

# Canadian Animal Health Institute

Meeting the Challenges of the Next 50 Years  
Leading. Mentoring. Innovating.

Château Bromont, Bromont, Québec

## ANNUAL MEETING PROGRAM June 3–5, 2019

	TIME	FUNCTION	LOCATION
<b>3</b> MON	12:00 – 2:45 pm	CAHI Board Meeting	Dunham
	2:45 – 3:00 pm	Break	
	3:00 – 5:00 pm	<b>MARKETING &amp; SALES SESSION</b> • <b>Branding for Animal Health</b> – Karen Sample, <i>31st Line Strategic Communications</i> • <b>Revisions to CAHI's Code of Marketing Practice</b> – John Greiss, <i>PAAB</i> & Jean Szkotnicki, <i>CAHI</i>	Salon ABC
	7:00 – 7:30 pm	Host Bar	Terrasse Château
	7:30 – 9:00 pm	BBQ Dinner	Terrasse Château
	9:00 – midnight	Board Meet 'n Greet Reception	Terrasse Château
	<b>4</b> TUE	7:00 – 8:00 am	Breakfast
7:30 – 9:00 am		Registration	Salon ABC
8:00 – 9:00 am		Annual Business Meeting	Salon ABC
9:00 – 9:30 am		Coffee & Networking	Salon ABC
9:30 – 10:15 am		<b>Keynote Speaker: Terry O'Reilly</b> <b>The Power of a Story</b>	Salon ABC
10:15 – 11:00 am		<b>Beyond Science: The Key to Connecting with Consumers</b> <b>Dr. Leah Dorman, Phibro</b> <i>Sponsored by Phibro Animal Health Canada</i>	Salon ABC
11:00 – 11:15 am		Break	
11:15 – 12:00 pm		<b>Colgate-Palmolive's Sustainability Journey</b> – Ann Tracy, <i>Colgate-Palmolive</i> <i>Sponsored by Hill's Pet Nutrition</i>	Salon ABC
12:00 – 1:00 pm		Lunch	4 Canards
1:00 – 2:15 pm		<b>PANEL: Veterinary Practice Innovation</b> <b>Facilitator</b> – Teresa Jonescu, <i>Veterinary Purchasing</i> • <b>Dr. Rob Swackhammer, Upper Grand Veterinary Services</b> • <b>Dr. Céline Leheurteux, Euthabag</b> • <b>Dr. John Tait, Veterinary Consultant</b>	Salon ABC
2:15 – 2:45 pm		Break	
2:45 – 3:30 pm		<b>Value of RVTs in Clinical Practice</b> <b>Rory Demetriooff, OAVT &amp; Dr. Dan Shock, ACER Consulting</b>	Salon ABC
3:30 – 4:15 pm		<b>Keynote Speaker: Erin Bury</b> <b>Marketing to Gen Y: Engaging Millennial Consumers and Employees</b>	Salon ABC
6:30 – 7:00 pm		Host Bar	Atrium
7:00 – 10:00 pm		Banquet Dinner & CAHI Awards Presentations	Salon AB
10:00 – midnight		Networking	Salon Exécutif
<b>5</b> WED		7:00 – 8:30 am	Breakfast
	8:30 – 9:30 am	<b>Keynote Speaker: Clint Lewis, Zoetis</b> <b>Global Trends, Innovation, &amp; Future Leadership Needs</b> <i>Sponsored by Zoetis Canada</i>	Salon ABC
	9:30 – 10:15 am	<b>Keynote Speaker: Dr. Rick Quinn, Docs4GreatApes</b> <b>The Path Forward: Endangered great apes, building veterinary capacity and corporate altruism</b>	Salon ABC
	10:15 – 10:30 am	Break	
	10:30 – 11:15 am	<b>The Changing Clinic Model: How animal health companies can support them</b> <b>Dr. John Tait, Veterinary Consultant</b>	Salon ABC
	11:15 – 12:00 pm	<b>2019 Economic Outlook</b> – Dr. Sébastien Pouliot, <i>Farm Credit Canada</i> <i>Sponsored by Farm Credit Canada</i>	Salon ABC
	12:00 pm	Lunch / Boxed Lunches	4 Canards / Foyer ABC



## 2019 ANNUAL MEETING SPEAKERS' BIOGRAPHIES

**KEY  
NOTE**

Keynote Speaker

**M**

Monday June 3

**T**

Tuesday June 4

**W**

Wednesday June 5



**M**

### Karen Sample

**President of 31st Line Strategic Communications, Certified Brand Strategist**

Karen Sample is one of approximately 40 Certified Brand Strategists in North America, certified through The Brand Establishment.

