



WVMA PAST PRESIDENT HISTORIES

1951-1995 Oral Histories
1996-2016 Written Histories

J. T. Schwab, DVM
Madison
1951 WVMA President

Comments by Dr. Frank Gentile, Milwaukee - In 1951, Dr. J. T. Schwab was the WVMA President from Madison and Dr. Roland Anderson of Elkhorn was the president-elect. Dr. Anderson asked me to give a small animal report at the Annual State Veterinary Meeting in January 1952. I was one of a handful of small animal practitioners in the state at that time. I had only been in practice five years, but we were trying to give our input to the state association. Many veterinarians were doing some small animal work, but there were less than a dozen in the state who had small animal-only practices. We were trying to develop a professional image. To my knowledge, this was the first of such reports. We continued with the Small Animal Committee and eventually succeeded in getting most of our aims. Below is Dr. Gentile's report as given on January 8, 1952.

The year 1951 has been an active and productive one for small animal practitioners. The method in which antibiotics are being accepted and used, only after proof of the efficacy is definitely a good sign. This year has seen the extended use of such antibiotics as aureomycin, chloromycetin and terramycin in the early stages of treatment of virus conditions.

Gereology has become a prominent specialty in small animal work. Radiology has been more and more important to the small animal practice. We hear of more and more practitioners having x-ray equipment.

In the local group here in the Milwaukee area, there has been discussion of time and value to clients, sparked by such speakers as Mr. Gundlach, who is one of the speakers at this convention.

There has also been discussion on the rabies problem brought on by such flare-ups as we had in the Watertown area this past year. This group recommended that the State Health Department contact local groups of veterinarians before imposing quarantine.

I have been requested to bring up a few recommendations to this group. First - that this Association do something constructive about setting up health certificate forms for interstate travel of dogs. The present cattle blanks being used are very inadequate, entail a lot of unnecessary work, and can never be, by any means, official-appearing.

Second - That this Association look into the feasibility of establishing some type of laboratory in the state where practitioners may send samples of various tissues, parts of carcasses, or whole carcasses for diagnostic work. At the present time, the few practitioners who need such services have to rely on laboratory reports from several of the biological houses that have been gracious enough to help.

We believe that, if such services were available, a large number of veterinarians would make use of the services and it would be to the betterment of our service to the community.

Arlye McDermid, DVM
Middleton
1954 WVMA President

Personal information

I grew up in Ladysmith, Wisconsin, where my father was a large animal veterinarian. After attending the University of Wisconsin, I graduated from Iowa State University in 1938. I married a girl who graduated the same year in Home Economics. I feel very fortunate that I not only have good genes, but I married my Jeanne, so I am twice blessed.

While attending Iowa State University from 1934 to 1938, there were two in our class from Wisconsin, Tom Schneckloth from Lodi and me. Two-thirds of our class had an intimate relationship with veterinary medicine. They had a father, brother, uncle, or cousin already in the profession. Our class started with 77 enrolling and graduating 48 on schedule.

Upon graduation from Iowa State University, I was employed as a state veterinary pathologist for the Wisconsin Conservation Department, which is now the DNR. My primary duties were with wildlife and fur-bearing animals, including mink and silver fox. Doing research on diseases of the same, we developed a vaccine for mink distemper. As time went on, Lederle Laboratories produced it commercially. Their veterinarian at that time was Dr. Charles Schroeder whom I met when he became the director of the San Diego Zoo. He was known worldwide as "Mr. Zoo." There were several occasions when my wife and I visited the San Diego Zoo and were his guests. It was a great privilege to know him in the zoo business.

In 1940 I was asked by the University of Wisconsin to be the second veterinarian in charge of the first artificial insemination association in dairy cattle. The first artificial insemination was done in Russia, and the first in the United States was in New Jersey. The following year it was organized in Wisconsin as the "Rock County Artificial Insemination Association." That was quite a challenge because everything was so new.

When I graduated from Iowa State University in 1938, we received a diploma in one hand and a First Lieutenant's Commission in the veterinary corps in the other. In 1941, prior to the bombing of Pearl Harbor, I was ordered into the military service for a year. It turned out to be four years and eight months of active duty. I retired as a Major.

After World War II, I returned to Wisconsin and started my solo veterinary practice in Middleton. The Director of Agriculture, Donald McDowell, appointed me to serve on the Veterinary Examining Board when it changed from a three-man board to a five-man board. He also appointed me to serve on the Veterinary Advisory Committee, and the Animal Advisory Committee.

Somehow with my very busy veterinary professional career, I managed to squeeze in a political career. I served on the Village of Middleton Board from 1957 to 1963 and was the last president of the village. In 1963 Middleton became a city and I was elected its first mayor. I trust I represented the veterinary profession in an honorable and trustworthy manner while serving public office.

As a veterinarian, I had the pleasure and responsibility of being associated with the Henry Vilas Park Zoo of Madison. I served the zoo 34 years as veterinarian and on the Board of Directors of the zoo for a combined total of 49 years. As such, this association permitted and encouraged my wife and me to visit most of the zoos in America and Europe, including three trips to Africa.

During his presidency

As far as I know, my father and I may have been the first father and son to serve as president of the WVMA: He in 1934, and I in 1954.

During my term I might have been the first president to attend at least one meeting of all district veterinary associations. Usually it was with Dr. Beach, Dr. O'Connell or Dr. Schwab. At these meetings it was a matter of discussing local and general problems. I still recall every time I come down the Baraboo Hill when Dr. O'Connell was riding with me. It was midnight, and we were returning from a veterinary meeting. As we came down the hill there were two deer right smack in front of me, and there were two very frightened veterinarians riding in the car. Fortunately, we missed them by a very narrow margin. I did the same thing recently in northern Wisconsin, missing one by a half second.

My greatest challenge when I was state WVMA President was to find time to conduct a very busy solo practice with the duties of service to the WVMA. That year I inaugurated the Veterinarian of the Year Award. As I recall, Sam Elmer from Richland Center was the first veterinarian to receive this award. Sam also was quite a baseball player.

Local veterinary issues

During my time as president, there was a problem in artificial insemination – veterinarians versus lay artificial inseminators. Eventually, the veterinarians were phased out of actually doing most of the work.

Another problem practitioners were encountering, including myself, was many false TB bovine test reactions - no lesions being found upon slaughtering. I called a meeting of many practitioners, plus state and federal officials. We all met in my office and there was no publicity nor minutes taken. Everybody let their hair down.

The problem that most of us encountered was chickens with avian TB were loose to feed and defecate in the cattle mangers. The result was, and still with no publicity, a change in the tuberculin with more specificity and sensibility. I believe that probably the federal government, which was furnishing the tuberculin at that time, had this thing on the back

burner. This just stimulated them to get bovine tuberculin to the veterinary practitioners. Approximately 50 veterinarians from the area attended that meeting along with the brass of the state and federal government. I was pleased and everybody was happy that this change was made in the tuberculin.

One of the concerns of this era of veterinary medicine was the proliferation of veterinary colleges. Upon my graduation, as I recall, there were 10 veterinary schools in the United States. Later, different universities began adding this particular professional education. Now there are 28.

WVMA Executive Board

Our executive board met four times a year, or at the call of the president. The meetings usually were in Madison. Our Annual Meetings in those days were in the Schroeder Hotel in Milwaukee in January or February. I recall one time at our annual meeting, when I was president, I happened to meet a Hollywood actor who was a Milwaukee native. He was headlining the entertainment in the hotel's nightclub. I convinced him to come in and say hello at our banquet. His name was Pat O'Brien. His big deal at that time was acting like Knute Rockney, former Notre Dame coach.

Continuing education meetings

The summer meetings were held north of Wisconsin Dells. You asked me for the highlight and I only remember the low light. A young veterinarian working on his PhD at the University of Wisconsin was killed in an automobile accident en route home at the junction of Highway 12 and 33. Some drunk hit him.

Final thoughts

In closing, I am very proud and very happy to say that the WVMA had a very fine relationship with the Veterinary Department of the University and the state and federal agricultural departments. When I see the names of Gentile, Metzger, Nussdorfer, and Curtis, it brings back memories. All of us were of an era and were all good friends and co-workers in the best interest of the profession and the WVMA.

I have been retired now since 1978, after selling my veterinary practice and hospital to the Waunakee Veterinary Group. My wife, Jeanne, and I spend half of each year in Sun City, Arizona, and half in Wisconsin. It has been a very interesting and rewarding career as a Wisconsin veterinarian.

John Robert Curtis, DVM
Portage
1957 WVMA President

Personal information

This is indeed a pleasure to talk to you and record some history because I'm a history buff and it's real good that the Association is sponsoring this type of thing. I'm John Robert Curtis and listed as John R. Curtis, but Robert has been my name for all my life and I live in Portage, Wisconsin. I graduated from Ohio State in 1938 and came back to Portage to

practice with my father. He graduated in 1910 from the Grand Rapids, Michigan Veterinary School and came to Portage in early 1912. He practiced here all of his life until he couldn't practice any more.

We had a general practice. We took care of everything, every animal that there was to take care of, including a few birds. He was the first graduate veterinarian to practice in this part of Columbia County. There was one older man to the east, but I wanted to practice veterinary medicine and came back to Portage when I graduated.

His father's involvement in organized veterinary medicine

I started going to veterinary meetings with my father and mother when I was just a youngster and had the privilege of knowing many of Wisconsin veterinarians and many of the ones in the nation, because Dad was a very conscientious convention-goer. He attended the national meetings. He was a vice-president of the AVMA for a number of years, when they use to have territorial vice-presidents. He represented this central area for a number of years.

I remember the AVMA meeting, I believe in 1925, in Detroit, the Yankees were playing and we were in the Book Cadillac Hotel. We found out what floor Babe Ruth was on, and my friend Jack and I went up there. They had a gal at a desk on each floor, more or less like they do in the hospital now where they have somebody on every floor in charge. She said, "Oh, he hasn't gotten up yet. But he'll be out, you just wait." And Jack got tired of waiting after about an hour but I stuck it out. I shook hands with Babe Ruth! He was glad to see me and I regret now that I wasn't smart enough to ask for his autograph. I was ten or eleven. That was a thrill of a lifetime.

When I joined the practice, we had the habit that my father would go to the AVMA meetings, and I went to the United States Livestock Sanitary meetings which became the Animal Health Group in later years. I recall sitting in Chicago where they were always held at the same time as the livestock show and sitting next to Dr. Healy, who was Wisconsin's federal veterinarian. He introduced me to many of the men there that wrote the textbooks we used. These were men from the Bureau and from the other veterinary schools, I think I still have some textbooks that some of them wrote.

My father said back when he started to practice there were two associations or two different groups, and he was kind of torn with which one to go with. Herb Lothe from Waukesha was president of the Wisconsin State Veterinary Medical Association that year. Dr. Lothe was a real charming individual. He had a lot of charisma. He was a cattle practitioner. Of course, Waukesha at that time had more Guernsey cattle than there were people in the county and so he was a dairy practitioner, primarily, and he was a good speaker. He was president of the association in 1917. By that time there was one association. There had been so many groups going and I think sometimes that people start something just to satisfy their own personal ego when they all should be under one banner where they could really be a force. The present state association evolved back there in the teens.

First years as a veterinarian

I would have gone to Iowa State, but Ohio State Veterinary School did not have out-of-state tuition. And so, including everything, the last year I was at Ohio State, I had kept fairly close records of what it cost me to go to school. And I think it cost me \$800 to go to veterinary school the last year I was there, and I had a car.

At the time I graduated in 1938, there were only four practicing veterinarians in Madison, Wisconsin, Dr. Deadman, two Dr. Wests, and the small animal doctor out by the stadium. There were two or three in the surrounding areas: one in Waunakee, Sun Prairie, Morrisonville, Stoughton and Edgerton. But the point was that they all, except one man in Madison, were general practitioners. There was a depression, or we were just getting out of the depression, and we were all involved in disease control. These men, like my father, had been through the selling of tuberculosis testing to Wisconsin farmers, and were deeply embroiled in the brucellosis eradication.

They were assigned various territories, counties, townships to work and all had a common effort. At the time I graduated there was the state veterinarian and that was it, as far as state control was concerned. They had to work with the local practitioners to carry out the programs. It was up to the local vets. Consequently, at our local area meetings, which the Southeastern had every month, we always had the state veterinarian or a representative of that office at our meetings, and that was the first thing on the program. They gave a report on what was going on and answered the questions. There was this involvement, this friendship, working together as a group that was so important in disease eradication in Wisconsin.

Tuberculosis and brucellosis, hog cholera, would not have been eliminated had it not been for that type of effort. When I got out of school, I immediately came back to Portage to practice with my father, and we walked right into the sleeping sickness and the horse encephalomyelitis epidemic. That consumed a great deal of our time. It marked the end of the horse as a work unit on Wisconsin farms.

Tractors had been gradually taking over, but there wasn't a farm when I graduated that didn't have at least one team of horses. The next two or three years was about the end of the horses. Horses were an important part of practice for Wisconsin veterinarians.

Local associations

We met at the district organization, our state meetings, and compared notes and complained and the whole bit. We had a marvelous way of life and we got to know people from all over the state and know them quite well.

One of the interesting things about the local associations, the Rock Valley people, along with their neighbors in northern Illinois was starting the Rock Valley Association about the time I got out of school. That's when we formed the Southeastern Veterinary Association. We had someone talk to us about practice insurance and liability and that sort of thing. That became one of the efforts that the Southeastern Veterinary Association

started. I became secretary of that group shortly after I graduated and went after the insurance bit. This was the forerunner of the WVMA's and the AVMA's Insurance.

During his presidency

At the time I was president of the state association in the late 50s, brucellosis eradication was very big. Strain 19 vaccine had been in for awhile, and Wisconsin was fast approaching certification. Hog cholera was being eradicated about that time.

We controlled distemper in dogs. I remember driving over to the Fromm Laboratories at Grafton and picking up 15 doses of their vaccine and driving back to Portage. It had to be given within two or three hours, and at that time we were practicing out of my father's basement. I had contacted 15 people that would like to have their dogs vaccinated and they were sitting around our back yard with their dogs. One of the dogs died of distemper. But the other 14 dogs lived through distemper outbreaks. You wouldn't believe that when I started in practice, distemper was probably the principle problem with dogs.

Getting back to the WVMA, I was president in 1957. That was kind of an interesting time as I recall. We were having a problem at the time with the secretary of the association. Dr. Beach had been the secretary for years and years, and us young Turks had decided that we needed a change that we had to get modernized. We were trying to affect a change of some sort including the board of directors. Dr. Gentile was chairman of the board when I was president. That was one of the first times that the association went through reorganization.

When the WVMA's new board of directors was started, we did it by having a representative from each of the local associations. The board had Dr. Houser from Menominee; Dane County was Dr. Tetzlaff from Morrisonville; Milwaukee was Dr. Gentile (chairman of the executive board); Quint Metzger from the northeastern; Dr. Welsh from Rock Valley; Dr. Lyle from the southeastern (Dr. Clyde Lyle who was eventually state veterinarian); Dr. Kuntzer from the southwest; and Dr. Good from Wisconsin Valley. This gradually evolved into the districts that the WVMA still has. Dr. O'Rourke became secretary, replacing Dr. Beach.

It was just kind of traumatic because most of us had known and liked Dr. Beach and it was just that he had outlived his usefulness to the association. At least that's the feeling there was. And we were getting involved in this insurance business and other things that were becoming a bigger deal, and we needed someone that could really take hold better.

There were two or three of us who wrote new bylaws for the association some time in the early 50s. Probably Quint Metzger was one. There were a few of us that thought that we ought to change the rules and I think that's when we got the board of directors started.

We still had to excuse Dr. Beach and his method of operating. Previous to that time, the old guard, Dr. Beach and Dr. Richards and my father, there had been only a half dozen on the board. They changed the president every year and elected a new president, but there

were four or five of them that were more or less the board. They operated the association with a part-time secretary or part-time office girl, a woman in Madison, a very nice person that did the books and this sort of thing. So we were in the stage of trying to get a new secretary.

Dr. William O'Rourke left his practice and was living in Madison. He was an ideal person to take that role, and we were trying to get him in as secretary of the organization. It wasn't easy. Dr. Beach was extremely well liked. He was a competent individual. Of course, he had been at the University in the Department of Veterinary Medicine all his life, a little short roly-poly gentleman and it was difficult to replace him. He, like some of us, kind of liked the job, and was a little hard to move. That's what was going on as far as the association when I was president, but I can't recall the exact year that Bill took over.

Annual meeting and other continuing education meetings

Some of us were a little discontented with some of the programs we had been having at our annual meeting. It was always in Milwaukee in the coldest week of the winter. It had been for many years at the Schroeder Hotel and, for some reason I don't recall, we were kind of disenchanted with the Schroeder, and so I insisted that we move to the Pfister. This was the old Pfister, the old hotel, and all its grandeur. It didn't have room for everybody, the exhibit space was very crowded, and yet we had a successful meeting.

One of the problems then was getting started on time. You have a speaker suppose to start at 8:30 and by 9:00 the chairman of the meeting is getting it underway. I decided, as program chairman, we would start every session with a film. For example, the meeting was suppose to start at 9:00, so at 8:30 we had a color sound film, *Tendon Graft on the Racehorse*, and in the afternoon we had another one with the film at 1:15 and the meeting with a speaker was 1:45. This was a way of getting the meeting started on time. I don't know how happy the commercial people with us, but we had a tremendous program. Dr. Armisted was a Dean at Michigan and he was the president of the AVMA that year, and so he was on the program.

Summer meetings were very interesting. My first wife died of cancer in 1959, and then I remarried in 1961. The first summer veterinary meeting that year in 1961 was at Wausau and Kathryn got the woman's prize, when they had the door prizes. That's the only thing she'd ever won or has ever won since. She still uses it. We had one memorable meeting at Chula Vista, Wisconsin Dells. My father was in charge of that one. They took the boat ride to the Indian ceremony for the entertainment. That was a two-day meeting. I remember going as a little boy to all these meetings. I was an only child and so they took me as soon as I was big enough and there were two other youngsters my age. Dr. Swan was the veterinarian at Stevens Point at that time. They only had one veterinarian in Stevens Point. Dr. Larzalear was a federal veterinarian, and he had his son, and the three of us played together at these summer meetings.

The district meetings were held around the state. The local practitioner was more or less strong-armed and, "Well it's your turn now. You've got to set up a meeting of the local group." Portage was about the northern-most and, but we invited the people from Fond

du Lac and Oshkosh and they came with us before they started their own organization. We met at Waupun quite often, in Oshkosh once or twice, in Plymouth, Waukesha, Columbus and Beaver Dam a number of times. Rock County pretty much stuck to the Beloit, Janesville, Rockford area. Eventually Milwaukee started their own group. But people used to come from Racine and Kenosha occasionally. We had a fairly wide area to cover, but we had some great meetings, and I think the important thing was a lot of the state and federal policies evolved out of these local meetings. There was a lot of give and take.

Changes between his father's graduation (1910) and his graduation (1938)

My father actually started in Portage in 1912 because he went to Fort Atkinson for a year to a year and a half to practice with someone there first. His practice was primarily with the horses. The cattle practice wasn't so important; cattle were worth a couple dollars on the hoof in those years, so he didn't get as many calls for cattle. It was a horse practice; it was castrating horses, and a lot of equine dentistry and taking care of their feet, their hooves, that sort of thing. And, of course, the ever-present colic. My father was quick to catch on as soon as he was aware of it, but he didn't know what to do about it. The internal parasites of horses, the bots, in particular, killed a lot of horses, and the strongyles that produced the colics, the aneurysms, and those sorts of things were common in the horse practice.

He had a team of horses until I got about old enough that I could have driven them myself. He kept a team of horses for winter driving so he could get out in the country. He was a very good mechanic and had three Model Ts: one of them was the one he was driving, one he had up on blocks and the third one was the one he kept for good.

When I started in, we immediately got into this equine encephalomyelitis thing, but of course cattle were a lot more important. We had a lot of pig practice. We did everything in this county. At one time Columbia County had more sheep than any other county in the state, and there were a lot of feeder people getting sheep. We had a couple of clients that fed 5,000 lambs and we eventually would vaccinate those. That started the first 10 years of my practice.

My father was a very knowledgeable person and he knew all about animals, but he got the reputation of not caring about dogs. He'd rather work on horses and cattle than the pets. He was a practical type of person and he didn't really appreciate the pet angle. Practitioners know how you handle pet owners differently than you do the person that's being practical about his livestock. It's a dollars and cents deal there. Well, the more I knew about dogs, the more I realized he knew about dogs and was a good diagnostician, but he just didn't give people the impression that he cared as much about; I mean you got to care about them rather than their pets sometimes, and he didn't really take the time to do that.

When I started in practice, like the young MD that comes into town, all the women want their babies with the young fella. I became the pet doctor in the practice and started developing the pet practice. That was probably the biggest change in his first 10 years. I

remember dad coming back from a meeting in Columbus, Ohio, and he told me about standing outside the hall where the meeting was going and one of the practitioners come out shaking his head remarking, "You should listen to those guys in there. Small animal practitioners are so used to BS-ing the public, they're BS-ing themselves and believing it."

We built a little small animal office in 1949, we moved in January of 1950, and it was the first small animal office or hospital in the state of Wisconsin. As far as I know, I was the first one that put up a free-standing building for a pet hospital, but I built it too small for starters. It was on a busy corner in town, so if it didn't work out, somebody else could use it for something. The internal walls could be all taken out and the building would still stand, but it became a very popular place. The people in Milwaukee were practicing out of store fronts. Dad was still practicing. He practiced until he couldn't go any more. As a matter of fact, my son used to drive him to some of his last calls. Dad would come up there and see an animal that I was having a little problem diagnosing and he knew what it was. He helped me tremendously. As I said, he had this knowledge, and he knew what he was doing, but to go in to talk to somebody across the table and develop that bedside manner - I mean he could do it with a horse or a cow.

As much as I liked being a veterinarian, I enjoyed practice tremendously, I decided to retire around 65 or so. Dad was 92 when he died and he practiced well into his 80s.

Final thoughts

The dairy industry in southern Wisconsin was well underway because of the need for milk in Chicago, and Wisconsin as a state took hold. The State Department of Agriculture developed policies for eradicating TB and then brucellosis long before the Illinois farmers would. That was really where the Wisconsin dairy industry really thrived. Incidentally, I took the trouble to just look at the microfilm of a local paper in 1957 and milk was selling for \$3 cwt in Wisconsin. It seems times have changed.

Burr Nussdorfer, Sr., DVM Sparta 1959 WVMA President

Personal Information

I graduated from Ohio State University in 1946. I was married in the interim between my junior and senior year in 1945. Upon graduation, Mary and I went to Croquet, Minnesota. We stayed there for six months. I was born and raised in Ohio but always had a desire to practice in a dairy state. Wisconsin was uppermost in my mind. We came to West Bend, Wisconsin and were there for a little while. Since I had no license to practice in Wisconsin and was not certified to do any TB or brucellosis testing, I was placed in Viola. This was a very tiny community southeast of LaCrosse. I did tuberculosis testing for two months under the supervision of Dr. Harry O'Connell until I took the exam in December of 1946.

It so happened that one of my closest friends in the graduating class at Ohio State was practicing in Concord, New Hampshire. He felt that there was a good possibility that he and I could buyout the practice in a short time. So we went to Concord on New Year's Day 1947 and stayed only four months when we realized that things were just not going to work out as we had hoped. We returned to Wisconsin and settled in Baraboo and found housing to be very scarce. I rented a room for myself. My wife and daughter went to stay with her folks in Evanston, Illinois.

Dr. Strait, who had been a long time practitioner in Sparta, died the first part of May. The community was badly in need of a veterinarian. I met with a number of people who said it would be a good opportunity. I brought my better half over there. We came here toward the end of May on a dark, gloomy, cold day. Even though it looked like a good opportunity, my wife thought it was the end of the world. That was in 1947.

We've been here since 1947, been happy, and have progressed in the practice now to where our son is in the practice. He has a full-time veterinarian with him, Dr. Tripp, who has been with us for over 20 years and does only companion pet work. As of a year ago, they moved into a beautiful new clinic one-half mile west of Sparta on Highway 16. I still go out a little bit every month to three herds. If someone is sick or on vacation and they need help, I am happy to do so.

WVMA

I have to admit I was pretty naive, having just settled here in 1947. I was only 12 years into the state and had been exposed somewhat to the WVMA. At that time it had 700 or 800 members. I was a member of the Northwest Veterinary Association which centered in Eau Claire. The association encompassed an area from Sparta, La Crosse and Tomah all the way to Lake Superior and took in all of northwest Wisconsin. I had been exposed to many of the old-time practitioners - Dr. Bert Wriggleworth in Eau Claire, Dr. Bob Houck in Chippewa Falls, Dr. Lange in Barron, Dr. Andreason in Menominee Falls, and many others. I was very surprised and certainly very naive that I got nominated, in the first place, to be president of the WVMA and, of course quite astonished when I was elected. My opponent was Dr. Fred Melke from Milwaukee. He was a gentleman in his 50s or 60s at that time.

Interviewer Dr. Metzger's comments - I have to make a comment here because I think Burr is being very modest. At that time the WVMA was basically in the control of Dr. Richards, who was secretary. Dr. Harry O'Connell was very influential and determined who ran for office. The executive board, at that time, always had a nominating committee, and they nominated Melke. This was the first time that some member from the floor decided that it was inappropriate to have just one candidate presented as president to be elected. So there was somewhat of a revolt that year, and that's when Burr happened to be nominated for president from the floor. He ended up being elected against the wishes of the executive board at that time. It was a relatively closed organization in those years.

Where did Dr. Bill O'Rourke and Dr. Burr Beach fit into that?

Dr. Metzsig's response - He actually came to help in the area of public relations. Burr Beach was the secretary of the association. It was several years later, when I was chairman of the executive board, that I had the pleasant opportunity of meeting with Dr. Beach and telling him that he was going to be appointed secretary emeritus. Dr. O'Rourke was going to replace him as secretary of the WVMA. I remember going to Park Hotel, sitting down in the bar room and giving him this news.

During his presidency

When I was president, I tried to get around to all of the different organizations in the state. At that time there were not as many. That was a very enjoyable part of the presidency – meeting veterinarians in other areas and attending their meetings. I remember going to the southwest meeting. They met on an island in the Mississippi. Their speaker that night was a fiery older gentleman who was the head of one of the farm organizations in the state. He gave a fiery speech and said “The farmer is the king of his domain, and when you set foot on his land, he is the boss!” I am sure a lot of the veterinarians in attendance were quite taken aback and amazed at his aggressive speech. I think now that the president-elect visits all or as many of the state associations as he can because that's a better time to do it than when president.

As president I guess I wasn't very imaginative or inspirational. We were proud of our medical insurance that we had established through the Time Insurance Company in Milwaukee. That was really a wonderful time because we were admired by most of the other veterinary organizations in other states. We had one of the best, if not the best, insurance policies. That was a great help to all of us, as we were striving to get going in our practices and make a good living. Our premiums were minuscule compared to today's.

The only difficulty that comes to my mind during my presidency was one. There were two men, lay persons, that were in the Madison area and did pregnancy work on a regular basis. That was of concern because these men made monthly visits to herds and they had extensive herds lined up in their programs. If I had been a practitioner in one of these areas, I would have been concerned about the business that they had developed. The head of the Tri-State Artificial Breeding Association at Wesley, Wisconsin was a large cooperative outfit, led us to believe that he was in support of veterinary examinations. But, when the final judgment came on this challenge, I remember going to hearings in Madison. In the final deliberations, we were not supported by the director to the extent that we thought we should be. It was decided that these men should be allowed to continue.

Dr. Metzsig's response - I think we should have to explain a little bit how they came into being. Initially, in 1935, when insemination became possible, it was only veterinarians that were hired to be the inseminators. Badger Breeders had at least five veterinarians working at the time. Dr. Trombley came from Akron in 1942 as inseminator for Badger Breeders, and I remember Frank Gentile being involved for a short time.

That was during the war and there was a shortage of personnel to perform inseminations. Dr. Wisnicki at the University of Wisconsin instituted this program as far as teaching individuals how to inseminate cows in place of veterinarians doing it. He was very adept at pregnancy diagnosis. There's no question about this. It was only when he got involved with treatment that he got into trouble. They did 30 day pregnancy diagnosis, and there were a lot of veterinarians who were not capable of doing that.

Annual meeting

The annual meeting was held in the Pfister Hotel in Milwaukee. Dr. Bill O'Rourke was our public relations person. The banquet was very nice but, since it's almost 50 years ago, I do not remember who the banquet speaker was. I had the nice Opportunity to present Quint Metzger with the Veterinarian of the Year award, which is the most prestigious award that a veterinarian receives annually. I also gave the Past President's award to Dr. Harry O'Connell. Usually we hired a gentleman who had a band that played in Milwaukee for years and years. We always had good dancing and good fun. Our meetings, in those days, were not as sophisticated or as specialized as they are today. I can always remember Dr. Schlimovitz, a colleague nearby in Black River Falls and an old-time practitioner saying, "If you can just gain one or two ideas from each meeting, it is well worth the time and money spent."

Examining board

I believe it was shortly after my term as president that I became a member of the examining board, along with Dr. Ferguson, Dr. Wriggleworth, and Dr. Loren Swanson, and a doctor from Kiel. These men had served long terms on the board. As they were retired, they were replaced by Drs. Frank Gentile and Dr. Harries, and a Dr. Winn, Whitewater. It was a pleasant five years. We had lots of good times together. No matter what way we decided to grade the students taking the exam, it seemed we were pretty much in agreement when things were summarized, as to whether a student passed with a real good grade, or was marginal. We had a small percentage of failures.

Fees charged

Our fees were, compared to now, very reasonable. I think my basic fee was \$5 a call. There were a few veterinarians who we thought were charging very high fees. They were very proud of their skills. One, who comes to my mind, was Dr. Sam Elmer. He was a primary veterinarian in the field of large animal surgery on the farm and charged good fees. Dr. Ferguson from Lake Geneva was another one who felt that our profession was not respected enough and did not charge high enough fees. They, accordingly, went along those lines and charged higher fees than a small practitioner like myself located in a small community. I can't say that they were wrong and looking back, I would say that most of us have probably not charged enough in relation to the length of time it took us to get our degrees and how hard we had to work for our income.

Today the fees in the bovine and swine areas have not gone up as much as inflation has. That may not be true of the companion animal part of our business. In those early years of my practice, farmers were receiving \$3.50 for a hundred pounds of milk, and it seemed they could make a good living with that price. Many families raised four or five children

and milked anywhere from 20 to 40 cows without having the financial worries the present farmer, who is greatly overextended has now. I lament the demise of the small family farm. It is not good for our country as we become more urbanized.

TB program

The TB Program was a great thing for us who started new in a community because we went to every farm in every township. The TB testing program was not a voluntary program, but one that was enforced. We were assigned townships and went from farm to farm lining up about 300 head for next day's testing.

