

**Christina Lucente, JD,** is a State Policy Analyst in the State Advocacy & Leadership Division of the American Veterinary Medical Association. She received a B.A. degree in Political Science and History from Valparaiso University and a J.D. from the same university in 2014. Since November 2014, she has held a license to practice law in the State of Illinois and is a member of the Illinois State Bar Association. Before coming to the AVMA, she worked with several state government organizations including the Illinois Secretary of State's Office as a Hearing Officer and with the Illinois Attorney General's Office as an extern in the Public Policy Division.

**Shelbie Byers Luna, JD,** received her B.S. with Highest Distinction Honors from Indiana University Northwest and her J.D. degree Summa Cum Laude from Valparaiso University School of Law, where she served as the Associate Editor-in-Chief of the Law Review. Shelbie was recognized in November 2014 with the Influential Women of Northwest Indiana Up and Coming Woman in the Law Award. Shelbie is active in the Women Lawyers Association, Lake County Bar Association, Indiana State Bar Association, the American Bar Association and the Valparaiso University School of Law Northwest Indiana Alumni Council. Shelbie is licensed in Illinois and Indiana.

**Aaron Massecar, Ph.D.** is an expert in veterinary telehealth practices. He is the founder and principal of Mass Habit. He helps veterinarians analyze franchisee best practices to create management performance system, including a Levels of Mastery program to incentivize increased capabilities regarding hiring, coaching, motivation, sales, and team learning.

**Lance Roasa, DVM, MS, JD,** was raised on a farm and ranch in Central Texas. He attended Texas A&M University where he earned a Bachelors degree in Biomedical Sciences, a Masters degree in Veterinary Physiology and a doctorate in Veterinary Medicine. He has practiced in Arizona, and has owned a private practice in Colorado. He and his family moved to Lincoln in 2013. He enjoys veterinary emergency practice, dentistry and surgery. In his free time, Dr. Roasa enjoys spending time with his wife and 2 young sons, Ian and Sterling.

**Jim Penrod,** AAVSB Executive Director, Mr. Penrod's experience with licensing board association management is extensive. He has worked for the Council of Landscape Architectural Boards (CLARB) in Reston, Virginia since 1991, most recently serving as Chief Operating Officer. He is a Certified Association Executive (CAE), which is an endorsement given by the American Society of Association Executives (ASAE). He has volunteered on the CAE Examination Committee and Membership Action Team with the ASAE. He currently is the Vice Chair for the CAE Commission of ASAE. He has also volunteered with the Institute for Credentialing Excellence as a member of the Continuing Competence Task Force. Mr. Penrod is also a licensed landscape architect.

**Lori Teller, DVM, DAVBP, CVJ,** Dr. Lori M. Teller is a graduate of Texas A & M University and a board-certified diplomate of the American Board of Veterinary Practitioners in Canine and Feline Practice. She has worked at Meyerland Animal Clinic in some capacity since she was 12 years old, and she's been there as a veterinarian ever since graduating from veterinary school. She has special interests in internal medicine cases, particularly those regarding GI diseases and autoimmune problems. She also greatly enjoys cytology as a diagnostic tool for lumps and bumps and working with senior animals to alleviate pain as they age.

**Jim Wilson, DVM, JD,** practiced as an associate and emergency clinician in California before becoming a partner in a multi-doctor small animal practice in Concord, CA. With Veterinary Pet Insurance sponsorship, he teaches veterinary law, ethics, career development and practice management at more than 15 veterinary schools each year. When not teaching, he provides practice management and employment contract consulting services. He has been particularly active in recent years as a voice for the veterinary students he teaches as they tackle the cost of their education relative to the salaries they earn in internships and while employed in private practices.



# American Veterinary Medical Law Association

## 24th Annual Continuing Education Program

**July 22-23, 2017**

**JW Marriott Hotel, Room 309-310  
10 South West St.  
Indianapolis, IN 46204**

*Continuing Education Credits - 6 hours of CLE credit will be issued upon completion of the program by the Indiana Supreme Court. Certificates will be available for all attendees at the conclusion of the meeting.*

## Schedule of Events

**Saturday, July 22, 2017**

<b>12:30-1:00pm</b>	<b>Registration</b>
<b>1:00-2:00pm</b>	<b><i>Best Practices with Employment Handbooks and Employment Policies</i></b> <b>Shelbie J. Byers Luna, Esq.</b>
<b>2:00-3:00pm</b>	<b><i>FDA Update</i></b> - Mike Murphy, DVM, JD, PhD
<b>3:00-3:10pm</b>	<b>Break</b>
<b>3:10-4:10pm</b>	<b><i>Legal Definitions Of “Owner” And Its Messed Up Application To The Microchipping Of Animals</i></b> <b>Jim Wilson DVM JD</b>
<b>4:10-4:30pm</b>	<b><i>AVMA Legislative Update</i></b> , Christina Lucente, JD
<b>4:30-5:30pm</b>	<b>Annual Business Meeting</b>
<b>5:30-6:15pm</b>	<b>Member Reception</b>
<b>6:30-9:00pm</b>	<b>Networking Dinner</b> <b>NADA (Mexican)</b> -11 W. Maryland St., Indianapolis, IN, (approx. a 10-minute walk) From the JW Marriott Indianapolis. Head south on S West St toward W Maryland St. Turn left onto W Maryland St for 0.5 mi, Turn right onto S Meridian St and Nada will be located on the corner of Meridian and Maryland on your right. (317-638-NADA) Reservation for AVMLA, all individuals charged separately.

