California Veterinary Medical Association
Membership Snapshot

A Guide for the CVMA Member

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CVMA
2014-2015
Table of Contents

BENEFITS OF CVMA MEMBERSHIP
- Continuing Education Information
- Information & Resources
- Regulatory Compliance
- Legislative Information
- Insurance Services through VISC
- RVT Distance Learning
- CVMA CVA Program
- Classified Ad Discounts
- Mentoring Kit for Classroom Presentations
- Disaster Brochures
- History Book
- It’s About Pets – website for clients

CVMA MEMBER SERVICES
- Insurance Program
  - Veterinary Insurance Services Company (VISC)
  - Delta Dental
  - Vision Service Plan (VSP)
- Business Services
  - CareCredit
  - HireRight, Inc.
  - Infintech Merchant Card Processing
  - Wilke, Fleury, Hofelt, Gould & Birney, LLP
  - CheckmarcUSA
  - Staples
  - IC System
- Other Services
  - Car Rental Discounts
  - Amusement Park Discounts
  - Online Store

UPCOMING EVENTS – CONTINUING EDUCATION
- Animal Care Conference
- Yosemite Seminar
- CVMA’s Fall Seminar - Palm Springs
- Pacific Veterinary Conference

CVMA PUBLICATIONS
VOLUNTEER OPPORTUNITIES

CVMA Committees
CVMA House of Delegates
California Veterinary Medical Reserve Corps (CAVMRC)

CVMA OFFICERS / LOCAL CONSTITUENTS

CVMA STAFF
Benefits of CVMA Membership

Continuing Education
The CVMA offers members discounts on continuing education (CE) with the Spring Seminar in Yosemite, the Animal Care Conference, and the Pacific Veterinary Conference. CVMA-sponsored conferences give you the chance to spend time with friends and family, attend great CE, build professional relationships, and discover products and services from allied industry partners. View Mandatory CE and Recordkeeping information.

Information & Resources
Immediate access to critical information through the CVMA website, CVMA Weekly e-newsletter and California Veterinarian magazine, press releases and action alerts. Use the Member Resource Directory to find contact information on California state agencies, federal agencies, and more!

Regulatory Compliance
The CVMA offers a regulatory guide, available online, to help veterinarians reach full regulatory compliance with Cal/OSHA. The subscription-only guide has information on how to produce and implement a safety program, written specifically for veterinary facilities in California. The guide includes interactive web pages that allow you to create a customized IIPP, EAP, FPP, and HCP for your facility, downloadable forms to help implement your safety program, and much, much more. Additionally, the CVMA also offers these regulatory products and services:

- A series of 8¾” x 11¾” laminated plaques that are suitable for hanging in your practice and that meet a number of regulatory requirements.
- An Employee Posting Set, consisting of two laminated posters with required California and Federal postings for practices.
- CVMA Director of Regulatory Affairs is available to offer assistance to veterinarians with regulatory concerns.

Legislative Monitoring and Advocacy
The CVMA advocates for you at the State Capitol with lobbyists Michael F. Dillon and Christina DiCaro. The CVMA supports and sponsors legislation favorable to the veterinary profession and to animal welfare. Our Legislative Action Center at CVMA.net keeps you up to date on current legislation and the corresponding CVMA positions.

Protection of Your License
The CVMA continuously looks for unlicensed veterinary activity in all areas of practice including dentistry, chiropractic and legend drug sales. When we identify individuals who are illegally practicing veterinary medicine, we educate them and refer them to the Practice Act and we also notify the California Veterinary Medical Board.

Legal Services
The CVMA Legal Services program offers services that will assist member veterinarians in areas of the law related to veterinary practice through the law firm of Wilke, Fleury, Hoffelt, Gould & Birney, LLP.
**Veterinary Insurance Services Company (VISC)**
The California veterinary profession has unique needs and risks. As a veterinarian, technician, office manager, or staff person, with professional and personal insurance needs, you may be renewing an existing policy or starting a new one. VISC provides the best fit for veterinary businesses and for personal insurance. The specialist brokers at VISC have decades of experience in veterinary medicine. Call 888.762.3143 for information.

**RVT Distance Learning Program Discounts**
The CVMA has negotiated with two RVT distance learning programs for substantial discounts for employees of CVMA members. In addition to a traditional school or the alternate route, this offers veterinary technicians another way to become an RVT. The two programs are: Penn Foster College and the Distance Education Veterinary Technology Program (DEVTP) of the American Animal Hospital Association and Cedar Valley College.

