in animals came to the forefront and she decided that she would like to become a veterinarian. An application to the WCVU was accepted and four years later Susan graduated with her DVM.

Susan's practitioner experience include a three-year stint, post graduation, at the Animal Health Center in Swift Current, primarily under the tutelage of Doug Mann. "The AHC was a great place for me to start," states Susan, "it's a 100% large animal practice with about 80% beef, lots of vets that provided good support for a young grad like myself."

It was at the Animal Health Clinic that Susan had her most unusual experience. "One of the clients had a bit of a game farm and lo and behold one day the owner comes in with a bobcat that had renal failure and I was the lucky one to treat it." Not quite a large animal experience, but nonetheless a unique experience in itself for an aspiring veterinarian.

In 1999, Susan decided to move back closer to her Manitoba roots and accepted a position at the Shoal Lake Veterinary Clinic, a mixed practice owned and operated by Bruce and Janice Waddel. In 2001, Susan moved even closer to her original home by relocating to the Pembina Valley Veterinary Clinic in Pilot Mound, MB. A satellite clinic of the Morden Veterinary Clinic, Pembina Valley's clients are primarily (~75%) large animal with a few dairy and pig operations thrown in. "Being close to the Canada/US border, we even see a few clients come across from North Dakota."

Like most farm-orientated families, family life is an important aspect of Susan's life. Her father and brother, "as of today, still farm," says Susan. The family farm now consists of around 150 Black Angus Cross and 1,500 acres reserved for grains such as barley, wheat or oilseeds. In addition to her brother, Susan has three sisters, two living not too far away from the family farm near Margaret and one across the border in Saskatchewan. 🐾

2005 Conference Progress Report

Dr. Craig Dorin, 2005 Conference Chair, is well advanced in planning next year's meeting, which will be held at the Saskatoon Inn from Thursday, January 20th through Saturday, January 22nd.

The 2005 meeting will follow the traditional format of concurrent 'in-depth' sessions specific for beef and dairy practice to be presented on the Thursday. The 2005 beef session will focus on cow-calf nutrition with special attention given to the influence of disease on nutritional requirements. The dairy session is in early planning stages under the supervision of Dr. Val Smid, a WCABP director. WCABP members wishing to make comments and suggestions can contact Val

at 204-326-3955 or by e-mail at valerie_smid@hotmail.com.

Dr. Dorin and his conference planners have assembled an impressive list of speakers and topics from which to select for the Friday and Saturday sessions.

The availability of funds from the Dr. Otto Radostits Legacy Fund will again assure a first rate program directed at cattle practitioners.

The continued popularity of Industry Presentations assures that commercial representatives will again be contributors to the educational presentations.

Selection of the Saskatoon Inn as the 2005 conference hotel was prompted by the excellent relationship that has been established from previous WCABP conferences held there.

The Saskatoon Inn recently completed a \$2.7 Million renovation to the public areas including the guest rooms. A room rate of \$89.00 (single or double) has been approved for the 2005 Conference.

Ray Butler

Talk Back

Talk Back

I hope to make the "Talk Back" column a regular feature of our Newsletter, with the express purpose being to encourage communication between the membership, the Board, and myself. This column represents one of the initial steps in the development of a comprehensive communication strategy.

We are continuing to update our website. I would encourage all members to visit our site and check out some of the new links that have been added. In keeping with the "Talk Back" theme, we are also exploring how to post online questionnaires, which would be of particular value for planning annual conventions and for obtaining feedback on existing services and on proposals for new services.

On the issue of new services, could you please provide me with your thoughts on the following three issues:

1. Subjects and speakers for the upcoming OMR Lecture (2005 Convention). One of the themes being explored for this year's convention is Nutrition; however, the OMR Series does not have to follow this theme.
2. Do you see any value in our Association contracting with a professional database search company (Nerac)? Nerac specializes in delivering technical information and has the capability to query nearly every journal article and conference paper published in the last four decades. This service would allow you to search the literature for any subject matter, whether it be veterinary medicine related or otherwise. If enough members are interested in this service then I will provide additional information in the next Newsletter.
3. Dr. Ted Clark and I have been discussing the production of a video that details proper post-mortem technique. Dr. Cheryl Waldner and others have produced similar videos in the past, but it may be time to produce another one that covers feedlot animals and young calves. Again, please advise if this would be of interest.