Karen believes a sound brand strategy will take you out of the sea of sameness, help you stand out among competitors and make an emotional connection with customers and prospects. It will build the value of your business.

Karen has more than 30 years of experience in advertising, public relations and corporate communications. She is an accomplished writer and has edited a major Canadian dairy publication, been manager of the Canadian Swine Breeders' Association, worked on the client side marketing team of a well-known feed manufacturer and has led agency teams on both advertising and public relations.

She and her husband Doug Matheson operate a farm near Embro, Ontario, where the 31st Line office is located.

Karen has worked with Fortune 500 clients in the ag business, including BASF, DuPont Crop Protection, Pioneer Hi-Bred, Mycogen Seeds, Pfizer Animal Health, DeLaval and Ceva Animal Health. She has helped her clients launch brands and build sustainable, lasting brand and product campaigns. Bilingual, Karen grew up in the province of Québec and has extensive experience working in this market on behalf of clients.



**M**

### John Greiss

**Legal Counsel and Senior Reviewer of Policy, Pharmaceutical Advertising and Advisory Board**

John started his career as a pharmacist where he worked at the Ontario Drug Programs Branch at the Ministry of Health and Long-Term Care where he advised on drug reimbursement criteria for provincial formulary funding. He obtained his law degree from the University of Toronto specializing in Health Law, Ethics and Policy and has published several studies examining how different laws affect patient and population health. As a licensed lawyer, John specializes in regulatory and compliance matters related to Health Canada-licensed products.



**M**

### Jean Szkotnicki

**President, Canadian Animal Health Institute**

For more than 25 years, Jean Szkotnicki has been the President of the Canadian Animal Health Institute, skillfully balancing the responsibility of advocating for Canadian veterinary pharmaceutical companies with livestock producers. A champion for antimicrobial stewardship, Jean has been instrumental in ensuring antimicrobials are used properly as part of a "one health" approach to human and animal antibiotic use in Canada. Jean laboured exhaustively to close the regulatory gap on Own Use Importation legislation. She's passionate about building public trust in food and sits on numerous industry boards including the Canadian Centre for Food Integrity and is chair of the Animal Health Product Regulatory Advisory Committee to Health Canada and the Canadian Food Inspection Agency.



**Terry O'Reilly**

Canadian Broadcaster, Author

**KEY NOTE**

Terry began his career as Copy Chief for FM108 Radio in Burlington, Ontario, where he discovered that with meticulous planning and attention to detail, you can still fall flat on your face. With that learning, he went on to become an award-winning copywriter for Toronto advertising agencies Campbell-Ewald, Doyle Dane Bernbach and Chiat/Day. He created campaigns for many of the top brands in the country, including Labatt, Molson, Pepsi USA, Goodyear Tires, Tim Hortons, Volkswagen, Nissan and the Hudson's Bay Company.

In 1990, Terry co-founded Pirate Radio & Television. A creative audio production company producing scripts, sound and music for radio and television commercials, Pirate grew to a staff of 50 with 8 recording studios in Toronto and New York City.

Terry has won a few hundred national and international awards for his writing and directing, and has worked with such notable actors as Alec Baldwin, Ellen DeGeneres, Kiefer Sutherland, Bob Newhart, Martin Short and Drew Carey. He even managed to create an advertising campaign for a group of nuns. (Good story there).

In demand as a keynote speaker, Terry talks about key marketing issues all companies and organizations face – from the critical need to embed emotion in marketing, to why customer service = profit, to how to change a negative perception, to why smart marketers don't outspend their competitors – they outsmart them.

When he's not creating advertising, he's talking about it as the host of the award-winning CBC Radio One/ Sirius Satellite/WBEZ Chicago radio show, Under The Influence, which is the follow-up to the hit series, The Age of Persuasion. The New York Radio Festivals awarded his show the Grand Prize as Best Radio Program in 2011 and 2012, and iTunes chose it as "Best New Podcast of 2011" and one of the Best Podcasts of 2015.



**Dr. Leah Dorman**

Philbro

During her 20 years as a veterinarian, Dr. Leah Dorman has seen many changes in agriculture, including consumers becoming more interested than ever before in their food and how it is produced. These questions deserve to be answered in a non-defensive, open and honest dialogue. She was hired by Phibro Animal Health Corporation as part of the company's commitment to encourage and support open dialogue about producing safe food, promoting animal health and balancing the needs of people, animals and the planet.