- **DEVTP Information**
- **Penn Foster Information**
- **Penn Foster Brochure**

**CVMA Certified Veterinary Assistant Program**
Unregistered assistants now have the opportunity to advance their knowledge and learn the skills needed to increase their value as a member of the veterinary practice team through this CVMA-endorsed program.

**Access to CVMA Staff**
The CVMA staff is always available to help CVMA members in any way. We can answer your questions on regulatory, membership, legislative, continuing education, public relations, marketing and other issues concerning the veterinary profession. Please feel free to call or email with any questions, comments, or ideas.

**Listing in Find a Veterinarian**
The Find a Veterinarian link on the CVMA website lets potential clients locate you personally when searching for a veterinarian. The directory listing includes CVMA members’ practice names, addresses, phone numbers, and types of practice. Keep that information up to date with the CVMA and new clients will easily find you!

**CVMA Directory**
Network with colleagues and specialists through our online CVMA Directory – a searchable listing of all veterinarians and CVMA member RVTs in California. Though all veterinarians are listed, this is available only to CVMA members.

**Classified Ads Discount**
The CVMA offers classified advertising on the website and in the California Veterinarian magazine. CVMA members get a discount of up to 25% for classified ads regarding positions offered, practices for sale/lease/buy, and equipment sales miscellaneous. Veterinary professionals can also post their resumes.
Mentoring Kit
Veterinarians and RVTs can take advantage of a speaker’s kit that the CVMA has prepared, for use on occasions such as classroom presentations. There are two PowerPoint presentations, one for elementary school students and the other for middle and high school students; both presentations are on one CD. Also included are a suggested script, suggested visual aids, and information on additional resources. Kits can be ordered at CVMA.net or call 800.655.2862.

Disaster Brochures
Offer your clients essential information on animal care during a disaster. The California Veterinary Medical Association and the California Department of Food and Agriculture developed disaster brochures in order to provide all animal owners in the state with basic information on how to plan in advance for animal care during and after a disaster.

The brochures include information on how to prepare a disaster kit for animals and a fill-in-the-blank emergency contact panel for the client to fill out. Through public awareness we hope to reduce animal suffering during a disaster.

➢ Disaster Brochure Order Form (brochures are grouped in bundles of 100)

History Book
The CVMA’s history book covers the fascinating history of veterinary medicine in California. It has been printed on high-quality book stock and is filled with vintage and contemporary documents, photos, newspaper clippings and mementos.

➢ History Book Order Form

It’s About Pets
The CVMA’s colorful website for your clients, It’s About Pets, offers many resources via seven menus off the main page: Pet Health, Your New Pet, Life Stages, ER, Pet Loss, It’s About Kids, and Find a Veterinarian.
The California veterinary profession has unique needs and risks. As a veterinarian, technician, office manager, or staff person, with professional and personal insurance needs, you may be renewing an existing policy or starting a new one. Veterinary Insurance Services Company (VISC) provides the best fit for veterinary businesses and for personal insurance. The specialist brokers at VISC have decades of experience in veterinary medicine. Visit www.visc-ins.com or call 888.762.3143 for more information.

You may participate in the Delta Dental insurance program, designed to cover your personal and staff needs. This plan benefits the hospital owner, their families, and full-time employees with a tax-free employment benefit. Contact Capitol Association Plans for information at 916.944.1707.

Affordable, high-quality eye care plans are available with Vision Service Plan. Call Capitol Association Plans for more information at 916-944-1707.

CareCredit offers a pet healthcare monthly payment plan to assist members by expanding treatment acceptance. www.carecredit.com/practices/veterinary, 800.300.3046, ext. 4519.
Law Firm of Wilke, Fleury, Hoffelt, Gould & Birney, LLP
The CVMA Legal Services program offers services that assist member veterinarians in areas of the law related to veterinary practice through the Law firm of Wilke, Fleury. Visit cvma.net for more information.

HireRight, Inc. offers background checks for veterinary practices at discounted rates. www.hireright.com/cvma/

Merchant Card processing
Infintech offers CVMA members the most competitive rates. Contact Will Watson at (979) 345-2988 or will.watson@infintechllc.com for information.

CheckmarcUSA provides free check recovery services to CVMA members. You receive 100% of the face amount of any dishonored check that is recovered.

As a member you are eligible to save on all your office supply purchases. To get started, register for online ordering with Staples Advantage or contact Natasha Knox at 800.898.2420; natasha.knox@staples.com.