Dr. Metzigs comments -I remember being paid \$. 15 a head. I hired a farm boy to help me. While I did the injecting with the farmer, he read the ear tags, identified the cow and recorded the information for me. It really helped a lot.

We got paid twice a month. It was pretty nice to get that check for \$200 or whatever. Boy, that money would go a long ways in those days.

Final thoughts

Involvement in the WVMA was certainly a good experience. It helped increase my ability to get in front of people, talk, lead discussions, meetings and programs. I hope that most of us look back at our experiences as practicing veterinarians with satisfaction, delight and with remembrances of extremely hard rewarding work. I think that it is a blessing when you work hard, because you appreciate the good things in life a lot more.

It seemed like work ethics were so different in those days. Sometimes I think we felt we were being abused with too much work. Thank goodness for good health throughout the years. It is a great profession, and it is certainly a very changing one now as we view computerization and specialization and the fact that women are such an integral part of the veterinary world. Our son, pursuing the same course as I did, is gratifying to us. My wife sympathizes with his challenges. Now that he and Dr. Tripp have developed a beautiful new clinic facility, I compare that to the facilities that I started first working in downtown Sparta, moving to a small clinic addition on our home, and then, 25 years ago, buying another building in which four of us practiced for 20 years. It certainly shows a progression in our profession increasing public perception of veterinary medicine.

**Frank Gentile, DVM
Wauwatosa
1960 WVMA President**

Personal information

I've been living in Milwaukee now since 1946. I graduated in 1942. I was in the service for a little over three years, 29 months of which was spent overseas. My wife and I live

here alone now, since my three daughters are gone. One of them is married and has eight children, one is married and has two, and one is not married and has her PhD from Harvard. I'm very happy and grateful to have my family.

I went to the University of Wisconsin in 1937-38, and then I transferred to Iowa State and went to veterinary school. In August when I got my draft card I came home and went in the Army.

World War II experiences

Here I am in the school a couple of months before and breeding cattle for a month and all of a sudden, I'm going on a ship overseas. And it wasn't until four years later when I came home that I found out what had happened to me. The veterinarian who was the camp veterinarian where I was sent, his wife had a baby the week before and the colonel switched the papers and sent me overseas in place of him. I didn't know this until years later. He ended up in Milwaukee, and I met him. We didn't have a very cordial meeting, but he knew about it. Here I was a young kid out of college just a couple of months, and I'm sent overseas.

We did have a good experience on the ship, though. There were 26 veterinarians, and the oldest veterinarian was a lieutenant colonel. He called us into his room and he said, "We got an assignment for you." He said, "We're all being asked to see what's going on in this ship because the GIs are all complaining."

I was given a canteen to take to go along with the enlisted guys, and when I looked at it, the core of this loin was just completely rotten. I said to him, "What were you feeding these guys?" And he said, "What's wrong with it?" And he took it and put it in his mouth and ate it. The freezers had konked out, and then the food spoiled and then they refroze it. They still weren't eating deluxe, but at least they were getting food that wasn't spoiled. But that was my first experience as a veterinarian in the Army.

Buying a practice

After the war I came back to my home in Kenosha and found an *AVMA Journal*. I stopped at the gas station, and I'm looking through the journal and I saw the name of a Dr. Palmer who had died and had lived in Milwaukee. So, I went to his place and his widow was there. Nobody was running the place. It was just a bam and a two-car garage in the back, with a little room that he did his practice in there. I told the widow I'd give her \$50 a month just for trial. So, after three months, she raised my rent to \$100, and then to \$125. I ended up buying the place from her in about a year.

Practice in 1946

My clinic had two rooms with a water faucet in the back that didn't work, so I had to bring water in from the house. It had a potbelly stove in the waiting room, which the dogs used. The doctor who had previously owned the building had been a large animal practitioner in Milwaukee and did his work with the dairies and their horses. But he was one of these fellas that just started with small animals because he had extra room behind his house in the garage. It had just two rooms, a waiting room and an exam room. And

then, in the back, he had some wooden boxes that he made into crates for keeping dogs in the garage.

When I first came to Milwaukee, a Dr. Neff was the only one I knew who had an x-ray machine, so I took a dog to him once to take x-rays. This x-ray machine was a tube hanging from the middle of the room with wires from one corner to the other. The dog had swallowed the bathtub plug. The people were more interested in getting the plug back because they hadn't taken a bath since the dog swallowed it.

To my knowledge there were four freestanding hospitals. There was one in Whitefish Bay that was the precursor of the Lakeside Animal Hospital. Dr. Milke had a building on the south side. There was one on Farewell Avenue on the east side, and Dr. Sullivan had one in West Allis. When I came to Milwaukee there were four small animal practitioners: Dr. Nicholson, Dr. Merrill, Dr. Anderson, and myself all came the same week, and we doubled the population of veterinarians.

We didn't have anybody to learn from or get any information from except ourselves, so we'd call each other back and forth. Vaccines were unheard of. We had serum, but it was of very little help and temporary. Even if it helped, we would see the animal three or four weeks later with meningitis or paralysis. And then, on top of that, we didn't even have any drugs to give them. Sulfanilamide. And then eventually penicillin came in.

During his presidency

In my presidency, we redistricted the state and wrote the constitution. The committee members were Elmer Woelffer, Bill O'Rourke, Bob Curtis and me. For a long while the state was running its own little bailiwick in Madison and the rest of the state didn't know what was going on and didn't much care. After the constitution was rewritten, that was the end of it. When that came out, then they had something to look at.

Bill O'Rourke got a lot of heat, some he had coming and some he didn't. He had a heck of a job there. In the first place, he did this on his own voluntarily, and in the second place, what happened to him was that people were complaining that he ran the state. And that isn't true. He wasn't running the state. If he was, it was by default. Just like a computer has default. If nothing else is in there, it'll run its own program. And he was doing everything that nobody else would do. He always asked for help, but he never got it. So, in fairness, I would defend Bill anytime because he really had a rough row to hoe. We had it set up that the WVMA president would be voted on by the membership, but the executive board had a representative from each district and the chairman of the executive board.

There was some talk about just having a president of the executive board and forgetting the president since it was viewed as a token job. To some degree there was truth to it but, on the other hand, our intention was to have a bicameral thing going by having one representative – the president speaking for the membership at large and the executive board speaking for the various associations of the state. I know at the time there was a big squabble about it. I was against that because I wanted to keep two people running it so as

to have some balance, like the Senate and the House. And then there was a long time before any small animal practitioner got elected. In fact, I think I was the next one that got elected.

Dr. Beach resigned in 1959. His secretary was Hazel and she stayed on to help out. This is the time that we hired Dr. O'Rourke. He used her as an intermediary with all the information from the old office. In fact, at first we used her office on East Washington Street in Madison. Later, Dr. O'Rourke offered the use of the office in the basement of the Joyce Funeral Home on West Washington.

Beginning of the Veterinary Examining Board

We wanted to get more participation from the veterinarians. We tried to make it a veterinary association at first. The big problem we had was the Department of Agriculture. We got our license from the Department of Agriculture. We wanted to be a separate entity in this state, a veterinary board that was not a branch of the Department of Agriculture. This must have been in the late 50s. We were ready to recommend that we become a separate entity, then Dr. McDermid said that maybe we should be careful because, under the state Department of Agriculture we had one man to deal with. On our own, we'd have the governor to deal with, so we'd become political, and he started having second thoughts. We ended up going ahead anyway. We got a separate entity, and then the governor picked the state board examiners.

AVMA Convention in Milwaukee

The AVMA came to Milwaukee in 1951. In fact, Dr. Ken Nicholson was the chairman, local chairman, and I was the secretary. In fact, after that, I was on the House of Delegates for 13 years to the national committee. We all liked it in Milwaukee. It was really something I'll never forget, because I had people from all over the country at the House of Delegates. The thing that bothered me was that when I was a delegate for Wisconsin, I was on my own. I remember the last four years before I finally quit, I kept saying at the state meetings, I'd like to represent the state, but I'm only representing myself, because I don't get any input from anybody. I didn't mind it, I enjoyed it, but I was feeling guilty about it. Most average people don't even know what's going on and don't care. That's the sad part.

Annual meeting

They use to have the meetings in Madison. You went to Madison and it was a just a drug hospitality room that you went to and you talked to a drug salesman. They'd have a couple drinks and play cards. That's all it was. It wasn't an association. This bothered some of us and we came up from Milwaukee and tried to make an issue of it. One day, we were at the Pitman Moore hospitality room, and there was a poker game. Dr. Milke and Gordie Marold were playing and somebody made some remark about them. Someone jumped over the poker table and took a swing at the guy because he was picking on Milke. Two of us ended up walking him around the square at the capitol to quiet him down because they were really getting at it. That was kind of a shame because, as a young veterinarian just starting out I wondered what I was getting into here with these drunken brawls. But it straightened out after a while.

Conventions were not oriented to continuing education programs. The only kind of speakers we had were being sponsored free of charge. There was usually somebody speaking for a drug company, or somebody who came out with a new product. They would try to cover it up so it didn't look like a commercial. But they really were commercials.

The annual meetings were more of a camaraderie. Three days off from practice was really what it was. There was nothing that educational about it. In fact, I remember a few times making comments, you learn more talking with other veterinarians. We'd go to the meetings sometimes and sit out in the hotel. I remember sitting in the Pfister one day in the lobby there with about a half a dozen guys, and we were talking like we're talking now. It was the best time I ever had. The meetings were, in most cases not very good. They could have put the stuff from the meeting on a piece of paper and give it to us with our program and forget about a speaker.

In the middle to late 1950s, we started getting educational programs. We started a program committee and did it. Beach did it up until that time, for a couple of years. When we started getting committees that's what made the difference. The committee would collect issues.

Veterinary school issue

I heard so many complaints from around the state that there was no need for a school in Wisconsin. We had a veterinary school in Michigan, Minnesota, and Illinois. People wondered why we had to build another one I tried to reflect what I was getting from the membership, and I know a couple of times I was on record with the membership that I didn't think we should have a school. I then started getting some heat from people like Glenn Downing and even Bill O'Rourke who said I shouldn't be speaking against it. I got almost to the point where I was convinced that I didn't want to have one, but I was told politely that because the powers that be wanted one, I should keep quiet.

Advertising

We started advertising in the 1940s in a very small way; it looked like it does today. Some had good-sized ads and it seemed that as soon as you could afford it and then you start making a bigger ad. Our local association worked to eliminate all the ads and just put your names in. It worked. We changed it in the 1950s.

Shortly after the mid 1960s they started going the other way, gradually. First thing that happened is that we started getting bold print. This is sort of a compliment to the telephone company's ability to talk people into it because we had everybody convinced as members that we'd all just have one line under the association. Little by little, one or two guys broke and they'd put in a big name. Some of the first guys that broke were people who didn't even belong to the association. And then, a couple in the association said, "Well, if they got a big one, why can't we put one in?" And this grew gradually to where we are almost way, way worse than when we started.

This happened nationwide, too. When I was on the AVMA House of Delegates, we were all for no advertising. We were professionals. I hate to be critical, but we've lost a lot of our professionalism. Just like we get into all this stuff in the journals about how to fix up your waiting room so you can promote products better. My idea of a waiting room was a place for the people to sit with their dogs and be comfortable and wait, not a place to sell them something. What I read in these journals now is scary. They're promoting everything.

Organized veterinary medicine

I can empathize with the WVMA presidents. I took time off and I didn't have that big a practice. But I felt it was my obligation as a professional to the profession itself. We had meetings galore. The most we ever got I think was \$25 on the executive board. My feeling was that it was our profession, and we should defend it.

Professionalism compared

One thing comes to mind immediately in 1946 to 1950, in the early years. If a person came in with his dog and had been to somebody else in town, because there weren't so many of them, I would know where they had been. If I didn't know, I'd find out by calling all the other veterinarians. In other words, I'd look at it as if I wanted to help the client, but I also wanted to be fair to both the other veterinarian and to myself. I felt I'd rather be on the side of the other veterinarian than on the side of a new client. Because lots of time a new client maybe have a legitimate complaint, other times they don't. They just don't like what it cost or some remark he made. So, my first feeling was that I'd find out from the other veterinarian what he wanted. Today I don't think you'd do that. I think that from the first the other veterinarian thinks you're trying to belittle him or take advantage of him. That's not professionalism, I don't think.

Views on emergency practice

The emergency clinics are going to charge exorbitant fees compared to our fees, and I don't blame them. Even when they got real out of line, I still felt in defense of the emergency clinic. They're staying up all night to take care of this and they're doing it but, on the other hand, it has gotten abused now. I don't know how it is right today.

I got in a position sometime where somebody would come in and say, "Well, look, I'd rather wait till tomorrow and take my chances than go there if it's going to cost me a thousand bucks." So, I tell them, "Look, as long as the case doesn't sound serious to you, just so you know there is a place available." Then they know where you stand. But, I'm still trying to protect the other veterinarian. I don't think that is true anymore. I've had veterinarians here locally talk to me, cussing out the emergency clinic. The emergency clinic is a product of their own doing. Why cuss them out?

Final thoughts

I'm grateful that I was a veterinarian for 50 years. I've got nothing to be more grateful for. I don't know any profession where I would have had the experiences I've had.

Recently a veterinarian told me we lived through the Halcyon years (*times of happiness, golden, calm and prosperous*), not only in veterinary practice, but just in life. I mean we've lived in a period in the last 75 years that I don't think you could ever imagine in history before or since. Think of what's happening now with the veterinarians and their computers. My gosh, they can get a diagnosis on computer from any school in the country. Just click a button and do it.

Marion T. Szatalowicz, DVM
Stanley
1964 WVMA President

Personal information

It's kind of a long story as to how I got into veterinary medicine. We had a veterinarian who I admired, come out to our place by the name of Dr. William Nolecheck, who incidentally was the WVMA president in 1930. He was a graduate of Grand Rapids Veterinary College in Michigan. He was a big tall fellow. He impressed me very much with the wonderful things he did with our farm animals. That had a positive bearing on me to become a veterinarian.

Actually, I was encouraged to attend medical school by our family physician who attended my birth. He offered to pay my expenses to go to medical school. However, I had enlisted in the Army Air Corps shortly after the outbreak of WWII. When I came out of the service in 1945, I enrolled at Kansas State College in pre-veterinary medicine and that's where I received my DVM degree in 1951. We came home to visit, and my wife, a native Oklahoman, was so impressed with the April beauty of Wisconsin, that we decided to locate here. I stopped to visit the local veterinarian here in Stanley who was wanting to retire.

Dr. Andrew Peter Lien graduated from the Chicago Veterinary College in 1912. He practiced here in Stanley ever since graduation. Anyway, he wanted to quit and wanted to know what my plans were. I had no idea that I would ever return to Wisconsin to practice since I had several opportunities in other areas of the country. Never dreamed that I would end up here my home country. However, he prevailed, and convinced me to come to Stanley. I ended up buying out his practice which consisted of an old building with several gallons of medicine, boluses, sulfanilamide powder, and all sorts of other concoctions I never heard of. I have been here ever since that first day of June 1951.

When I started I was the only veterinarian here. It seems that in those days every town or municipality had a veterinarian engaged in solo practice, treating anything and everything that was presented by clients. After a few years, I had taken on a partner, Dr. John E. Thomas, who practiced in Colfax, Wisconsin. John lost all his belongings, buildings, etc. in the tornado that hit Colfax. I convinced John that we could do a better job with two of us in practice. In the years that followed, I had other partners and also hired veterinarians. The practice kept expanding. I hired the first female veterinarian in Chippewa County, Dr. Karen Secor. She became a partner after a short while and practiced with me for

years. I eventually sold my interest in the practice to her. There is no way an individual alone could operate a practice like this today.

Raising animals

At one time, my wife thought it would be a good idea to have sheep. I took some sheep as payment for veterinary services. We bought a farm and more sheep. At one time we had 120 ewes. But that didn't last too long.

It was a great experience and it was a wonderful learning opportunity. In veterinary school they used to tell us "A sick sheep is a dead sheep." One can sure learn a lot by owning a flock or a herd, having a kennel, raising horses. I think it would be a good prerequisite for veterinarians to own animals to actually experience what they're dealing with. Eventually, I found a fellow who wanted the sheep more than I did, and we sold them. We went into beef cattle, mostly Angus.

At one time, my wife wanted to have milk cows. She thought it would be good character building for the children. So we had eight cows, complete with Bomatic milking machine. They received a regular milk check. It went great for the three girls. That wasn't the case when the two boys became involved. They preferred playing with the cats and the horse. The youngest son took a real active interest in it. He did real well with his small herd. We sold the dairy cows when he graduated from high school.

WVMA

You're [*Dr. Burr Nussdorfer, the interviewer*] really responsible for my becoming involved in active organized veterinary medicine. I know I complained about the programs that we had at our state meetings and then you appointed me as program chairman for the following year.

And it seems that from that point on, I learned that you either have a solution or keep your mouth shut. I recall that very distinctly. You know we used to go to those state meetings in Milwaukee because of a perception by some that the only place in Wisconsin was Milwaukee and only in Milwaukee could we have our state meeting. We used to ride the Chicago and Northwestern "400" from Eau Claire to Milwaukee and it was fun. At that time we thought most of the people at the meeting were "older folks." They played cards, drank beer, told stories, compared fees, and smoked lots of cigars.

Sometimes you couldn't see the speaker. They really didn't particularly care who was speaking, but good and active discussions always followed a presentation. It was humorous at times and very serious at other times. Many of the veterinarians never took their wives. In fact, talking with some of their wives, I learned that the husbands told them that the meeting was for veterinarians only! The need was evident that veterinarians were demanding more and more information and continuing updating on all aspects of veterinary medicine. You want to remember, during that era we didn't have as many meetings, seminars and specialty training sessions as we do today. Therefore, the annual state meeting was key in educating and informing the members about many new advances and aspects of veterinary medicine.

We didn't have a veterinary school in Wisconsin at that time so we didn't have a ready resource for post grad education. We used to have a summer meeting which was held in various locales about the state. It was pretty much of a hands-on meeting and was very beneficial. We also had some of the educational meetings in Madison at the Department of Veterinary Science. But all that was a far cry from the opportunities we have today at our annual convention and the annual summer conference at the UW School of Veterinary Medicine.

Many changes have taken place in the structure of our association. We did not have active involvement by many members as we do today. Sure, there were committees, but they were rather subdued. The entire process of WVMA activity was kind of a one-man show. A proposal was presented and adopted, no questions asked. Today we have numbers of active committees with more of the membership involved, which is paramount for a vigorous organization. It's a positive trend and it has been a long time coming, but it's here and I'm glad to be around to see the results.

I know the Board did meet. But it wasn't as active or involved in the actual management of the association as it is today. I recall adopting a standard operating procedure through the efforts of Dr. Madsen. We also did get to look at the financials, such as they were, with no real budgeting process. It was not a good business structure. I don't think anyone was too concerned, as long as the bills were paid. Of course, we didn't have computers. We just trusted these people. I know they did their very best. But it's certainly a far cry from the situation today. Dues were extremely low and the amount of money involved was small compared to today.

State issues

There are always a number of issues affecting veterinary medicine. I don't recall any specific issue, however, there were a lot of changes going on in the brucellosis and tuberculosis programs in the state. Practitioners actively participated in the programs. There was also a positive trend toward production veterinary medicine. The popular term "herd health programs" was coined by someone and consisted mainly of pregnancy exams, ration calculations, vaccinations, etc. Veterinarians were becoming part of a team to assist producers to become more efficient and more profitable.

I also recall attempts to get a state veterinary lien law. There were those factions in the state who thought we were lowering ourselves to the levels of plumbers and so on, but I still regret that we didn't get a lien law, which would allow veterinarians to place a lien against producers that failed to pay for veterinary services. It would have been easy to get it enacted at that time. Certainly would have saved our members a lot of money over a period of time, and we would have some assurance of getting what was our due.

Annual meeting

I could never understand why we would put peoples' lives in jeopardy by having to drive over icy and drifted roads in the middle of January or February. There weren't any four-lane highways, and we usually had a blizzard. I can recall staying at the old Schroeder

Hotel where the room was so cold that I had to sleep in my overcoat. They couldn't get the steam heat above the fourth floor. No one cared. It was a horrible experience. Driving home from Milwaukee through Black River Falls, I encountered a car-deer accident. The temperature was near 50° below zero. A lady hit a deer and was standing there feeling sorry for the deer. A semi-driver stopped and said, "Lady, get in your car and get the hell out of here, you're getting frost bit." We dragged the deer to the side of the road and drove off.

Naturally, to change the meeting date was almost as difficult as moving a cemetery. Attempts were made numerous times, but to no avail. Eventually, Dr. Steinkraus of Milwaukee was president of the WVMA, and he was instrumental in changing the meeting date and also in having our annual convention in different cities throughout Wisconsin. We changed to an October date, and it has proven to be a wise decision.

The only thing at the annual meetings that is forever engrained in my memory is that every year, and I could never understand why, Steve Swedish and his orchestra provided the music. Usually about 9 or 9:30 everybody left for livelier entertainment perhaps one or two couples would be dancing, and Steve just kept on playing. We did that every year and it seemed so ridiculous. Younger veterinarians and wives just didn't care for that type of music or that type of entertainment. It took a long time and major effort to get that changed.

I can also recall when I was president, they had a suite up at the Schroeder Hotel and they charged it to me. I paid for the darn thing. The association didn't pay for it. Very few people came up there. There was no food or beverages. It was a great big suite of rooms and a few folks came in to say hello, but there was nothing...nothing of the magnitude that we have today. It was total disorganization. I could not believe it that it was actually happening

I recall suggesting to the board that we invite officers of allied health groups, the presidents of the Wisconsin Medical Association, Nurses Association, pharmacists, to better correlate our activities and to build a coalition with them to better address issues facing all of us. In addition it would inform them that we are indeed a health profession. The board refused the request. We adjourned and went down on the elevator. After leaving the elevator, I confronted the board and stated that if they didn't want to invite these people, I would personally invite them and pay for their meals at the banquet. The board then conceded and informally approved my suggestion and subsequently invited those folks to our banquet. The custom went on for many years.

Likewise, our president was invited to attend their meetings. Those were trying days and oftentimes I felt like just giving up and saying, this is it, I'm not fooling with this any more. But then I decided if one chooses to improve or correct something, one has to put some effort, commitment, and dedication to the cause. I made it a point to attend all the district meetings throughout the state and traveled to speak to them, and then drive the rest of the night, getting home at 4 or 5 in the morning and go to work. All this without any compensation.

We did because we felt it was necessary to instill in our members what our WVMA was all about. I know you did the same thing, as well as a number of people. It was quite an undertaking to drive to these meetings. My wife would drive part of the time. If I drove by myself, I'd get pretty sleepy. In fact, coming back from the Rock Valley meeting, a state trooper stopped me because I was driving so slow. He wanted to know if I was okay. Actually, I was so sleepy I'm surprised I drove the way I did.

Veterinary school issue

The veterinary profession in Wisconsin was sharply divided on the issue of establishing a school of veterinary medicine. There were those who felt no need for a veterinary school in Wisconsin. They were of the opinion that we already had too many veterinarians, and all sorts of things of that nature. We keep hearing about the oversupply of veterinarians even today by some folks.

It was always a serious concern for me that a state like Wisconsin with a huge dairy cattle and livestock industry didn't have a school of veterinary medicine. I can recall going to district and local meetings with Dean Bernard Easterday and Dean Sue Hyland where it was almost suicidal to walk into a room full of veterinarians who were opposed to the establishment of a veterinary school, while we were enthusiastically for it. I was personally for it, and I let my feeling be known, event to the extent of testifying before a senate committee. Eventually it became a reality and I thought it was one of the best things that ever happened for veterinary medicine in Wisconsin. I'm also thankful that I lived to actually see it happen. There were a lot of hard feelings among veterinarians concerning that issue.

I just could not understand why this state was so far behind other states with a livestock industry that was minuscule compared to that of Wisconsin. Well, I was born and raised in Ohio, and I always wondered why Wisconsin didn't have a school. Of course, money is always a challenge.

AVMA

My original meetings with the AVMA go back to my year of graduation, 1951. The AVMA convention was being held in Milwaukee. We had just started practicing in Stanley and were flat broke, working trying to get a few bucks together. My wife said, why don't we go to the convention. We'll meet a lot of people and the convention will probably never be closer to home. I insisted that we could not afford to go. However, she prevailed and we finally got a cheap hotel in Milwaukee and went to the convention. We drove to Milwaukee and enjoyed the experience and camaraderie of veterinarians, as well as the education aspects. It left a lasting impression on me to realize that here was a group of professionals from all over the United States and foreign countries, as well, gathering together to enhance their knowledge and expertise. I have attended every AVMA convention since that time in 1951.

It took quite a commitment, since I was in a solo practice, to get neighboring

veterinarians to cover for you, at least in emergencies. They didn't have a real functioning House of Delegates. Things were rather informal. When I was elected to the House, I really had an eye opener, because I had no idea how they functioned specifically. One does learn quickly, as I did by necessity.

I know that there were a lot of issues that came up that made an impact on how the future of the profession was going to go. I recall that there were people serving on councils for 14 or 15 years. I couldn't believe people would stay on there that long. But, it was a political process and it had to be changed. We now have six-year term limits for council positions. It has certainly opened up a whole new avenue and brought new people and new ideas into the process.

There are people that are really dedicated and they're doing a good job, but things change, and it is beneficial to give more people an opportunity to get involved. My years in the House of Delegates were very productive, and I think it brought Wisconsin to the forefront, at least I hope it did. I attempted to be politically correct as much as I could and, yet, there was a tempered biased influence on what would be beneficial for Wisconsin. I sought election to the House Advisory Committee and was successful. It was my feeling that this committee could have positive impact on what transpired in the house. At that time their activities were rather limited, but that, too, has changed. We were very successful in getting people elected to the House Advisory Committee who were Midwest practitioners. In fact, we had control of that committee for a number of years. It was my good fortune to be chairman, as well as secretary of the house advisory committee, and that really put Wisconsin in the front row, so to speak.

House Advisory Committee

This is a small group that's elected by the House of Delegates from its membership. Currently, it is composed of seven members representing different categories or segments of veterinary medicine. Generally, it lays out the programs for the house action. They do a lot of preliminary work on issues that come before the house. So, it was very influential. Of course, as chairman of the House Advisory Committee, you get to sit on the AVMA executive board. You don't have a vote, you're an ex officio member. But you're the liaison between the House of Delegates and the executive board. So that gave us an opportunity to have a positive influence on some of the issues.

AVMA Executive Board issues

We are confronted with issues, not only from within our profession, but likewise with issues from outside the profession. A lot are dictated by economics and livestock and pet industries. There is always an attempt to encroach upon the veterinary profession and there are folks who are far ahead of us in impacting animal agriculture, pet care, and you name it. Corporate veterinary medicine is a reality. It is difficult to name specific issues, but drug availability is a high priority. Approval of new drugs being bogged down in our bureaucratic process is another. Regulatory and foreign trade, as well as foreign diseases is always looming.

Changes in veterinary medicine

We have VetSmart, PetSmart, and a number of other corporate entities that are engaged in the same process; it's corporate veterinary medicine. They're spreading nationwide. They do a good job in providing veterinary services, and it also provides a great opportunity for new graduates who are taking these positions.

I just visited with a new grad at the convention in Louisville, KY, who took a position with one of these firms. They're paying him a great salary, plus a lot of fringe benefits. He puts in 40 hours per week and all the record keeping, billing, and management are out of his hands. All he has to do is practice pure veterinary medicine. It's a trend that is spreading. How successful it will be remains to be seen. The bottom line will be profit for the corporation. It is just another development that is occurring much like the large dairies, hog and poultry production units.

When I was serving my term of AVMA Vice President and speaking to students at all the colleges of veterinary medicine, these corporate entities were recruiting students and new graduates. They put on quite a show. It's a great process for them

Final thoughts

I feel very strongly about organized veterinary medicine. I need to say that it was an extreme honor to have been elected AVMA vice president. I believe it was a privilege accorded very rarely not only to me as a small town country boy practitioner, but also for the state of Wisconsin and the WVMA. If my memory serves me correctly, the only other nationally elected office holder to the AVMA from Wisconsin was Dr. Thomas H. Ferguson back in 1929 or 1930. Incidentally, Dr. Ferguson was my examiner when I took the Wisconsin State Board for Licensure. He was a great man and it was a pleasure to get to know him.

I might also add that I conducted my campaign all at my own expense. The WVMA never spent a nickel on me. There was never even a brochure printed on my behalf. We as veterinarians need to recognize the fact that we are a small profession. As I often stated in my speeches, the 55,000 - 60,000 members of our profession wouldn't even fill an average college football stadium. It is apparent that we need to be unified if we expect to exert any clout in the legislative process in Washington, D.C., as well as Madison. Therefore, it is vital for every individual veterinarian in this country to be an active part in organized veterinary medicine from the local, state, and national level. It is more than involvement, it is commitment. There is a difference and I have always said, it's like bacon and eggs for breakfast; the hen is involved, but the hog is committed. We as a profession need to take the lead in the legislative process that will have an effect on what our future will be. That takes effort, commitment, and money. Our profession is so diverse, but we must remember that basically we are all veterinarians.

**James Welch, DVM
Eau Claire
1965 WVMA President**

Personal information

It should be noted that while my current address is Eau Claire, from 1946 to 1977 my large animal practice was in the area surrounding Clinton (Rock County) and extended into northern Illinois.

I was born and raised on a farm near Waukesha. When I was in high school, my agriculture teacher, Jack Jones, encouraged me to consider veterinary medicine as a profession. He had a brother-in-law in the western part of Wisconsin who was a veterinarian so this further encouraged me. I applied and received a \$150 Sears scholarship and took my year of pre-vet at UW-Madison. I then applied to Iowa State College and was accepted - at that time they accepted only two from Wisconsin, with the class size being limited to sixty. I graduated in 1941.

My first job after graduation was working for East Central Breeders at Waupun, which was in the early days of artificial insemination. My area was Green Lake County and western Fond du Lac County. That is how I became familiar with what was to later become the Baptist Assembly grounds because I used to inseminate cows at a farm directly across from the main entrance. At that time, the golf courses had about 500 Guernsey heifers pastured there and nothing else was being done on the land. The property was in bankruptcy at that time and in 1944 the American Baptists contracted to buy this approximately 1,100 acres for \$300,000 – and they had a hard time paying for it.

In March of 1943, I enlisted in the Veterinary Corps and was stationed at Fort Snelling, Minnesota. I spent the next 3 ½ years inspecting and buying meat at Swift & Co. in South St. Paul for the Army, Navy and Marine Corps. Following my separation from the Army, I began my practice at Clinton in September 1946. TB eradication was in its final stages, with individual practitioners doing the testing and that is how I became acquainted with the area and my future clientele.