Please respond to the above by emailing me at mjelinski@shaw.ca, or you may contact the WCABP office by phone 1-866-269-8387 (toll free), or fax 306-956-0607.

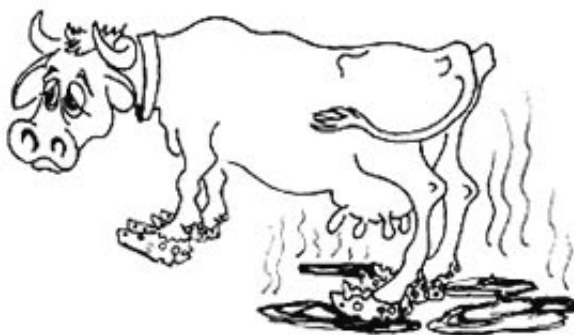
Murray Jelinski 

Lameness Site

Check out this website.

www.cowdoc.net


It is your guide to cattle lameness and treatment of bovine foot disease for producers. This encyclopedia provides comprehensive, clear information on the appearance, cause, treatment and control of lameness in the feet of cattle. It is profusely illustrated with photographs, and extensively cross-links disease with causative factors such as nutrition, micronutrient supplementation, cow comfort and heifer rearing. The author, Paul Greenough, has provided several bibliographies and a "Disease Identifier" to assist producers in recognizing problems.



Radiology and Surgery (DAVS) where he was able to develop an academic interest in Cattle Lameness. The other half of his time was devoted to the production of films, videotapes and other educational media for the Continuing Veterinary Education Section.

He coauthored "Lameness in Cattle" an authoritative veterinary text which has gone to three editions and been translated into three languages.

He was made a professor emeritus (DAVS) on his retirement in 1992.

He remains actively involved with writing and giving presentations on cattle lameness, as well as developing the highly commended comprehensive website: www.cowdoc.net. 

Paul Greenough graduated from the Royal Veterinary College in London England. For the next nineteen years he worked in private dairy practices in Kent and Somerset. Paul developed a special interest in cattle lameness early in his practice life. He subsequently was made a Fellow of the Royal College of Veterinary Surgeons in recognition of his contributions to the field.

In 1966 he joined the faculty of the Western College of Veterinary Medicine where he held a dual appointment. For half of his time he worked in the Department of Anesthesiology

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Link to Canadian Cattlemen's Monthly Report

General information on the Canadian Cattlemen's Association (CCA) can be found on their website at www.cattle.ca. The "Newsroom" section provides copies of the latest news and audio releases as well as copies of the CCA Monthly report. A daily BSE Bulletin is now available at www.info-cca.ca.



www.wcabp.com



PROFILE #2 LARRY POTTER

Larry Potter is not your typical Western Canadian veterinarian. Larry was born in Frederic, Wisconsin and grew up on the family dairy farm near Frederic. After graduating from Frederic High School, Larry enrolled at the University of Minnesota where he obtained his DVM in 1973.

After a one-year large animal internship at Oklahoma State University, Larry looked North. He contacted the CVMA and was directed to the MVMA's newly introduced program to attract vets to rural Manitoba. Not long after, Larry found himself working at a vet clinic in Alonsa, MB. In 1975 a "drug salesman" told Larry about an open position in Shellbrook, SK. He practiced at that clinic for four years. In 1979, Larry moved 100 km down the road to the Spiritwood Veterinary Clinic. He has been in Spiritwood ever since.

Asked if he ever has a desire to move back to the States, Larry says "No way! I like it where I'm at. There are way too many people in the US". Larry and his wife, Claudia, who is also from the States (Minneapolis, Minnesota) usually spend a week or two each summer visiting parents and friends back in Wisconsin and Minnesota.

