



Bailey Herd Health Conference Examines Food Animal Vaccination Programs, Offers Pre-Conference ADRDL Lab Update Session

The topic for this year's James Bailey Herd Health Conference revolves around the increasingly dynamic issue of food animal vaccination programs. The Herd Health Conference kicks off at 8 a.m., Saturday, February 8, 2014, in the Northern Plains Bio-stress building on the SDSU campus.

Entitled, "Food Animal Vaccination Programs: How Might New Knowledge Affect our Recommendations?", the program will feature the latest research in beef cattle vaccination programs presented by featured speaker, Dr. D. L. Step from Oklahoma State University. Dr. Step has spent years researching and examining beef cattle vaccination programs, including vaccines on arrival to feedyards and single vaccination versus revac-

cination. This is an opportunity to hear what is current in this field from a well-respected university researcher. Kicking off the conference will be an overview of vaccine immunology from SDSU's Dr. Chris Chase.

The conference will also examine what's current in dairy cow herd programs as well as in the worlds of sheep, goat, and swine medicine with a lineup of practical speakers including SDSU's Dr. Larry Holler, and Dr. Curt Vliestra and Dr. Barry Kerkaert from the Pipestone Veterinary Clinic.

Also, for the first time, a continuing education session devoted to diagnostic veterinary medicine will be offered the Friday afternoon prior to the Bailey Conference. Attendees at this portion of the conference will tour the

sections of the SDSU Animal Disease Research and Diagnostic Laboratory, gaining insight on optimal sample submission and learning about trends in diagnostics seen by faculty and staff of the lab.

Look for registration materials in your mailbox, or visit www.sdvmed.org for more information about registration.

2014 Legislative Watch

SDVMA lobbies the South Dakota Legislature on issues that impact veterinary medicine. Each week, SDVMA distributes a Bill List to provide you with updates on important bills. Watch your e-mail for the updates.

West River VMA Annual Meeting

Dr. Greg Grauer will be the featured speaker at the West River VMA Annual Meeting. It will be held February 8, 2014 from 7:30 a.m. to 3:30 p.m. at the Ramkota Hotel and Conference Center.

Dr. Grauer's special interest and expertise involves small animal urinary system diseases and disorders. There will be 6 hours of CE available to participants (vets and vet techs).

His topics include the following: 1) Staging and Management of Chronic Kidney Disease: A Tale of Two Cats; 2) The Importance of Hypertension and Proteinuria in CKD; 3) Urinary Tract Infection; 4) Feline Hyperthyroidism: A View from the Urinary Tract; 5) Interpretation of Laboratory Values in CKD: Are Current Reference Ranges Appropriate? and 6) Use of NSAIDs in Dogs with Liver and Kidney Disease.

Lunch will be provided by Merial. Dr. Susan Ralston will talk on "What's New in the Flea/Tick and Heartworm Arena?"

For more information call National American University Veterinary Technology at 605-394-4889.

District 3 Meeting

All veterinarians and veterinary technicians are invited to attend the District 3 meeting on Saturday, February 8 at Minervas Restaurant in the Ramkota Hotel at 2111 N. Lacrosse Street, Rapid City. Dinner will begin at 6:00 p.m. The event is sponsored by Merial.

Please RSVP so we can have an accurate meal count and adequate presentation materials. Call Janice at 605-688-6649 or e-mail janice.kampmann@sdstate.edu.

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Greetings from your President

Dr. Tom Rentschler

As I am writing this article, the outside temperature is -18 degrees with wind chills between -30 to -45! As famously sung by Dean Martin, "Baby It's COLD Outside!"



The legislative session will begin shortly. I would like to thank everyone who responded to the Equine Dentistry survey this fall. We had a great response. This information has definitely strengthened the SDVMA's position on the issue. Jennifer Stalley met with Senator Sutton and shared the data with him. The survey results convinced him that veterinarians are covering the need for equine dentistry in South Dakota. At this time he indicated that he would not put in a bill.