As for my family, my wife's name is Ruth and we have two sons and one daughter.

Brucellosis

In the early thirties Dr. Mohlar of the Bureau of Animal Industry was working with *Brucella abortus* bacteria. He had a tube of *Brucella abortus* organisms, live bacteria, on his desk which he forgot about, and it became covered up with papers for about six to eight weeks. When he cleaned off his desk he found this tube and began to experiment with it to see if it was alive. He found out that he could vaccinate cows that were free of brucellosis and that they would become immune and wouldn't abort when infected, and that is how the vaccine was developed.

In Wisconsin, the earliest use of *Brucella abortus* was in the late thirties; the only way it could be obtained was for someone to go to St. Louis where it was being made and bootleg it into Wisconsin. It wasn't uncommon for whole herds to be vaccinated illegally when an outbreak occurred and it stopped the spread of brucellosis within the herd.

Prior to development of the vaccine, when studying bacteriology under Dr. Merchant at Iowa State, I dared to remark that a vaccine could probably be developed. My reason being that in our herd at home we had an outbreak and then there would be a period of six or seven years before it would break out again. Almost all cows rebred would not abort a second time, although they would react to the brucellosis test. I felt that I almost might get an "F" for suggesting to Dr. Merchant that a vaccine for brucellosis could be developed. I feel that the manner in which Wisconsin approached the brucellosis-free state should be a matter of record, as it was so unique.

About 1948 the vaccination program was really taking off; the state began ring-testing herds in 1949 or 1950 and also financed calfhood vaccination. The herds in which positive ringtests occurred were all blood tested, the reactors were identified but weren't forced to be shipped to slaughter. This was an especially wise decision for the southern part of the state because more than 50 percent of the herds tested positive, while the State average was 20 percent. Some herds had as many as 40 percent positive - however, some of the positives were the result of adult vaccination of entire herds where an outbreak had been identified. The target date for shipping all reactors was 1955. By vaccinating calves and farmers culling out known reactors the number of ring-test positive was very low before 1955, less than five percent, and when blood tested most of these herds had two or less cattle to ship to slaughter. This saved both the farmers and the state a tremendous amount of money.

My practice, centered at Clinton, was only five miles from the Wisconsin/Illinois state line and cattle were moved freely between the two states. I am sure that some of the reactors ended up in Illinois. However, I was not aware of any new herds in Illinois becoming infected at that time, because most of the cattle that were shuffled were positive as the result of adult vaccination. Surprisingly, many cattle vaccinated as adults were testing clean after three or four years.

In 1965, the BAI (which later became the FDA) was trying to get Wisconsin to quit vaccinating because of the possibility that the vaccination would result in a few positive reactions when they were tested. Dr. Sam McNutt and I were appointed to represent Wisconsin by attending the National BAI meeting in Lansing, Michigan, in October to try to figure out how we could continue the vaccinations in Wisconsin.

There had been 17 outbreaks of brucellosis in Wisconsin in 1964 - 16 of which had been traced to imported cattle. My argument was that if the cattle weren't vaccinated what would happen if Wisconsin got a "hot dose" of brucellosis and it started spreading - there wouldn't be any immune cattle and we would be in terrible shape. The committee dealing with this question took my recommendation and canceled the requirement that Wisconsin quit vaccinating.

I received a letter of commendation from Don McDowell, the Director of the Wisconsin Department of Agriculture, but the commendation which meant the most to me came from Dr. McNutt who had been on the faculty and working in research when I was a student at Iowa State. He wrote me a letter complimenting me on what had been

accomplished. On July 14 (prior to the meeting in Lansing) the Wisconsin Department of Agriculture had a big banquet to celebrate the state being declared "Certified Brucellosis Free," and if we could no longer vaccinate, this would really have been a blow to the progress which had been made.

Also, it should be noted that during the mid-sixties, we were approaching the final stages of using live virus (either attenuated or regular live virus) vaccine for hog cholera, and it was dwindling down so that we could use only BTV, etc. This was a major forerunner of states becoming cholera-free and eventually the elimination of it nationwide.

During his presidency

I became President in 1965, succeeding Marion Szatalowicz, and was followed by Bob Houser. During this period, things were running quite smoothly on the whole, but at the same time there were a lot of things going on.

One thing that was of particular interest to me was the annual meeting, which was always held at the Hotel Schroeder in Milwaukee in January. It seemed that this was usually the coldest weekend of the winter and because our cars would sit out in the open for a couple of days, it resulted in people having more trouble getting home than they did getting there. Those attending, because of their busy schedule in practice, looked forward to this meeting as a much-needed vacation. The drug companies had hospitality rooms with free liquor so the temptation was to gather there and bypass the meetings. This situation was already improving when I became president with less hospitality rooms available, resulting in better attendance at the scheduled programs.

The 1965 summer meeting was held at the Wisconsin Dells and we tried a different type of meeting; many different topics were introduced which made it pretty inclusive for all types of practices. It was very well attended by 120 veterinarians.

During this period, the WVMA newsletter was printed about every two months and was edited and mostly written by Bill O'Rourke; Executive Board minutes were reported, as they still are. The main difference is that now the President contributes to each issue, whereas during my term, we only had to write one letter and that was as we were leaving office. Herein is a copy of the letter that I wrote:

Clinton, Wisconsin

December 1, 1965

Wisconsin veterinarians are in the midst of a rapidly changing agricultural picture. How we meet this challenge will to a large degree determine the future of the so-called general practitioner.

In the past, we have had more business than we could adequately care for. Some of our clients received the impression that we did not have the time to properly diagnose and treat their animals; after a seemingly hasty diagnosis, we gave the animal an injection of penicillin and were on our way in a short time. The client decided that it looked so simple that he might as well get a syringe and "miracle" drugs and do the job himself.

Today we are finding farmers doing business like most other industries since the advent of the production line. The smaller farms are being squeezed out just as the small grocery stores were about thirty years ago. The trend is to get production at its most economical level- where this will end, no one knows.

The question is, where does the veterinarian fit into this new concept of agriculture? I am of the opinion that the veterinarian not only fits into the picture, but has a very essential and worthwhile place. We all know that an increased population and concentration of animals brings with it an increase in disease problems. Our job is to control and prevent disease so that these larger operations can function - if the veterinary profession does not fulfill this need, someone else will. Each veterinarian will have to work out his own method of meeting this challenge.

Our state and regional associations should be prepared to give assistance. Veterinarians who have dealt successfully with vertical integration could give valuable assistance. With choice of centrally located conferences, the same program could be presented on two successive days so that in the case of partnerships both partners would be able to reap the benefits.

This proposed type of program is not completely new in Wisconsin. The 1964 fall meeting of the Central Wisconsin Veterinary Association was a good start. The Milwaukee Association has seen the need for further education of a more specialized type and has planned its programs accordingly.

We as individuals can help increase the effectiveness of our educational program with constructive suggestions and active participation. It has been an honor, as well as a challenge, to serve as your President. I wish to extend my sincere best wishes to Dr. Houser for his tenure in office.

Vernon R. Bauman, DVM
Watertown
1967 WVMA President

Personal information

I graduated from Colorado State in 1942. My practice area has been in Watertown for the last 50 years; I came here in 1947. The years before that I did artificial insemination and spent time in the service. But I practiced in a dairy primarily and then I switched over to small animal practice in my later years. I wanted to retire from that, but it didn't happen.

My wife died five years ago. Her name was Marion. I have four children, all away from home. Two of them in Minnesota and two of them in Denver, Colorado, so I only have two places to go to visit to see my children. They are all very good to me and they call me every week.

During his presidency

The Animal Technician Program was just beginning. I wrote the first letter to suggest that we have a veterinary school in the state of Wisconsin, and it was a little bit premature. Dr. Glenn Downing followed me as president, and he pursued it and did a lot more work on it than I did.

During my term, we were having a big problem trying to get veterinarians to be the only people that could do surgery such as horse castrations. There were quite a few different things under that bill, and I don't even remember whether it went through. The other thing was that we had a lot of court problems, because we had a lay person who was trying to do pregnancy exams. He ruptured a corpus luteum and caused the abortion of a very valuable animal. That was all in litigation at the time that I was president. Dr. O'Rourke was handling that because he was in Madison. We didn't get a chance to do much more that year because that litigation was going on.

Local association meetings

I visited all the groups in the state and tried to get increased communications between them because we had a problem. We did not have real good communications between everybody at that time. And I think it helped. Those things were probably the greatest challenge during the time that I served as president.

I had a good rapport with nearly all of them and they were very acceptable. We didn't have any arguments or anything and we discussed some of these various things. Nothing was really achieved. Now, whether that was my fault or not, I'm not sure.

Veterinary school issue

It was suggested to me by other veterinarians that maybe we should have a veterinary school. Not only other veterinarians, but other people of the state were thinking that maybe we should have one. As a matter of fact, I think the feeling of a lot of the veterinarians at that time was that we didn't need a veterinary school. People were feeling that there would be competition that they didn't want at that time. Not very many veterinarians were broadminded about such things. They had a fear. We decided to let the ball rolling start rolling, so I wrote the first letter, then Dr. Downing picked up the ball there. What really happens when you're the president of something, for one term, you don't really get credit for anything you start. It's done down the road another year or two. That's kind of the way it happened here.

Veterinarians didn't realize how big having a school could be, how much good a state school, a university school, like that could be. Everybody was just a little bit narrow-minded about it. We have to mark it up as progress and we were progressing. Remember, this was the late 1960s. There were a lot of things that we had a fear of then that really we shouldn't have, but we did.

Relationship with Dr. O'Rourke

I am the type of an individual who doesn't make things happen. I let things happen. I've been sorry all of my life that I do that. I am progressive and aggressive to a certain extent, but I don't really make things happen. When you have a person like Bill was, he really

did a lot for us that we didn't realize because he was very capable. He was gung-ho to do it. Of course, the fact that he left veterinary medicine and got that funeral home thing gave him time to do a lot of this. He was also in a location to do it, which made it very nice. He was a take-charge guy. I consider that during my presidency I don't think I did anything anybody will remember.

I remember the big thing was that Bill O'Rourke as executive secretary even ran the executive board. He was pretty much in control. I'm not saying it derogatorily; I'm just saying he really took over.

Veterinary practice

We were probably the practice in the state of Wisconsin that sent more cattle out. We had six cattle dealers who we did tuberculosis and blood testing for here in the Watertown area. As far as the veterinary practice, Dr. Foster and I were alone for many, many years and then Dr. Senek came with us later. It was primarily because we had done artificial insemination.

We built the practice and still did artificial insemination. Then we found out we were too busy for it, but that helped us to do the pregnancy exams and bovine reproduction. I sort of specialized in bovine reproduction and pregnancy exams. When I left I had 16 or 20 herds on a health program. That was just beginning. Dr. Arsberger was here, but he was not real active. As a matter of fact, he lived to be 96. He kept up his license until he was probably 94 and didn't do very much in his older age. But he was here.

Dr. Arsberger was a very distinguished person, was an excellent horse practitioner and did practice back in the horse-and-buggy days. It was fun to talk to him about it.

The brucellosis program was where we did a lot of blood testing. We blood tested a lot of cattle on that brucellosis. I think it was a good job. The best job, however, was after we did that and they started being concerned about cost. When they started doing the examination of cattle at the abattoirs, that was probably the most effective tuberculosis control we had. We had lots of brucellosis and I think we did a good job, but the vaccination programs and the false-positives were a big problem for us for a long time.

We tried to play pretty straight and we did follow the calfhood, but we also tried to enhance it, and we did a lot of it. Part of that came because we did do artificial insemination and we had a good working relationship with all these farmers so that they listened to us as far as the reproductive angles were concerned, so we had a good reproductive practice. I think we did some good by vaccinating and promoting vaccinations.

We did not vaccinate adult cows. We didn't believe in it for one thing because, now, the old story, of course, if you had a herd that had 20 head and they lose 18 calves, next year you weren't going to have any anyway. Vaccination was not a part of that. They vaccinated themselves and that was good, partly because we were involved in an awful lot of blood testing for animals going out of state and selling between cattle dealers. We

didn't want to vaccinate adult because we knew we'd have reactors and we didn't want to have any, so we avoided that. It was considered illegal and so we didn't do it. I understand that a lot of it was being done. How much good they got out of it, I don't know.

Glenn Downing, DVM
Waukesha
1968 WVMA President

My dad graduated from Grand Rapids Veterinary College in 1904 and then went down to Coldwater, Michigan where he practiced for a year or two and ran a lively stable. Then he went to Kentucky, I think it was Shelbyville, to look over the horse situation there. He liked it, but his wife who he had been married to since 1900, went back in Michigan. They had one child so he came back and practiced again in Coldwater. He saw an advertisement in one of the daily magazines from a Dr. David Roberts, Waukesha, Wisconsin, wanting a veterinarian. I think that's the way it went.

My dad answered the ad and went to Waukesha, and hired out in 1907 working for Dr. Roberts. At that time, Dr. David Roberts was state veterinarian and had a very fine reputation. He sold different remedies for treating cattle and horse diseases such as abortion in cattle, and abortion cure. He had liniments, udder balms, those sort of things, and some kind of a treatment I remember he had for lampus in horses. My dad stayed there for a short time.

By the way, Dr. Roberts had a beautiful farm on Calhoun Road, which was about halfway between Waukesha and Milwaukee and of course that area now is just full of businesses and homes of all sorts. Dr. Roberts' dad set up a practice of his own in Waukesha, and I think it was around 1911 they started TB testing herds for accreditation or certification, in Wisconsin that testing started in Waukesha County. My father was one of the testers, examiners, for TB in Wisconsin I understand was the first state in the nation to become certified, accredited for tuberculosis.

Dr. Herbert Lothey became a partner with my dad. Dr. Lothey was with dad for 29 years, until I graduated from veterinary college in 1945. In the 1930s when brucellosis became a big problem in the state, my dad and Dr. Lothey were avid believers of calfhood vaccination and they fought for calfhood vaccination, not only calfhood vaccination, but infected herds, to vaccinate adult cattle.

I got into school, and between my junior and senior year, Dr. Bartlett from Wisconsin came up to Guelph and wanted to hire some students to come to Wisconsin to inseminate cattle, mostly in northern Wisconsin. I wrote my dad a letter and asked him. I told him that Dr. Bartlett said they were paying \$200 a month, and I was wondering what he thought about that for me. He wrote back and said, "You're going to work for us, and we're going to pay you \$150 a month."

Dr. Lothey was engaged. He had been a bachelor all these years, but the past few years while I was in school, he was engaged to the widow of George Rasmussen, founder and president of National Tea Company, so I came to Waukesha. Dr. Lothey retired and married Mrs. Rasmussen and they had a very nice life.

I graduated from the Ontario Veterinary College at Guelph, Ontario, in 1945. It was a five-year course at that time. If my memory is not wrong, I believe, when I graduated in 1945, there were 80,000 cattle in Waukesha County, and that meant there were more cattle than there people in Waukesha at that time.

Dr. Downing passed away on August 19, 1999, and was not able to complete this interview.

Ronaldean Pawlisch, DVM
Brodhead
1970 WVMA President

Personal information

I'm a native Badger, born in the town of Baraboo, Wisconsin, and raised in the village of North Freedom. I was always interested in animals and thought farmers needed help with their sick livestock. However, I never realized how difficult it would be to become a veterinarian. My education was interrupted a couple of years during World War II, as I joined the Navy, serving in the submarine service for most of my two years.

Upon entering college, the first words from my advisor, Bonner Bill Morgan, were "Are you willing to spend four years here at the University of Wisconsin, Madison, before getting into a vet school?" I told him, whatever it took! There were 209 pre-vets at the time, on the Madison campus alone. Only a few actually became veterinarians. I became extremely discouraged and frustrated at times. After submitting letters to many colleges, Michigan State wrote back that I lacked seven credits of European history. Kansas took students only west of the Mississippi River. Illinois was just starting and would only accept straight "A" students. Some schools would only accept resident students. I was accepted and graduated from Minnesota in 1954.

Our oldest son, Ray, had a similar experience. After getting his master's degree from the University of Wisconsin, he was finally accepted into Michigan State School of Veterinary Medicine. To my surprise, he was willing to come into practice with our group. My wife and I have two other children. Our daughter is a nurse and the other son is an engineer.

Veterinary school issue

I became extremely interested in the State of Wisconsin developing a School of Veterinary Medicine after my experiences. In my opinion, a parasite is never as strong as its host. We were defeated at legislative hearings in 1969. One individual persuaded the committee against us.

Speakers for a school included educated and astute individuals such as Dean Pound and David Berman, who forgot more about Brucellosis than most of us will ever know! We were not listened to and most of the legislators had already made up their minds.

In April 1970, we traveled to Chicago to hear a hastily prepared Moran report from a supposedly independent study. This report was a compilation of statistics showing that there was no need for another veterinary school. It was a very damaging report to our cause. The school finally materialized, and I now can smile for those so vehemently opposed to it were some of the first to use the facilities. Also, some of their children have been accepted as students in the veterinary school

During his presidency

During my term in office, our Wisconsin Practice Act was challenged. Dr. Roland Anderson from Elkhorn had a client whose cow had been aborted by a lay pregnancy examiner. A suit was brought to court against the examiner and the co-op. Rock Valley Association hired an outside law firm to prepare a side brief, thus helping to establish a solid case against the lay examiner. In a short trial, only Dr. Lyle of Waukesha and Bill O'Rourke testified (Bill over-whelmed the court) in Elkhorn. The case was won and the Practice Act stood. However, the group of farmers that were involved went before the legislature and got a bill passed to grandfather the three lay examiners and they continued to practice examining cows for pregnancy.

Annual meeting and summer meeting

Several changes were made in the annual winter meeting. There were increased complaints about the facilities and there was a decrease in attendance. The executive board voted to move from the Schroeder Hotel to the Pfister Hotel in Milwaukee. For the program, at the banquet, I engaged the New Glarus singers and flag throwers. Because of the Swiss theme, we decided to give each exhibitor and speaker a package of Swiss cheese in appreciation, from the WVMA. By the way, as a matter of history, the group charged \$175, plus 10 cents per mile for their program. The program was accepted with enthusiasm and high acclaim.

Mastitis was a very important issue to most practitioners at this time, so our professional program emphasized that problem. We had three practitioners on the program.

Our summer program was preceded by a meeting conducted by Dr. Robert Madson and Dr. O'Rourke for the presidents and secretaries of the local associations. It was an effort to establish better communications between the state and the local associations.

Wisconsin Association of Professionals

Dr. Ray Pahle and his committee hired a veterinary director of the Animal Technician School at MATC Dr. Emil Roth was hired as the veterinary director at MATC An attempt was made about 1965 to establish the Wisconsin Association of Professions (WAP), consisting of nine professions. The organization was spearheaded by Executive Secretary, Howard Brower. It was meant to have legislative clout, but some refused to include the chiropractors in the group. They were to be developed into a splinter group. Dr. O'Rourke and I were responsible for the speaker at the first all-day convention. We acquired the vice president of the Federal Reserve Bank in Chicago to speak.

Academy of Veterinary Practice

A volunteer group organized the Academy of Veterinary Practice. Dr. Don Pastal from the University Extension Department of Veterinary Science started to develop it. He resigned to go to Cornell because the university there guaranteed to educate his children. Dr. Richard Bristol replaced him and developed the program further. The individual records for continued education were placed in the main frame computer at the University of Wisconsin and it became so fouled up that Dr. Robert Madson's wife, Peg Madson, did the entire recording by hand. Dr. Fred Born was commissioned to design the lapel pin.

Final thoughts

There were many changes in our practice from the time I started to retirement. When I went into partnership with Dr. G.M. Miller in 1954, we practiced in a converted chicken coop. We then moved to a three-car garage. In 1960 we built and moved into a modern veterinary clinic. Due to expansion and information explosion, we added computers, although we had two-way radios practically from the start of our practice. Our wives were a very intricate part of our serving the public by answering the phone, keeping books and billing. Many of the drugs that we used were taken off the market or restricted. I said about the only thing left that could be used in practice would be a vinegar douche and carrot oil. Both client and personnel problems have changed little. There are so many human beings of different persuasions that need to be managed. Costs have escalated, both in education and materials. Gender is changing the way veterinary medicine is both perceived and practiced. Some things are cyclical, now there are more horses in Winnebago County in Illinois than there were in the horse days.

However, it seems veterinary medicine will survive and go with the flow.

Raymond G. Pahle, DVM
West Allis
1971 WVMA President

I was president in 1971. Previous to that, I was chairman of the Animal Technician Committee for the State of Wisconsin, and we had worked out a program with the Madison Area Technical College and were ready to institute an Animal Technician Training Program, a two-year curriculum for training animal technicians. In my travels around the state to talk to local associations, I'd gotten an awful lot of questions and quite

a bit of flack, in fact, from veterinarians, some of them claiming that we were training people to be veterinarians and were going to hurt their businesses. But, fortunately, the majority of veterinarians were for it and eventually the technician school did come to reality; and to this day, I think it's pretty well proven itself.

WVMA

I was Public Relations chairman for a number of years, and probably the most success we had was with the State Fair exhibit. We started an exhibit at the Wisconsin State Fair in 1974. This was done to promote the veterinary school and to do something about public relations work on animal overpopulation. So we did surgical demonstrations - spaying and neutering - for about 10 or 11 days at the State Fair every year since 1974 and it's still going on. The initial response to that was very negative from several people - Animal Protective League and several other organizations were very upset at first that this was going to happen. Fortunately, we had the backing of the humane societies and Dr. Bill O'Rourke. I never will forget the support that he gave us, otherwise this thing would never have been successful.

Probably the most favorite letter I ever got was four years later from the Animal Protective League. We had decided that maybe we were overexposing ourselves and we were going to stop the surgical demonstrations. This letter came, begging us to continue the procedure because it had done so much for animal population control. It was a complete turnaround from the groups that initially were opposed to us. The surgical demonstrations are pretty much in the same format that we started in 1974, doing four surgeries a day for the entire length of the Wisconsin State Fair. Budget-wise, it practically cost our association nothing because the state fair picked up a great majority of the price for running this operation. To start the state fair project, we received \$2,500 each from Fromm and from Hill's so we built a \$5,000 surgical suite at the state fair. About two years ago, the state fair actually built an entire Animal Science building, including a surgical suite and other animal exhibits, so we've graduated from a very small surgical suite to a more modern enlarged surgical suite for our surgical demonstrations.

When I was PR chairman, the AVMA had a secretaries and PR chairmen meeting. The secretaries and the PR chairmen from 48 states were invited to Chicago for this meeting. And it was at this meeting that we heard about surgical demonstrations at the Missouri State Fair - they were the ones that had started this - and I poked Bill and said, "Hey, that would be a great job for us." "Oh," he said, "that's too much of a job. That's a lot of work. We'd never get that done." Well, again that piqued my interest. So, I told him I'd like to run with it, and after that he gave me the fullest support of the Executive Board of Wisconsin. If it hadn't been for Bill, I don't think this thing would really have gone off because he was very much behind us. But it was the cooperation of all the veterinarians in the state that really made it go. It was a tremendous group of people to work with.

Other activities

Regarding my other activities in veterinary medicine, I'm the only President of the American Animal Hospital Association from Wisconsin. I was fortunate to be president

there in 1981 and 1982. There is another thing that John Kuenzi and I can take credit for. We were the first ones to use gas anesthetic machines in the city. St. Michael's Hospital wanted to get rid of some anesthetic equipment, and they called me. I went over there and picked up a couple old machines and John took one; and between the two of us, we learned how to do gas anesthesia.

I did use some of my experience with the WVMA to carry over to the American Animal Hospital Association because I was one of the first chairmen of the Public Relations Committee of the American Animal Hospital Association. In those days, public relations were not really felt to be too important; it was just coming into the forefront, and we felt we had to do something to sell ourselves. In AAHA we did a lot more in public relations and I think I carried some of the Wisconsin philosophy over into the national organization.

While with AAHA, I was on the Board for about eight years, starting out as just a representative from Wisconsin, then a district representative, and then eventually President of AAHA. I was fortunate to do a lot of traveling. I know one year I had to go to 27 different meetings, and I actually took a leave of absence from my practice and hired another veterinarian for a short while so I could get away a little bit more. I enjoyed the experience very much. I was able to travel all over the country - Alaska, Hawaii - for meetings and made a lot of good friends. I think to this day, I could almost go to every state in the union and stay with some veterinarian I know because of the relationship with this national organization.

Personal information

I worked for my father in a meat market in West Allis and right across the street there was a veterinary hospital owned by a Dr. Sullivan, which is now the West Allis Animal Hospital. I always used to wander over there in my free time to watch them and he would show me some things and finally, after awhile, I told him I would like to become a veterinarian. He said, "That's the worst thing you could ever do." He said that's no life for you, there's no money in it, and he just tried to discourage me.

Well, that piqued my interest, and I wasn't discouraged. Ever since I was a freshman in high school, I wanted to be a veterinarian. I went that route and when I was drafted into the Army, I got into the Veterinary Corps as an enlisted man. After being discharged from the Army, I enrolled at Iowa State College for my career in veterinary medicine.

I graduated in 1954 and started there in 1948. I know in my veterinary career, I thought they only had five years to go; but, while I was in pre-vet, they added another year, so I had to go six years. As far as my family's concerned, we had five children, one son and four daughters.

One last comment. My first wife, Ethel Marie Pable, was really an inspiration to me, and very helpful in our practice. She worked right alongside me in our practice. And without her, I don't think I ever would have gotten anywhere. She, unfortunately, passed away of cancer when she was only 47 years of age, but she will always be remembered. The

Wisconsin Veterinary Medical Association Auxiliary honored her, and there is a scholarship award given by the Animal Technician School each year, the Ethel Pahle Award, to an outstanding student at the Animal Tech School Program at Madison Area Technical College. I remarried another wonderful gal, Clarice, and I have been blessed to have had two great women in my life. After 43 years of practicing small animal medicine, I retired in July 1997.

Dennis Carr, DVM
Montfort
1972 WVMA President

During his presidency

In 1972, and that's been a good number of years ago, we were more focused on a fire engine type practice. Now, with the vet school in Madison, our practitioners are becoming more herd health oriented. Much more of a professional veterinarian, if that's the right word to use. When I started in practice in 1956, the vast number of veterinarians in the state were of the mixed practice type who were a jack-of-all-trades and, essentially, maybe not a master of anything. They could treat any species when I graduated from Iowa State in 1956; we use to think we were well based in basic medicine. You could treat an elephant or a canary. But the breed of veterinarians now are much more narrowly focused, whether it be large animal, small animal, swine health, equine medicine, or whatever, and even getting into the aquaculture now.

Being WVMA President was an excellent experience. We toured like they do now. We visited the different local veterinary associations and I might say, that the Coulee Valley in those days was one of my favorites, next to our Southwest Veterinary Association, as far as the congeniality and the type of a veterinarian that I could relate to. But it was a challenge to get around and to meet the various segments and also, at that time, the president was the alternate delegate to the AVMA convention. And that was a highlight of my term in office.

At that time, we were trying to get more veterinarians involved in the local association, as well as the state associations. Dr. O'Rourke was our executive secretary, and I know he worked very hard getting these committees to meet on a routine basis. We tried to get more people involved and try to explain the benefits of organized veterinary medicine to the general practitioner to get them more closely involved with their colleagues.

It seemed we were more concerned with lay practitioners than we are now. One of our challenges at that time was trying to hold lay pregnancy diagnosis down to a trot so to speak. The University at that time had had a training program to research pregnancy checking and they developed two or three so-called experts and all through the years, they tried to expand their lay pregnancy. And at that time, it was one of the challenges we had. Legislatively, I can't think that we had anything else. We always fought for support of the rabies vaccination program to be more closely related to the practitioner, rather than turn it loose to the general populace. At that time, brucellosis and to some degree TB was still one of the things we were trying to keep a handle on and trying to generate

money from the legislature to our state veterinarian's office. Government programs used to be a very nice part of our practice. It seemed like for a number of years, always vaccinated for brucellosis for most calves in May. I don't know why that was...but it just happened. But that was nice money in those days.

WVMA Executive Board

The board met three times a year, plus during the state convention. We met most of the time in Madison, although occasionally we'd get up to the Wisconsin Dells for a meeting. Of course, we met in Milwaukee generally for the state meeting and had a board meeting then, but we didn't get around the state quite like they do now. I appreciate the fact they're getting out and moving around the state where it's been such a burden for some of the people that are coming in from a long drive, like the people in northeastern and northwestern part of the state. They get a chance now to meet half way to those destinations sometimes.

Veterinary Examining Board

I served on the Examining Board I believe in the late 1960s. I served with Leonard Winn and Dr. Metzger and Keith Downy. It was a gubernatorial appointment. I served on a panel one time in that era on the prophylactic use of antibiotics and I remember I ran into a buzz saw. There were people there from some of the drug companies and, of course, they were wanting to promote the prophylactic use of antibiotics and I was of the opinion they should be strictly related to the therapeutic use.

I enjoyed the experience. It was quite a challenge trying to stay ahead of these young graduates or even to stay even with them. And I was impressed with their abilities. We all had a few little trick questions, and I was impressed...the kids were coming through. They were pretty well educated. At that time, I always wondered in my own mind what our credentials were that we should be up there quizzing these young people that were coming out of school. They had been quizzed by experts, professionals, and we were trying to come up with questions to trip them up. I wondered the sound basis of that.

I always figured our job was to sort out the square pegs and keep them out of the roundhole situations, but as far as trying to trip them up on veterinary medicine, I thought that we weren't qualified to do that, being a bunch of old practitioners, so to speak. And since the national exams have come along, it's done an excellent job of evaluating these candidates for licensure.

State veterinarian

Being state veterinarian was very positive experience. The state veterinarian job at that time, which evolved more so now due to budget cutting, was a lessening of staff. A bigger challenge because we had less people to fight diseases and still had the issue of rabies. TB surfacing in the elk and red deer population. We had our work cut out for us and, consequently, it's more of a challenge now than it was back years previous. But, I say it was a positive experience, and it was certainly quite an experience for an old practitioner to get into the bureaucratic set-up and do business with civil service employees and try to keep them happy and keep things rolling.

When I was state veterinarian, we had several requests for importation of animals from other countries and other states. Some of the different ones I can remember were really exotic. They had hissing cockroaches from Egypt. They'd perform in carnival acts. And then there was a request from Alaska. A guy wanted to bring in some octagon gnu, I believe, is what they call them. We didn't allow it. If they got loose, that would be a terrible problem. They were native to the mountain ranges of South America. And this guy in Alaska wanted to bring one into Wisconsin. Another time, a fella from Ohio imported some reindeer from Alaska sold part of them to his partner here in Wisconsin. We found out that they were infected with *Brucella suis*, so we had to shut that importation down in Wisconsin. One crated one fell off of the conveyer in Seattle and killed a bunch of them, so that was less to worry about.