She is a member of the American Veterinary Medical Association, U.S. Animal Health Association and the National Institute for Animal Agriculture (NIAA) and is on the board of directors for the U.S. Pork Center of Excellence. In the past, she has worked on behalf of farmers for the Ohio Farm Bureau and was previously the Assistant State Veterinarian for the Ohio Department of Agriculture.

Dr. Dorman lives on a family farm in Ohio.



**Ann Tracy**

Colgate-Palmolive VP of Global EHS, Sustainability and Supply Chain Strategy

Ann started her career at Colgate-Palmolive in 1991. She has worked across all four of Colgate's categories in manufacturing, quality and customer service & logistics roles with experience in each of the Colgate divisions. As VP Global Category Manufacturing, Ann led the Hill's pet food global manufacturing operation responsible for network optimization and food safety. Most recently, as VP Customer Service and Logistics, Europe Division, Ann led the Colgate, Gaba and Hill's Customer Service & Logistics organizations in Europe and drove the transition of the CS&L structure to maximize geographical synergies and Colgate Business Services. In prior manufacturing leadership roles, she was responsible for balancing global plant networks and capacity and led a multi-functional team across several geographies to develop a cross-border sourcing strategy for North America Home Care products.

Today, following Colgate's recent Supply Chain transformation, Ann is newly appointed to the role of VP of EOHS, Sustainability and Supply Chain Strategy. In this role she is responsible for managing external relationships, safety, environmental and product sustainability and helping to shape Supply Chain Strategy. In addition, Ann leads Colgate's Global Sustainability initiatives.

Ann holds a BA degree in Applied Science, a BS degree in Mechanical Engineering, and a Master's of Engineering degree in Manufacturing Systems, all from Lehigh University. Most recently Ann has completed a Certificate of Sustainability from the University of Cambridge Institute for Sustainability Leadership.



## 2019 ANNUAL MEETING SPEAKERS' BIOGRAPHIES



### **Teresa Jonescu**

#### **Executive Services Team Leader, Veterinary Purchasing Company**

Teresa brings with her over 25 years of experience in the veterinary profession to her current role as Executive Services Team Leader at Veterinary Purchasing Company. Her background blends the practical experience gained working in practice early in her career with the business acumen and management experience she acquired in the corporate pharmaceutical industry. A skilled facilitator and trainer, Teresa has a special interest in communication in veterinary medicine and is deeply committed to supporting an aligned vision of success for practice owners, veterinary teams and industry partners.

#### **Panel Facilitator**



### **Dr. Rob Swackhammer, DVM**

#### **Upper Grand Veterinary Services**

Rob grew up in the Guelph area working on beef and dairy farms. Rob's early years working on his grandfather's beef farm were formative. Rob graduated from the Ontario Veterinary College (OVC) in 1996. His previous jobs have included Listowel Vet Clinic (1996-1998), OVC Ruminant Field Services (1998-2010), Swackhammer Vet Services (2010-2012), and Main Street Animal Hospital (2012-2017). Rob purchased the bovine portion of the Main Street practice in 2017 and established Upper Grand Veterinary Services. Dairy cattle lameness, farm profitability and cattle reproduction are areas of special interest to Rob. He lives on a farm with his wife and 2 kids where they keep a small beef herd, a few Jersey 4H calves, 3 horses, a couple cats and a dog. In his spare time, Rob enjoys playing hockey and camping.

#### **Panelist**



### **Dr. Céline Leheurteux**

#### **Euthabag**

Active in small animal practice since 1999, Dr. Leheurteux is interested in the psychological aspect of veterinary practice with the purpose of optimizing relationships both within the care team and with clients.

Through the years, she has developed a personalized approach to euthanasia, a defining medical act, one that has a huge impact both for the client and the veterinarian, and for which practitioners are not prepared well for during their University curriculum.

It appeared inevitable to design a pet body bag that would be respectful of patients and of veterinarian professionalism. Euthabag was born in 2016 and is now used in 1000 practices and 6 teaching hospitals in 12 countries. Her biggest motivation is to educate vets and vet students to make euthanasia easier for everybody involved the experience: the vet teams, the crematorium staff and the families.

Ecology is a core value that guided the design of Euthabag; she spent years researching and developing a leakproof pouch that could be incinerated without any toxic fumes (no dioxins or furans). In addition, the ink used for silkscreen printing is water-based and the glue used is made mostly from vegetal resin.