Larry and Claudia have two children, a son Luke, who is majoring in computer science at the University of Regina, and a daughter, Heidi, who is a member of the WCVM's 2004 graduating class. Heidi starts her career as a veterinarian on August 1, when she commences work at the Vermilion Veterinary Clinic in Vermilion, AB.


In her 2nd year at WCVM, Heidi, as a member of the Theriogenology Club, arranged for a number of her classmates, who had never really been exposed to a large animal rural practice, to spend a busy spring day at the Spiritwood Veterinary Clinic. The participating students, mostly from urban centres, were provided the opportunity to receive first hand experience of many routine large animal cases (c-sections, castrations, prolapses, dystocia, etc.). They came out in groups of 3-6 around noon on a

10 Year Anniversary for Boehringer Ingelheim's WCABP Veterinarian of the Year Award

The Boehringer Ingelheim WCABP Veterinarian of the Year Award just passed an important milestone. The 2004 award marked the tenth year that BI has sponsored this award and hence we thought it fitting to run a story detailing the origins of the award, and a list of past recipients. Obviously, to get the story straight, I elected to contact a former classmate of mine, and the person who came up with the idea, Dr. Doug Myers. Doug provided me with the following information on the origins of the award, "The idea came from attending an AABP convention and seeing the annual Veterinarian

Friday or Saturday in March, stayed overnight at Potter's and participated in calls and routine farm work until the following afternoon. "I'm not sure whether the students came out for the experience or for Claudia's cooking", offers Larry. Over the past 3 years, the Potter's have hosted almost 50 young WCVM students. "Our practice is very slow in the summer, so having a summer student doesn't really make a lot of sense for us; having students out in the spring is one small way we can expose WCVM students to large animal practice" offers Larry, "Even if one of them goes on to large animal practice, it will be a bonus. I'd encourage other vets to consider doing something like this, our clients are very receptive; the students learn a thing or two and we have some fun with it!"

When asked about the biggest changes he has seen in the profession Larry says, "Without question BSE has had the biggest impact". The other thing that Larry has noticed is that today's graduating vet students are pretty well qualified when they leave WCVM. "Technology has allowed students to learn and know more than we did when we graduated".

When Larry is not at the clinic, you'll either find him working on his 800 acre farm, tending to his 90 head of cattle, or out hunting and fishing. Actually you may not find him fishing; try as I might, I couldn't get his favourite fishing location out of him: "A true fisherman never tells anyone where he goes fishing". 



Boehringer
Ingelheim

of the Year Award. I presented the concept to Dr Paul Doig and others at Boehringer Ingelheim and they gave me the green light to approach the WCABP Board of Directors." Doug went on to say that, "BI has had a history supporting Continuing Education and excellence within the veterinary profession and hence this seemed to be a natural fit. Recognition from your peers is one of the most valued awards one can receive". I have to concur with Doug on this last point, without fail, the recipients have always shown their sincere gratitude for having been chosen by their peers for this award.

I would also like to announce that in recognition of this milestone Boehringer Ingelheim has increased their financial support for this award. Historically, BI has provided a \$500 cheque in the recipient's name to the Ray Butler Bursary Fund. Going forward, BI will also provide the recipient with funds to cover travel and accommodation costs, up to \$500.00, with any unused funds being donated to the Ray Butler Bursary Fund. On behalf of the Association I thank Drs. Doug Myers and Bruce Quinn and the entire BI organization for their continued support of this award.

The following is a list of the past recipients of the Boehringer Ingelheim WCABP Veterinarian of the Year Award:

Eugene Janzen	2004	Okotoks, AB
Ted Clark	2003	Saskatoon, SK
Dwayne Elschuk	2002	Camrose, AB
Wayne Sereda	2001	Leduc, AB
David Hamilton	2000	Morden, MB
Otto Radostits	1999	Saskatoon, SK
Rich Vanderwal	1998	Abbotsford, BC
Ray Butler	1997	Saskatoon, SK
Rod Sydenham	1996	Cochrane, AB
Albert Barth	1995	Saskatoon, SK

Murray Jelinski 

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Newsletter is
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Nominations for the Boehringer Ingelheim WCABP Veterinarian of the Year

Working in conjunction with Dr. Doug Myers (Boehringer Ingelheim), the WCABP recently drafted an up-dated nomination procedure and list of criteria for the Boehringer Ingelheim WCABP Veterinarian of the Year Award. I urge all members to read the following nomination procedures and selection criteria. It is not too early to start thinking about deserving recipients for the 2005 Award.