Another important piece of legislation is work done to the state's Animal

Cruelty and Welfare laws. Dr. Dustin Oedekoven has worked tirelessly over the past year to put together revised Animal Cruelty and Welfare legislation. This new legislation strengthens our current laws and will help prevent outside groups from challenging our laws. This was not an easy task to get a wide variety of groups to come together on this important issue.

The FDA is proposing change to the marketing status of feed grade antimicrobial use in food animals from OTC to VFD (Veterinary Feed Directive). A VFD is essentially a prescription written by a veterinarian to a producer for an order of an antimicrobial to be mixed into feed. A producer that wants to feed an antibiotic would have to obtain a prescription from their veterinarian. This is a very simple overview of the entire proposed changes. Dr. Dustin Oedekoven has been a great source of background in-

formation on the proposed changes. The FDA is accepting comments on the issue until March 12, 2014. The proposed rule and comment section can be found at: <http://www.regulations.gov/#!searchResults;rpp=25;po=0;s=FDA-2010-N-0155;fp=true;ns=true>.

On February 7th and 8th, the annual James Bailey Herd Health Conference is being held in Brookings. Dr. Russ Daly and the CE committee have put together an outstanding group of presenters for this year's conference. The conference has been expanded with a total of 12 CE credits available. On Friday afternoon February 7, the ADRDL is putting on a preconference workshop. The meeting on Saturday focuses on food animal vaccination programs. Please take full advantage of this great CE opportunity.

Notes from your Executive Director

Jennifer Stalley

As we begin 2014, I am enthused by a recent AVMA Leadership Conference meeting with other state executive directors. Each year, state executive directors meeting as part of this AVMA meeting to share ideas, brainstorm on common issues, and try to move projects forward that are common across the state associations.

The meeting always provides a good opportunity to assess the programs and services offered by SDVMA relative to other state associations, but most importantly, relative to what our membership needs.

I am happy to say that SDVMA is on track. We have a stable membership, people willing to take on leadership roles and supportive industry organizations. While we are doing many things well, there is always room to improve.

In 2014, SDVMA is moving forward to make meeting registrations, membership dues and sponsorships fully electronic. Beginning with the

Summer Meeting in June, members will be able to go to the SDVMA website to register for meetings and pay online with credit or debit cards.

SDVMA is also looking at improvement options for the website to make it easier for members to get information from SDVMA on mobile devices. These enhancements will help us prepare to better serve our membership and allow us to streamline administrative services for the association.

SDVMA provides top-notch continuing education at a very affordable price as a value-ad for you as a member. We are exploring additional value-ad services we can provide to your membership, including financial education/information and vendor relationships for some of the key business functions at your clinics. If you have suggestions for additional services you think SDVMA could provide, please share your ideas.

The New Year provides an opportunity for SDVMA to continue to be

an effective voice of veterinary medicine with our state legislature. SDVMA works hard to educate legislators about issues that impact veterinary medicine.

The information we were able to compile from our membership surveys is helping to educate legislators on equine dentistry. I am happy to report that as of this writing, it appears the issue will not be introduced during the legislative session.

By having credible information, an active membership and a consistent presence at the legislature, SDVMA is able to be an effective voice. Remember, SDVMA is the only organization lobbying the legislature solely for the purpose of providing the veterinarian perspective. In a Session that will see more than 400 lobbyists bringing forward countless ideas, being represented matters.



ADRD News

Jane Hennings, DVM,MS—Director ADRDL

This past year has gone by quickly, probably due to the many changes occurring in the laboratory and in the animal health industry. We were inundated with numerous samples for testing for porcine epidemic diarrhea virus in May of this year (a new virus not seen in the United States until May 2013). We quickly were able to put on new tests for this virus, including real-time PCR (for PED and TGE detection), serology (IFA and development of a commercial ELISA test) and develop monoclonal antibodies within the department for the identification of the virus via immunohistochemistry (for the identification of the virus in tissues) and virus isolation (see pictures below). This information was presented at the Conference for Research Worker's in Animal Diseases in Chicago, IL in December 2013 and many of these reagents have been sent to other state laboratories to enhance their testing and research. We are also working

with industry partners for the development of vaccines against this infectious disease.