I.C. System, Inc. provides CVMA members with an effective and economical method for improving cash flow and collecting overdue monies. I.C. System has collected over $3 million for CVMA members. For further information, contact I. C. System at 800-279-3511.

OTHER SERVICES

Car Rental Discounts
- Hertz - 800.654.2210; www.hertz.com (Use CDP #261497)
- Alamo - 800.354.2322; www.alamo.com (Assoc. ID #706768)
- Avis - 800.831.8000; www.avis.com (AWD #A750700)
- National - 800.328.8017; www.nationalcar.com (ID #5435683)
Amusement Park Discounts

- Legoland
- SeaWorld
- Gilroy Gardens
  Username: CA VET
  Password: 2014fun
- Great America (username and password case sensitive)
  Username: cga-cvma
  Password: CaGA95054

CVMA Online Store
Visit the CVMA’s online store.
CVMA Upcoming Events - CE’s

THE 2015 ANIMAL CARE CONFERENCE
March 8-10, 2015
Sheraton Sacramento Hotel

Featuring tracks on Behavior Training, Field Services, Shelter Management and Shelter Medicine. Veterinary and RVT Approved CE: Veterinarians and RVTs may receive up to 18 CEUs out of 54 CEUs available. Get more information at: www.animalcareconference.org or call 1.800.655.2862.

CVMA’S SPRING SEMINAR IN YOSEMITE
March 13-15, 2015 - Yosemite National Park

Get away from it all and be renewed by the Yosemite Valley’s splendor at the California Veterinary Medical Association’s Spring Seminar in Yosemite National Park! This very popular seminar combines three one-half day seminar sessions for veterinarians with afternoons free to enjoy the wonders of Yosemite National Park. You’ll earn 12 CE Units.

For more information visit: www.cvma.net

CVMA’S PACIFIC VETERINARY CONFERENCE
June 18 - June 21, 2015 – Long Beach

The 2015 Pacific Veterinary Conference in Long Beach will incorporate nine learning tracks of CE sessions and wet labs led by highly respected, top-notch speakers. Over 230 CE hours will be available, with the opportunity for veterinarians to earn 34 approved CEUs and an RVT track with 34 units of technician-specific CE. Sessions include wet labs and courses specifically designed for veterinarians, RVTs, and practice managers. All CE sessions and the Vet Expo will be located at the Long Beach Convention Center.

For more information and to register visit: www.pacvet.net
CVMA Publications

California Veterinarian

*California Veterinarian* (CV) is published six times a year; the publication is from 43-64 pages. The readership is CVMA members and nonmember licensed California veterinarians. This makes the circulation over 10,000, the largest circulation of any state veterinary publication.

The CV reflects the nature of the profession, needs of the readers, and industry and association news. The publication contains Features and Departments. Features consist of timely news affecting the veterinary profession, continuing education articles, pertinent messages, membership benefits, and general interest articles. Departments consist of timely practice tips, RVT news, veterinary school news, law & ethics columns, members in the spotlight, membership news, and classified ads. Display ads are distributed throughout the publication. An annual index appears in the November/December issue.

CVMA Weekly

The CVMA is excited to announce a new member’s only e-newsletter — the *CVMA Weekly!* This informative new publication from the CVMA will be delivered directly to your inbox every Wednesday featuring the latest news for veterinary professionals in the state, as well as important CVMA updates.

CVMA at the Capitol

In order to keep CVMA members better aware of current state legislation that may affect the veterinary profession and animals in California, the CVMA introduced the *CVMA at the Capitol* e-newsletter in May 2010. *CVMA at the Capitol* provides updates on the status of bills the CVMA is following each year and details the CVMA’s positions on each bill. This newsletter is produced as needed when there is information on the state legislative front to pass along to our membership.
Volunteer Opportunities

CVMA Committees/Task Forces

**Agriculture Committee**: Explores and suggests solutions on food animal-related issues.

**Allied Industry Committee**: Nurture the relationships between the CVMA and its allied industry partners.

**Animal Welfare Committee**: Addresses animal welfare issues.

**AVMA Advisory Committee**: Seeks individuals from California to serve in AVMA positions. Develops suggested policy that can be passed along to the Board of Governors as needed on issues of importance at the AVMA.

**CVMA Certified Veterinary Assistant Committee**: The responsibility of this committee is to oversee the CVMA CVA credentialing program with the purpose of increasing the number of RVTs.