Criteria to consider for nominees:

The veterinarian must be a member in good standing with their respective association, or if retired, to have been a member in good standing at the time of retirement. The Boehringer Ingelheim WCABP Veterinarian of the Year Award nominee should be a WCABP member; however, the Board may choose to recognize a non-WCABP veterinarian who has made a significant contribution to bovine practice in Western Canada. Deadlines for all nominations will be December 1st of each year.

By this award, the WCABP is attempting to honour, or recognize, a veterinarian who embodies some, but not necessarily all, of the following criteria:

1. History of service and dedication to veterinary practice and the cattle industry.
2. History of service to the veterinary profession, specifically to the WCABP and other Western Canadian provincial veterinary associations.

3. Reputation for clinical competency or for being a pioneer or leader in bovine medicine, surgery, or herd health.
4. If the nominee is a non-member, then this person must have a national or international reputation related to bovine medicine, surgery and herd health, and their accomplishments must have had a positive influence on bovine practice in Western Canada.

Nomination Procedure:

A call for nominations will be included in the two Newsletters leading up to the deadline for nominations. A notification for a call for nominations will be posted on the website for at least 90 days leading up to the deadline for nominations. The Secretary-Treasurer (S-T) may elect to send an email to all members requesting nominations.

Each nomination must include a brief biography and a rationale for why you believe this person is deserving of the award. The letter of nomination will be printed in the first Newsletter following the granting of the award. The S-T will collect all the nominations and present them to the Board for review and selection. The S-T will then make contact, at least two weeks in advance of the meeting, advising the recipient of the place and time of the award. 🐄

NEWSLETTER ADVERTISING RATE SHEET

Effective: April 1, 2004

Publication Information:

The WCABP newsletter is published four times a year (March, June, September, December) and is mailed to WCABP members, sponsors, and affiliates. Distribution is to between 350-400 veterinarians with demonstrated interest in large animal veterinary practice.

ADVERTISING OPTIONS

4 Color

Outside Back Cover:	\$900/full page	\$500/half page	not available
Inside Back Cover	\$800/full page	\$500/half page	\$250/ ¼ page
Inside Front Cover	\$800/full page	\$500/half page	\$250/ ¼ page
Banner Ad (2 inch)			\$500
Banner Ad (1 inch)			\$250

Black & White (any inside page)

\$700/full page	\$400/half page	\$250/ ¼ page
Banner Ad (2")		\$400
Banner Ad (1")		\$200
Classified Ad (1/8 page)		\$200
Spot (1½" x 1½")		\$150

Inserts

Materials Supplied (350 copies)	\$400 per insert
Materials Not Supplied (350 copies)	\$500 per insert

Multiple Issue Discounts

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Advertisement Material Deadlines:

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June	May 10 th
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Contract Terms: All amounts due on invoicing

For further information contact the WCABP Office by telephone at: 1-866-269-8387 or by e-mail at info@wcabp.com

Cost of Advertising

The following is an excerpt taken from the minutes of the April 20, 2004 WCABP Board of Directors meeting concerning member advertising:

"Members wishing to place an advertisement, of up to 1/8 page, related to sale of practice, buying and selling of used equipment or employment opportunities may do so free-of-charge. The advertising (up to 1/8 page) of information (i.e. short courses, seminars, books, etc.) that is clearly to the benefit of the greater good of the WCABP membership, and not considered to be of a commercial nature may also be advertised free-of-charge. Standard rates on any advertisements over 1/8 page shall apply. Any advertising request, which does not fit within these guidelines, shall be brought to the Board for approval. The same rationale shall apply to any website advertising."

See advertising Rate Sheet (at right) for current rates.