We are also currently interviewing candidates for a Diagnostic Pathologist position. We have had 3 Board Certified Veterinary Pathologists apply and we are hoping to have someone in place this year. In addition, we hope to add a new Veterinary Virologist and Bacteriologist/Food Safety Faculty member. These are funded through department and research funds, so we can tie the diagnostics and research together in establishing new tests and control measures for infectious diseases. We feel fortunate to be in a state that values animal agriculture and welfare, and for our clients who invest in us to do the best work we can for them. So, THANK YOU! Please continue to contact me or others in our department, so we can meet your needs.

Research Presentations at 2013 Conference of Research Workers in Animal Diseases

Development of an indirect ELISA for detection of antibodies against porcine epidemic diarrhea virus (PEDV)

S. Lawson, F. Okda, X. Liu, T. Clement, A. Singrey, J. Christopher-Hennings and E.A. Nelson, South Dakota State University, Veterinary and Biomedical Sciences Department, Brookings, SD

Development of monoclonal antibodies and other reagents for detection of porcine epidemic diarrhea virus (PEDV)

A. Singrey, S. Lawson, F. Okda, T. Clement, C. Welbon, J. Christopher-Hennings and E.A. Nelson South Dakota State University, Veterinary and Biomedical Sciences Department, Brookings, SD

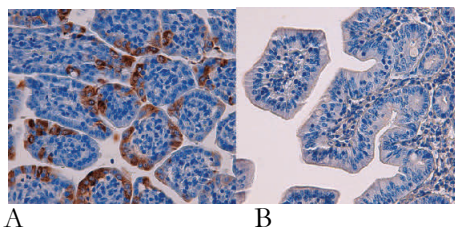


Figure 1. Immunohistochemistry staining of piglet intestinal tissue with PEDV anti-nucleoprotein monoclonal antibody SD-17-16. Panel A shows tissue staining of an acutely infected piglet. Panel B represents negative control tissue (400X). (photo from SDSU ADRDL)

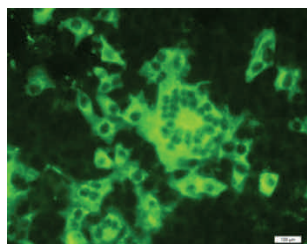


Figure 2. Indirect fluorescent antibody staining of PEDV infected Vero-76 cells with PEDV anti-nucleoprotein monoclonal antibody SD-17-16. Note large multi-nucleated syncytia. (Photo from SDSU ADRDL)

AVMA Delegate's Report

Dr. Chris Chase

Your AVMA Delegates are just finishing up the Winter Session of the House of Delegates (HOD). There was a bylaws change that will make joining the AVMA easier- much more streamlined and member friendly.

The governance of AVMA- who does what, took up most of the session. First of all I will apologize for the use of so many abbreviations for this report. The past two sessions have been very contentious about governance and not particularly productive as there was no free exchange of information but rather committee "talking heads". Changing the governance of AVMA is important and providing more direct involvement is critical to our future.

The AVMA governance issues particularly for the House of Delegates were again the major points of debate. First of all, the original Task Force on Governance & Member Participation (TFGMP) recommended to eliminate HOD, a recommendation that was not accepted by the Government Engagement Team (GET) or AVMA Executive Board (EB). The GET's job was to evaluate and make recommendations on TFGMP report.

The importance of HOD to represent the members and allied associations was clear. The current HOD proposal has three areas of discussion 1) How the HOD is elected, 2) Term limits and 3) Authority & Responsibility. To make things even more complicated, for each of these three areas there are three different positions recommended by the GET, the House of Delegate's Advisory Committee (HAC) or the AVMA Executive Board. We are pleased to say that we are moving toward some compromise.