AVMA Executive Board

One of the more interesting jobs I had was being on the executive board of the AVMA representing Wisconsin, Indiana, and Illinois from 1974 to 1981. That was an excellent experience. It always brought back the fact that Wisconsin had some of the best educated, most professional veterinarians in the country, and possibly that's due to the type of practice these people are in. The dairy practice is prone to be very professional, and so is small animal. I always figured Wisconsin had the best veterinarians in the country and, with the advent of the vet school, I'm sure they've been updated that much more.

It was an excellent experience, because you got into the nuts and bolts of organized veterinary medicine, into the different programs, and also the relationship with the federal government, legislators, and so forth. So it was quite an interesting program.

Final thoughts

If I had to stress one thing, I would stress for the young veterinarians to get involved in organized veterinary medicine. It's been a great joy for me and a great stimulation for practice. Get involved in your local association and try to get involved in some of the other entities ...the examining boards, and executive board and you'll always get rewarded ten times of what you put into it.

Dale E. Kelley, DVM
Sauk City
1973 WVMA President

Personal information

I graduated from Iowa State in 1951. I got interested in the veterinary profession when I was very young. I came from a home where there were four divorces. I went to 17 different schools before I graduated from high school so, when I got a Chesapeake Retriever from my natural father when I was age 14, I was thrilled to death with her, and spent hours and hours training her. Someone had given me advice that I should wait until she had gone through a heat period before having her spayed. I did so I took her down to

Dr. Statter in Sioux City, Iowa. He spayed her: the surgery was very nice, went very well. After four days hospitalization, I brought her home. She contracted distemper about two weeks later and, subsequently, died. It was at that time that I decided to be a veterinarian.

The years went by; I went in the service in 1944 and served in both the Army Air Force and the Naval Air Force as a cadet both times. I never got my wings. The war ended, I got discharged, and went back to school then to finish up my pre-vet requirements. Because both the Army and the Navy had a two-year college requirement before you entered flight service, they sent me to engineering school for two years, a little better than that actually, because I needed an extra year then to fulfill my pre-vet requirement. So, I went to Iowa State, finished up my pre-vet and was admitted to Iowa State.

After graduation, I was deeply in debt, \$3,000, so I took the highest paying job that anyone in the class had been offered, and it was \$600 a month. I went to Early, Iowa, with Dr. Elvin J. Hopkins, a man with a marvelous work ethic, a super individual, but about all we did was vaccinate hogs. The summer I worked for him, we used more than a million and a half ccs of hog cholera serum, and we vaccinated over 20,000 hogs for erysipelas.

A friend of mine from Wisconsin called me one day and said, "You should come up to Sauk City, they desperately need a veterinarian up here." So, on a September day, I drove up to look at this place that my friend had told me about. I drove through Fair Valley along the Wisconsin River, and the leaves were turning. It was the most beautiful place I had ever seen. I thought, why would anyone want to live anyplace else. As it happened, there was a little building available for an office. There was a lady that lived adjacent to the building that was willing to serve as my receptionist, and I could room and board with her besides. I mean, God was looking out for me. So, I went back to Early and told Dr. Hopkins I wanted to leave. He gave me his blessing, "cause they didn't do much in the winter time there anyway." and I came to Sauk City in September 1951.

My wife, Donna, and I have two sons (Joe is a veterinarian who practices with me), two daughters and five grandchildren.

Veterinary practice

I would say ours was a rural practice or a general practice. We had a special night for small animals. Friday nights we took care of small animals, and late in the afternoon, in case of emergencies. When I came to Sauk City, we were right in the midst of the brucellosis eradication program. There was so much work that I would try to test at least 100 head of cattle every morning before breakfast, come in for breakfast, then go out on routine calls, mostly bovine. Small animal work would be late in the afternoon. Because of the regulatory work that we had to do, it soon got so that there was just way more work than I could take care of. That's when Dr. Roger Winans joined me in 1954. We had helped each other with large animal surgery quite a few times since he moved to Prairie du Sac.

He arrived about the summer of 1954 and moved into Dr. Steuber's old practice. We worked together quite well, so I suggested to him one night after we had a sow caesarian, why don't we consider a partnership. So, we did. I was able to take my first vacation then in three years. When Rog joined me, we were maybe between 5 and 10 percent small animal and I did enjoy it. I really liked the small animal work much better than the large animal work. And that's been the way the practice has changed through the years. We got a third veterinarian, and then a fourth, and then a fifth and, at that time, it was just impossible for five men to have expertise in both small animal medicine and large animal medicine. I had been doing most of the small animal work for about 12 years, and in 1980, we parted ways. I took the small animal practice, and the other four guys stayed with the large animal practice, and it has worked out beautifully. We're on exceedingly good terms and everybody's much happier this way. I certainly am.

TB eradication

I had come from Iowa where we would start vaccinating hogs at 4:30 in the morning, so I started making appointments with these farmers to TB test their cattle at 4:30. Almost none of them said anything. I said I'd be there at 4:30 and none of them said, well, I don't get up until 6:00, they just said, well okay. So, I'd get there at 4:00 and do their cattle, and they hadn't done their milking. Naturally, that upset the cows, and it just didn't work out well. It took me maybe two or three weeks before I realized that we had to change the way we were doing things, so I tried to get out there as soon as they were through milking. I'd make arrangements with the farmers, the early risers I could get first and the late risers I'd get later. I had very few problems with the farmers as far as cooperation.. .a few of course...but nothing big. There was so much work to do that there was no back-biting between the veterinarians in this area.

During the Korean conflict, because I had only spent 19 months in the service, I got a notice from the draft board that I should report for duty. So I went down and took the physical. Dr. Holmes was the area veterinarian at the time and when he found out that I might be called back into service, he called Harry O'Connell from my office and said, "You gotta do something, Harry. We can't let this guy go, we need him here too badly." Subsequently, I got a notice from the draft board that I didn't have to report for duty. Anyway, it was largely because of the regulatory work that kept me from going back in the service.

During his presidency

The vet tech program started in 1973. The dues increase started in 1973. I think those were the only major changes though we had our meeting at the Pfister, instead of the Schroeder. The greatest challenge we had during our term was to address issues other than the vet school because, at that time, the vet school issue was such a hot thing. Dr. O'Rourke's enthusiasm about establishing a veterinary school in Wisconsin had a tendency to overshadow some of the other issues confronting us. We had other issues, as well. Lay pregnancy testing was a big issue. The role of veterinary technicians, their education, their limitations; regulating them or licensing them was another important issue during my term of office.

The executive board met at different locations, as I recall. I remember they met at my home once. Dr. Gentile was on the board at that time. I respected his candor, advice and sense of humor. Board meetings were also held in the Dells quite often because of the more centralized location. The annual meeting was held at the Pfister at that time, on the third week of January prior to my term. Then, because of the Super Bowl, we changed it.

During my term, it was held the third, fourth, and fifth of February, and it just happened that my birthday is the fourth. Someone sent in a birthday cake during the banquet (I think it was my friends from the Cayman Veterinary Service that did it), but to this day, I don't know for sure who sent that big cake in. Those were interesting years for me because, in addition to being president of the WVMA, I was involved in the Cayman Veterinary Practice, and we would have to go down to the island three or four times a year. It was beginning to put a little pressure on my partners at home with me being gone about six weeks out of the year, (though they also had six weeks off), but we worked it out anyway.

Back to the annual meeting, I contacted Orin Samuelson from WGN to see if he would be our speaker. He was eager to come up and address our banquet. I can't remember if we had a keynote speaker at the meeting or not. If there was, I think maybe it was Orin again. I'm not sure. I know he was our banquet speaker and was very well received.

Veterinary school issue

I came to Sank City in the fall of 1951 and in, I think it was 952, Dr. Sam McNutt from the Veterinary Science Department, conducted weekly practical pathology seminars for anyone that was interested. Ed Pope, who was director of the lab, Bob Hall and Wayne Birch were at the meetings, and once in a while Barney Easterday. We discussed the vet school quite a bit at that time. Roy Nichols was the one that seemed to be championing establishing a vet school in Wisconsin. Barney Easterday, at that time, was bitterly opposed to a veterinary school, probably because the talk from the legislature was that if we had a vet school it would have to be at River Falls. Or perhaps because they had a school at Minnesota already, it really didn't make sense. Anyway, Roy Nichols continued to champion the cause of a vet school in Madison and, of course, subsequently, his dream did sort of come to pass. It seemed to me like Roy never got the credit for the vet school that both Bill and Mr. Frankey did.

Presidential speech

I just happen to have the notes of the speech I gave at the banquet when I was installed as president of the WVMA and so I'm going to read it.

“Now, as the WVMA begins its second year under Irish rule, oh yes, of course, Dr. Carr is as Irish as I am, I understand he even has papers to prove it. Seriously, though, it's with great pride and humility that I accept this office. I realize that this office reflects the image of veterinary medicine in Wisconsin, and I will endeavor to make that image one of integrity and responsibility.”

“Once again this year our profession has been given the challenge to serve the citizens of this state by providing quality professional service to all parts of the state, negating the need for unqualified lay help. This year, through the help of Dr. Link's office, Mr. Frankey, the Legislative Committee, and the Examining Board, we hope to provide some type of certification for vet techs. Yesterday Dr. Harrold very ably explained why we need vet techs. I, too, feel they are a real asset to our profession and deserve the right to be properly recognized.

In other areas of education, I feel the citizens of this state need, want, and should have a school of veterinary medicine. This year we will continue to pursue the establishment of such a school, perhaps by having an unbiased study conducted and this information disseminated to responsible people in our state government. Your insurance committee, consisting of Drs. Barth, Coshun, and Bradford have done a fine job of putting together a comprehensive insurance program. This year we'll be able to offer you this insurance at a substantial saving.

'This year we will have a legislative representative to aid our executive secretary. In the past, Dr. O'Rourke has played a dual role for us as our legislative representative and executive secretary and has done the job very capably. With the anticipation of legislation for vet tech accreditation, etc., I'm sure Dr. O'Rourke will welcome the assistance. All in all, our association is keeping pace with progress. We've even voted to increase our dues. And with the continued interest and leadership on the executive board, I hope we'll be able to serve you as well this year as last year.

Changes in the profession

It seems to me like the first 10 years of my practice was sort of like manual labor. The last 10 years of my practice, I was able to use my education and experience. Of course, the last 10 years then were the most enjoyable.

When I came to Sank City in 1951, I had just a so-so relationship with the surrounding veterinarians. The surrounding veterinarians were very old and actually were a little afraid of competition. But, after two or three years, I developed a wonderful set of colleagues and every one of the neighboring practitioners got to be a friend and I enjoyed this relationship for many years. As a matter of fact, not only my surrounding practitioner colleagues, but veterinarians all over the country seemed to have sort of a fraternity. I could stop at most any veterinary clinic, any place in the United States and say, hey, I'm a veterinarian from Wisconsin, and probably get invited for lunch or a cup of coffee or a drink someplace.

I'm afraid that we're losing this. I'm afraid we're back to the concern about competition and the backbiting, etc., and I would hope that maybe we should stop and rethink about where we're going, and what we're doing, and try and get back to the good old fraternity of veterinarians again.

**Leonard A. Anderson, DVM
Pahrump, NV
1975 WVMA President**

Personal information

I was born and raised in Omaha, Nebraska. My brother and I as youngsters would go to our grandparents' farm over in Iowa about 100 miles from Omaha and spend the summers there. We would see the vet come out, fishing pole in the back window, creek just a mile down the road, and I knew that he'd stop there and spend most of the day, so, I thought, boy, that's for me. Well, it wasn't that way. I should have ridden with him some of those evenings.

I went into the Army right after high school in 1945. The war was just winding down then. I went to Germany, then came back and went to Midland College in Fremont, Nebraska, for two years, and then went to Kansas State for a year, and then was accepted in the veterinary school in 1950, and graduated from there in 1954.

I married Carlotta Hartman, a student at KSU from Hutchinson, Kansas, in 1952. Carlotta taught school when I was a senior, so our standard of living improved that year. Then we went to Oregon and worked for the federal government in eastern Oregon. We wanted to see that part of the country before we settled down. We really enjoyed it, after I got used to eastern Oregon, dry, desert-type thing.

Then a classmate of mine located in New Richmond, Wisconsin, that's about 25 miles from Glenwood City. He wrote and said, "You know, Lennie, we went to school so we could practice veterinary medicine, not work for the government." So, he said, there's a vet that's 25 miles from here that wants to retire. This was when TBN Bangs Testing was starting and so he wanted to get some of that work, and then he wanted to retire after that. I corresponded with him and eventually came here and worked with him for a couple of years until the TB and Bangs Testing was pretty well wound down.

That was Dr. Kreblin, and I bought him out in the summer of 1956. Well, the classmate that got me over here said that we went to school so we could practice, he quit practice in Richmond and went in with the government service and worked there until he retired. Well, I practiced alone until 1971 and then took in my first partner. I had two partners when I retired in 1988. Carlotta and I have five children and 15 grandchildren.

During his presidency

The federal area veterinarian, his name was Dr. Ray Biller. He lived in Balsam Lake, and he asked me if I was interested in being a candidate for president of the association. Thinking that he just needed names, I said sure, you can submit my name. Then it came down to a vet in Wausau, Dr. Norb Arnoldi, and his wife was a veterinarian for the state for awhile. It came down to that, I thought there wasn't much of a chance because I wasn't well known in the state, but eventually I got it. I really enjoyed the meetings. We would

try to visit all of the local associations throughout the state. While you're president-elect one of your roles is to visit all local associations and that was one of the parts that I think I enjoyed the most, but I didn't like the driving.

Annual meeting

We had a hypnotist at the banquet. I don't remember that we had a speaker. We didn't as such, but we had a hypnotist that was very entertaining.

Veterinary school issue

The school was being considered at that time and I frankly had a lot of indecision about if we needed the school. Of course, I'm up here pretty close to Minnesota, so that might have swayed some of my thinking about it. But in Minnesota, talking to the Dean and people from there, said they would increase the capacity and increase their numbers up to like 40 out of Wisconsin if we would make a compact with them. So, I had lots of indecision about a school.

This was totally our feeling up here in northwest Wisconsin. It was probably 95 percent opposed to a school. So I kept questioning it. It wasn't very popular to say down there, especially to Bill O'Rourke, because he was gung-ho on the school and felt that that would enhance our prestige if we had a school in our state and I had no trouble believing that. You know, I just didn't think the school made that much difference, but it sounds like it's going and they've got it functioning well.

The changing profession

The profession was changing even at that time and it looked promising. There were all kinds of ways of making a living, plus doing a good job, but I thought we should have used more of the techniques and lab work and that type of thing than what we were using. My partners weren't always convinced that we should spend money that way, but I would have preferred to have more, and maybe that was using them as a crutch. You still have to make a diagnosis somehow.

One of the things I started trying was to get a program for so many dollars, I think the first figure I used was \$26 per cow per year. I would do all the pregnancy work, and put magnets in all the heifers, dry cow treatment, then culture them, and worm the cows as they were coming fresh. This program was supposed to increase production by 480 pounds, they proved it in Wisconsin. Bangs vaccination of the heifers didn't sell very good.

When I was practicing, every mile that use to have two or three farms, may not have any more. So I was just counting the road, coming in on Hwy. 128 from Hwy. 12, the number of farms that use to have cattle, and I think I counted 12 active dairy farms in 1960. And there are two now.

Final thoughts

I kept thinking that I was sure I'd want to start practicing again. But it's changed enough that maybe, at my age, I'd have trouble coping with the paperwork, and the government regulations, and restrictions on types of medicines.

Burr Nussdorfer - Personal Comments

Good evening, this is Burr Nussdorfer, and I'm home. It's around 8p.m. after kind of a long day and I just thought that it might be worth a couple minutes to put a little addendum on the tape so to speak. Today was a real long day. We left early this morning and didn't get home until just a little bit ago. I would like to say that this finishes my responsibility as far as the interviews are concerned, and that I've enjoyed the visits very much. The visits carried me into southwest Wisconsin, south central Wisconsin, north central Wisconsin, and today the last thing up in northwest Wisconsin. These doctors who were interviewed were of my era so to speak and their practices originally were mostly with food-producing animals. Dairy farm numbers have gone down greatly in all the practices that I visited but, oddly enough the personnel in these practices have increased in numbers and they are busy and are branching into different fields, so that's very encouraging. Another thing I thought was interesting was to hear about the families about all these different veterinarians, how successful practically all of them are; many of them are in professional fields. I think that attests to good family upbringing that so much of that we don't see now, so, Fred and our Historical Committee, I thank you for the opportunity to do these interviews.

**Howard H. Krueger, DVM
Evansville
1976 WVMA President**

Personal information

I graduated from the University of Minnesota in 1955 and started in veterinary practice with Dr. Stanley Ferguson in Lake Geneva, Wisconsin. I worked with him in Lake Geneva for two and one-half years before coming to Evansville in 1958 to join my brother, Ed, who had been here since 1941. The practice was well established when I joined it and growth has remained steady until the present time. **It** has been a good practice and has served us and the community well.

My wife, LaVerne, and I were married while I was in veterinary school and we have had three children, each of whom was born in a different city, but Evansville is home to them all. Our eldest daughter, Kaye, is a veterinarian and she is in practice with Bob Downing in Merton, Wisconsin. Patti, our second daughter has a Ph.D. in music education and is a professor of music at the University of Puget Sound, Tacoma, Washington. Our son, Steve, is employed by General Motors in Ft. Wayne, Indiana.

WVMA

Wisconsin Veterinary Medical Association has been a big part of my professional life. Dr. Ferguson made sure I joined the Rock Valley Veterinary Association and the WVMA early on. I represented Rock Valley VMA on the executive board for three years, after

which I was elected president-elect of the WVMA. I became president in 1976, following Leonard Anderson of Glenwood City.

During his presidency

As did every president-elect, I visited all of the local associations as outlined for the duties of president-elect. Of course, there were fewer veterinarians at the time and most of us knew each other, if not personally, certainly by name. Visiting each local association was still an important function, however, in that it permitted the president-elect to get to know the leadership better and to understand the concerns and problems of the group.

Two noteworthy and controversial changes, or events, occurred at the time of my presidency or my term on the executive board, (exact time is obscure in my memory). The first was the employment of a professional lobbyist. Dr. Bill O'Rourke was the long-time executive secretary, a position he filled because of dedication to the veterinary profession, and he was paid a minimal salary. Bill was also a registered lobbyist and represented the WVMA to the legislators very well. Representation was becoming ever more important, however, and a majority of the board felt that we should employ a professional lobbyist who was involved with the legislature on a full-time basis. Employing a large legal firm to fill this function was, of course, very expensive. The board was divided on this issue, but it did pass and a law firm was engaged to represent the WVMA before the legislature.

Creation of the UW School of Veterinary Medicine

The second noteworthy event was the establishment of the University of Wisconsin School of Veterinary Medicine. Efforts to get a school in Wisconsin began in the late 1940s and continued up until the period that I was on the executive board and president. About this time, all of the efforts to create a school came to fruition and a bill to do so was passed by the legislature and signed by then Governor Dreyfus. I believe this last step occurred the year after I was president.

Both of the actions of employing a professional lobbyist and the creation of the veterinary school were controversial and consensus of opinion between the WVMA membership, the executive board, and Dr. O'Rourke did not always exist. Bill had done a good job dealing with legislators and he was very reluctant to relinquish the duties of legislative representative. He was a leader and, as such, he was a strong, confident person, very reluctant to give anything up. On the veterinary school issue, a majority of the membership was strongly in favor. However, the veterinarians in northwest Wisconsin had been well served by the University of Minnesota Veterinary School and the diagnostic laboratory at Barron, WI. In addition, for political reasons, the University of Wisconsin Veterinary School was to have an ambulatory satellite clinic at River Falls. It is understandable then that some of the northwest members did not support the creation of a school in Wisconsin.

These were perhaps controversial issues, but they were dealt with by the members and the leadership. I must say that I feel much of the credit for a veterinary school in

Wisconsin must go to Bill O'Rourke. This issue was around for a long time and was kept alive from one executive board to the next by Bill's persistence and determination. I believe that in most years while Bill was executive secretary, a resolution was passed by the executive board to support creation of a school of veterinary medicine.

National veterinary issues

As to national concerns that were affected by veterinarians, an issue that affected veterinarians and the nation as a whole was the beginning of the drug residue problem. It was insecticides rather than the antibiotics that were of concern at this time, but I believe that it was the beginning of the quality milk program and, as now, veterinarians were very involved. In general, I feel that veterinary medicine was enjoying a period of being looked upon very favorably by the population as a whole. *All Creatures Great and Small* was being aired on television, giving veterinary medicine exposure and popularity, which it hadn't enjoyed prior to this time.

WVMA Executive Board and continuing education meetings

The executive board had four regularly scheduled meetings a year. The winter meeting was held in conjunction with the annual WVMA convention. This convention was always held in Milwaukee in January. The year of my presidency it was held at the Pfister Hotel. The Veterinarian of the Year was Glenn Downing. The entertainment for the evening was the Wisconsin Singers. Again, a resolution to support the formation of a veterinary school was made at the meeting. The summer meeting was held at the University of Wisconsin-Whitewater in a new fine arts building. The speaker for this seminar came from the University of Virginia and the topic centered on bovine rumen function and acidosis and related problems. The spring executive board meeting was held in Wisconsin Dells and the fall meeting was hosted by the Veterinary Science Department of the University of Wisconsin.

Local association meetings

Interviewer, Dr. Nussdorfer - Local meetings now don't seem to have the conviviality that there use to be like the friendships that we have established in the past with our neighboring colleagues. It seems like there's not just much getting together and chatting and getting to know one another like there use to be.

I have to concur with that. I think there's a number of factors involved there, though. You know when you and I were first in practice, we didn't get to talk to other veterinarians. We were pretty much in practice alone or with one other person. So, the local meeting was an opportunity to exchange information with other veterinarians, which, now, most veterinarians are doing every day in their multiple practices.

Another thing that I think has really changed the local meetings, as well as the way veterinary practice is conducted today, as opposed to years ago, is the working wife. Everybody's out of the home all day and, when evening comes, and when the local meetings would be held, these people are now busy with their children who deserve some attention. At least, I try to rationalize it in this way when my younger associates don't

attend meetings. They're busy people with their children and all the activities these children have.

Organized veterinary medicine

The AVMA need to coordinate all of the special interest groups such: as bovine practitioners and equine practitioners, and keep all the veterinarians organized. I think that it is very important that we don't fractionate because we are a small group.

Organized veterinary medicine, on the whole, seems to be very healthy and strong and there are many new programs and developments occurring all the time. New faces continue to appear and the leadership of the various groups remains strong. As long as we can continue to get good students at our universities, so that we get good quality veterinarians graduating, and we can continue to keep the membership enthused, we will continue to have a profession that is strong and successful.

Richard F. Bristol, DVM Waunakee 1977 WVMA President

I graduated from Michigan State University in 1951. My practice area was large animal practice in rural Wisconsin, the Montfort area in Grant and Iowa counties.

During his presidency

There are a number of changes that took place during my term. The veterinary profession in Wisconsin was undergoing a great many changes, especially in new technology. The numbers of veterinarians coming into the state increased dramatically during that period, both five years preceding and the years after my term of office. Continuing education was becoming a big issue during that time and these were some of the things that we had to face.

During a one year term you do not accomplish very much as a president of the Wisconsin Veterinary Medical Association. I guess I feel kind of bad about that. You can initiate some ideas, but you can't see them carried out in that year.

There were no real difficulties that couldn't be talked out during the circumstances of my presidency. We were able to forge ahead. We were able to do things, but that one year seemed to me terribly short and you could rarely see the outcome of that work.

Another thing that bothered me during my presidency was the fact that we were wasting the talents of the past presidents of the association. I felt that we should form a committee of those past presidents to guide the association and to contribute to the efforts of the association. We did this for a couple of years but then, unless you get the people to carry it on, they let it go.

During that next year, 1978, the Veterinary School was formed and I joined the staff at the School of Veterinary Medicine and was responsible for the curriculum extension and the planning of the Large Animal Clinic.

Through the years the Wisconsin Veterinary Medical Association was probably foremost in all the associations in the United States in the matter of health insurance for its members, in the way it practiced, and its dependency on the ingenuity of the practitioners in the state itself.

Wisconsin Academy origins

One of the things that I really wanted to do was to try to avoid making continuing education as a part of the state law for veterinarians. And for that reason we tried to put together a Wisconsin Academy of Veterinary Practice. To join veterinarians had to take about 24 credits of continuing education per year. We succeeded in doing that but it didn't last all that long. I'd say it lasted maybe five or six years after I left the presidency.

The Wisconsin Academy of Veterinary Practice was a real concentrated endeavor on the part of late Elvin Prather of Spring Valley. Fred Born of Fond du Lac and Bob Madson of Green Bay certainly were the early people to get it started. There was a good acceptance of the program. I think the first required number of credits was only 12, and then it increased each year. The AVMA was very conscientious about education during that time; they almost took over all of the endeavor from the states as far as continuing education was concerned at the national meetings. I suspect that's one of the reasons that the academy seemed to fade out of the picture. It accomplished its task and made sure that 1) veterinarians were aware of continuing education, and 2) in Wisconsin we did not have a law requiring CE to occur, and the less regulation we had the better. I've been an anti-regulation person. The less regulation we have, the better off we are. The association actually acted simply in a record-keeping function for the veterinarians so that they would know and have a record of any educational programs that they had attended during that year.

Major issues

The major concerns were the formation of the Veterinary School and how it was going to affect the practicing veterinarian in Wisconsin. Doing the programs are always a controversy in any veterinary profession where there are large animals or small animals that were being shipped interstate, but there is nothing that can't be talked over and talked out and improved on as time goes by and I think this occurred. Wisconsin veterinarians have been known to do their best to solve problems and have devoted an awful lot of attention to them and were willing to give of themselves to get those problems solved. I've always found that and I've never found any resistance to helping to solve a problem. There may be differences of opinion but they're always willing to work at it and I'm a great admirer of the Wisconsin veterinary medical profession in that respect.

We had no veterinary school we could actually depend on and we had to work out our own problems. They did it in a wonderful way, particularly those associated with our state meat inspection. Wisconsin had the finest meat inspection program and developed

that, as any state in the union. Note, I said state program, I didn't say federal. It also had one of the finest regulatory programs during the years that I was in Wisconsin from the word go. The caliber of the men that handed up the regulatory program was outstanding. It was a pleasure to work for them and you always learned from them. These were the things that I really feel were prominent during those years.

WVMA Executive Board and continuing education meeting

The board would meet at least quarterly and sometimes more often if there were special problems. They varied their meetings throughout the state, as they were not in anyone place. And there was an annual meeting held and it usually was held in Milwaukee, and was usually held in January or February of the year.

The summer meeting was almost always was held at the University of Wisconsin-Madison, and I think it was that year in the Stock Pavilion.

Veterinary Examining Board

Starting around 1959 I was president of the Board of Veterinary Examiners. The Department of Agriculture was dissolved of the responsibility for the veterinary profession. Prior to that time, it had been both the licensing body and the appointing body. Don McDowell, the Secretary of Agriculture, usually appointed the members of the Board of Veterinary Examiners and the Regulating Board. They were absolved of that responsibility during those years for a couple of reasons: one, they didn't have the funds, and two, they didn't have the space.

There was no place for them to go, so being a member of the Board of Examiners, I volunteered to take the entire office to Montfort, WI where my practice was. It was located for a number of years, until I left for Iowa State in 1962.

Then a man named Elwin Jones, who was president of the Montfort Citizens State Bank of Montfort took over as the executive secretary, because he was not a veterinarian and couldn't be a member of the board. It was located there until the Department of Regulation and Licensing was formed in the state of Wisconsin. They took over the licensing and regulation and the Governor took over the appointment of the members of the staff. We served everything out of Montfort, including complaints against veterinarians and malpractice in addition to the annual examination for licensure.

Veterinary practice

Asepsis was a very minor factor as far as large animal veterinary surgery was concerned. I remember one of the veterinary practitioners in southwestern Wisconsin was calling on me about the first month or so when I just started in practice. He went to the trunk of his car and hauled out a hook-bladed knife similar to those boy scout knives that had a hook blade on it. He said "I do all my caesarian sections, all my castrations and all of my surgeries with this knife." Now, I guess that would typify the type of large animal surgery of that time.

Veterinary medicine has changed, diagnostic methods have changed, but experience still is the best diagnostic teacher that I've ever known. But that was the type of veterinary surgery that was practiced.

I can remember doing my first displaced abomasum within about a month after I was in practice and that thing popped out of that left caudal flank and I said, "My God, what is that!" Eventually, we were doing most of them routinely and it was a wonderful procedure.

I remember doing my spays for \$7.50 and that included keeping them over night, including injections, and the whole ball of wax. Very early, I remember being more concerned about being able to do a good job. I loved those people in southwestern Wisconsin. They accepted me and they accepted my mistakes. You're going to make them as a young veterinarian. I fell in love with those people and they still are my friends.

When my wife died, there were 10 carloads of people that came up from Montfort, Wis. and I had been gone from there 30 years. It was one of those love-at-first-sight type of things and we just liked each other. I still feel that way about the rural people in Wisconsin.

None of my experiences have been bad, none of them. I recall one time, getting a call at two in the morning, accepting the call, writing down the person I was to go to, and then rolling over and going back to sleep. I remember that. The guy called about two hours later and he says, "Doc, did you go back to sleep? Well I still need you." Not a word of recrimination or anything. That was the way it was. Our relationship was good, and I'm not sure that exists in this day and age, but it was there.

I remember going to Norwegian Hollow and, if I went there, you better believe that if it early morning, it was early morning, I stayed for breakfast. I couldn't say no. You just are expected to stay for breakfast. I still have a very real sentimental feeling for those folks.

Lay pregnancy testing

I've been asked to address a question about pregnancy exams, they existed all the while I was in practice in southwestern Wisconsin. They didn't pose too much of a problem because the farmers would always call, and we had to go in and check the lay people's work. But also remember that, as far as veterinary participation in pregnancy examinations, it was slow to develop. Part of this lay examination, was because veterinarians did not develop the skills, and they have to do that, just like you have to adapt to changes now, you've got to adopt the skills for these things.

Blood letting

In addressing blood letting, when I first started in practice and some of the people swore by it, and I didn't say anything against it. There was an unlicensed practitioner in Montfort that had been there 28 years. He had been practicing blood letting. I didn't attempt to go into a scientific explanation why it wasn't sound, but I just said, "If it doesn't work, why don't you just call me right away and we'll try to get to the basis of the

problem." Eventually he stopped his practice of blood letting entirely. That was kind of rewarding, but sometimes you can't confront things with farm folks. You've got to give them time to become acclimated to things.

**William Burmeister, DVM
Pulaski
1978 WVMA President**

Personal information

I graduated from Bonduel High School in 1943. I attended Ohio State University for two quarters in 1943 and then spent 2 ½ years in the military. After discharge from the service, I attended Michigan State University where I completed pre-veterinary courses and four years of training in the Veterinary College, graduating in 1951.