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Keep tabs on your Association and your industry

- 2004 Conference Proceedings
- Numerous links to sites of interest
- Latest industry information
- Vet Advice columns (contributed by WCABP members, and published in the Canadian Cattlemen)

www.wcabp.com

VIEWPOINT - By Murray Jelinski

My inaugural article involves a topic that has surfaced intermittently over the years, and that is Alberta's desire to establish a parallel veterinary education program. Recently, the provincial government requested the University of Calgary and the University of Alberta to submit proposals for a veterinary education program. It should be noted that these are merely proposals and hence a new veterinary college is a not *fait accompli*. However, the fact that proposals are being sought is significant, and a potential harbinger of things to come.

For an alternative veterinary educational program ("college") to be successful it must be accredited and will need to produce graduates who are qualified to write the NEB exams; Canada, like most other veterinary jurisdictions, does not recognize limited licensure. Therefore, the new college will need to produce a graduate comparable to a WCVM graduate, which leads to another issue.

If Alberta establishes a parallel college, then what will become of the WCVM? Presumably, in time, Alberta will opt out of the WCVM's inter-provincial funding agreement. Secondly, where will the faculty for populating this new college come from? Will the new college cannibalize the existing Canadian veterinary colleges; with the WCVM being affected the most? A dilution in the quality of faculty would leave western Canada with two mediocre veterinary schools, rather than one school of excellence.

The WCVM has served the western provinces well, producing over 2,500 practitioners, many of whom have become leaders in their chosen fields. More recently, federal infrastructure funds have been allocated to the college, and the WCVM has just been granted full accreditation, a significant hurdle for any North American veterinary college. Furthermore, the Canadian Light Source (synchrotron), coupled with VIDO's aggressive plans for expansion, will continue to provide the WCVM with very unique opportunities for collaborative research. I suspect that a cost-benefit analysis would show that Alberta would be much further ahead if they infused additional funds into the WCVM, versus embarking on establishing a parallel veterinary teaching program in Alberta. However, this is unlikely to address two of the main concerns expressed by some Albertans: 1) the need to alleviate a shortage of mixed animal practitioners, and 2) a growing perception that

the WCVM has abandoned its original mandate of servicing the livestock industry. However, I am not convinced that we need to establish another veterinary program to address these concerns.

I personally have grown weary of all the talk concerning the shortage of rural practitioners. As a profession, we have become preoccupied with this topic, holding "summits" and conferences, and commissioning surveys. Yet, what have we to show for these efforts? I submit, very little. And, at the end of the day, I remain unconvinced that an infusion of rural practitioners will solve this problem. Prior to BSE and a sky-rocketing Canadian dollar, the

supply of rural practitioners was starting to tighten and the demand for graduates was driving up salaries, which was a good thing. The law of supply and demand was at work, fewer veterinarians led to higher wages, establishing a new supply-demand equilibrium. Furthermore, provincial Economic Surveys were leading to

increased fees, of which one positive sequela was a gradual movement away from task-orientated services.

Some would argue that the steady increase in fees has resulted in practitioners pricing themselves out of certain services, with this vacuum being filled by lay people. To me, this is THE ISSUE when we talk about a shortage of food animal practitioners. Why is the average veterinarian, with a minimum of six years of specialized university education, competing with lay people for the same work? This notion that we need to graduate more veterinarians to defend our franchise is the reason why our profession has failed to evolve with the other medical professions. Attracting, and more importantly, retaining, the best and brightest people to mixed animal practice will only come about by increasing the level of job satisfaction. Increasing the supply of veterinarians will drive down wages across the entire profession and force rural practitioners back to more task-orientated procedures; procedures that are extremely competitively priced.