The first point deals with who should elect the state delegate to the AVMA. Now it is by the state association. Since the delegates represent AVMA members in a given state along with the state association, one of the compromises is to have the AVMA

AVMA (Continued on page 4)

members in a state elect one delegate and the state association elect or select the other delegate. This is not perfect and is still undergoing discussion but it is likely that at least one delegate will be elected by the AVMA members in South Dakota. Term limits would be two consecutive terms of either 3 or 4 years/term with staggered terms. This is still undergoing further discussion including that one of position's term limit will be decided by the association.

The final areas where I think there are more consensus are the responsibilities of the HOD and EB. HOD would be the body to engage the membership to advance the needs of the membership make bylaw changes and be able to respond to EB policy decisions. The idea of direct election of the President elect and Treasurer by the total membership is also probably going to happen. Another large area, which we will consider probably in July at the next HOD meeting, is the area of Councils and Committees and how they are appointed and function. That will be another interesting meeting.

Finally, Dr. Franklin and I both want to encourage all SDVMA members to contact us about their thoughts and issues that involve AVMA. We represent you on the AVMA so please let us work to help make the AVMA truly represent and provide value to its member veterinarians.

Chris Chase chase@brookings.net
605-695-0462

Cindy Franklin franklindvm@iw.net

In Memoriam

Dr. Theodore (Ted) Cox

Theodore (Ted) Xavier Cox, 83, died November 2 at home in Bella Vista, AR. Funeral services were held November 9, 2013, at Bella Vista Community Church, Bella Vista, Arkansas.

Ted was born to Alice and Ted Cox Sr., graduated from Great Falls High and Iowa State University. Ted practiced veterinary medicine in Armour, South Dakota for 42 years.

He was married to Carmen Obermeyer, and they were parents of two daughters, Jan and Jody. Carmen died when their children were young adults, and he married Pat Bosworth and was a stepfather to Ross, Brad and Brian Bosworth.

When they retired they moved to Bella Vista, Ark., and Ted join various groups.

He is survived by his wife, Pat; daughters, Jan (Duane) Adams of Salt Lake City, Utah, and Jody Eggers (fiancé, Earl Horstman) of Sioux Falls, SD; three stepsons; 10 grandchildren; 4 great-grandchildren; and two sisters.

He was preceded in death by his wife, Carmen; and both parents, Alice and Ted Cox. Full obituary is available at www.funeralmation.com.



Dr. Frank B. Maxson

Frank B. Maxson, 75, of Rapid City died December 23, 2013 at his home, succumbing to cancer.

Frank was born June 30, 1938 in Cleveland, OH, to Stephen and Dorothy (Bennett) Maxson. Frank spent his elementary years in rural Maryland, then attended middle school in Washington, DC. Later he moved to Lander, WY. He attended the University of Maryland. Upon graduation in 1963 from the University of Georgia with his DVM degree, Frank entered the Air Force.

In 1966, Frank moved to Rapid City to work for Norris Veterinary. In June of 1977, Frank married Beverly Dunn, enjoying 36 years of marriage.

He is survived by his wife Bev Maxson of Rapid City; step mother Mary Maxson of Maryland; daughter Carolyn (Ryan) of Rapid City; stepson, David (Deb) Dunn of Orient, OH; grandchildren and great-grandchildren; two stepbrothers; a stepsister; a very special aunt; and various close cousins.

Frank was preceded in death by his mom; stepdad; father; and stepson.

Services were held December 30 at the Seventh Day Adventist Church in Rapid City. Full obituary is available at <http://kirkfuneralhome.com>.



Deadline nears for Nominations of Shortage Areas for USDA's VMLRP

Dr. Dustin Oedekoven

Veterinarians working in food animal medicine may be eligible for the USDA's Veterinary Medicine Loan Repayment Program (VMLRP). The program provides up to \$25,000 annually for three years to qualified veterinarians to offset their student loan debt in return for their service in food animal veterinarian shortage situations. The Animal Industry Board would like your input on areas of veterinary shortage in South Dakota for this program.