I met my wife, Wilmine Baehre, at Michigan State. We were married in June of 1951. We moved to Pulaski immediately after graduation, where a practice was begun in association with Dr. Loren Swanson of Bonduel for a year and a half. That association was dissolved, at which time a solo practice was established. I was fortunate to have a pre-vet student, Robert Burr, assist me for three years during the summers and break time from school. After he graduated from Michigan State University, he was employed for five or six years, at which time a veterinary partnership was formed. About 10 years later a third veterinarian, Dr. James Helms, joined us.

The practice was headquartered in our house, which was built specifically with veterinary facilities attached. In 1979, as the practice grew, a new veterinary clinic was built in Pulaski—The Pulaski Clinic. A fourth veterinarian was then added. It was then that a corporation was formed, the Pulaski Veterinary Clinic, Ltd. I was president of this clinic until 1992. I retired in the fall of 1992, selling my interest to my colleagues. The clinic is operating at the present time with four veterinarians and four lay assistants.

My wife, Wilmine, and I have four children, Bill and Jim, and two daughters, Jane and Nancy. All have graduated from different universities and are married and gainfully employed. The sons are in private industry and the daughters are school teachers. We have six grandsons and two granddaughters.

**While he was president-elect
*Veterinary museum***

One of the fun things as President-elect was to help dedicate the Wisconsin Veterinary Museum, a part of the Galloway House and Village in Fond du Lac, along with Dr. Fred Born of Fond du Lac on June 4, 1977. Dr. Born was co-chairman of the WVMA Historical Committee. We were dressed for the occasion in attire of that particular era.

On exhibit are many valuable and some priceless relics, instruments, equipment, medicinals, just to have a bit of authenticity for the occasion. Dr. Donald Price, AVMA Executive Vice President, was in attendance at the ceremonies as well.

Veterinary school issue

During my president-elect year, the big challenge when visiting the local Wisconsin veterinary organizations was advocating the necessity of establishing a veterinary college at the University in Madison. It was surprising the amount of opposition there was within the profession.

I had to do a lot of arm-twisting and telling them the reasons why: Because veterinary medicine was changing at that time; you know, because of the nutritional situation with large animals; and because herd health, from mastitis to you know fertility work. This was all changing during that time, and that's why I was really in favor of establishing the school because of all these changes.

However, I was pleased with the reception I was given in most places after adequate explanation was given.

During his presidency

The year of the presidency was a challenge. It was then that Bill O'Rourke, the executive secretary of WVMA and I met with or before legislative committees extolling the merits of establishing a college of veterinary medicine. These meetings were conducted several times in Madison. Again, skeptics in the legislature had to be convinced. We had to list all the positive reasons for establishing the school. The legislative people had all the negatives. There were too many people in the legislature at that time who didn't favor a veterinary college.

In the legislature, they were in favor of lay treatment. Lay vaccinations for small animals and large animals. Even to the point of giving their own rabies shots and distemper shots without having adequate records on the subject, so we had to try to counteract that. But, I guess that was ongoing for quite a while and probably is still a problem. Look the rabies thing came up again in 1998.

During these two years, I really learned to appreciate Dr. O'Rourke. I thought he was a wonderful executive secretary for our group; a dedicated person with a vision, which he saw to its fruition.

During my year as president, the question of treatment of "quack practitioners" vaccination of animals by lay people, including rabies and distemper, without proper documentation or adequate records came up at hearings also. But I guess this is still a problem.

During my era, many changes in veterinary medicine were developing from "fire engine" type medicine to preventive and herd health types of practice.

There have been changes within the WVMA since my presidency also. The meeting schedules are different.

I feel the social lives of veterinarians in local districts were more closely established in and around 1978. The women's auxiliary were more viable organizations at that time. But the whole social structure in the country has and is changing, so I guess this also became inevitable in the veterinary societies.

There was consideration for changing the annual meeting from the winter time, which I still like, instead of the change that was made of having it in the fall. But that was under consideration then already, and I kind of wanted it to stay in the winter time. Apparently, I was overruled later on that one.

Local association meetings

At the Northeastern Veterinary Medical Association, sociability was a lot greater at that time. We always had some educational meetings. The older members would always welcome a new veterinarian in the group and you got to know them real well. I don't think that's happening any more at these meetings.

When I go to local meetings every once in a while I feel like I'm on the outside and this never was the feeling when I was young and came into the association. The older veterinarians just took you right in and made you feel like part of the group. I think a little of that is lacking now. My wife, Willie, goes there now and just doesn't feel part of it like she use to.

Government programs

I was involved with government programs when I first came into practice, but most of those programs were put aside. They were completed due to the testing that had been done through milk. They seemed to think that TB was more or less eradicated in animals and that it was no longer a problem with the transmission of TB between large animals and man. Most of the government programs just went by the wayside then. However, then at that time, the mastitis thing was coming into vogue and milking machine testing; trying to eradicate mastitis in different ways. Numerous tests were being done for the bacteria that caused mastitis, more so than ever before. But just making sure the milking machine was working properly, as today, was a big part of mastitis. Dr. John Dahl was the forerunner of that. He was a very good one. I guess he's still involved in that to a high degree today.

Annual meeting

The annual meeting was held at Milwaukee at the Pfister Hotel. They always accommodated us real well. I liked the Pfister for annual meetings. We didn't have a veterinary college at that time, so we couldn't go to Madison. They thought Milwaukee was a good spot and could accommodate a big amount of people, and we always had good attendance at our regular annual meeting and, as far as I'm concerned, it was done well.

The program was always put into the hands of somebody on the board and so they had good educational programs. During the three days we were there, there were both small and large animal programs. At that time, the auxiliary was quite strong and they had their

meeting at the same time. The sociability was there. Everybody would go to the different social functions that they had in the evenings. The big one was the banquet where there was always some good entertainment or a good speaker, or both. At that time, when I was the president, we had a speaker, Dr. Walter, from Lawrence University. We had the Suzuki violinists and they were excellent. They more or less were strolling violinists, went around the tables, and played their music. That was fun. I am not ashamed to say that I was proud to have been able to have them appear before us.

Final thoughts

I was fortunate to be able to have the experience of being the president of the Wisconsin Veterinary Medical Association. Those were three good years: the president-elect, the president, and the past-president year. I enjoyed them a lot, met a lot of good colleagues who I see every once in a while now. This was a good part of being able to be an officer of the WVMA.

John E. Kuenzi, DVM
Waukesha
1979 WVMA President

Personal information

I was born and raised on a farm in Nebraska and went to Kansas State University where I graduated in 1956. Following graduation, I went into the Army Veterinary Corp and was stationed in Kentucky, and then came to Wisconsin after that to join Dr. Glen Downing and Dr. Howard Cook in Waukesha, Wisconsin. We had a very good relationship and a very good thriving practice.

My wife, Valeta, and I have six children. Three of them are biological and three of them are adopted. My two oldest sons are veterinarians and they are in practice with me. I should say, I'm in practice with them I'm an independent contractor and they own the practice. So I don't ever have to sell out. I have a daughter who has a Master's Degree in Christian education. Another daughter is a nurse, and one is a hairdresser. Unfortunately, one of my adopted sons who has major problems with alcohol and probably will never get his life together totally. At this point, I'm lucky enough to have nine grandchildren.

WVMA

I became a member of the WVMA Executive Board in mid 70s and was elected president, and served in 1979 as president.

During the time that I was president, Wisconsin managed to establish a veterinary school, and I was on the AVMA Inspection Team that did the first inspection on the basics for the school. There were no buildings, all there were just plans at that time.

We were also involved in starting the first PAC (Political Action Committee) for the WVMA, which really never took off or did too much, but it was something that I felt would be good to have a little more political clout on the state level.

As president-elect I traveled around Wisconsin, as did all presidents-elect of the veterinary association. I took a lot of flack over the fact that we were having a veterinary school.

I always said that in the 30 years or so that they were trying to start it, as soon as veterinarians became opposed to it, we would get a veterinary school. And that's basically what did happen. I think the School of Veterinary Medicine has been a great asset to the state of Wisconsin. It's been a personal asset, in that two of my sons have graduated from there. I am in practice with them, a daughter-in-law and two other veterinarians, in Waukesha. I feel they got a very, very good education. As I see these young people coming out, I continue to be impressed with the Wisconsin graduates.

Bill O' Rourke is often a much maligned executive secretary. I found Bill to be absolutely delightful to work with. He didn't try to tell me what to do. I felt that the people who were against Bill were basically the ones that didn't want to take the initiative and be leaders, and so he filled the vacuum. And I think that him filling the vacuum is what kept this association going like it did and continued to do up to his retirement. If people were willing to take their leadership part seriously, and do what needed to be done, that he was nothing but supportive and was always on hand to help out.

American Animal Hospital Association

I was the Member Representative for the Midwest for the American Animal Hospital Association for 10 years. While in that position, I was on the Management Committee. I was Chairman of the Student Membership Committee of AAHA and helped develop the program in which Hill's sponsored talks at all the universities in North America in the development of management. Along with Ray Pahle, we published a booklet about planning your veterinary career, and have had many veterinary students say that it was a very helpful book to them

Veterinary practice

Veterinary medicine has changed very dramatically: We have gone from the stage of phenobarb as an anesthetic to the present day of propofol, which can be given intravenously and the animal be awake in about 10 minutes after you quit giving the drug. My sons are very much involved in ultrasound and endoscopic laparoscopy. So the technical advancements have been unbelievable in the last 30 years.

In 1958, when I came to Waukesha, the office fee and examination was \$3. Vaccinations were \$2, ovariohysterectomy, which I think we were probably the highest in the area at the time, was \$40 for a dog.

Today, ovariohysterectomy in our practice usually goes out for about \$125 to \$130 for a normal dog. It has often been said that you could compare the analogy of an office visit being \$3 and a postage stamp being \$.03 and now that the postage stamps are \$.32, theoretically, we should be getting \$32 for an office visit and an exam. In our practice, we are presently only getting \$24.50, so we have not kept up with inflation, if you consider that.

For vaccinations and office visit we charge \$6, a wellness exam of \$14, and for a distemper, hepatitis, leptospirosis, the whole works, is only \$12. For a rabies shot we only charge \$8, but we do get the exam and the office visit.

Our practice was the tenth practice to use the Oshkosh system, which is now ImProMed. That was in early 80s. To operate when a computer goes down is like cutting your arm off. You miss a lot of charges and it really slows you down in filling prescriptions. We get so much more very essential management information. The reminders to get people out for vaccinations are done automatically.

Veterinary school issue

When we were trying to get the veterinary school, the *Milwaukee Journal* was in opposition to the veterinary school. Bill O'Rourke and I and someone else went in and sat down with the editorial board. We talked with them for better than an hour and, after that, we got two favorable editorials about the veterinary school, which I do think helped influence the legislature.

Final thoughts

We have seen more and more of the franchised veterinary practices. I believe the reason that they are becoming popular is because some of the very good big practices have so much capital involved that young veterinarians cannot buy in. They look to sell it to a corporation which manages it, and hires new grads who are so far in debt that they want the security of having a job, a retirement fund and health insurance. They are not really the entrepreneurs we were when we started out. However, most of us weren't quite that deep in debt as the new graduates are.

Thomas L. Beckett, DVM
Birnamwood
1980 WVMA president

Personal information

I graduated from the Ohio State University in 1962. After graduation I jointed my brother, Dr. Don Beckett in a mixed practice in Rising Sun, Indiana and was there about four years. The area there was changing considerably with dairy farming on the decline so my wife and I had decided we would like to practice here in Wisconsin or Pennsylvania, the large dairy states.

We were able to find a location in Wisconsin at Birnamwood. How it had transpired, Dr. Fred Zimmerman had been in practice here in Birnamwood and left to go to work for Fort Dodge Laboratories. Mr. Bill Roblear, the president of the Bank of Birnamwood sent out the request to veterinary colleges for a veterinarian for an opening in Birnamwood. We found out about it, contacted Mr. Roblear and came up to look at the area and decided it was what we were looking for.

My wife and I loaded our two young daughters, one a year and a half and the other one six months old, in the car and came to Birnamwood to practice. That was in January 1966.

At the time, I did not have a license to practice, so I had to apply and travel to Madison to appear before the Board to get a permit to practice, until the next state exam was given, which was in June of that year. We moved up and started a practice from scratch. It has now grown into a five-person practice after 30 years. Our practice right now is about 75% large animal, the majority being dairy, about 15 percent equine, and about 15 percent small animal. At the time we moved Marathon County was the largest dairy county in the U.S. with approximately 92,000 head of dairy cows. It has now been outdistanced by some of the California counties.

Our family now consists of four children and six grandchildren.

During his president and president-elect years

Veterinary school issue

The biggest thing that occurred during my time as president-elect was the upcoming new veterinary school. Every district meeting, which I attended as president-elect, the issue of the veterinary school came up. It seemed like it was about evenly divided between veterinarians who were in favor of the new school and veterinarians who were not in favor of the school. There were some very heated discussions at the meetings. Dr. O'Rourke, our executive secretary, was quite outspoken in favor of the school. Many of the veterinarians thought that he was echoing the sentiments of the WVMA as being in favor of the veterinary school, and took issue with those comments. A group of veterinarians passed a petition to impeach Dr. O'Rourke as Executive Secretary. This happened in late December with our annual meeting coming up in Milwaukee in February. We had an emergency meeting of the executive board in January to try and resolve this issue. I felt kind of at a loss because Bill had planned the whole meeting and what if we did, indeed, impeach him at the time? We resolved the issue and Bill stayed on as Executive Secretary and we went on to have a successful state meeting that year. And, as you know, the veterinary school went on to become a reality.

Travel and time responsibilities

I have to give the veterinarians credit who were in practice with me, at that time because I was gone quite a bit of the time. They were good about it. I spent a lot of nights, leaving Birnamwood at 5 p.m., driving four hours to a meeting, and then driving back and getting back at 2:30, 3 a.m., and getting up and going to work the next day. If I had it to do over again now, I certainly would take more time, spend the night, and enjoy the other veterinarians that we met.

One of the best parts of being the president-elect and president, and being on the executive board, was getting to know all the veterinarians in the state. There were very few that we didn't come in contact with and didn't get to know.

Practice issues

I've been in practice 34 years. Thirty years here in Wisconsin. I think the biggest change has been the make up of the practice. It was 95 percent dairy, and maybe 5 percent small animal and horses, and now is approximately 60 percent dairy, 20 percent small animal and 20 percent equine. Birnamwood, including Marathon, Shawano and Langlade Counties, was primarily family sized farms. At that time, most of the farmers were milking 25, 30, 40 cows and a lot of farms. Every farm down the road that you did work for had a few cows. The biggest change has been fewer family farms and more of the larger type farms. We still have family farms here in Marathon and Shawano Counties, although they're getting larger. Most of them are milking 75-80 cows. They're just now starting to expand. We have a couple of dairies that have expanded to 500 cows and a couple that have expanded up to 200-250 cows. But, over all, the majority of our farms are family-size farms.

I was going through some old papers at the office, and I ran across a receipt. In 1970 I bought a new Pontiac Catalina for my practice. The invoice price on it \$4,000, and gas at that time was about \$.35-\$.36 a gallon. Today you buy a new truck and you're paying \$25,000-\$30,000 for it and unit, and gas is \$1 .30.

Executive board and other meetings

I think we met four times a year and most of those meetings were in Madison. I remember several of them were at the Central Animal Health Lab at Madison.

The annual meeting was always in February at the Pfister Hotel. We always enjoyed that being from northern Wisconsin. It was a break for the wife and kids to get to go to Milwaukee and spend a few days down at the Pfister Hotel, go shopping, etc. The meetings were always very well attended. Everyone wore suits and ties, and were dressed quite differently than what they are today. Today everyone is in their sports clothes, and short-sleeved shirts, much more casual. As you talk to the older veterinarians, I think that's one thing that they remember.

The emphasis of the programs was on large animal medicine, more so than on small animal, at that time. A very popular part of the program was always the practice tips that were given by the local practitioners.

The year that I was president the summer meeting was held at Stevens Point with Dr. Tim Swiecki was the chairman. We had a tennis tournament and a golf tournament, and we introduced recreation as part of the summer meeting.

Visit with James Herriot

One of the most memorable meetings we attended was with a group from the American Bovine Practitioners, was the World Butiatrics Convention in Amsterdam in 1982. A tour was organized by Dr. Eric Williams from Oklahoma State University, who is originally from Wales. Dr. Amstutz was along as was Lee Allenstein, Jake Hines, Bob Keith, Jim Jarrett and others. There were about 35-40 of us all together, veterinarians and their wives. We flew into Amsterdam and then flew from there to London. Dr. Williams put

together a bus tour through Wales and England. We stopped in Wales to visit Eric's brother's home farm, which had been in the family several generations.

We attended a meeting of the Western Wales Veterinarians which was held in the dining room of an old castle. They served a spit-roasted leg of lamb at each table of six. They had plenty of wine to drink and, by the end of the evening, we were the best of friends. We really enjoyed our visit with the Welsh veterinarians and their wives.

After that we traveled to Liverpool to visit the veterinary school at the university. At this time Tristan (from the James Herriot books) and his wife, met us and became our tour guides. We traveled through Yorkshire and toured the area where the *All Creatures Great and Small* TV series was filmed. That night we visited the Scaledale House in Thyrst, where Dr. Herriot had practiced and still was practicing at that time.

That evening we had dinner with Herriot and his wife, Tristan and his wife, Sigfreid and his wife, and Herriot's two kids. The group presented him with an award from the AABP for his books and the positive image they portray of veterinarians. He had a tremendous ability to put what he had experienced in practice into words. That was probably our most exciting trip that we made as veterinarians and I think it was exciting because we were with other veterinarians.

Final thoughts

It's hard to visualize what I would have been if not a veterinarian. I was born and raised on a dairy farm down in Indiana. We farmed with horses. I always looked up to the veterinarian who, I can still remember his name, Dr. Droege.

I can't think of any other profession I would have enjoyed doing more than what I'd done over the past 36 years. You really get to know the people, you know the family, you know when there's a divorce, when there's a funeral or when there's a baby born.

Your clients get to be more than clients. They become very good friends and it's been a great experience. Your family has to be supportive and help along with it, but it's something that we've enjoyed along the way.

James A. Burns, DVM
Mount Horeb
1982 WVMA President

I graduated from the University of Minnesota in 1959 and practiced mainly in the area of dairy practice and, in later years, I got heavily involved with laboratory research animal care and production, mainly Beagles and hounds for research.

During his presidency

I was president of the WVMA in 1982, but few changes in the WVMA were made during my term. We established the Animal Welfare Committee. We started the liaison with the

University of Wisconsin Veterinary School at that time, the school was just under construction and just being finished up.

The greatest challenge during my term was convincing the veterinarians from Wisconsin that creation of a veterinary school was a good thing for them.

Everything else seemed to go along fairly smoothly. Our meetings were very effective and the committee chairmen were all very effective and of great assistance.

An area of concern was public relations: the establishment good relationships with consumers, the legislature, and the media, and just beginning to realize the importance of that to the future of veterinary medicine in Wisconsin.

One legislative issue at that time was there was a proposal to add sales tax for all veterinary services. The resolution was that we ended up with having to pay sales tax on the products we purchased as an end-user, and we had to charge taxes on pet supplies and food, but we avoided having to tax our services. We avoided having to pay tax on the food animal medications.

The executive board initiated the efforts for a couple of legislative ventures. One was to attempt to enact a veterinary lien law. This would give veterinarians some protection against losses, especially in the food animal practice where there were people going bankrupt or getting sold out by the bank; the veterinarians ended up with nothing. That law was never enacted. The second thing that we tried to do, was start a push for the incorporation of the embryo transfer activities into the Veterinary Practice Act. And that eventually did become part of the Practice Act.

Nationally at that time, veterinarians feared the pending oversupply of veterinarians with all the veterinary schools that were coming into being. The second, from the practice standpoint, was canine parvovirus. It was a new and very perplexing dilemma that was facing many practitioners. We were just beginning to learn about that disease.

Executive board and continuing education meetings

The board met quarterly at that time. We had two meetings associated with the annual meeting and also the summer meeting, and we had two other meetings midway between those.

The annual meeting was held at the Hotel Pfister in Milwaukee in January. Our keynote speaker was Fred Young, an economist from Chicago. And I believe the title of his talk was "How Get Rich and Stay Rich." I presided at the annual banquet. It was followed with dancing to the Steve Swedish Orchestra, which was a long-term, almost an established tradition at that winter meeting.

The summer meeting was held in La Crosse and, at that meeting, we first had our first discussions about the cloning of cattle. That was one of the interesting parts of it.

Personal information

I started in vet school at the encouragement of my grandfather. I was raised in a rural area by Richland Center and he lived on a farm. I worked with him a lot with his cattle and he encouraged me to go. When I was in high school, I became acquainted with both Dr. Sam Elmer and Dr. Virginia Bradford. Both of them tutored me and encouraged me to go to veterinary school.

I remarried in 1979 and have three daughters, a stepdaughter, a stepson and three grandchildren. We had a second stepdaughter who passed away five years ago.

I moved to Mt. Horeb in 1968 and joined the Mt. Horeb Animal Hospital group which consisted Dr. Max Barth, Dr. Jim Jones, Dr. John Gribb. They had just established a Beagle colony for production of Beagles for medical research and so I was, therefore, involved in that. Over the last 29 years I have been working with it. For the last six years, I have solely managed that facility and worked with the dogs produced for research. The veterinarians that own it are Dr. Dave Williams, Dr. Jeff Ballmer, Dr. Ralph McGrew, and me. We produce about 4,000 Beagles a year. The Beagles are raised under very strict rules put down by the USDA. Most Beagles are used in toxicology for drug and chemical safety studies. We ship dogs all over the United States and Europe; about a third of our production goes to Japan, where they are used there for the toxicology work. We employ 17 people at the facility. Veterinarians serve as management and the board of directors.

Relationships with the new veterinary school

It started at various meetings with Dr. Easterday and Dr. Dueland and revolved around the determining the correct protocols for referrals to the school, prices that they would be charging, and the various communications with the practitioners. We discussed future needs of the school. Nothing was given by the WVMA during my presidency, later on, there was a considerable amount of money contributed to the student lounges and libraries, etc. at the school.

The controversy amongst veterinarians in Wisconsin in regard to the establishment of the veterinary school here in Madison was that they were going to be in direct competition with the practices in Madison. They were also going to be producing more veterinarians and add to the surplus that they perceived to be produced across the United States even at that time; it was going to be an economic downfall of the profession. However, the school went ahead and we did the best we could. Those that felt that it was to their detriment, I think, eventually believed that it was a big benefit to them

Robert Steinkraus, DVM
Wauwatosa
1983 WVMA President

During his presidency

The greatest challenge that I had during my term was my attempt to break away from the traditional meeting in the winter in Milwaukee and change the site and the time of these

meetings. The challenge mainly originated from our executive secretary, Bill O'Rourke. It was easier to continue on in the way we have done in the past than to change it. But we did change it. The first meeting we had was in La Crosse in the fall, and it was just so wonderful. It just made all my work worthwhile and it makes me feel good now, over the years, when I see the meetings coming up and they come at different time and in different places.

The difficulties that I had were not too different from anyone else's. This was a time when we were having some problems with the executive secretary. The WVMA began to think about needing a new person in that position.

Dedication of the University of Wisconsin School of Veterinary Medicine

I had a good opportunity, not that I had a whole lot to do with it, but I just happened to be in the right place at the right time to represent the Wisconsin Veterinary Medical Association at the dedication of the veterinary school. During my time as president-elect, I really made an attempt to get the veterinary profession to support the school at the local association meetings. I wanted to make sure that we would have a veterinary school that was classy and lived up to the expectations that we hoped for.

Annual and summer meetings

Our meeting was held in the fall at La Crosse, as I mentioned before. I was too nervous presiding at the meeting to remember much else. The summer meeting was held at the veterinary school.

Traditionally, the annual meetings were held in late January or early February, always at the Schroeder Hotel in Milwaukee. We suffered through some pretty tough weather. There was one convention that might even had been snowed out. With that tradition in mind, we even had trouble going from the Schroeder to the Pfister, not wanting to change. In fact, it was said, if we do change to the Pfister and don't find it satisfactory, they won't let us back to the Schroeder Hotel. But, we went to the Pfister and everything worked out fine.

Personal information

I lived about a block away from Frank Gentile's Lisbon Animal Hospital and, as a high school student, I got a job as a kennel boy there. That solidified my interest in veterinary medicine. I went to the University of Minnesota. First, I went to the University of Wisconsin-Milwaukee for a semester and then, through an influential Minnesota alumnus, he got me into the pre-vet program at Minnesota. At that time they weren't taking any out-of-state students. I joined Farmhouse Fraternity and got to know some of the professors and got into veterinary school and graduated in 1953.

Carol and I were married in 1950 and so she got her PhT “pushing husband through” when we graduated in 1953. Our family is grown now. We have four children, two boys, two girls and five grandchildren.

Berwyn (Bud) J. Cadman, DVM

Rigeland

1985 WVMA President

Personal information

I was raised in Evansville, Wisconsin, near Madison. Two veterinarians from Evansville, brothers Drs. Ed and Howard Krueger were certainly my mentors when I was young. Upon graduation from high school in 1961, I spent two years in pre-vet at the University of Wisconsin Madison, and then transferred to the veterinary school at Iowa State. After graduating in 1967, I worked for Dr. Bob Sartori in Sun Prairie for two years. I got my feet underneath me a little there before I came up to the Ridgeland area to help a classmate, Dr. Charles Howe. I told Chuck that I would practice nine months to, get him through one winter, and then I'd be moving on. As so often happens things changed, and I'm still here. I married a gal from the area here whose family has a dairy farm. My wife, Janelle, and I have three daughters in college now and a young son, age 9, at home with us.

WVMA

I followed Lawrence Davis, better known as "Ike" Davis, from Oconomowoc, certainly a man that I had a tremendous respect for. It was great privilege to be working with Ike. It was enjoyable at executive board meetings to have that sort of contact with a person doing small animal work, which is so different from the work we were doing day in and day out. He was a man with a lot of wit and a lot of vision.

Changing the annual meeting

The year I became president, we changed our annual meeting from January meeting to October. I remember we had been stuck, according to some of the people on the executive board, at the Pfister in Milwaukee. I recall Dr. Bob Steinkraus coming to a meeting and saying, "You know, January is the dumbest month of the year to have an annual meeting," and he went on to say, "There's other places besides the Pfister." At that time, we changed to an October annual meeting, and it was with that change we ended up with a nine month year, switching during my term.

I was in charge of three executive board meetings. They were giving me the raspberries about being the only president to be "impeached." Although I don't like to think of it as an impeachment, I did preside over a shortened term. The WVMA Executive Board voted for annual meeting in October. Our 1985 annual meeting was in La Crosse. I would expect that most past presidents really enjoyed their term. It certainly was an opportunity to meet and work with people that were just a joy to be around.

During my term, there were a few issues that were a little divisive. The veterinary school construction was already started. (I came on the executive board in 1980 and served a four-year term in that capacity. I was then elected to the position of president-elect; so I had a total of seven years on the board.)

Veterinary school issue

One of these divisive issues was fueled by a national report which had recently been published. I seem to recall that it was the "Little" report, (Arthur Little). I believe it was

done by a firm in the East. This report projected a surplus of veterinarians which would "flood" the market and result in a reduced need for further graduates. At this same time, Wisconsin was building a veterinary school with the strong backing of our executive secretary, Dr. O'Rourke.

Also during this same time period, there were some surveys of practicing veterinarians in Wisconsin that indicated there was about 50 percent support for the new school. There was also a very vocal group who opposed this new school. Since it was a given that we were going to have a veterinary school in Madison, many of us felt it in our best interest to support it as we best could, and I think time has borne out that it was a worthwhile project. We attempted to tone down some of its harsh critics, encouraging all to make the best of a situation that we were not going to reverse, and a situation that had many very positive implications.

I remember a Northwest VMA meeting when we invited Dr. Easterday to address our group. I was really disappointed in the way some of our members handled themselves at that time. Like every other controversial issue, we had some members that felt strongly about the new school on both ends of the spectrum. It was some of the critics who were very vocal and in my opinion, rather unprofessional. My admiration went out for Dr. Easterday and the way he handled himself. He did not become visibly ruffled, and was diplomatic about the whole issue. I really thought he did an excellent job.

Barron Lab

We had a situation going on with the Barron Animal Health Lab at the same time. There was pressure to move the lab to River Falls and combine it with the new Large Animal Ambulatory Clinic which was part of the new veterinary school. At that time, it was in my own self-interest to have the lab stay in Barron, 16 miles north of our practice. Also, our Northwest VMA voted to encourage that the lab remain in Barron.

When I went to WVMA Executive Board meetings, I had to bite my tongue a bit and remain neutral. Dr. Easterday encouraged the executive board to support a move to include the lab with the new clinic's satellite. After some consideration, the WVMA Executive Board voted to remain neutral on the issue.

Also key to this entire issue, we had a young state representative, Mary Hubler of Rice Lake. She ended up taking this issue on, and was able to get a statute written in Wisconsin State Law that declared "there will be a state diagnostic facility in Barron," period. It ensured the Wisconsin Regional Lab's continued presence in Barron. Mary Hubler went around to the back door on this matter and got the support she needed. We have a large turkey production and processing industry in Barron, Jerome Foods. They also threw immense support into this struggle to keep the lab located in Barron. Needless to say, we are pleased that the lab remained where it is, and our practice, and clients are well served by it.

Replacing Dr. O'Rourke

Another rather significant issue surfaced during my tenure in office, and that was finding a replacement for Dr. O'Rourke as executive secretary. Bill indicated that he was at his last year at the helm, and we should do some looking for a replacement. During my term as past-president we did the interviewing that resulted in the selection of Leslie Grendahl as our new person in this position.

Executive board meeting

I also vividly recall the last executive board meeting that I presided over in La Crosse at the annual meeting. Normally, we could work our way through the business at hand and adjourn by four or five o'clock. However, at this particular meeting, we ran into some differences of opinion, primarily a struggle over personality differences, and the meeting dragged on until almost 7:30 before we were finally able to get it adjourned. This particular meeting was at the Raddison Hotel, and during this marathon meeting, I vaguely remember hearing some distant sirens, but in the heat of our debate, we paid little attention to the distraction. We later found out there was a fire in one of the elevators of the hotel, and they had evacuated people from most of the facility, but we continued our meeting unaware of the problems at hand.