**Sunday, July 23, 2017**

<b>8:30-9:00am</b>	<b>Registration</b>
<b>9:00-10:00am</b>	<b><i>Regulation and Policy of Veterinary Telehealth Workshop</i></b> <b>Introduction of *Panel- Lance Roasa, DVM, MS, JD</b>
<b>10:00-10:15am</b>	<b>Coffee Break</b>
<b>10:15 -11:15am</b>	<b><i>Can the VCPR be Created by Digital Means?</i></b>
<b>11:15-12:15pm</b>	<b><i>Continuation of the "Exiting" VCPR</i></b>
<b>12:15-1:15pm</b>	<b>Lunch and Networking</b>
<b>1:15-2:15pm</b>	<b><i>What Have Others Done?</i></b>
<b>2:15-2:30pm</b>	<b>Break</b>
<b>2:30-3:30pm</b>	<b><i>Connection &amp; Synopsis</i></b>
<b>3:30-4:30pm</b>	<b>Conclusion and Networking</b>

## SPEAKERS

**Chris Copeland, JD**, is TVMA’s chief administrative officer and directs the staff in pursuit of TVMA’s mission, which includes legislation, continuing education, member services and public relations. He is responsible for staff development and for staying abreast of new ways that TVMA can better veterinary medicine in Texas. Chris is responsible to the TVMA Executive Committee.

**Mark Cushing, JD**, a long-time political strategist, lobbyist, corporate executive and former litigator, Mark focuses his advocacy practice on providing high-level strategic advice, state and Federal lobbying, and consulting services to clients with needs at any level of government, and key trade/industry associations in the U.S., Canada and Mexico. He maintains offices in Portland, OR; Scottsdale, AZ; Knoxville, TN; and Washington, DC. Mark is the Founding Partner of the Animal Policy Group, LLC. Since 2004 he has specialized in animal health, animal welfare, veterinary and veterinary educational issues, developing a cutting-edge practice across these sectors. He also serves as University Counsel and VP of Public Affairs at Lincoln Memorial University in Harrogate, TN and Policy Advisor to the Center for Animal Health in Appalachia. Mark is a frequent speaker at veterinary medicine and other animal policy-related conferences. He is a professor at the LMU Duncan School of Law, and prior adjunct faculty member in Animal Law at the Lewis & Clark Law School in Portland, Oregon, and visiting lecturer at the University of Oregon School of Law. Mark is an honors graduate with distinction from Stanford University and the Willamette University College of Law.

**Chad Dodd, DVM**, Dr. Dodd’s mission is to advance veterinary medicine and accelerate success in patient treatment outcomes and client experience. He integrates his veterinary medical degree with 20 years of experience in evidence-based clinical research, product development, professional education, global sales and marketing to help pet healthcare professionals and pet health companies thrive.

**Marty Greer, DVM, JD**, received her Bachelor of Science in 1978 and my DVM in 1981 from Iowa State University in Ames Iowa. In 1982 she established the Brownsville Small Animal Clinic in Dr. Griffith’s practice building and in 1988, moved the practice to Lomira. Dr. Greer has a special interest in Pediatrics and Reproduction. In 2002, she opened a Canine Semen Freezing Center, International Canine Semen Bank – Wisconsin (ICSB-WI) and became Penn-Hip Certified. On my first attempt at using extended semen, she bred the practice’s first litter of pups from frozen semen in 1998. The advent of in-house quantitative progesterone testing has made this process much more successful.

**Mike Murphy D.V.M., JD, Ph.D.**, is the Veterinary Medical Officer of the Food and Drug Administration, Center for Veterinary Medicine’s (CVM's). The CVM mission is to protect U.S. human and animal health by assuring the safety, efficacy, and quality of animal drugs, including drugs intended for food-producing animals, and the safety of animal feeds and pet foods. The CVM supports continuing efforts to reduce trade barriers and promote harmonization of international standards and guidelines.

**Charlotte LaCroix, DVM, JD**, owns and manages Veterinary Business Advisors, Inc., a national consulting firm which advises veterinarians and attorneys on veterinary business and legal issues, with a focus on veterinary business transactions.