The deadline for submission of nominations is March 10, 2014. To provide input into the nomination process, please contact Dr. Todd Tedrow at the AIB office 605-773-3321 or aibmail@state.sd.us. Last year, six shortage area nominations in South Dakota were approved and two veterinarians received awards. For more information about the program, visit: http://www.nifa.usda.gov/nea/animals/in_focus/an_health_if_vmlrp.html

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Let's Set a Goal

Hello fellow SDVMA veterinarians.

Happy 2014 and I trust you all had a blessed time with family and friends over the Holidays. I also hope that you had a prosperous 2013 and wish you the same in 2014. First, I want to THANK each and every one of you that made a contribution to the SDVMA Foundation last year, either directly or via support of the Auxiliary Auction. During 2013 we garnered \$9615.00 in donations. Our current principal balance is \$169,530.67. We are getting closer to our goal of \$250,00 by the end of 2015. Can we do it? I think so, but it will take some good effort and some major gifts. Please consider the SDVMA Foundation, which supports South Dakota students attending Veterinary College. They have greatly appreciated the gifts, and it has enhanced our reputation as an association that cares about students and the future of Veterinary

Medicine. Also, please give some serious consideration to your estate planning – for many of us it will be the best opportunity for us to make a major gift of \$10,000, \$20,000 or \$100,000. Thanks again fellow veterinarians for all that you do!

For the SDVMA Foundation Board
David Zeman, DVM

Dr. Kraayenbrink Earns MPH & ACVPM

Dr. Darrel Kraayenbrink, Platte, recently earned a Master of Public Health degree through the University of Iowa through their distance-based option. In June he passed the American College of Veterinary Preventive Medicine (ACVPM) board exam.

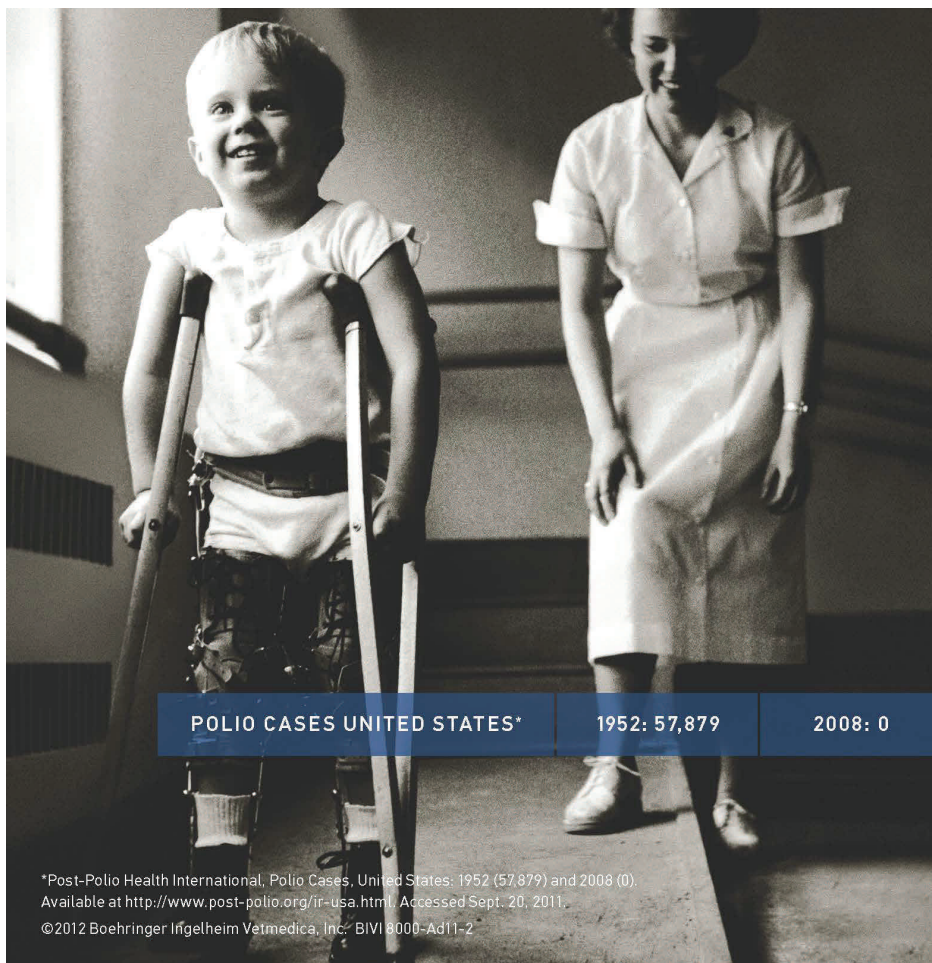
Dr. Kraayenbrink practices at Platte Veterinary Hospital and has an associate, Dr. Carol Ernst, at Andes Veterinary Clinic, Lake Andes.