**CAVMRC Steering Committee**: Assists in overseeing the activities of the California Veterinary Medical Reserve Corps.

**Economic Issues Committee**: Develops and prioritizes economic data and information that would be most important and useful to our members and to new graduates entering the profession.


**Finance Committee**: Reviews and recommends the CVMA annual balanced budget to the Board of Governors for approval. Makes recommendations on financial policies or procedures to the treasurer and/or Board (for policy matters) for implementation.

**Legislative Committee**: Reviews and recommends positions on all legislative activity of the CVMA.

**Registered Veterinary Technician Committee**: Promotes career enhancement and furthers the development of the delivery of veterinary care. Makes recommendations of membership services. Promotes RVT certification. Recommends RVT awards to the Board of Governors.

**Ways & Means/Presidents Council Committee**: Reviews the Constitution and Bylaws and recommends to the Board of Governors any changes deemed beneficial to the association. In addition, it shall review the CVMA Policy Manual as needed.

*For more information, contact us at 800.655.2862 or email staff@cvma.net.*
Represent Your Local VMA in the CVMA House of Delegates

Attend your local VMA meeting and volunteer to be a representative in the House of Delegates. The House is an advisory body to the CVMA Board of Governors on matters of local and regional interest and on matters of policy affecting the practice of veterinary medicine and its branches. The House is, in principle, the voice of the constituent associations. They meet twice a year – in January and at the Pacific Veterinary Conference in June/July. For more information, contact Marie at 800.655.2862 or email mheinz@cvma.net.

Volunteer for the California Veterinary Medical Reserve Corps

Veterinary professionals have unique skills which are needed when disasters strike in California. If you would like to help your community during a disaster, volunteer for the California Veterinary Medical Reserve Corps (CAVMRC). The CAVMRC provides veterinary professionals with the training and credentialing necessary to support animal health and public health emergency response. Anyone on the veterinary practice team can participate – veterinarians, veterinary technicians, veterinary assistants, office managers and all support staff members, students in veterinary medical programs, and retired veterinary professionals with a current license. Email questions to Dr. Grant Miller at gmillerr@cvma.net.
CVMA Officers / Local Constituents

CVMA OFFICERS – 2014-2015

CVMA President
Dayna Wiedenkeller, DVM
Business: (714) 537-5390
Fax: (714) 539-0052

CVMA President-Elect
Larry Kosmin, DVM
Business: (562) 901-9055
Fax: (714) 538-3575

CVMA Member-at-Large
Ken Pawlowski, DVM
Business: (916) 817-2538
Fax: (916) 817-2146

CVMA Treasurer
George W. Bishop, DVM
Business: (831) 624-0131
Fax: (831) 624-6601

CVMA House Chair
Sharon Hunt Gerardo, DVM
Business: (916) 202-1557
Fax:

Please click on the name of your local VMA for more information

Alameda County VMA (Alameda County)
Antelope Valley VMA (Cities of Lancaster, Palmdale and Ridgecrest) Cities of Acton, Agua Dulce, Edwards, Lake Hughes, Lake LA, Lancaster, Leona Valley, Littlerock, Newhall, Palmdale, Pearblossom, Quartz Hill, Ridgecrest, Rosamond, Santa Clarita, and Tehachapi
Central California VMA (Fresno and Madera Counties)
Contra Costa County VMA (Contra Costa County)
CA Equine VMA
CA Food Animal VMA
CA Holistic VMA
CA Lab Animal VMA
Humboldt-Del Norte VMA (Humboldt and Del Norte Counties)
Kern County VMA (Kern County)
Marin County VMA (Marin County)
Mendo-Lake VMA (Mendocino and Lake Counties)
Merced-Mariposa VMA (Merced and Mariposa Counties)
Mid-Coast VMA (North Santa Barbara and San Luis Obispo Counties)
Monterey Bay VMA (Monterey, San Benito and Santa Cruz Counties)
Mother Lode VMA (El Dorado and Placer Counties)

Napa-Solano VMA (Napa & Solano Counties)
North Valley VMA (Butte, Colusa, Nevada, Plumas, Sutter, and Yuba Counties)
Northern California VMA (Glenn, Lassen, Modoc, Shasta, Siskiyou, Sierra, Tehama, and Trinity Counties)
Northern San Joaquin VMA (Alpine, Amador, Calaveras, San Joaquin, Stanislaus, and Tuolumne Counties)
Orange Belt VMA (Imperial, Riverside and San Bernardino Counties)
Peninsula VMA (San Mateo County)
Redwood Empire VMA (Sonoma County)
Sacramento Valley VMA (Sacramento and Yolo Counties)
San Diego VMA (San Diego County)
San Francisco VMA (San Francisco County and City of San Francisco)
Santa Barbara-Ventura VMA (South Santa Barbara and Ventura Counties)
Santa Clara Valley VMA (Santa Clara County)
CA Shelter VMA
Southern California VMA (Los Angeles and Orange Counties)
Tulare-Kings County VMA (Tulare and Kings Counties)
Western University VMA (WU Faculty)
CVMA Staff