Annual meeting

It was procedure at this time, that during the annual state meetings, we would have a Saturday noon business luncheon which was usually well attended. There would also be a large banquet on Saturday evening. This was a function that Bill O'Rourke strongly supported and felt it was an important part of the meeting, not only for the members, but also for their spouses. Some members felt it was a bit stuffy and unnecessary. During the 1985 meeting the AVMA President, Dr. Delano Proctor of Kentucky, was a guest of honor and addressed our members during the banquet. Our entertainment was the La Crosse Boys Choir. One of the choir members was a friend of our family, and their presentation seemed to be very much appreciated. I may be overstating the importance and significance of the annual meeting, but I think that many members appreciated this time together with fellow practitioners and their families. We certainly have many good memories of these meetings.

WVMA committees

The committees today are better structured and more functional. I give a good bit of credit to Dr. Larry Mahr, who decided to make it a point to have these committees function more actively and give a little more direction. Larry set about the task of working with the committees more closely than most previous presidents, and I feel he was very successful in involving a larger percent of our members, using their input and help.

Travelling to meetings

It is quite a way to travel for some of the meetings, but I also found my involvement very rewarding and enjoyable. My wife, Janelle, and our girls would often plan our time off around the meetings, and many of these trips turned into family trips which I certainly enjoyed, and I think the family did, too. I got a lot more out of the WVMA than they got out of me. Many times I came back from these meetings with my batteries recharged.

I was also fortunate to have many good committee members who went to bat for me when I was unable to attend meetings. I think particularly of the Legislative Committee with people like Drs. Larry Smith, Howard Krueger, and Bob Sartori. This committee, along with the Insurance Committee of that time, were very active groups which placed heavy time demands on their members.

More recently we have had another WVMA President from this area, Dr. Rene Carlson or Chetek. She did an excellent job during her term, and was not only the first gal to head up our association, but was also instrumental in making some good constructive changes in the manner in which we were able to get things done.

President-elect term

During my term as president-elect, I made it to eight or nine of the district meetings throughout the state. At that time, the president-elect also served as the alternative delegate to the AVMA. Dr. Marion Szatalowicz was the first delegate and served a long and successful tenure in that office. The 1984 AVMA Convention was in New Orleans, and that served as the summer vacation for the Cadmans that year. I think there was some real value in the policy of having the president-elect serve as the alternate delegate. It certainly gave a number of us an opportunity in a manner we probably never would have experienced without that policy.

WVMA Insurance Program

The WVMA Insurance Program was a very important part of our association during my involvement. We had many WVMA members, some out-of-state members, who continued to maintain their membership solely to take part in our insurance program. The Zimdars Agency out of Madison were the people who administered it, and throughout the course of the program, we had a few different companies doing the underwriting.

I remember one meeting when it was announced that the disability portion of the program had again turned a profit with very few claims turned in. John Zimdars was shaking his head and commented, "I don't know if veterinarians are really that healthy, or if they are just doing what they enjoy doing and are not looking for a reason to stay home." Dr. Ike Davis answered, "Maybe most of us aren't sharp enough to know when we were so sick we should stay home."

Veterinary practice

We certainly have seen an evolution in dairy practice in the 30 years that I have been back in Wisconsin. When I came up to the area, the majority of our time was spent on what is now referred to as a fire engine practice. We would go from one farm to another to look at one sick animal, or a group of sick animals. On some days we would visit 25 or more different farms, often spending less than 30 minutes on a farm. We did very little preventative, or herd production work. Now we are working on far less farms, most of them having larger herds. In the thirty years I have been in Ridgeland, more than half our original clients have sold out and retired or sought other work.

I find it difficult to see the number of vacant farms in our practice area that, less than one generation ago, were the homes of farm families that derived their entire income off these 80 to 120 acre parcels of land. We have certainly lost a beautiful way of life that I doubt we will ever see again.

As a practicing large animal veterinarian, I prefer working in the present times. Because of the numerous small farms that were present when I started, we had very busy evenings, early mornings, and weekends. It was not unusual to have a string of three or four emergency calls waiting for you on a busy night. Our emergency work made up a fair amount of our practice. This occurred during hours we would have preferred to spend with our family. Now, with the emphasis of our work on production medicine, we spend the majority of our working day on prescheduled herd work, and the emergencies, although some still exist, are at a minimum.

We do not have any real large dairies in our practice; we have one dairy with slightly over 300 cows, another at 250, and maybe 12 to 15 farms milking between 100 and 200 cows. At the present time, we still have a number of clients that are milking 30 to 50 animals, but when these people quit milking, the farm will not likely be sold to another individual who will continue to operate it as a dairy. At the same time, we have a fairly significant number of farms that are contemplating a rather significant expansion. It will be interesting to see where it all shakes out. I still foresee the need of well qualified dairy practitioners in this area for the next several years.

Edwin R. Lindner, DVM
Dodgeville
1986 WVMA President

Personal information

I was born in 1933 and was raised on a dairy farm near Waverly, Iowa. My first six years of school were spent in a one-room country school one mile directly south of my home if I walked across the field. I graduated from Waverly High School in 1951 and started college that fall at Wartburg College, located in Waverly, with no interest in becoming a veterinarian. My interests were definitely in the scientific arena, particularly biology. I wanted to become a pilot in the US Navy and needed at least two years of college to have a chance of being accepted into the program. In the spring of my sophomore year my undergraduate studies were interrupted by the Korean War.

I was going to be drafted at the end of my sophomore year and learned when taking my army physical that I was partially colorblind. I enlisted in the Navy prior to being drafted, hoping that the Navy needed pilots bad enough to ignore the color requirements, as I was only partially colorblind. Such was not the case and I spent my four-year naval career as an aerographer's mate (weatherman).

Upon discharge, I returned to Wartburg College with a more serious academic attitude and a hope of finding a rewarding career. I selected a major in wildlife biology. A professor who was completing his PhD thesis in wildlife biology taught one of my junior

year classes. In my after-class discussions during the semester, he realized that my idea of what a wildlife biologist did was not accurate and suggested I consider getting a doctorate in veterinary medicine and then pursue my interest in wildlife biology. After some thought I, too, realized that my interests definitely paralleled those of a veterinarian. I switched to a pre-vet curriculum, completed the required course work, applied and was accepted to veterinary school at Iowa State University. I never returned to pursue my interest in wildlife biology on a professional level, but my main extracurricular activities are still hunting and fishing.

When home on leave during the spring of 1957, I met a very interesting young lady from Waterloo, IA whom I actively pursued during my junior and senior years at Wartburg. Upon receiving my acceptance letter to the College of Veterinary Medicine, I proposed to Miss Pat Fowler and, to my good fortune, she accepted.

In the first class on the first day of veterinary school, Dr. Bowen, our histology instructor, walked into the room, looked up and said, "Look at the man on your right, now look at the man on your left. At the end of this semester one of them will not be here." I started veterinary school with little confidence in my ability to compete and, after my first anatomy test, I lost all confidence, for I was second from the bottom in the class and remembered Dr. Bowen's comments well!

My wife was very supportive, however, and reminded me that there were other careers. She said, "We can always run a root beer stand!" (She dearly loves root beer!)

My wife, Pat, has been by my side during this whole adventure and was equally active in the WVMA Auxiliary. She served on many committees in the Auxiliary and was their President in 1982. She also typed all of my correspondence, attended a lot of functions, and has been my soul mate all of these year, as well as the mother of our children.

I am very proud of my family. I truly have been blessed with a wonderful wife, three beautiful daughters, a super son-in-law, and two marvelous granddaughters.

Entering veterinary practice

I graduated from ISU in 1963, ranking 10th in my class of 58 and began my professional career as an employee of Dr. Kent Dowding of Warren, IL. I was fortunate to start my career with Dr. Dowding, for not only was he a fine veterinarian, but was also active in the Northern Illinois Veterinary Medical Association. In the two years that I spent in Warren, I met and was guided by some very fine veterinarians such as Dr. D.W. Rawson, the father of Dr. Chet Rawson of Hazel Green, WI.

After two years in Warren I was unable to come to a business agreement with Dr. Dowding and began looking for a new challenge in veterinary medicine. I found that opportunity in Dodgeville, WI joining Dr. Wallace Rogers in 1965. I will complete my veterinary career in Dodgeville at the end of this day (June 30, 1997).

Dr. Rogers is a very astute and aggressive businessman. We had been in Dodgeville for only two years when he suggested that we purchase the practice of Dr. Jim Wilson, an elderly veterinarian who also practiced in Dodgeville and hire his classmate and friend, Dr. John Samuelson. Dr. Rogers' comment was "We need to get him before he gets settled." I wasn't quite so sure, being deeply in debt and just getting my feet on the ground, but we made an offer. Dr. John Samuelson joined the practice in 1967 and all my worries were for naught. Dr. Samuelson became our partner a year later and he is also retiring from the Dodgeville Veterinary Service today.

Training students

In 1973 two veterinary students stopped by to look at the veterinary clinic which we built three years previously. They were impressed with the facilities and the reception they received. When they returned to Iowa State University they told one of their classmates of their experience. Jim Stein contacted the clinic shortly thereafter and asked if we ever considered having preceptors in our practice. We always felt that we had a responsibility to our profession to help students, as some veterinarians had once helped us. This led to a long and rewarding experience in teaching veterinary students.

The year was 1973 and today in 1997 we are one of the preceptor practices contracting with the University of Wisconsin Veterinary School to teach ambulatory clinics. Over these past twenty-five years, we have also had students from England, Spain, Austria, Slovenia, Japan and Portugal, as well as students from many of the universities in the U.S. and Canada. It has been fun to watch them grow in their veterinary careers. However, it is a little sobering to watch the student pass the teacher in their accomplishments!

One of the students from our 1974 class of preceptors from the ISU was Peter Vanderloo. Our practice was growing and we knew we had to expand our professional staff in the near future. Peter so impressed us that, although he had a three-year commitment to the US Army. We waited until 1978 and persuaded him and his growing family to join our practice in Dodgeville. He was well worth the wait and will be giving an interview later today as a past president of the WVMA.

It was ten years later in 1987 that we added the fifth veterinarian to our practice. Paul McGraw is the son of one of our very good clients. Paul knew he wanted to be a veterinarian when he was very young. He rode on calls with me all through high school, pre-vet and veterinary school. He dated my daughter during his junior and senior years (I tell him, "If I had known you better I would never have allowed it!"), was valedictorian of his class while winning the state wrestling tournament in his weight class.

We planned to make him the fifth veterinarian upon his graduation, which we did. Dr. McGraw has since moved and started his own practice in Darien, WI. Dr. Alan Holter, an Iowa State University graduate, and also a former preceptor, replaced Paul. He developed a very active small animal practice in Dodgeville because of his professional abilities and

excellent communicative skills. He is the son of a veterinarian who spent his career as a diagnostician at Iowa State University Diagnostic Laboratory.

My professional interests have been in reproduction and herd health. When I came to Dodgeville I was competent to diagnose a sixty-day pregnancy, but not much else. As my reproductive herd health practice grew, so did my skills and, by the mid 1970s, I had approximately 90 plus herds that I visited monthly. My schedule was filled and we were looking forward to the arrival of Dr. Peter Vanderloo to absorb the overflow. We have continued to expand the reproduction aspect of the practice by offering breeding soundness evaluations for bulls in the early 1980s. This has now grown into a respectable practice, with about 200 bulls tested annually.

Organized veterinary medicine

My involvement in organized veterinary medicine began shortly after I moved to Dodgeville and was asked to serve as treasurer of the SW Veterinary Medical Association. This led to the position of president-elect and then president of this group. I followed Dr. Kent Fletcher as the SWVMA's representative to the WVMA Executive Board and served on the Board for four years.

Because of my interest in reproduction, I joined the Society for Theriogenology in 1976. In 1979 I was elected to serve on the board of directors for the Society and served on that board for seven years. I was appointed by the Board members to act as the Secretary-Treasurer for the Society in 1981-82, as Vice-President in 1982-83, and as President of the Society in 1983-84. During my year as President, the Society was admitted to the AVMA House of Delegates. I was named the Society's delegate to the AVMA House of Delegates for a six-year term. Following my term as delegate, I was asked to represent the Society on the AVMA's Animal Agri-Liaison Committee. I served on this committee from 1990 through 1996.

During his presidency

In 1984 I was approached to submit my name to be placed in nomination for president-elect of The WVMA I won the election, and represented the WVMA as president-elect in 1985, and president in 1986. That was the last year the long-time executive secretary of the association, Dr. Bill O'Rourke, was to serve.

Finding an executive director

There was some strong opposition over the years to Dr. O'Rourke's management of the WVMA, specifically in the northwestern part of the state. The WVMA office was located in the basement of the Joyce Funeral Home, which he owned, and had a budget of from \$15,000 to \$20,000 per year. There were veterinarians concerned about the image that the location of the office portrayed. Dr. O'Rourke also stepped on enough toes over the years to have a group calling for a reorganization. Bill fought this opposition for a number of years, was at the age of retirement, and was losing his stamina for battle. He submitted his resignation to be effective in 1987. This coincided with the end of my term as president.

I was quite involved during evolution of management changes. Dr. Alan Lippart from Markesan, WI was one of the applicants. He proposed moving the office to Markesan and had the support of the Northwestern VMA. As Bill was leaving the executive secretary's position with some detractors, Alan would have come aboard with his own set of baggage, for those who supported Bill were opposed to Dr. Lippart. Also, some veterinarians supported the concept of having a non-veterinarian as executive director, as many surrounding states had done.

We advertised for a half-time position. There were many applicants and, after considerable discussion in an all-day session, the field was narrowed to Dr. Lippart, the executive director of the Wisconsin Medical Society (both suggesting a salary of \$50,000 to \$60,000 per year) and Ms. Leslie Schoenfeld. Leslie came to the interview and applied for a fulltime job, even though it was advertised as a half-time position, for she felt we needed a full-time person and that she was the person to fill that position. Late in the afternoon a vote was taken to narrow the field to two candidates and the Wisconsin Medical Society Executive Secretary was eliminated, leaving Dr. Lippart and Leslie to compete for the job. Leslie actually won the job by default, for those on the committee opposed to Dr. Lippart had only one other choice. The rest is history.

Concerns

One of my concerns at the time of running for president-elect was the lack of interest of recent graduates in organized veterinary medicine and the lack of membership in the WVMA from the faculty of the recently established School of Veterinary Medicine. I directed some of my efforts to promoting my concerns and did improve the membership rate at the University. It still concerns me that many younger veterinarians do not seem as interested in organized veterinary medicine, but I'm not sure it is any more of a problem today than it was in 1986.

Final thoughts

I remember well the fun times and relationships that were developed at the local association meetings. I miss those relationships and do not see them developing at today's local association meetings. However, what you never knew you never miss and I think veterinary medicine will survive in spite of what I think and what I have or have not done.

Veterinary medicine has been a wonderful career choice. I have enjoyed practice, except for certain times when you are stripped to the waist in sub-zero weather up to your armpit replacing a prolapsed uterus or delivering a calf. I may have, at that time, questioned the wisdom of this career! However, there is always the bright side. The arm in the cow was nice and warm!

Like all over professions, veterinary medicine is also changing. I am the outside director for the Farm Credit Association and see the business of agriculture from a different perspective. Farms are getting larger. There is more competition and the profits are getting smaller. This is not a bad change, but it is a change, and I would guess not too different from the evolution that occurred at the demise of the workhorse. Veterinarians

at that time had to change their way of practice as much as today, maybe even more so. But each change provided new opportunities and, from the quality of students that have been passing through our doors at the clinic for the past years, I think veterinary medicine is in good hands. I would like to think that I may have contributed just a little to veterinary medicine and maybe assisted in clearing and maintaining a path for future leaders to follow.

I hope that veterinary medicine remains the great profession that has provided me with a wonderful lifetime career.

I was also deeply honored in 1989 to have been presented the Veterinarian of the Year Award. To be recognized by your peers in such a manner was truly a special time in my life. I was also given the Meritorious Service Award in 1987 for my contribution to the WVMA, which I also treasure.

In just four hours I will end my days as a paid full-time veterinarian with Dodgeville Veterinary Service. I feel so fortunate to have lived and worked for the past thirty years in one of the most beautiful areas in the U.S. I have worked with a group of people, both lay and professional, who have made my practice years a joy. I whistled the day I started my practice career and I am still whistling the last day of active practice. God has truly guided my life into a profession that has been fulfilling emotionally, physically and materially.

Interviewers comments - I just want to add a couple things to show you how active this gentleman has been. He was a member of the House of Delegates for the AVMA for six years and really enjoyed it. He also has been a member of the Society for Theriogenologists for 20 years and he was on the board of directors of that organization for eight years and a president for one year, so I've truly been talking with a gentleman who has attained great respect within the profession. I just wanted to add that to the tape.

**William Hilleman, DVM
Richland Center
1987 WVMA President**

Personal information

I am a 1966 graduate of Iowa State. I was born and raised on a small farm in central Iowa, Marshall County and always had a fondness for working with livestock. I enjoyed farming, but at the time, it didn't appear that you could make a living on 160 acre farm; the land was not very available. By the time I was 17 or 18 years old, it became obvious that I'd probably get along with my father a lot better for a lot longer if we didn't work together every day.

So, I went to Iowa State, with veterinary medicine in the back of mind. After a couple years of pre-veterinary school, I applied for admission to the College of Veterinary Medicine; not expecting to be accepted, but thought that I would have my foot in the door for the following year. However, they surprised me and accepted me.

After a couple of years of veterinary school, we had a visit from the army recruiter. He mentioned that, unless we were veterans or married, we ought to visit with him. By the time he got through screening out the people that were veterans or married, I think there were 16 of us left in the room. And he suggested that we all promptly volunteer for the army because he was planning on being at our graduation ceremony and drafting us about the time we hit the bottom step. Of course, at that time, Vietnam was blowing up big, or starting to blow. There were probably 13 of us that volunteered at that point. We had a commitment to join active duty within 60 days of the date of graduation, but we got rid of two years of stand-by reserve time without having to go to a meeting or wear a uniform. Most of us felt that, if we didn't get military experience behind us and we were draft-eligible, we would probably have a difficult time finding a job. A person would be reluctant to hire us, thinking that we could be drafted at some short notice.

By the way, the recruiter did keep his word, and he did draft those other two or three guys. The day they graduated, he was at the ceremony and handed them a draft notice when they hit the bottom step of the stage.

I ended up going down to Ft. Sam Houston where they were full beyond capacity. There were 800 physicians, and 400 dentists, and 80 veterinarians that were taking basic training there at that time. Since they didn't have housing for everyone, it was easy to pick the 80 veterinarians and move us into a brand new air-conditioned San Antonio Sheridan with two swimming pools, and four tennis courts, and a couple of golf courses. We were getting \$10 a day per diem for living there; we thought we were really in heaven.

Veterinary practice

After I graduated, I came back to Richland Center. I had been here as a sophomore student and met the Bradfords and went out with Virginia vaccinating calves, because there were always plenty of calves on the list to do. Then, during the next year of school, my college roommate ended up becoming engaged to Dr. Bradford's younger sister. So I got to know them a little better. I came back here as a summer student between my junior and senior year, and lived out at the house with Dr. Brad and Virginia Bradford. They treated me like I was their son. I lived there and ate well and rode with Brad on calls.

After I graduated, I knew I was committed to go to the military right away, so I did that, served 13 months in Korea, which was kind of interesting duty. I had never been out of the country before, just a green farm kid from Iowa and it was kind of a culture shock to go to the Orient. When I came back from overseas, I was stationed at Ft. Leavenworth, Kansas as the prison veterinarian and post-veterinarian at Ft. Leavenworth.

It's kind of interesting how I ended up coming back to Richland Center. I hold Dr. Brad and Virginia Bradford in the highest of regards because they always treated me so well. When I was overseas in Korea, I didn't really think very much about practice. I was just

trying to get through the 13 months. But as I got short over there, I started thinking I'm only going to have six months left in the military and then I'll have to find a position. I hadn't corresponded with the Bradfords on a very regular basis while I was in the service. So, I wrote that I had really enjoyed my time in Richland Center and I enjoyed the area, and I enjoyed working with them, and if they were still looking for someone to help, I would be interested in the position. We had really never discussed anything about me coming back.

I didn't hear anything from them for a couple of weeks. I finally got a letter from them that was written on Shireman Clinic's letterhead. It had my name on the letterhead. Dr. Bradford's comment was that I'd better come back and work there because otherwise they were going to have to throw away an awful lot of stationery. That's how I was hired.

Dr. Brad said, "You make half the calls, you take half the money." And that's how it worked. They treated me very well. I've worked Dr. Brad for 30 years now and never went home angry at him. I never ended a day when I was mad at the guy because he just always treated me so well; I couldn't possibly be unhappy.

Anybody's that been a large animal veterinarian should remember to say something about their wife and family because they face quite a burden with the veterinarian being occupied much of the time. I ended up marrying the girl who was the girl next door to the girl I was dating. We married when I came back from overseas. She's managed to tolerate me ever since. We have seven children. I have two boys and five girls. Haven't got any of the girls married yet, so I'm looking for somebody who has a real good aluminum ladder because I'm not sure I can afford seven weddings, five daughters. We are very proud of all of them because they are all good citizens.

Being in practice here with the Bradfords has been an interesting experience. It's one of the rare situations to have a father and mother, Dr. F.J. and Dr. V.F. Bradford, be in a practice and I became part of that family. Prior to my coming to the practice, Virginia had been severely injured in an automobile accident and has been somewhat handicapped ever since. She did most of the small animal work and Brad and I did most of the large animal practice. Later on, their son, Mike, attended Iowa State, became interested in veterinary medicine and after graduating returned to the practice. A few years after that, his sister, Dr. Pat Bradford, attended the University of Missouri in journalism. It wasn't very long before she switched her major, and applied to veterinary school. She returned to practice and, at that point, Dr. Virginia retired from the practice. So, I have had the experience of being really in a family arrangement where we have a father, son, mother, daughter all in the same practice. And, I'm the other guy. I've been the other guy here for 30 years.

WVMA

I became interested in the WVMA primarily because Dr. Bradford was a strong believer in the Southwest Wisconsin Association. One of the few times we both left the practice at the same time, was to attend a Southeast Wisconsin Association meeting. They were usually held within 30 or 40 miles of our practice, so it wasn't that difficult to get there. I

was impressed with the people that were in the Southwest. Some of my predecessors were instrumental in that association and later became involved with the WVMA, people like Dr. Dennis Carr, Dr. Bob Jackson, Dr. Ralph Day, and Dr. Ed Lindner. I was very impressed with their professionalism. All of those gentlemen had been a state officer or on WVMA Executive Board and gave very complete and impressive reports on the activities of the executive board.

I served a term on the executive board and was asked if I would be a candidate for president-elect. I was surprised and quite honored to have been asked. I was elected in 1986 and served as President of the WVMA in 1987. At the time that I was elected president-elect, Dr. Bill O'Rourke announced that he was going to be retiring and would serve one more year as executive secretary. The newly elected president, Dr. Ed Lindner from Dodgeville, appointed me to serve on the committee to advertise for a new executive. At that point we were calling it executive secretary. The title got changed to executive director as we progressed.

We advertised for that position, started screening some of the applicants, and we had several special executive board meetings to interview some of the applicants. Prior to that time, the WVMA had been guided by Bill O'Rourke as executive secretary on a part-time basis. We had a rather small and humble office, as compared to today's standards, in the basement of the Joyce Funeral Home. Some of our membership thought that the location was not very professional in its appearance. And when Bill announced that he was going to retire, there were a lot of decisions to be made, whether or not we would have a full-time position, and where we would have our office. (Our office went along with Bill O'Rourke because it was in his facility.) There were some rather heated discussions and lots of decisions to be made. We did eventually decide the time had come to have it be a full-time position. There were a lot of times when public appearance or the appearance of a very professional organization was somewhat called into question. The decision to acquire an office that was not only more spacious, but also more professional in its appearance, was one of the things that was important to a lot of the membership.

My presidency started off with a new executive director, instead of an executive secretary as a full-time position. The board had decided to hire Leslie Schoenfeld. I think it was the first time that we had had a woman serve as a major office on the executive board.

Legislative concerns and issues

There were lots of concerns about whether or not we were going to have a full-time lobbyist. We had a gentleman who had done some lobbying for us kind of on an as-needed basis. There was a lot of the membership that thought that we should have a full-time lobbyist. Obviously, the legislative aspect of things that were going to face the state association was getting to be significant and would continue to grow. I think this is a very significant part of what the state association is all about. Individually, we can't do very much about legislation that affects us, favorably or unfavorably. As an association, with a lot of help from the Legislative Committee, we have been able to favorably impact a lot of legislation that might have really hurt the veterinarians in the state.

A number of things that I can think of off hand. One, of course, recently, has been the rabies bill. There has been an ongoing battle about lay palpators. There's been some discussion regarding lien law which we've never really been able to muster. But we have at least expressed the fact that veterinarians have to be considered when a farmer is in great financial strait, that he not be left in the cold. We had significant controversy in that the state had come up with this plan to certify every veterinarian that dealt with any pesticides, insecticides, disinfectants, etc. and each clinic would also have to be licensed in order to do this. This led to a meeting with the WVMA Executive Board and some representatives of the DNR, and some representatives of Ag Trade and Consumer Protection. I accepted the challenge, took the bit in my teeth, took the bull by the horns, and went to that meeting with a real good mad going. I stood up and announced that I thought it was just another hidden tax, and what they were really looking for was way to raise revenue so they could hire some more government employees.

They surprised me by readily admitting that that was precisely what they wanted to do. I had told them that I would personally fight such an effort on their part until the last veterinarian fell. I think surprised them that I would be quite impassioned about something they viewed as being rather simple. Anyway, we did eventually get that resolved to have an open-book exam, and no fee, and everybody came away feeling like they had won.

But that's an example of some of the things that can happen to you that are really beyond your control if you didn't have a state association. As an individual, you wouldn't be able to impact that sort of rule-making power, and they would just force it on you. As an association, we have some opportunity to try and turn some of those things aside or end them totally.

Annual meeting

The highlight of anybody's term as president is the annual meeting. During my term, we had the first annual meeting that was held at the Embassy Suites in Green Bay. It was chance for those fellas from the north side of the state to finally have something in their neck of the woods. I thought there was a real good turnout. It was good; the facilities there were great. We had a few meetings prior to that time outside of Milwaukee, but most of them had been held down at the Pfister Hotel in Milwaukee in the middle of winter, usually the last day or two of January. I always liked to go into the Pfister in January and watch it snow. But I think the fall meetings have worked out rather well and, apparently, many of the members like having the fall meeting better.

Changes in veterinary medicine

The veterinary profession has certainly changed a lot since I came into practice. I was a member of a class of all men and now we have a lot of ladies in veterinary medicine, in all aspects of veterinary medicine, companion animal, equine, large animal, all the specialties. This certainly is going to change veterinary medicine forever and that's probably just part of the growing process. I guess it remains to be seen what will happen. But, it certainly does not, at this point, appear to have an unfavorable impact. It probably

makes all of us maybe be a little bit more professional when we attend these meetings, and a little bit more professional in our approach, because we have the fair gender to consider, which is okay.

University of Wisconsin - School of Veterinary Medicine

One of the things that happened about the time I was becoming real active on the state association was the SVM. I would be remiss if I didn't mention our relationship with the School of Veterinary Medicine at the University of Wisconsin. I'm, of course, most familiar with the large animal staff there, but I have been really impressed with the faculty and staff that I've met. I think Wisconsin has positioned itself to be a leader in the dairy practice side of it. If I were going to advise someone who is interested in dairy practice, I can't think of a better school to mention than Wisconsin. I'm sure the small animal people are doing an outstanding job there, too. But I'm just not as familiar with them. At one point in time, the membership of the WVMA was a little bit lukewarm to the formation of the school but, now that it's here, and the relationship has developed between the school and the WVMA, it looks like everyone has benefited.

Final thoughts

I was certainly honored to have had an opportunity to serve as president of the WVMA. I've made an awful lot of friends through my efforts on the local and the state association levels. Some of the people that I met have impacted my life in ways more than they can possibly have realized. I've made some friendships; I hope I haven't offended too many people.

Thanks to all for the opportunity to have served as president of the WVMA and I wish it much success in the future. It's a strong organization with good leadership and, as always, what really gets things done is the committee structure. So long as we continue to have a good, active committee structure, which Leslie Grendahl has done a good job of, the association will remain strong. I see a lot of good things in the future.

**Larry D. Mahr, DVM
Oregon
1988 WVMA President**

Personal information

I'm a 1966 graduate of Iowa State University and I have a practice that has been in existence since 1970 in Oregon, Wis. It's a general practice which is about half small animal and the remainder is dairy and equine, small ruminants and a few swine.

I got interested in veterinary medicine pretty early on in my life and knew by the time I got into high school that's where I wanted to head. I grew up on a registered Guernsey farm near Indianola, IA and had been pretty much enthralled and interested in working with our own local veterinarians when they came on the farm.

My wife, Donna, has been very supportive for me all the years through establishing a practice in Oregon and helping me with the activities that I have been involved with. I

have two sons and two daughters. We have a five-doctor practice and a staff of 14 people who are also my day-to-day family.

During his presidency

My year of presidency was 1988 and, as far as changes in the WVMA during my term, there were many. This was the first year that we operated under a system with a new executive director. The term was changed to executive director from the executive secretary position. We all respected so much what Dr. Bill O'Rourke had done over his many years and his retirement, then, led us to hiring an executive director and changing our emphasis within the organization to involving a lot more of the membership. Instead of having so many things already set up and run according to a schedule. That had been in place for a long time.

New executive director

Leslie Schoenfeld was hired as our first executive director. She started her work for the WVMA on a part-time basis on the September 1, 1987, while she completed another job. She became our full-time executive director on January 1, 1988. Leslie brought with her some experience in some other groups and had been employed in state government. We also hired an administrative assistant at that time. The first one was Rena Haggerty. This was the first time the WVMA had a full-time office staff for the association, with Leslie Schoenfeld (later Grendahl) as the full-time person in a directorship position, and then an administrative assistant, Rena Haggerty, who worked part-time.

During that year, we were located on the square at 30 West Mifflin in Madison and had space there for a director's office, plus a meeting space for committees, and some storage space. It was close to the capitol which was a concern of the committee that was in charge of selecting a new office. The legislative issues at the time were present and we needed to be as close to the capitol as we could be for that purpose. In October of that year, we moved to 301 N. Broom Street which has been our location since that time. We needed to move because the building was being sold and was not available to us any longer. The relocation gave us more space and, although it was farther from the capitol, it was still centrally located.

Revitalizing committees

With the switch from Dr. O'Rourke to a new executive director, my biggest challenge for that year was setting up and revitalizing the committee structure. They were already in place in terms of the standing committees and the bylaws, however, many of them had not been active. I went through each committee and personally called each member and was able to get a good response from people to serve as chairs and members on the committees. I felt it was a challenge for us to get the organization back to being an organization of the membership and getting them involved in all aspects of it. So, by the time we had gotten all the committees together and started a couple of new special committees, we had about 105 members involved in committee work.