SDVMA Alliance News

A much belated thank you to all who participated in any way with the Alliance auction last fall. When Janice contacted me about this newsletter, I realized that I had missed the last one. Retired people shouldn't be this busy! We are especially appreciative of Bea Hanson, without whom we would not have an auction, much less one that raised over \$9000!!

We had sufficient support at the August meeting to be back in business for another year, supporting scholarships, science fair awards and the SDVMA Foundation. We're rolling into science fair time. We support the fairs in Brookings, Aberdeen, Mitchell and Rapid City. If you are interested and willing, they can always use help.

In the meantime, it's never too early to be planning your project for next year's auction. See you in Sioux Falls, August 10-13, 2014.
Shari West-Twitero,
Alliance Convener



POLIO CASES UNITED STATES*	1952: 57,879	2008: 0
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*Post-Polio Health International. Polio Cases, United States: 1952 (57,879) and 2008 (0). Available at <http://www.post-polio.org/ir-usa.html>. Accessed Sept. 20, 2011.
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How Safe is Your Client Data?

Best Practice Principles for Safeguarding Pet and Pet Owner Privacy

John W. Albers, DVM

Practices have a legal, ethical, and professional obligation to protect the privacy of pet and pet owner personally identifiable information.

Hardly a week goes by when the news doesn't include a story about client identity theft – often from large and highly sophisticated companies and institutions. While the worst of-

fenses usually involve theft of very sensitive information such as Social Security or credit card account numbers, even the theft of customer and patient demographic information can pose significant problems for the business and the individuals whose data has been compromised.

With the large (and increasing) volume of pet and personally identifiable information in your practice, how well is it protected from unauthorized access? Is it protected in your system? Is it protected by any outside service providers you may use for reminders or other forms of client communications?

Pet and Client Privacy: Best Practice Principles

These seven Best Practice Principles create a framework for protecting privacy in the context of the information use and sharing by veterinarians and their service providers. The core principles on which they are based can help ensure that veterinarians and service providers are taking reasonable steps to address the privacy interests of their clients and to protect the security and confidentiality of the pet and pet owner identifiable information they collect.

They are not intended to function as industry rules or to track existing legal requirements – which vary from state to state – but, rather, they reflect a consensus with respect to “best practices” for veterinarians and service providers.

Veterinary practices should have a written notice of privacy practices and communicate them to all clients.

Privacy practices should appear on the practice web site and on a personal client and pet web site offered by a third party, and the same policy should also be provided as hard copy to clients during office visits. The practice privacy policy should also be communicated in a language that is easily understood by clients.

Communications and services involving pet or pet owner personally identifiable information should be for the benefit of the client.

Communications with clients should be carried out only when the

veterinarian agrees, based on his or her judgment, that the communication provides a benefit to the client or the patient. In the case of communications and services offered by a third party, the veterinarian should have an opportunity to accept or reject those communications or services before they are made available to a client.