Executive Director
Valerie Fenstermaker – Ext. 32
e-mail address: vfenstermaker@cvma.net
Directs CVMA staff in all areas and oversees all functions of the CVMA; liaison to CVMA Executive Committee, Board of Governors and House of Delegates; liaison to AVMA and other state and national organizations.

Assistant Executive Director
Dan Segna, DVM – Ext. 36
e-mail address: dsegna@cvma.net
Assists executive director in overseeing all functions of the CVMA.

Executive Assistant
Marie Heinz – Ext. 39
e-mail address: mheinz@cvma.net
Assistant to the Executive Director; staff liaison to the CVMA Board of Governors and House of Delegates; CVMA awards coordinator; liaison to the AVMA; staff liaison to the AVMA Advisory, Animal Welfare, Leadership Development committees, and Telehealth Task Force.

Conference & Events Department

Conference & Events Manager
Della Yee – Ext. 11
e-mail address: dyee@cvma.net
Meeting planning; Continuing Education seminars; Pacific Veterinary Conference; staff liaison to the Allied Industry Committee and the Pacific Veterinary Conference Program Committee.

Meetings & Events Coordinator
Lily Briggs – Ext. 26
e-mail address: lbriggs@cvma.net
Event coordinator; assists the Conference & Events Manager.

Finance Department

Director of Finance
Kathy Van Booven – Ext. 33
e-mail address: kvanbooven@cvma.net
Responsible for all accounting for the CVMA; CVMA-PAC; building manager; staff liaison to the CVMA Finance Committee.

Finance Coordinator
Sharmele Browne – Ext. 17
e-mail address: sbrowne@cvma.net
Assists Director of Finance with accounts payable; accounts receivables; dues billings, etc.

Accountant
Bernice Evans – Ext. 22
e-mail address: bevens@cvma.net
Responsible for all accounting for the CVMF and the Animal Care Conference
Legislative Department

Legislative Coordinator
Lori Gentner – Ext. 15
e-mail address: lgentner@cvma.net
Monitors legislative bills; coordinates the Key Member System; staff liaison to the CVMA Agriculture, Political Action and Legislative committees.

Marketing/Public Relations Department

Publications Manager
Trisha Consunji – Ext. 16
e-mail address: tconsunji@cvma.net
Coordinator of all aspects of the California Veterinarian and CVMA Weekly—including editing, authors, and display advertising; writes and edits CVMA marketing pieces; CVMA media contact.

Design & Marketing Manager
Howard Steffens – Ext. 31
e-mail address: hsteffens@cvma.net
Coordinates marketing and graphic design for all CVMA publications and events.

Communications Coordinator
Jennifer Jacobs – Ext. 12
e-mail address: jjacobs@cvma.net
Manages social media and writes and edits CVMA projects and websites.

Membership Department

Director of Membership & Web Services
Debbie Cary – Ext. 34
e-mail address: dcary@cvma.net
Management of membership department, computer services and website; staff liaison to the CVMA Ways & Means/Presidents Council committee and the California Veterinary Medical Foundation.

Membership Coordinator
Laura Phillips – Ext. 20
e-mail address: lphillips@cvma.net
Membership database, membership recruitment/retention; Certified Veterinary Assistant Program; classified ads; student programs; staff liaison to the CVMA CVA and RVT committees.

Regulatory / Disaster Preparedness Department

Director of Regulatory Affairs
Grant Miller, DVM – Ext. 40
e-mail address: gmiller@cvma.net
Consultant to membership on regulatory issues, products and services; Internship/Residency program; CAVMRC & CARES program.

Lori Gentner – Ext. 15
e-mail address: lgentner@cvma.net
Staff liaison to the CAVMRC Steering Committee.
Front Office

Receptionist
Mary Young – Ext. 10
e-mail address: myoung@cvma.net
Phones; mail distribution; office supplies; maintenance of office machines; educational library; CE posting; products orders; CVMA meeting calendar.