A special committee we established was the Banking Committee. The idea was taken from Dr. Dahl that we needed to have the presence of the veterinary profession in the

dairy farming industry, as far as financial consulting and setting up of new loans or financing for farm operations. We needed to have a committee of people working to try to make that happen in Wisconsin. We had seen at Nine-States Conference that there were other states that were involved with that. We appointed what I was calling a blue ribbon committee of people. We had Bob Roe as chair of that committee with Howard Kroeger from Evansville, Neil Wesley from Mayville, David Reed from Hazel Green, Darrell Johnson from Weyawega, Andy Johnson from Seymour, Dennis Van Rockle from University-River Falls, John Dahl and me. I felt the committee was important to the health of veterinary medicine in Wisconsin.

We also needed to have a Personnel Committee to review the executive director's performance, and make recommendations to the executive board on the salaries and benefits provided to her. Another committee was established late in the year before, in Dr. Bill Hilleman's presidency, a committee for impaired veterinarians. We were able to get some more emphasis for that committee and got it filled with people who wanted to serve.

WVMA newsletter

The *WVMA Bulletin* had been published for many years in Dr. O'Rourke's office and was moved to Dr. Al Lippert's office in Markesan, Wis., in 1987. Dr. Lippert for a year prior to that time had been publishing what was called the *Badger Veterinarian*, was a monthly newsletter he put together about veterinarians and veterinary activities in the state. There was some overlapping with our state newsletter. At the time of Dr. O'Rourke's retirement, it was decided to have Dr. Lippert publish the bulletin, which he did for a year. Then we decided at our first executive board meeting of 1988 that we would bring that back into the office. We had the capabilities. Rena Haggerty, the administrative assistant, had experience in doing a monthly newsletter and at that point in time, we changed the *WVMA Bulletin* to the *WVMA News*, which it presently is titled.

Continuing education

We had the first client relations seminar that was put on by the Public Relations and Marketing Committee, which is now the Public Education and Marketing Committee. That was held in March 1988 and was very well attended. This is now called the Winter Retreat.

Scholarship to a veterinary student

Another new thing that was started in WVMA was the William J. O'Rourke Scholarship Fund in honor of the many years of service of Dr. O'Rourke. This is a \$1,000 scholarship to a UW School of Veterinary Medicine junior or senior who was involved in organized veterinary medicine. That scholarship was to give \$1,000 a year for 10 consecutive years.

Difficulties and unexpected circumstances

One of the saddest things during my term was that Leslie Schoenfeld's son was killed in an auto accident on June 9. He was 17 years old. That was certainly an unfortunate event and was a challenge for Leslie, as far as her being able to do the things that she needed and wanted to do during that period of time for the association. Another untimely death

was that of Dr. Lawrence(Ike) Davis from lung cancer. Many of us attended his funeral in Oconomowoc the last day of the WVMA Convention that was in Green Bay in October 1988.

An unexpected, or difficult, item that did come before us as an association that year was the fact that the Wisconsin Pesticide Law had been passed as part of the 1987 budget bill. It wasn't until we got into the year of 1988 that it was found that the veterinarians would need to be licensed or certified, as well as all other people who were applying pesticides for hire. We had many meetings with our Legislative Committees and with the secretary of Agriculture, Howard Richards, trying to see if we could get exempt. There either needed to be a legislative change or we needed to comply. We introduced a bill, fought the Department of Agriculture and won. Together with the University of Wisconsin School of Veterinary Medicine we put together a manual and test for veterinarians and certified veterinary technicians. In the end, it has not caused a lot of difficulty, but certainly caused a lot of consternation at the time. We felt it was inherent in our veterinary education that pesticide application as a treatment was already part of our veterinary licensure.

The paramutual betting bill had been passed by the state legislature and signed by Governor Thompson. It was paramutual betting for horses, dogs, and snowmobiles, and there was quite a bit of interest and discussion about the WVMA Executive Board promoting the bill. There were many who were against paramutual betting, so the WVMA took a neutral position on it. We did, however, promote that a veterinarian be appointed to the state racing board, which eventually did happen. There was an opening on that board for a person who had demonstrated interest or background regarding humane treatment of animals and it fit right in with the DVM degree. We were able to have a veterinarian on that board from the beginning.

The issue of bovine growth hormone and legislation had been introduced by State Senator Russ Feingold, His legislation was to ban the use of BST in the Wisconsin or, at minimum, that dairy products produced from animals that had received BST should be labeled as such. There was a lot of contact from the companies that were doing research and planning to come out with BST products. A lot of them contact the WVMA wanting to get our supports and have us lobby in opposition to this legislation that was proposed by Senator Feingold. The executive board worked on this and debated on this for quite a while. The final result was that we passed a statement on a position that the WVMA opposes legislation that would put the Wisconsin dairy industry at a competitive disadvantage with other state industries by increasing cost milk production. We did not want to come out in favor of this legislation. We hoped to cover the main issue at stake, the health of the dairy industry and, consequently, the veterinary profession, and that was what our statement accomplished.

DATCP and the WVMA

The WVMA was able to reach out and make some friends in fields related to veterinary medicine and also to people who had a stake in how veterinary medicine would be practiced and how it might evolve. We had a very good working relationship with the

Wisconsin Secretary of Agriculture, Howard Richards. Mr. Richards was a hog farmer from Lodi. He had a major interest in the Wisconsin Animal Health Laboratory and making it function effectively and efficiently. He was also interested in the appointment of a new state veterinarian and the Wisconsin Pesticide Laws. Those were some of the issues that we had dialogue with him on several occasions. He met with our Executive Committee several times to help get a feeling for those issues. As I mentioned, there was a new state veterinarian that needed to be appointed. Dr. Joan Arnoldi was retiring from that post and I think we were well served by her. When we had a chance to get Dr. Dennis Carr appointed into that position and to be able to promote his appointment, we did that with a lot of positive interest. Dr. Carr was a practitioner in Wisconsin for many years and had been involved with the WVMA and the AVMA for many years. We felt that we had a real friend in him and in his appointment. This served to be the case as time went on.

More legislation

Legislation was passed that called for the appointment of an animal health and disease research council, and an animal health and disease research board. We promoted people to go on to those groups (the council and board). Dr. Darrell Johnson was named to the board, as well as Dr. Bernard Easterday, Dr. Dennis Carr, and Dr. Neil Jorgensen from the University of Wisconsin, College of Agriculture and Life Sciences.

The Legislative Committee had a lot of activity. We were quite pleased at succeeding at the challenge of getting the use tax that was being proposed for professional services off of the budget bill that was going to be passed in the winter of 1988. We had a letter-writing campaign. Dr. Larry Smith had been involved as the chairperson of the Legislative Committee. It was one of our first big projects right at the first of the year. We had a letter-writing campaign to Governor Thompson and to the Secretary of the Department of Administration, James Klauser. We included the Joint Committee on Finance, state senators and representatives. The members sent out a total of 900 letters. When Governor Thompson made his State of the State address to the state legislature, his statement was, "My proposal does not expand the sales tax to professional services." And then he paused, and he said, "and that includes veterinarians." They had had one of the biggest outpourings of a letter writing for anything that they'd ever had to that point. We were certainly glad that as the budget bill passed it did not include a tax on professional services.

UW-School of Veterinary Medicine

The School of Veterinary Medicine graduated its first class in 1987. The ambulatory program for large animal field service training for students was getting started at that point in time. We felt good about that relationship. The executive board passed a motion to have two students from the School of Veterinary Medicine as ex-officio on the executive board. They serve in that capacity today.

National veterinary issues

We were still looking and working with drug availability and seeing what could be utilized by veterinarians in practice. There had been some court cases that were stating

that veterinarians could use any product at any point as long as they would cover the residue and efficacy issues. The Food and Drug Administration was opposing that and working toward more strict regulation and that eventually did happen.

The other thing that was happening nationwide that was of concern were the animal welfare and animal rights issues. The veterinary profession was starting to recognize the difference between animal welfare and animal rights and was coming down on the side of animal welfare as something that veterinarians certainly should be interested in and promote. The animal rights issues were something we needed to watch closely and over a 10-year period that still holds true.

One of the challenges I had as the WVMA president was representing the association at the Wisconsin AgriBusiness Council. They had a forum with a panel of speakers and the topic was animal rights and animal welfare. I represented the WVMA at that and it was challenging, in that there was a lot of press there and a lot of people that were animal rights advocates. We had an interesting time getting our message across to them, at least presenting our case on the issue.

Annual meeting

The convention was chaired by Bill Kuhn of Wausau. It was a change in format for the convention because we didn't have the annual meeting banquet with a dinner and a dance that had been done traditionally for so many years. We had our annual meeting at noon on Saturday. That evening was an Oktoberfest with a lot of food, and I think it was a country western dance band. Everybody seemed to enjoy that format which was a little more casual and was well attended. Keynote speaker for that was Dr. Tom Jaden, who was the assistant director of the Winnebago Mental Health Institute who talked on stress management and managing your own mental health at work and at home.

Besides the change in format some other firsts happened. We had the first reception for UW School of Veterinary Medicine alumni. It was so small it took place in Leslie's suite. We also had the first special seminars for the privileged membership of the association (now Life members). All of those activities have progressed since then and are a part of our association activities

We met at the Embassy Suites in Green Bay. That was the second year we were there. I think the annual meeting highlights to me, we had Dr. Sam Strom, the AVMA President. Dr. Oscar Hildebrandt was the Veterinarian of the Year. The Meritorious Service Awards were presented to Dr. Howard Krueger, Dr. Bill Bogenschultz, Dr. Fred Born, and Dr. Szatalowitz. I'll always remember, making those Meritorious Service Award presentations to people that had put so much into our association and its success.

Summer meeting

We were not having summer meetings for the WVMA at that point in 1988. I think a few years prior to that, the School of Veterinary Medicine started their summer postgraduate conference. The third one was held in 1988. We pretty much used that as a midyear get together of veterinarians, and promoted attendance there. As I had stated earlier, we had a

client relations seminar in March that had also been another gathering for association members.

Final thoughts

I was privileged to have served the WVMA as president and particularly at the time when I did. It was a time of the beginning of change for the association turning to a new chapter. Because of that change, our association has done a lot of things and has become more involved on a national level. It began providing a lot more membership services and, hopefully, it has been a good. I hope the membership has felt that the time was well spent that some of us put in at that point in time. We were working in some uncharted waters. We were working with an executive director, a full-time person, who had a lot more time to do association activities and to reach out into areas that we hadn't been before. I feel privileged to have had that opportunity and it has been good to see the presidents that have come after me take things and really make things happen.

**John C. Dahl, DVM
Middleton
1989 WVMA President**

Personal information

I graduated from Minnesota in 1956 and through good luck more than planning, I ended up in Clintonville, Wisconsin where the veterinarian in the practice was leaving. He didn't see any future for large animal practice in the Clintonville area, and he was going to Monroe, Louisiana, to start a small animal practice. I was fortunate enough to be in the right place at the right time or, moreso, my brother was in the right place at the right time being a dairy farmer in the Marion area, he advised me of the opportunity.

I was able to take that practice on, which was extreme good fortune. The other fellow, frankly, was just not fond of a lot of work, and he was primarily involved in deriving his income from the TB and brucellosis programs. Those were phasing down some, so he thought it was time to get out.

I perhaps, mistakenly, put an ad in the newspaper that said that I would take calls any time of the day or night, and so my first practice months were heavy at night. That was before we had two-way radios. It was a case of your wife calling ahead to the next client where she thought you would be to give him the message that you should go on to another call. After about six or seven months, and the practice was simply much more than I could do myself. I got in touch with John Williamson, who was in a small animal practice in Cleveland. He had a dairy background, and asked him if he'd like to take an opportunity to come back to where the cows were! Then there were the two of us. And that was all within less than one year of graduation! There was just no end to the work that was to be done.

Four or five years later, Pete Overhauser, who was also a classmate came over from Berlin and joined the practice. We remained a three-person practice for 10 or 12 years.

My interest early was with milk quality and mastitis control. By 1964 or 1965 we had kind of a split to the extent that we worked out of the same facilities, but I looked after my income and they looked after theirs. I was into quite a bit of consulting for the Dairy Equipment Company in Madison which manufactured the Bou-Matic milking systems. In 1971, I accepted a full-time appointment with the Dairy Equipment Company and moved to Madison remaining with that company until 1983.

In 1984 I came into the UW-SVM as the first Director of the Teaching Hospitals. It was at that time I became more involved with the WVMA.

WVMA

I had not served on the executive board, but received a phone call from Ike Davis who was a past president and had the task of recruiting people to run for office, and I knew Ike. He graduated from Minnesota in 1957 and I knew him well there. He was a very outgoing and persuasive fellow and told me what a grand time I would have, how much fun it would be to be president of the WVMA and would I let my name stand? I said, "Well, sure I would." He said he was a king-maker and he would guarantee that I would become president because all the people he had nominated so far had succeeded to the presidency. That did come to be and I became the second president of the "new era." I followed Larry Mahr, who was the first president post the O'Rourke era. The association was changing very markedly.

I've been consistent when I say the most important person in building the strength of the WVMA today was Larry Mahr. Larry really believed in the committee structure and any tasks assigned to a committee he would never usurp, either through his office as the president, or through any motions or actions coming from the executive board. He would refer it back to the committee, so that made committee activity meaningful. Larry was absolutely faithful to that. Now that was very different than my nature. My nature was that "if committees of 20 deliberate plenty and committees of 10 act now and then, it takes a committee of one to get anything done!"

I avoided the committee route most of the time, but watching the success of the organization that Larry had engendered, I followed and did the same thing. I believe that has been followed by every president since. Dr. O'Rourke, of course, had done an enormous service to the profession but, in any instance, when one has been in office for as long as Bill, the organization really becomes very personal and "theirs," they like to run it that way. We saw the same thing with the American Association of Bovine Practitioners and Harold Amstutz, who was Executive Director for years and found it hard to give up. They were part of the history and they think they know what's best for the organization. In fact, we have to be careful, and we should keep reminding ourselves that we don't want a lot of strength placed in the hands of the executive director and that we have to be consistent in supporting our committees.

During his presidency

There were not a lot of changes. The major change, of course, had taken place with the retirement of Bill and the appointment of Leslie Grendahl, who was the executive director. I thought I couldn't improve on Larry Mahr's structure so I just followed his precedence!

Challenges

There was a lot of activity because of the committees. I was encouraged by Dean Easterday to literally give about as much time to the WVMA as it required. Being in Madison, I was able to give a substantial amount of time and attended almost all of the local meetings at one time or another, some of them on more than one occasion. I also attended a lot of the committee meetings as an ex-officio member.

We were just getting into concerns about the adulteration of milk and dairy beef, that was on the horizon.

The Legislative Committee had to do with the political aspects, primarily with the state legislature. This was something of a challenge because the chairman of that committee essentially directed the relationship with our lobbyists, and there wasn't good representation of the committee or philosophies or desires of the executive board. That was a bit of a problem.

I put in motion a review of the effectiveness of our legislative program which, ultimately, when Art Daun followed as president, resulted in a change of our lobbyist and the appointment of our present legislative counsel, former Governor Maltin Schrieber. This was a significant step forward. Martin Schrieber has been very effective for us. We also did away with the one-on-one activities that existed before and now everything went through the Legislative Committee to the executive board for approval. We then had a better handle on what we were doing, which is critically important in legislation. You just can't make any marked mistakes or you're going to live with them a long, long time. While that didn't happen in my term, it got started.

Major concerns

One of the concerns was our medical insurance program. We went through two or three different companies trying to hold on to providing the medical insurance for our members. In part because the program previously had been pretty successful but then, of course, in part because we thought it was the glue that held the organization together. There was some merit in thinking that because certainly it's true for the AVMA.

There are a good many members that would not be members of the AVMA if they didn't have their medical insurance through that association. Finding a company that would cover our insurance needs was becoming a problem and ultimately we did have to put our tail between our legs and go to the AVMA and seek to gain participation in their program. That wasn't easy because of bad politics, I think on the part of the AVMA. They faulted the WVMA for going alone for so long and they were not too pleasant to deal with when we tried to gain participation. That sticks with me as a major point because

here was a large association, a strong association, and we got short shrift from the AVMA. We were made to be unduly humble, which went against my grain, of course! But that's now straightened out.

Interestingly enough, it came about in part because we were adding staff and had full time people at three and four times the compensation that Dr. O'Rourke had ever enjoyed! We were confronted with a dues raise and so losing the medical insurance to the AVMA, and as well being concerned about the increase in dues, we went ahead anyway. We simply couldn't operate as we were then structured without the additional income. However after losing the insurance program it made virtually no difference to our membership! We dropped very few, if any, members. And the organization has since continued to grow.

School of Veterinary Medicine

In 1983, the School of Veterinary Medicine started up. That was not much a problem for me as president or an officer of the WVMA, but it was much more of a problem for me as the Director of the Teaching Hospitals at the School of Veterinary Medicine. There were a lot of antagonisms directed towards the School. Many practitioners thought we were already turning out too many veterinarians, and certainly in the Madison area and near vicinity, the School was looked on as a threat. We had to live through those times. We had to link arms with the school and the association, but it was done with a fair bit of antagonisms and really some faults probably on both sides.

When we look at the growth of the WVMA, whether it's member services or anything else, I believe far and away the reason for the growth in the WVMA membership is the School of Veterinary Medicine. Generally, we graduate 80 students each year, anywhere from 75-90 percent of those students sign WVMA application forms for that first year, and the renewal rate is at least 50 percent on an ongoing basis! We should be realistic when we talk about growth and the success of the WVMA because it's easily documented that the growth comes primarily from new graduates from this school.

Controversies

There were problems with the state government especially with the Secretary of Agriculture, Howard Richards. The secretary was a swine farmer and an able person, but he really wasn't very knowledgeable about the veterinary profession. He would always relate an unhappy experience with his swine herd. We perhaps were a little aggressive in approaching the secretary which didn't help. We repeatedly met with him and this was helpful because, over time, we arrived at a pretty good relationship and we found that he as a Secretary of Agriculture and we as professionals for health care in the state had the same goals. Some of the personal things that had separated us for quite a time were resolved and we worked successfully with him. Of course we didn't succeed nearly as well with the next appointment of Secretary of Agriculture, Alan Tracy, and that's a whole other store that was a problem primarily to people that followed me.

National veterinary issues

The restriction on drugs that was available to the profession and the lack of any formal

agreement of extra label drug use was a concern. It persisted as a concern, indeed persists even to this time, as to what is prohibited and what extra label use is left to the opinion of the veterinarian. This is an area that remains a possible hazard to us because too many veterinarians, in my opinion, are exploiting the extra label drug use; they are not following the guidelines or the mandate of FDA as they should do. That's dangerous for the profession.

The numbers of veterinarians that all of the schools are graduating has only intensified. In fact, the AVMA and the American Animal Hospital Association are pressing for programs which would reduce the numbers of graduates and that really can't be done unless we reduce the numbers of schools of veterinary medicine. No schools are stepping forward asking for closure! This is difficult and veterinary medicine is changing so rapidly, and has been for the last 10 years, that it's hard really to discern what the future for the profession is going to be. I think it is clear that the food animal programs are diminishing in the schools. That is a threat and has been on the agenda of the AVMA as well as the WVMA. There are only so many resources and we have more and more resources being devoted to the companion animal (including the equine), and were falling farther and farther behind in terms of food animal. This, personally, is a major concern to me.

All the schools are experiencing an enrollment of 70 percent women and 30 percent men in any given class. This has a profound effect on the profession. In part, because while many of the women do intend full-time practice, there is a value shift, understandably, when the childbearing years are coming to an end. These folks want to start a family. With children, many of these women may want to work on a limited time basis. There are many doing so, and very ably, but there is a question as to whether or not the compensation and the extra benefits really meet the capabilities that these people have. Now that's a problem.

We have many women who have graduated from our food animal programs and have gone into dairy practice and are doing exceedingly well. But the odds are that the numbers of women that go into food animal will be smaller than the numbers of men that go into food animal, or at least persist full time in their practice. That's another aspect affecting the resources serving the food animal programs. However, changing agriculture may mandate that we don't need as many, that's another side of the coin: we don't know.

WVMA Executive Board

The board met five times a year. We usually had two meetings out of Madison and three meetings in Madison and I believe that persists to this time. Stevens Point was one point for a meeting site and then Eau Claire became another center for meetings. This brought some fairness to our veterinarians in the northwest side of the state, but most of the committee meetings are held in Madison and that is quite a burden for our membership that are farther away.

Annual meeting

The annual meeting that was held in October 1989 was the last meeting in Milwaukee. It was at the Marc Plaza (formerly the Schroeder, now the Hilton). That was kind of a good time for me, having attended the meetings at the Pfister for all those many years prior to Dr. O'Rourke's retirement and then really concluding my time in the president's chair at the last meeting in Milwaukee. With my history going back to 1956, it was kind of appropriate I think that the last meeting that I would be in the president's chair was a unique sort of experience. We didn't have a keynote speaker for the opening sessions. Nor did we have a banquet per se as had been the custom for all those years before. I presided at the annual meeting and we had the awards and so forth. This was a noon meal. It was not an evening meal, and the evenings were given over to the dance and that sort of thing but no sit-down dinner accompanied.

UW-SVM, 1983 compared to 1998

I came to the SVM from involvement in an industry where we had pretty good control. When I came into the school as the Director of the VMTH, we were in the midst of strong argument: In the local area and in the northwest. The school was looked upon as establishing an unfair fee schedule, and that we were low-balling on those things which were the bread and butter in practice. Our fees were much too high in those procedures which could only be done in this sort of environment, some of the orthopedic work and so forth. The first task given to me, I hadn't been on board for more than a week, was to structure a fee schedule and then address the Dane County Association on the restructuring of the fee schedule so their concerns would be met.

I selected about a dozen common procedures, vaccinations, castrations, basic things, a CBCs and diagnostics, and I said "I'll handle this just like we would a bar of steel." When you get a bar of steel you have to cut it off, then you've got to put it on a lathe and turn it down, and maybe there's some welding involved, but you do that using time studies and material costs for every step of the way. With the help of an excellent veterinary technician, those fees were structured for me, and we had the time and material on every procedure, the numbers of gauze pads used, etc. We costed those all out at a fair return. That brought all of our fees up two and three times of what was being charged.

I went to the meeting, and it was a hostile. I've got to give great credit to Dr. Tass Dueland who was doing his level best to improve the relationships. He was serving as chairman of the Department of Surgical Sciences and was attempting to develop a rapport with the Dane County VMA, and it was just downright nasty; there was such hostility. When I got to stand and speak, I had some advantage, because I knew quite a few of the people. Nor was I long enough with the school to be identified as part of the school. When I showed them the way we were structuring our fees and the level of the fees that would be charged, almost immediately there was some lessening of the hostility.

We proceeded on our pricing practices to this day, every procedure is on the computer with the time and materials used. The tech time is charged for in all of those procedures. Any time there's an increase in the cost of materials, it's reflected back into the computer and those fees are restructured. This helped, but it took a long time. For the first couple of years, every meeting we went to we were assaulted by complaints about the school. Many

of these related to fees, but there also was an expectation that it was a teaching hospital and a case referred there often were those that could not pay for the service of the local practitioners. The case would be referred to the school, with the thought that the school could provide free service, and that isn't possible. The state of Wisconsin runs very tight audits, tax payers ought to be glad to know they're extremely tight. When the auditors come in they look at all of your procedures, they audit the billing against the case record. If there are procedures in the case record that are not reflected in the bill, they consider that state money has been given away! You have to have a paper trail on every single transaction. You must audit 10 percent of all your medical records against the bills. You do have the prerogative of issuing an allowance for a fee, but there must be some justification for why you did that. For example, if a clinician wants to take a couple of more x-rays for teaching purposes, the procedures must be on the record, but you can write an allowance, so the state knows the reason for your doing so.

Over time, relationships are much much better, but this also is in part due to the fact that more than 30-40 percent of the practitioners in the state are Wisconsin graduates. They tend to look fairly favorably on their alma mater. It's comfortable now. Most of the difficulties are simply that the load on the teaching caseload is so great that people have to wait for an appointment. That's an aggravation, but I have not heard the quality of the service and the fees as being contentious any more.

Final thoughts

I think that Ike Davis was entirely correct when he told me how much I would enjoy the experience of serving in the WVMA. I certainly did, and I would recommend to anybody who can take these offices. I serve now as the Wisconsin delegate to the AVMA and it's an interesting experience, but not nearly as satisfying as being a WVMA officer. In the course of serving, certainly as a president, you can have an agenda and get some part of that agenda enacted, and so you can feel that your years have had some influence. In the AVMA, with that huge bureaucracy, individual action brings very little. It's infuriating to see the bureaucrats who have long since passed a real interest or knowledge of veterinary medicine, trying to take the profession down a particular path, not knowing where they've been, where they are, or where they're going!

I've taken it upon myself to personally make them aware of my presence by being obnoxious and, secondly, by putting forth programs and insisting that we get to the floor of the House of Delegates. The House of Delegates is where the power should lie. I think we have some small measure of success there because now when I stand I can see the pall come over the residing officer's face. I'm now known, although they may not know my name, they know that that's "the cow guy" and that he's going to be making a noise. So, all in all, I don't begrudge a moment of time that I've given to organize veterinary medicine and I certainly intend to persist in maintaining my interest in the profession.

**Arthur L. Daun, Jr., DVM
Waukesha
1990 WVMA President**

Personal information

I am an army brat. In the early part of my life I traveled around with my father, who was in the military, an officer. We ended up in Madison, IN, where I graduated high school in 1967. I went to Purdue University for six years, where I got my DVM degree in 1973. I became interested in veterinary medicine when I was about 12 years old and it just was a natural outflow of the extremely close relationship I had with my dog and other animals. I had a bit of knack in the biological sciences and it seemed like the right thing to do. I went out and found a job with a veterinarian and pursued that through high school. I went to Purdue University because it was the only school in Indiana that had a veterinary school. I have never regretted by choice.

During his presidency

I started to formulate my major thoughts about my agenda for my presidency the year before as, the president-elect. The Nine-States Veterinary Conference that year was in Toledo, and I attended with several people from the Wisconsin VMA. My major goals were established during that meeting as we explored a lot of different avenues of veterinary medicine. But the two things that I saw that I thought needed major change.

One was our legislative program. We had a lobbyist who for many years who basically did very little. We heard very little from that lobbyist who didn't seem to be advising us in any concrete way. I thought that our legislative program needed a major update. At Nine-States, we asked a lot of questions about expectations for lobbyists. And came back from that meeting with a very serious plan of things that lobbyists should be doing for us and suggesting to us. We interviewed lobbyists to find out what they would do for us. We spent a lot of time and interviewed a lot of people, and the result of that was hiring of Martin Schrieber, the former governor, to represent us. That was a major change and has really yielded a lot of fruit over the last few years.

We've had good representation with our state legislature, and we have been at the forefront of quite a few different bills that have gone our way, some haven't. All in all, we are a proactive organization, and we are well respected in the legislature. They know that when the WVMA wants something, we have a lot of guns out there to push for what we want and we go about it in a proper and effective manner. They pay attention to us.

The second item that came out of that Nine-States meeting was that I didn't feel we had significant forward planning. We let administration after administration come and go and there was not a very good continuity in terms of following through with plans. One year isn't enough, in some cases, to get things done. I established what has turned into an annual retreat for the board members. Essentially, the entire board met for a full weekend with the object of exploring where we've been and where we're going. It was not a time to do the daily business of the association; we do that at regular board meetings. This was meant strictly to plan. That group even found that they couldn't get enough done in just that weekend, so, they established an additional forward planning committee which is comprised of past presidents. This committee makes recommendations to the board.

Changing lobbyists and the executive board retreat were high on my list and both came to fruition.

One thing that happened during my term was the establishment of an Animal Welfare Committee. Dr. Jake Hines chaired the initial committee. I'm not familiar really with how active that committee is at this time but, in that time, there were quite a few issues about animal welfare. Our state association did quite a bit of work in that area.

Annual meeting

The other thing, during my term, that I was most interested in doing, was changing the trend of our annual meeting away from less and less participation. At that time, we were getting between 200 and 250 total attendees at the annual meeting. This had been going on for some time. My goal was to double attendance, and we did double it. That annual meeting was also an anniversary, the 75th anniversary, of the WVMA. It was held in Lake Geneva; we had 500 attendees. That was a result not only from a major push by me in repetitiously writing in the newsletter which, incidentally, I was taken to task for by a few members, but just in communicating throughout the state as president-elect, that we needed to do this for our association.

It was important that we start to support the annual meeting and even if the topics were not particularly interesting in some cases, that was not the only purpose of the annual meeting. A major purpose was to transact the annual business of our association. A lot of people got the message and the Convention Committee put on a great continuing education event. The Historical Committee had a great display and some special events. All told, it became a success and people that hadn't been going, started going, and that trend has continued. It got a jumpstart and that was fulfilling.

At our annual meeting, we did have a keynote speaker for openings sessions and that was Marty Schrieber. He did a nice job and a humorous job, as usual. I presided at the annual meeting luncheon, and we did not have a featured speaker, just my speech and then I turned over the gavel.

Challenges

The greatest challenge during my term was, frankly, just to balance my practice with the demands of the association. As president-elect, I attended most committee meetings, wherever they were throughout the state. I put about 5,000 personal miles on my vehicle as president-elect, and then again as president. I found myself sometimes weekly, sometimes two and three times a week, leaving practice at the end of the day and driving to Madison or Juneau or wherever and attending a committee meeting and getting back in the wee hours and doing it all over again the next day. Every day, during the day, I met with Leslie on the phone at a quarter to two to discuss whatever business might have come up that we needed to address. It was time-consuming. It took a couple hours a day.

That kind of time commitment started a few years previously when committees which seemed to slip a little bit were rejuvenated. Larry Mahr was probably the kingpin in getting committees going, Bill Hilleman and Larry Mahr started rejuvenating committees

and they became quite active. The committees needed somebody that knew what was going on in all the committees, so they weren't all the same ground. That's why I felt it was important to be at almost all committee meetings, to help tie the thing together. That was probably the most difficult thing, not to mention travelling to Nine-States meetings. AVMA-sponsored meeting in Chicago, to that national meeting, and all those kinds of things. It just took a lot of time away from practice.

Legislative issues

One of the major items at that time was a sales tax bill in which certain legislators saw veterinary medicine as an opportunity to garner some more income. We successfully fought that through our association and Marty Schreiber and our Legislative Committee.

Another major concern had to do with pesticide laws in which the Department of Agriculture wanted to assess some fees against veterinarians to be able to use and apply pesticides. Although we were not totally successful at combating their efforts, we were a double licensure. Financially, we were able to save the veterinarians major money.