I agree that we need to defend our franchise, but we should not be using highly educated people to do what a qualified technician can do. The latest Alberta initiative could provide a unique opportunity to provide a solution to a problem that cannot be solved by graduating more veterinarians. Personally, I believe we should

establish a "Veterinary Associate" program. This would be a three to four year program that would produce qualified technicians capable of conducting bull evaluations, reproductive examinations, castrations, dehornings, etc. Like the AHTs, the veterinary associates could only work under the supervision of veterinarians, and would be licensed by the provincial VMAs. Many veterinarians will feel threatened by this idea and will argue that only a DVM can diagnose a cystic ovary or a mummified fetus, etc. Realistically, a person with 3-4 years training would be competent in these procedures. However, it still takes a DVM to interpret the data and offer scientifically based recommendations to the producer.

Alberta has the resources and opportunity to make a significant positive impact on our profession. We must "think out of the box" and consider the establishment of a veterinary associate program. Secondly, the WCVM needs additional resources to increase the training of graduate students in food animal production medicine and pathology. Increased funding for graduate students is central if we want to entice practitioners back to the college for a post-graduate training. We also need to dedicate additional research funding for diseases of economic significance to western Canada (i.e. Mycoplasma polyarthritidis, etc.). Lastly, I see value in the establishment of a satellite college to the WCVM in Alberta; a Clay Centre of the North. The WCVM is after all the WESTERN College of Veterinary Medicine and the creation of a physical or virtual satellite to the WCVM would provide faculty and students greater exposure to the practice of veterinary medicine and the livestock industry.

Lastly, whatever the government decides to do, it is important that we, as a profession, who has the most at stake, be involved in the decision making processes at the front end.

Now you know my VIEWPOINT. 🐾

DISCLAIMER

The purpose of this column is to generate thought and discussion on issues of significance to WCABP members, and may not reflect the opinion of the Board or the membership. I invite members to either respond to this article, or to write an unrelated article worthy of discussion or debate. All responses to this article, within reason and subject to minor editing, will be printed in the next newsletter.

Please direct your comments to the following email address: info@wcabp.com

Does Western
Canada need
another veterinary
college?



www.wcabp.com



Think Large!

THINK LARGE materials are available from the WCABP Office. These include:

- brochures, which highlight some of the attractive features of a career in bovine practice. Twenty-five copies are available to each member free of charge. Additional copies will be invoiced to you at our cost (approximately 43 cents/copy).
- A 23-slide Power Point presentation that expands on the theme presented in the brochure. The presentation can be downloaded from the WCABP website www.wcabp.com
- A 12½-minute video presentation (VHS) also titled Think Large. In addition to the standard VHS tapes, we have DVDs as well as CDs (suitable for use in exhibits), which may be borrowed for your use.

Please contact the WCABP office for any of the THINK LARGE materials.

Think Large!

The Vaccine & Infectious Disease Organization (VIDO)... New Directions

The Vaccine & Infectious Disease Organization (VIDO) is renowned for the research, development and commercialization of products used by producers in the food animal industry. It is credited with five "world firsts" in animal vaccine research, and is expanding into human health applications. Established on the University of Saskatchewan campus in 1975, VIDO has long worked to develop products and techniques to benefit the livestock community. For example, the Organization created the first genetically engineered subunit animal vaccine, and was the first to demonstrate that DNA immunization, known to lead to a long-lasting and broad-spectrum immune response, could be effective in cattle.

Currently, the advances in molecular biology, genomics and immunology are providing unprecedented opportunities for understanding the ways in which infectious organisms cause disease in both humans and animals. Indeed, these advances are leading to the convergence of the study of infectious diseases of humans and animals - and supporting VIDO's pursuit of new research directions. It is estimated that 50 per cent of infectious diseases in humans and nearly 80 per cent of emerging diseases have arisen through animals, and scientists warn that

animal diseases could pose the gravest threat to humans in the future. Diseases such as BSE, West Nile virus, SARS and avian influenza are surfacing, and research at the interface of animal and human health has become essential. This means that certain VIDO projects will lead to vaccines and technologies for application in both humans and animals. Equipped with its history and experience, VIDO's 15 main project streams include strong research programs on diseases severely impacting the livestock industry, as well as programs to improve human health in areas including food safety, SARS and hepatitis C.