With an interest in holistic medicine, Dr. Leheurteux completed her veterinary chiropractic training in Kansas in 2005. She is one of the only veterinarians in Québec to be certified by the American Veterinary Chiropractic Association.

Concerned by animal and human welfare she has participated in spay and neuter clinics in the grand Nord Québécois and in Costa Rica since the end of her studies.

#### **Panelist**

## 2019 ANNUAL MEETING SPEAKERS' BIOGRAPHIES



### Dr. John Tait

#### Veterinary Consultant

Dr. John Tait graduated from the Ontario Veterinary College in 1986 and received his MBA in 1995 from McMaster/London School of Business in Health Services Management. He also received a combined Master of Finance/Certified Financial Planner in 2001. He is a Certified Business Valuator and Certified in Mediation and Negotiation from Harvard.

He has experience in private practice where for ten years where he owned his own practices, in multi-unit corporate medicine as Vice President for Veterinary Centers of America, and in academia as Director of the Veterinary Teaching Hospital at OVC where he is still a part time faculty member. John was Managing Partner of the Ontario Veterinary Group, a consolidation group from 2002-14. In 2009-10 he was President of the American Animal Hospital Association.

John currently owns his own consulting business, John Tait Veterinary Consulting. He is a private consultant to health care professionals in the areas of practice management and transition, operations efficiency, and various aspects of career and personal/business financial planning. He is active in the Veterinary Management Group organization as a Facilitator and Treasurer on the Board of Directors.

#### Panelist



### Rory Demetrioff

#### OAVT

Rory has a tremendous amount of respect for all those in the agricultural and veterinary communities who dedicate their lives by overseeing the multitude of ways that animals and people are inherently connected. He believes that this bond is absolutely underscored by the dedication and versatility provided by Registered Veterinary Technicians – who are an invaluable resource to the agricultural, veterinary and animal welfare needs of society.

Prior to his current role with the OAVT, Rory has spent more than a decade in government relations – helping organizations to realistically achieve outcomes that worked for both the stakeholders as well as government. During this time, he developed a tremendous amount of admiration for government officials who serve as politicians, or as a part of the thousands of people in the public service, who work tirelessly to advance the interests of Canada. His work covered many areas including non-profits, professional associations, health care, First Nations, agriculture, and social service groups. Additionally, Rory is proud of the hundreds of organizations that he has offered professional speaking services to regarding the best practices of government relations.

Before developing a “political bug”, Rory had started out in retail auditing, and then spent time in corporate finance. Both as a successful business owner, and a consultant to aspiring small business owners, Rory is firmly rooted in the belief that a successful organization always has three components: a great idea, strong willed leaders, and the confidence to make it happen. He accredits this “time in the trenches” as having a major impact on the balanced perspective he has for setting priorities, establishing budgets, and implementing operational plans.

Rory holds a degree from the prestigious Schulich School of Business, where a classroom was named in his honour in 2007 for his ongoing support to the University. In his (very limited) spare time, Rory and his wife Ramsina spend many moons exploring Ontario's wilderness as avid backcountry campers.



### Dr. Dan Shock

#### ACER Consulting

Dan has made it his life's mission to improve animal health. He uses his expertise in veterinary medicine and epidemiology to deliver evidence-based solutions. Not only this, he has the unique ability to make complex science accessible for all. Dan earned his Doctorate in Veterinary Medicine from the Ontario Veterinary College (OVC) in 2008. After 3 years in practice in Eastern Ontario, Dan returned to OVC to complete a PhD in epidemiology in 2014. His research focused on risk factors for mastitis in Ontario dairy herds.

Through his research, Dan has developed expertise in: scientific study design and conduct, statistical data analysis, group facilitation and interview skills. Since graduation, Dan has consulted around the world with universities, governments, and other organizations to drive improvements animal health.



T

**Erin Bury**

**Technology and Marketing Expert,  
Start-Up Fanatic**

**KEY  
NOTE**

Named one of *Marketing Magazine's* "Top 30 Under 30", Erin Bury is a marketer, former technology journalist,

and startup enthusiast. A monthly columnist for the *Financial Post* and a tech commentator on CTV News, Erin shares the ins-and-outs of entrepreneurship, marketing to millennials, creating a killer personal brand, and how to harness the latest digital trends, from chatbots to VR. If that's not all, her other claim to fame is she's been re-tweeted by Oprah — twice.