Client and patient information held by veterinarians and their service providers should be secure.

Veterinarians and service providers should use reasonable safeguards to maintain the security and confidentiality of their data, utilizing appropriate administrative, physical and technical safeguards to protect client information. Administrative safeguards include items such as employee training programs, written policies and procedures for safeguarding information, contractual restrictions and oversight of service providers.

Technical safeguards include, but are not limited to, items such as sufficient network security so that computer connections to the Internet or other systems are secure, having up-to-date antivirus and anti-spyware programs and use of firewalls and having strong password policies.

Clients should have some control over the pet and pet owner personally identifiable information held by veterinarians and their service providers and therefore should have the ability to opt out of newsletters and marketing communications.

For any services not directly related to the diagnosis and treatment of a patient (such as refill or appointment reminders), clients should be given the opportunity to decide that they do not want any communication from a veterinarian sent either by the practice or by a service provider acting on behalf of the veterinarian.

The desire to opt out should be able to be easily communicated, and both veterinarians and their service providers should have mechanisms in place to ensure that opt-out requests are honored in a timely fashion.

Veterinarians should share pet and pet owner personally identifiable information with service providers pursuant to written terms that in-

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Contact Janice at 605-688-6649 or
janice.kampmann@sdsdstate.edu to add
your name to the list

clude appropriate privacy protections.

Before a practice shares or provides access to practice data, the practice and the service provider should have a contract in place that includes assurances that the service provider will implement reasonable and appropriate privacy protections.

Service providers should share pet and pet owner personally identifiable information only at the direction of or with the express written permission of the veterinarian.

Except for sub-contractors utilized to perform services directed by the veterinarian, service providers should not further share pet or pet owner personally identifiable information with any third parties unless expressly permitted by the veterinarian.

Veterinarians sending communications for products and services paid for or provided by third party sponsors should clearly identify the sponsor in the communication.

Practices often have the opportunity to have health-related communications, including product information or offers sent to their clients. These communications should clearly identify any third-party sponsor who pays for all or part of the communication.

Summary

As pet health technology evolves and care and services become more data driven, the importance of robust privacy and security protections is growing. Veterinary practices of any size have an ethical and professional obligation to protect pet and pet owner information. Careful adherence to the best privacy practice principles is an important step in ensuring that proper privacy and security protections are in place.

About the author: John W. Albers, DVM is a former companion animal practice owner and former Executive Director of the American Animal Hospital Association. He is currently the President of Albers Veterinary Strategies, LLC, an animal health industry consulting firm. He can be reached at jalbers@albersvetstrategies.com.

Acknowledgement:

This article was prepared with support from MediMedia Animal Health and ThinkPets. Hogan Lovells US LLP, a Washington, DC based law firm with extensive experience in privacy law assisted in drafting the best practice principles.

CLASSIFIEDS

All ads from members will be placed at no charge. All ads from non-members will be placed at a charge of \$10 for the first 60 words; 15¢ for each additional word. The editor reserves the right to edit copy. If you wish to place a classified ad, send copy of ad along with payment (if required). The SDVMA does not endorse any of the classified ads.

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Continuing Education

February 7 & 8, 2014—James Bailey Herd Health Conference, SDSU Campus, Brookings, SD. For more information contact Janice at janice.kampmann@sdstate.edu or 605-688-6649 or www.sdvmed.org.

February 8, 2014—West River VMA Annual Meeting, Rapid City, SD. For more information call 605-394-4889.

February 8, 2014—District 3 Meeting, Rapid City. For more information or to register contact Janice at janice.kampmann@sdstate.edu or 605-688-6649.

February 16—20, 2014—Western Veterinary Conference, Las Vegas, NV, www.wvc.org.

June 5-6, 2014—SDVMA Summer Meeting, Pierre

August 10-13, 2014—SDVMA Annual Meeting, Sioux Falls

South Dakota Veterinary Medical Association 2013—2014

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SDVMA website: www.sdvmed.org