VIDO has begun an aggressive program of growth - in its research programs, infrastructure, physical space and expert staff. A \$19 million expansion, officially opened in the fall of 2003, added 50,000 square feet, including state-of-the-art lab space and equipment. The move dramatically increased research capacity in four main areas: genomics, pathogenesis, bioinformatics, and of course, vaccine development, formulation and delivery. Research and support staff numbers have increased from 85 to more than 120.

After construction on its expansion had begun, VIDO received a \$26.9 million Genome Canada grant for research to gain knowledge about how immunity to infectious diseases works and to develop prevention strategies for both human and animal infections. The grant allowed a third floor to be added to the new building. The project, in co-partnership with the University of British Columbia, is focused on exploring the gene responses that occur in humans and animals, specifically cattle and poultry, following exposure to an infectious agent. By identifying the specific genes in bacteria that are turned on when pathogens enter an animal, VIDO researchers will generate a better understanding of which genes are important in inducing disease. While Genome Canada is providing half of the funding, the private companies AniGenics Inc., of Chicago, Ill., and Inimex, of Vancouver B.C., along with the Province of Saskatchewan will provide the other half of the funding required.

Early in 2004, VIDO received approval from the Canada Foundation for Innovation for

its proposed International Vaccine Centre (INTERVAC). This \$61.8 million VIDO-led initiative will create an independent research facility dedicated to protecting human and animal health. Its highly secure Level 3 laboratories will allow researchers to respond to emerging health threats such as West Nile virus and avian influenza ("bird flu"). INTERVAC, a collaboration between VIDO, WCVI and the U of S College of Medicine is expected to be operational in 2008 or 2009.

VIDO remains committed to dedicated livestock programs, including in the area of cattle research:

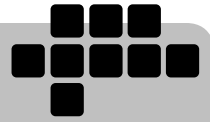
- needle-free vaccine delivery
- boosting of vaccine effectiveness through novel adjuvants (substances that increase the magnitude of the immune response) and immune-system modulators
- food safety vaccines (E. coli O157:H7 and Cryptosporidium)
- the development of therapeutics against bovine respiratory and enteric disease through genomics
- the development of bovine mastitis vaccines
- a vaccine for bovine respiratory syncytial virus
- novel vaccine "carriers" to improve delivery of vaccines to target tissues

Vaccines developed at VIDO:

- **Pneumo-Star™**, the world's first subunit genetically engineered commercial veterinary vaccine against Pasteurella infection in cattle
- **Somnu-Star Ph™** and **Somnu-Star™** against H. somnus and Pasteurella infection in cattle
- **Vicogen™**, world's first calf scours vaccine protecting against K-99 E. coli enteritis
- **Ecolan-RC™**, vaccine for calf scours, protecting against K-99 E. coli, rotavirus and coronavirus enteritis
- **Hevlan-TC™**, type II adenovirus vaccine against hemorrhagic enteritis in turkeys and splenomegaly of chickens
- **Pleuro-Star 4™**, a recombinant subunit vaccine for Actinobacillus pleuropneumoniae infection in swine

www.vido.org 






The O.M. Radostits Legacy Fund - Making a Difference in Continuing Bovine Education

In 2002 a group of friends, colleagues and former students of Dr. Otto Radostits established the O.M. Radostits Legacy Fund. Dr. Radostits retired from the Western College of Veterinary Medicine in June 2002 following a teaching career at three veterinary schools that spanned more than 40 years. The objective of the Fund is to perpetuate his legacy by strengthening continuing bovine education in Western Canada. The Fund set out to raise \$100,000 over a five-year timeframe, and received a major boost when Merial Canada committed \$10,000 a year for five years. Donations were also sought from former students, colleagues, friends and Dr. Radostits' family. I am pleased to report that as of January 2004, the Fund had reached its target, and I would like to thank all those who contributed, particularly in the face of an economic downturn in the cattle industry. Donations can be made to the Fund and are tax deductible. The Fund supports continuing bovine education through a partnership with the WCABP by which it works to enhance the content of the WCABP annual conference.