Currently the CEO of the estate planning start-up Willful, she spent six years as the Managing Director at Eighty-Eight, a creative communications agency that works with consumer brands and technology companies to tell their stories. Erin has worked with top brands including Sony Pictures Television, Torstar, Yellow Pages, and PayPal, as well as with countless startups. Erin was formerly the managing editor at startup publication BetaKit, and the director of communications at Sprouter, which was acquired by Postmedia in 2011.

A journalism graduate, Erin has also written for publications such as *The Globe and Mail*, *Mashable*, *Marketing Magazine*, *Strategy Magazine*, and *VentureBeat*. She comments frequently in the press about marketing and entrepreneurship, and has appeared in publications including *The New York Times*, *Forbes*, *CNN*, *The Toronto Star*, and *Canadian Business*.

Erin has spoken at events across North America with up to 1,000 attendees, including at Haste & Hustle, CTACConf, Content Marketing Conference, and the Profit W100. She has also hosted events for PriceWaterhouseCoopers, Square Canada, Microsoft Canada, and several entrepreneurship organizations, and is a frequent event host and emcee who has interviewed leading executives and entrepreneurs on-stage, including Shark Tank entrepreneur Mark Cuban.



W

**Clinton A. Lewis, Jr.**

**Executive Vice President and Group  
President, International Operations,  
Commercial Development, Aquatic Health,  
Genetics and Human Medical Diagnostics,  
Zoetis**

**KEY  
NOTE**

Clint Lewis is executive vice president and group president at Zoetis, the largest global company dedicated solely to animal health. In this role, he oversees the management of all markets outside of the United States as well as has responsibility for several global strategic businesses and platforms. Previously, Clint served as the executive vice president and president of U.S. Operations for Zoetis.

Clint has previously served as a member of the officer committee for Animal Health Europe, the trade association for animal health companies in Europe, where he served as Treasurer. Clint also served as the past chairman of the board for the Animal Health Institute (AHI), the trade association for animal health companies in the U.S. Clint has also served on the Dean's Advisory Board for both Cornell's College of Veterinary Medicine and Western University's College of Veterinary Medicine.

Clint currently serves a member of the Board of Directors for International Paper (NYSE: IP) and serves on the Governance and Public Policy & Environment sub-committees of the board.

Clint also previously served as a member of the Board of Trustees for his alma mater, Fairfield University.

Clint has been profiled in CEO International magazine (Sept. 2016), Black Enterprize Top African Americans in Corporate America (2015) and Savoy Magazine Top 100 Influential African Americans in Corporate America (2014, 2016). National Agri-Marketing Association also recognized Clint as the Top Agri-Business Leader in the U.S. in 2015.

Clint holds a Bachelor's Degree in Biology from Fairfield University and a Master of Business Administration degree in marketing from Fairleigh Dickinson University.



W

**Dr. Rick Quinn**

**Docs4GreatApes**

**KEY  
NOTE**

Rick Quinn received his DVM degree from the Ontario Veterinary College in Guelph, Ontario, Canada in 1981.

Following several years of general practice, he returned for a residency and graduate work in Ophthalmology at the University of Guelph. He completed a Doctorate of Veterinary Science in Ophthalmology and obtained Board Certification by the American College of Veterinary Ophthalmologists in 1996. Following 5 years of academia that included teaching undergraduate veterinary students, residents, and graduate students, he returned to private practice establishing the Veterinary Eye Specialists in 2002. Dr. Quinn is an adjunct Professor in the Department of Ophthalmology at Western University in London, Ontario, Canada. Dr. Quinn has lectured across Canada and internationally. He is the Founding Director of Docs4GreatApes. He serves on both the Canadian and Global Boards of the Jane Goodall Institute. An avid wildlife photographer, he has trekked the rainforests of Africa and Indonesia photographing great apes. He and his wife Diane, a family doctor, have four adult children.





**Dr. Sébastien Pouliot**

**Principal Agricultural Economist,  
Farm Credit Canada**

Sébastien is a Principal Agricultural Economist at Farm Credit Canada. Prior to joining FCC in 2019, Sébastien was an associate professor of economics at Iowa State University. He has also been involved as an expert in trade disputes at the World Trade Organization, notably supporting Canada and Mexico over U.S. country of origin labelling (COOL) for beef and pork. Sébastien has a PhD in Agricultural and Resource Economics from the University of California, Davis, and has been an editor of the Canadian Journal of Agricultural Economics since 2016.