I believe that the Fund made a major contribution to the 2004 Conference in Calgary by collaborating with the WCABP to put together a full day on BSE. The program, called "BSE from A to Z", was diverse and comprehensive, and included "Radostits Seminars" by two veterinarians from the UK who had lived through their BSE epidemic that started in 1986. The first was Dr. Peter Orpin, a practitioner who opened the Program by describing how BSE impacted, and then changed, his practice, his clients, and his

colleagues. The second was Dr. Gerald Wells, a researcher, who described the epidemic and showed a very impressive video of the clinical signs and progression of the disease. Other speakers included: Dr. Brian Evans from the CFIA who presented the most up-to-date information on the investigation into BSE in Canada as well as negotiations with our trading partners; Dr. Brian Radke who talked about managing in a BSE world; Dr. Michael Mehta, a sociologist from the University of Saskatchewan, who talked about how the public perceives risk and how the cattle industry should be managing those perceptions; Dr. Chris Clark from the WCVM, who talked about the epidemiology and diagnosis; and Dennis Laycraft who discussed the impact of BSE on the Canadian cattle industry. The day also included brief presentations from two panels, the first comprised of members from allied industries, such as packers, renderers, exporters, and the pharmaceutical industry, and the second comprised of three veterinary practitioners. Comments from the members that attended "BSE from A to Z" indicate that the Program was valuable, timely, practical, and very worthwhile.

The Radostits Seminar Committee is now starting to plan for the 2005 Conference to be held in Saskatoon on January 20-22, 2005. The Fund is there to work for you, so we are asking WCABP members for ideas about important topics that could be presented as Radostits Seminars or a daylong event such as "BSE from A to Z". This year the seminar Committee members are John Campbell and Richard Harland, representing the WCABP, Stephen Acres and Murray Jelinski, representing the Fund, and Dr. Radostits. Please contact any of us if you have ideas for topics. We look forward to seeing you in Saskatoon.

Stephen Acres, Chairman, The O.M. Radostits Legacy Fund 




Dr. Peter Orpin, discusses the long-term impact of BSE on his practice in the UK.

IN MEMORY

GREENOUGH, Mark Edward Charles - January 25, 1958 to May 14, 2004. Mark left Mother Earth peacefully. Sandra, his Soul mate and loving wife of 28 years, and sons, John and Michael, were at his side. He dearly loved his parents, Pauline Greenough and Paul Greenough, (Sharon); brothers and sisters, Tim (Laurene), Rosalyn (Paul), Anne (Bill), Sally (Ken), Peter (Jayne) and Tobe. Mark was born in Butliegh, England, where he attended school until he was 8 years old. When his family emigrated to Canada, he attended schools in Saskatoon and Regina, SK. After graduation from Campbell Collegiate in 1975, Mark graduated with a Bachelor of Science Advanced degree from the University of Saskatchewan in 1979 following which he had a highly successful career. Ethics and raising the standard of his professionalism

were constant motivators. Many of his clients became lifelong friends. Mark had a curious mind and was dedicated to learning all he could about his work in order to enable those he served to better understand. His leadership and innovation earned him responsibility for training and developing colleagues within Bayer Inc. Mark took this responsibility very seriously, both as a teacher and provider of empathetic support.

Just before his illness was diagnosed, Mark was promoted to Western Canadian Sales Manager for the Animal Health Division of Bayer Inc. Mark's colleagues and clients did not waiver in their steadfast support throughout his illness. Mark's passion was golf and during his life he won 22 amateur tournaments. His greatest and most treasured

accomplishment was to become a member of the Saskatchewan Willingdon Cup Golf Team in 1991. In 1993, Mark started Diamond in the Rough Junior Golf Camp to teach young boys and girls the love of the golf game. Mark revelled in the coaching and was enormously proud of the success attained by some of the students who went on to attain local, provincial and national recognition and those who love and play the game of golf. Mark wanted it to be known that he had a full and very satisfying life. We have lost a true gentleman, taken in the prime of his life. Mark has been a strong role model and inspiration to many during his lifetime and during his battle with lung cancer. There were so many sparks of humour, love and originality that could have brightened his way but it was not to be. Farewell to our Golden Boy. 



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