An ongoing concern, one which I had been working very hard on, even for several years after my presidency, had to do with attempts to get the Department of Agriculture to upgrade our state laboratory. That was a very time-consuming project for me and a lot of other people and, unfortunately, I don't think we've ever been able to get the kind of laboratory we feel Wisconsin deserves. The majority of testing now in this state is being done by outside laboratories. Our state laboratory does well over 50 percent of their business with just the artificial insemination people in the bovine business. Most small animal practitioners do the vast majority of their laboratory work elsewhere, which may not be all bad. Our state laboratory is still not a front runner if you compare it to a lot of other state labs like Cornell and Texas, where they do wonderful jobs.

National veterinary issues

I do remember one interesting scenario where there was going to be a discussion at the national meeting about using leghold traps. And we discussed it at one of our state board meetings and decided that it would be proper for veterinarians to object to the continued use of leghold traps. We thinking along the lines of procuring furs for people to wear, and we were pretty sure that there were other things people could wear to keep warm where they didn't have to torture animals to obtain furs. We went to national meeting with that being our standpoint, where we started listening to some speakers from around the country in committees that were discussing this. For instance, the California sheep-raising people showed us that out there, if you couldn't kill, but actually rip open the abdomens of the young lambs and eat the curdled milk out of their stomachs. They couldn't use poison, that had been outlawed. They found that shooting was totally ineffective. The coyotes got to wise to quickly to be shot. The only thing that really worked was leghold traps. We hadn't considered that; we were thinking entirely in terms of furs.

Another group from the Department of Agriculture in Maryland presented some information. They were trying to preserve some endangered species in a wildlife area and

the only way they could do it was to control predators and the only way they found to control to do certain things. Since then, I think it's been thought through a little bit more and, in some instances using leghold traps is the only way to get something done that might be considered desirable. There are padded traps, and there are other ways of doing it more humanely than it use to be done. But, just the altruistic "no leghold traps" didn't hold up very well. We realized that it was a lot broader subject that we thought.

WVMA Executive Board

The board met during my term five times a year plus the board retreat. We met all over the state. We probably had more meetings in the Madison area than anywhere else, but we also had meetings in central Wisconsin, northern Wisconsin, and eastern Wisconsin. Those meeting places were established, trying to make it fair for people from all over the state, so that no individual had to drive the farthest each time.

Stan Oxenreider, DVM Browntown 1992 WVMA President

Personal information

I became involved with veterinary medicine late in my academic career. When I was in high school I always thought I would be a farmer. At that time in the late 50s, farming was on one of its down cycles and when I got back from service in the Marine Corps, there really wasn't any opportunity for me to farm. The farm wasn't a big enough farm to make a living from just farming. I enjoyed caring for the animals, but really never gave a thought to being a veterinarian when I was young like a lot of people do.

I went to go to college after I got out of the service and became interested in animal reproduction very early. After obtaining a bachelor's degree in animal science, I worked towards a PhD in animal reproduction. During that time I found the veterinary profession was behind time in animal reproduction. I thought that my calling would be to teach reproductive physiology in a veterinary school, so I proceeded to go to veterinary school at Iowa State after I received my advanced degree at the University of Missouri. My DVM was achieved in 1970. I was so caught up in clinics and working with animals that I knew I had to go out and practice. The plentiful small dairy farms around Monroe, Wisconsin were my places of work for the next 20 years. A couple of times I thought about going back into academia, but I never did. I have enjoyed practice so much that I've stayed there most of my professional life.

Donna and I have been married 30-something years and we have four children. Fortunately, the two that have stayed close to home are the ones that have the grandchildren.

Presently I have my own practice, Animal Reproduction Services in Browntown, Wisconsin. Most of the work is with ultrasound in cattle and horses, some embryo transfer, and artificial insemination in dogs and horses.

During his presidency

The Long Range Planning Committee was created during that time. This committee is made up of the last five presidents of the WVMA and its charge is to look into the future, generally, five years or further down the road. We felt that the executive board could handle short-range planning, but a special committee should look into the future at issues the WVMA should be thinking about or possibly implementing on a long-range basis. It's a guide to the executive board to help them decide what they want to spend time on in the future.

During my term we changed the association management software system, which was a very big step to take in the computerization of the WVMA office.

We also decided that the monetary reserves of the WVMA would be no less than 50 percent of the annual budget. At that time our budget was a little over \$300,000, so the minimum we could have would be \$150,000. That amount of money would cover the loss if we had a disaster in our annual meeting. At that time, we had more money than \$150,000 in reserve and were able to afford the new software system and did not have to increase membership dues.

Challenges

The greatest challenge for me as president was finding the right people for committees. The incoming president of the WVMA has many committee appointments to fill. It was a monumental task of diplomatically twisting arms. I think I did a good job. I knew enough responsible veterinarians and I knew what they could do and I had a feeling for where they would work best. It took a lot of thought and much time on the telephone, and it was a really big challenge that I felt good about because I chose some real good people. By putting in that time it made my year a lot better by having good people on the committees because the WVMA is driven by their committee system. I believe the main reason the WVMA presently performs so well is because we have a very active and concerned executive board and committee system. I was involved in veterinary medicine during the 1980s on the local level and with some committee work on the WVMA, but the 1990s is when I really knew what was going on. Veterinarians in Wisconsin have a good system to help them in their profession. The executive board has tremendous responsibilities and they're the ones that make the decisions, ultimately.

WVMA Executive Board

Executive Board meetings are intense, stimulating and productive. You have 20 people in the room concerned about what's going on, and they do an exemplary job. They argue things out, but they don't really have any animosities, at least not when I was there. Everybody knows that veterinarians are very individualistic people and have differing ideas. In some situations maybe issues would just get swept under the rug, but at executive board meetings it usually gets argued out to its end and something usually gets done. I think we have a good system of government for Wisconsin veterinary. I'm not sure it's that good in all states.

Difficulties

I found myself in more than one situation arguing for projects that I felt strongly about while I was president. I found out that doesn't work. When you're president, you should preside over the meeting. You need to let other people argue about it. First of all, I think you can keep anger to a minimum because you're the president and can control the flow. Also, you need to pay attention to make sure everybody has a chance to express their opinion. You can't be thinking of what you're going to say and get all members involved at the same time. The meetings were much less stressful and more rewarding to me after I learned my lesson.

An additional difficulty during my presidency was the State Fair Board planning to put caps on the amount of money paid to young people when their animals were sold at auction at the State Fair. The State Fair Board was going to vote on this action before our next executive board meeting. If we didn't get our input promptly, it was going to be too late. The Executive Committee of the executive board met and decided that we would support the idea to put caps on how much the owners of air auction animals would receive. The fair board plan was that the animal be fairly bid and the highest bidder would take it, but there would be a certain cap that the individual owner would get. Above that the money would go into a pot and be distributed among all the exhibitors. There was a real controversy among the executive board members about that.

We had already made our recommendations as an Executive Committee, but it was with reluctance and on a narrow vote that the executive board did approve the action of the Executive Committee. However, when the State Fair Board voted on it, they voted it down, so it was a moot point.

Major concerns

10-Point Program

For me, being a large animal practitioner, the purified milk ordinance 10-Point Dairy and Dairy Beef Quality Assurance Program was a major concern. Dairy producers were going to have to go through this protocol with their veterinarian if they had residues in their milk. I could see it was going to be something that practitioners were going to have to deal with. I felt we should address the situation promptly and vigorously. I knew John Dahl was the person to lead the charge. It's interesting to note that John and I got this effort started in the bathroom in front of the urinal. I asked John about his thoughts on the issue during this usually mundane time and by the time we had our hands washed and got ready to leave the bathroom, we had decided that John would act as chairman of an ad hoc committee.

The effort went real well. It was there, we needed to address it, and we did a good job in getting good people on the committee. A by-word that we used was "train the trainers." We enlisted veterinarians who knew about how to produce quality milk, and scheduled meetings throughout the state where they trained other veterinarians, who then went to their local associations and trained member veterinarians on how to implement the 10-point program with their dairy producers.

We were hoping it would be something that we could get dairy producers interested in doing ahead of time, instead of doing it only when they're penalized. We were not very successful with that but we worked with the dairy industry and obtained cooperation among dairy producers, processors, distributors and veterinarians. We felt the cornerstone of this program was it should be the veterinarian that was working with the herd who would be responsible for training the dairy farmer. There should be a valid veterinarian, client, patient relationship involved. We didn't want specialized veterinarians going out and going through the 10-point program. We wanted the local veterinarians doing it. For the most part, we succeeded in that. We didn't get the voluntary involvement from the farmers and we had some veterinarians that still didn't get the word. But, in the long run, it was one of the things we addressed which we did a pretty good job with.

Lay pregnancy testers

During my term, the lay pregnancy bill was introduced into the legislature and Bob Klostermann, Dennis Carr and some others argued our point to the Assembly Committee on Agriculture. Marty Schreiber was instrumental in our success. We had good cooperation from ABS and some of the other AI associations. Some of the AI associations were not on our side, but ABS spoke for us and we were able to stop the legislation.

Responsible Animal Medicine Code

We also initiated and passed the Responsible Animal Medicine Code. This was important largely because one of the big things on the national scene in veterinary medicine at that time was extra label usage and the fact that the AVMA was pushing in the national legislature to have a bill that would allow extra label use by veterinarians. By getting the Responsible Animal Medicine Code passed ahead of time, it allowed Wisconsin veterinarians to use drugs extra label in a responsible way, as far as the state government was concerned. Our action, in Wisconsin, played a part in the arguments that occurred on the floor of the national Senate and the House of Representatives.

Accomplishments

Pesticide manual and test

One of the accomplishments of my administration that I am proud of was the making of the pesticide manual and the rules and tests that veterinarians now take to be able to be certified to administer pesticides. In the early 1990 an amendment that was attached to the budget bill in the Wisconsin State Legislature was going to require veterinarians to pay a licensing fee and take a test to be "pesticide applicators for hire." The WVMA worked very hard to modify this so that we didn't have to pay a large annual fee and didn't have to take a test every year. Working very closely with the Department of Regulation and Licensing, we saw that it was our responsibility to decide what questions should be asked of the veterinarians. I appointed a committee with Dr. Pete MacWilliams as Chairman. Peter Vanderloo and Becky Wagner were also on the committee. They worked very hard creating good questions and constructed a manual that veterinarians could study and ascertain what were the pertinent facts that they should know when were using pesticides. They can study this manual and then take the test one time and become certified to be able to administer pesticides. The committee worked closely with

Secretary Marlene Cummings of the Department of Regulation and Licensing and came up with a good procedure. It was certainly better than what would have been if the WVMA had not become involved.

BST

There were controversies between the WVMA and state government during my term. I wish things had gone smoothly, but they didn't. One of them occurred when state Senator Feingold submitted an amendment to the state budget bill that was essentially a road block to bovine somatotropin. It was going to make the pharmaceutical companies jump through a couple of hoops. It got veterinary medicine involved by stipulating that marketing was only going to be through veterinarians. It wouldn't be marketed through lay channels, and there was a lot of controversy on the executive board and among large animal practitioners throughout the state about this. One of the things that was suggested during executive board deliberations was to write a letter to Governor Thompson urging him to veto Feingold's amendment. I was in favor of doing that. This is one of the situations where I was the president conducting the meeting and arguing the point which I shouldn't have been doing.

Sentiments were close to 50-50 on the executive board, and probably among practitioners, on whether we should go on record as opposing or continue being neutral on this situation. The issue was in the newspapers, and was very sensitive with dairy farmers and consumers. Local veterinarians were continually being asked how they felt about it.

The WVMA Legislative Committee working very hard, choosing their words very carefully, and presenting their argument to the executive board resolved the situation. Their argument was that we should take a chance and not write the letter to Governor Thompson, which was against my wishes. However, it was passed on a narrow margin in the executive board and we came out very good. It turned out to be, in hindsight, the best thing to do because the Governor used his line item veto and we weren't put on record.

Diagnostic lab

Another controversy was what should the WVMA do about the State Diagnostic Lab? There was a committee appointed by a preceding administration studying what should be done about the State Diagnostic Lab. The executive board meetings during my administration were filled with much controversy. We finally ended up doing a lot of talking to different people concerned with the State Lab. In the beginning, State Lab personnel thought we were adversaries and were trying to direct where they were going to have their lab. That's really not what we wanted to do.

We talked to both parties, and it turned out that there really wasn't a lot of support within the University to have the Diagnostic Lab involved with the University, as it is in most states. We essentially did nothing because we didn't feel that we had the support. We spent a lot of time on the problem and never did get executive board members to agree. Views varied, all the way from, let's make sure we have the best laboratory of any state to it's got to be in the university if that's going to happen because the state government's

never going to fund it well enough, so we don't need the lab. Some thought we suggest the state do away with it completely, except for some of the government programs that have to be done by a state government, such as import/export of animals. A lot of time was spent on it but, essentially, we didn't make official recommendations.

National issues

I eluded to extra label drug usage before, during discussion of the Responsible Animal Medicine Code. The AVMA initiative in the US Congress for extra label usage of medications by veterinarians was the number one issue concerning veterinary medicine at that time. Another issue was the rising cost of veterinary medical education and the fact that the new graduates were graduating with such large debt loads that the starting salary was not enough for them to be able to pay debts in a reasonable amount of time.

WVMA Executive Board

We had five formal executive board meetings. They were in January, April, June, August, and October. When I was on the executive board, before I was president, we initiated a planning retreat for the executive board and that was held in February. So we actually got together six times as a full board. The year I was president at the Edgewater Hotel in Madison, Mirror Lake, by the Dells for our retreat, Chula Vista Resort in the Dells, the Edgewater Hotel again, at the Holiday Inn in Stevens Point and in Lake Geneva.

I can give you a little background on the planning retreat because I was on the executive board at the time we initiated it. We felt that we were getting blind-sided by some issues that the executive board had not seen coming. It seemed like we were always playing catch-up. I especially remember during John Dahl's administration, that he had been to the Nine-States meeting where they talked about forward planning. John was a great one for sending us voluminous paperwork through the mails and he hit us pretty hard on this. We should have been thinking into the future and we really weren't. We were having long meetings just getting things done that had to be done. We decided that we would plan a retreat, get away, and have it less formal than our executive board meetings, and just think about the future a little bit. We found ourselves doing long-range planning, but it wasn't very long range, it was really short-range planning. But it was helpful just to be able to have the executive board get together in a, less formal situation. I remember some of the first meetings were at Ted Poelma's cottage on Lake Wisconsin. We got away from telephones and formality and started to think about what we're going to do in the coming years.

One of the reasons that I decided that we needed a Long Range Planning Committee was because, even though these retreats were meant for long-range planning, we didn't really have time to get past planning for the near future. The Long Range Planning Committee's function is to let the executive board know some of the things that might be occurring and what those people think might be important. It is the executive board's responsibility to discuss these at the retreat and decide which issues they want to pursue.

Sometimes we've had facilitators at these retreats and sometimes we've acted as our own facilitators. Essentially, it's added another burden to the executive board members who

now have six meetings to go to instead of five, but it has become a necessary part of the functioning of the executive board.

Annual meeting

When I was president the annual meeting was held at The Abbey in Lake Geneva. A highlight of my presidency was that we were working very hard to try to make the annual meeting of the WVMA very pertinent to everybody and having to get a good enrollment. I was proud that we did have a record-breaking registration at the annual meeting in 1992. At the time I was president, we no longer had a keynote speaker for the opening sessions and I presided at the annual meeting. There was not a featured speaker at the annual luncheon but we were fortunate to have Dr. Leon Russell, who was the president-elect of the AVMA. He spoke to us very eloquently and we enjoyed it very much but he wasn't featured in meeting material going to attendees.

Summer meeting

When I was president there was no longer a summer meeting. I use to enjoy those a lot, but times had changed. The School of Veterinary Medicine had become mature and they wanted to put on a postgraduate conference in the summer time and it was felt that there wasn't room for two big meetings in the summer. Since that time, the SVM has been sponsoring the postgraduate conference and we've been scheduling one of our executive board meetings to coincide with the meeting.

Past versus present

My personal opinion is that we're better off than we use to be in the old days. At the present time individual veterinarians in Wisconsin have a more democratic way of determining how their association functions. A state association should promote veterinary medicine within the state, provide camaraderie among veterinarians, and address problems that concern its members. It's done better now than in the past. When I first came to the state in 1970, I don't think it was as democratic. Things got done pretty well, necessary business was accomplished and it didn't cost very much. But I don't believe as many people were involved with the decisions that were made.

In the time that I've been involved with organized veterinary medicine in Wisconsin we've gone through some traumatic times because we had gone from a fairly inexpensive state office of the WVMA to one that's fairly expensive and somebody has to pay for that. Individual veterinarians are paying for it with dues that are higher than in the past. But the dues are exorbitant. Due to the annual meeting and winter retreat operating in the black, our dues are stable. The money held in reserve is invested more wisely than formerly. The budget is scrutinized closer than in the past and we're getting a lot for our money.

We had to go through some traumatic times in going to a non-veterinarian as an executive director. We grew along with that director, and she is doing what veterinarians want and need. If any veterinarian in the state feels the WVMA is not meeting their needs they can call up their representative on the executive board and their concerns will be voiced at the executive board and, if it's valid, something will get done.

Relationship with the UW-SVM

We had a good relationship, although sometimes it seemed to us that we really couldn't influence them as much as we felt we should. As the school was being organized, the WVMA had an Education Committee. It was well received when the veterinary school was young and they would work with us and cooperate on projects. As the SVM matured, they were less likely to cooperate with us. It seemed the Education Committee was just spinning its wheels. Some of the things we helped them establish, they kept on doing, but if they wanted to do something new, they wanted to do it on their own. It was obvious that we didn't influence the SVM concerning the location of the State Diagnostic Laboratory.

The practitioners in the state felt that clinicians at the SVM should be more available to speak and participate at local association meetings. Many of the clinicians felt they should be paid \$100 an hour to speak, but we felt they would benefit from referrals if they donated their time and became known to practitioners. We have been disappointed with the poor percentage of WVMA members among the faculty, but have benefited greatly from the few faculty that did become members. John Dahl, Pete MacWilliams, Sheila McGuirk, and Lee Allenstein are prime examples.

Final thoughts

One of the things I'd like to share about the Wisconsin Veterinary Medical Association is the fact that the veterinarians in the state have been so generous about volunteering their time and their energies to make the WVMA a very good organization I'm disappointed in the newer generation. I don't see this same commitment on their part to work for their own association. It's very difficult to get some of the younger people involved and it's not because they're veterinarians, it's because of the time they were born. I see this in all of society. It's a situation where this age group says, "I'll take care of myself. I'm going to work hard for myself and my family, but I'm not going to spend a lot of time for somebody else. It's going to be me that I'm going to worry about." That bothers me.

I also feel very disappointed that we now have only one candidate for president-elect. I understand it very personally because it was difficult for me as chairman of the Nominating Committee to find two good candidates to run for president-elect. We had so many people that I knew would be a very good president. But then, when I would talk to them, there would be some reason they didn't want or could not run. A lot of it had to do with group practices. After they talked it over with their partners, they would tell me they just didn't want to take the responsibility. Fortunately, in the two years so far we've had Dr. Jerry Quilling and Dr. Chet Rawson who have the abilities to be excellent presidents. But, somewhere down the line, are we not going to have a good president. I just feel that, with more than 1,700 members in the WVMA, we should be able to get at least two willing veterinarians each year. Then we could all have a chance to decide who our next president is going to be.

The Executive Board, at the suggestion of the Long Range Planning Committee, decided to make it monetarily more attractive for the president by paying for his or her mileage to

meetings and lodging expenses. However, there is more to it than just the money and my guess is that it's the time and the responsibility. I just feel there should be more people that are willing to sacrifice for their association.

It was a privilege and an honor to be able to serve the veterinarians of Wisconsin as their President. It was not an easy time and it was a little bit out of character for me many times to be presiding over a large association like that, but I felt it was something that I could do, and do well. I felt owed my profession and that it was my duty to serve. I wrote in my final president's message in the *WVMA News*, that I had the feeling I was in a situation where I was very relieved that a difficult task had been accomplished. But, when it was about to end, in a certain sense, I really didn't want the end to come. I enjoyed it very much and certainly am glad that I had the opportunity to serve as president of the WVMA.

**Peter Vanderloo, DVM
Dodgeville
1994 WVMA President**

Personal information

I live in Dodgeville. My hometown is Washington, DC, where I was born and raised. I went to Iowa State because I was interested in veterinary medicine.

When I was a young lad, family friends had a farm in northern Virginia, and I use to go to their farm on vacations. A teenager on a farm can do all the things he ever wanted to do. It was there I got interested in livestock and the livestock industry. I asked myself the question, "What can you do in combined science and livestock and know as much about livestock as possible?" Veterinary medicine seemed to be the answer.

I was interested in veterinary school and went to Iowa State. While there, I met my wife, Jody, and graduated with a bachelor's degree in bacteriology. I started vet school in the fall of 1971 and graduated in the spring of 1975. While I was a senior veterinary student, I went to Dodgeville for two months on a preceptorship. While I was in Dodgeville I thought that it was really a nice town, but never gave any thought to ever going back. I had a 2 ½ year Army commitment after veterinary school, so I didn't think too much about practice.

I was stationed in San Francisco from 1975 through 1978 and was in a pathology residency program there. I was very happy being a pathologist. I liked it. It was probably the one job that I was best at.

I got a call one night from the guys in Dodgeville and they wanted to know if I was interested in a job. And I said, "Well it's too bad you called today, because a week ago I extended for a year. But if you're still looking for somebody in a year, give me a call." They called a year later. I was on orders to go to the East Coast, but decided to give dairy practice a try.

We moved to Dodgeville in September of 1978 when our son was just one year old. When I came to Dodgeville there were three other veterinarians; I made the fourth one. It stayed that way for about 10 years when we finally decided we'd add another veterinarian. We've had a series of veterinarians, but remain with five veterinarians. We're losing two partners, and I will officially be the new old guy.

Our practice has changed considerably, in that 25 percent of our dollar gross is from small animals, and I think that's probably going to increase.

WVMA

I'm certain that my involvement in organized veterinary medicine started when Dr. Ed Lindner was WVMA President. He was probably looking for somebody that was an easy hit for a committee. I also had the opportunity to be on the executive board and served on it for four years. I was probably also an easy target for somebody that was looking for a nomination to run for the presidency. I remember Dr. Dahl was the Nominating Committee Chairperson. He called me and asked me to run. I naturally tried to hem and haw and think of a way to get out of it. I said give me a few days to think about it and he said, sure, that's not a problem. So I hung up the phone and as I've done for quite a few years when I have something that I'm not sure what the answer is, I cornered Dr. Lindner one day soon thereafter and he said, "You have to run." He said it's a wonderful experience and I'd enjoy it. I took him at his word and I'm awfully glad that I did.

When it's all said and done, I enjoy the science and I enjoy practice but the greatest thing about what I do is the people. It's the clients I meet and the other veterinarians. I've met a lot of veterinarians by being involved in organized veterinary medicine. They're a real interesting group of people. When I get the opportunity to talk to young veterinarians or veterinary students, I always try to put in a plug for organized veterinary medicine, because you get to meet so many more people, it's a great benefit, and not only professionally, but personally. Actually, for me it was a bigger benefit personally than professionally.

The Wisconsin Veterinary Medical Association is a life sentence in a lot of ways. For example, I called my executive board member with a complaint about a certain issue before the executive board. He called me back and asked me to be on a committee to attack it; so I'm still learning to keep my mouth shut. This committee is looking at the issue of mandatory continuing education for Wisconsin veterinarians, so I suspect my involvement with the WVMA is not over. I'm certainly willing to try to contribute as much as I can.

UW-School of Veterinary Medicine

When the veterinary school at the University of Wisconsin was in the planning stages, the individual who was appointed the dean, Dr. Easterday, had the great insight that Madison didn't need to run a conventional large animal ambulatory program. He decided instead to rely on practices that were within a hundred miles of Madison. We were actually in on the planning part of the program.

I remember going to the veterinary school and meeting with Dr. Danny Butler from Guelph (he was on the faculty at the vet school when it was forming), Dr. Sheila McGuirk and Dr. MacWilliams who were all trying to plan this ambulatory program. It's a requirement for all the veterinary students, no matter what their interest, to spend two weeks in an ambulatory program. Our practice has been a participant in that program since its beginning.

It's a good program for the practices that participate because they have a closer association to the veterinary school. It's also a way to meet young students and to stay current. Most of all, it's a wonderful benefit for the students. It gives them a taste of the real world, no matter what kind of practice they go into, they can come away learning some things about practice.

The ambulatory program is important. The veterinary profession is a very small profession, and is becoming more and more fragmented, because people are interested in more diverse areas. If we all share some common ground, even if it's two weeks in a large animal practice, we can talk to each other much more easily and we're going to stay together as a profession. In the real world we need to be able to speak with as a united a voice as possible.

During his term

The WVMA is a good organization that represents the veterinarians of our state really well. I was the immediate past president when the famous heifer was diagnosed with TB in northern Wisconsin. I got a call from then Secretary of Agriculture, Allen Tracy. The Department of Agriculture was assembling a committee to look at the TB outbreak and the Department of Agriculture's handling of it and their ability to respond to disease problems in the state. This sounded pretty intimidating. The first question that came to my mind was who was going to be the chairperson of the committee. He said he had Dr. Easterday in mind and that was a real positive thing because he's very experienced in university and governmental politics. I was confident that he could guide the committee very ably.

We met over a course of six or seven months and wrote a fairly lengthy report. The committee members were Dr. Easterday, representing the university, me representing the veterinary community of Wisconsin, a farmer representing dairy farmers and Bill Geary who was then one of the vice presidents of Equity Livestock and is now the chief executive officer for the Wisconsin Agribusiness Council. And our committee interviewed most of the people that were involved with the TB outbreak. It's a process in which I was really glad I could partake.

Dairy Herd Health Program

At the same time, the University of Wisconsin School of Veterinary Medicine began a two-year program called the Dairy Herd Health Certificate Program. Classes met every two months for two days. I started in that program as one of a five-man practice. After the first two sessions I found myself in a four-man practice. If I participate in anything like that again, I'm going to practice part-time, because it was just too much work to be a

man short and try to do that course at the same time. But it was a great course and I'm glad I took that time.

One of the sidelights on that dairy herd health management program is that, over time, Dr. Lindner's been involved on the local production credit services board and he's always looking at ways to promote veterinary medicine. One of the ways he thought would be beneficial would be to tie the veterinary practitioner with the lending institutions, whether it's the bank or with farm credit. He finally found a willing vice president in the farm credit association together with Dr. Nordlund and Dr. Dahl. Over time, this has been very important, as the farm credit people are generous financial supporters of the dairy herd health certificate program. I hope that relationship bears fruit for the profession.

René Carlson, DVM
Chetek
1995 WVMA President

Personal information

I was born in St. Paul, MN, and raised in Bloomington and Lakeville, MN, with four years in between in Wabash, IN. I had a love for pets, and in high school, enrolled in a job-shadowing course during which I spent a week with a veterinarian in a pet clinic. As a result of that experience, I continued to work at that clinic for two years doing kennel cleaning, mopping, etc. Upon graduation from high school, I enrolled at Normandale Community College in a pre-veterinary curriculum. I applied and was accepted into the University of Minnesota College of Veterinary Medicine in September 1974. I married a classmate, Mark Carlson in 1977 between the junior and senior years.

Upon graduation, I accepted an internship in small animal medicine and surgery at Rowley Memorial Animal Hospital in Springfield, MA. I spent fourteen months there gaining experience in small animal practice. In 1979, we moved to Spring Valley, WI, where Mark had accepted a position in a dairy practice. I did the small animal work in the predominantly dairy practice.

Those years were valuable in learning emergency medicine before the days of referral practices and specialists. You were able to try to do just about anything without worrying about whether it should be referred. I also worked with Dr. Mark Anderson at Veterinary Concepts, Inc. as a veterinary consultant. I credit those years with Veterinary Concepts for teaching me about the sales industry and the supplier side of our profession.

In 1984, Mark accepted a position with the Wisconsin Animal Health Laboratory in Madison. I worked at the Spring Harbor Animal Hospital in small animal private practice. At the time, this practice acted as a referral practice in the area before the University of Wisconsin School of Veterinary Medicine was established. I learned a different type of medicine in that area, where money was rarely an object and several people bred dogs for show or field trial. It was another valuable experience.

In 1990, we moved to Chetek, WI, where Mark had taken a transfer to the Wisconsin Animal Health Laboratory-Barron.

WVMA

While in Madison, I became a member of the Dane County Veterinary Medical Association and served as secretary-treasurer for two years. I also served on the WVMA Veterinary Technicians Advisory Committee and the Public Education and Marketing Committee. After moving to Chetek, I continued my interest in association responsibilities and served as president-elect and president of the Northwestern Wisconsin Veterinary Medical Association in 1992 and 1993. Dr. Bud Cadman of Ridgeland, WI, (a past WVMA president) was a role model for me since I met him as a relatively new graduate in 1979 and then again when I returned to Northwestern Wisconsin in 1990. When challenged with the invitation of running for the 1995 WVMA presidency, I accepted and was elected.

During her presidency

I did not allow the 200 miles between Chetek and Madison to be an obstacle. Most months I made two trips to Madison for committee meetings or events. My term in office was eventful. I was disappointed when necropsy service was discontinued at the state diagnostic lab in Madison.

During that year, an office audit was conducted to evaluate the needs of the current WVMA office in terms of staffing and future services to be offered to members. After that audit, a full-time communications coordinator was hired by the WVMA. To support this new position, the computer systems were upgraded to be able to have e-mail capabilities and desktop publishing.

I formed the Food Safety and Public Health Committee. My intention was to have a committee in place to handle a potential public relations problems, such as questions concerning a connection between Johne's disease and Crohn's disease. One of the first duties of the committee was to handle the media questions regarding the discovery of a tuberculosis positive cow in Wisconsin that very summer. The Public Education and Marketing Committee held its first annual Wisconsin Pet Hall of Fame, which continues to be a big draw to the annual Winter Retreat meeting. The Legislative committee was again fighting the lay pregnancy bill and trying to get over-the-counter rabies vaccine off the market.

**Peter MacWilliams, DVM
Madison
1996 WVMA President**

Personal information

Married to Gale who gave me one of her kidneys in 2001. We have Two children Matthew a lawyer and Heather a science teacher at Memorial High and have 3 grand children. Graduated from Cornell in 1969 and practiced in upstate New York in dairy and small animal practices. Completed residency and graduate training in pathology at the

University of Saskatchewan. Served on the faculty at the UWSVM as a pathologist and ambulatory coordinator. Under the guidance of Martin Schreiber formed the ADHOC laboratory services committee to address issues confronting the delivery of laboratory services to WI veterinarians. Our committee was successful in outlining the needs for current and future diagnostic services and the infrastructure necessary for their delivery. The needs for a new laboratory facility and equipment were identified and a proposal was sent to the building commission with the support of several legislators and the secretary of agriculture Ben Brancel. A meeting with UW system administration was successful in obtaining adjunct faculty appointments for laboratory scientist in the department of Pathobiological Sciences in the SVM to promote research collaborations and shared teaching activities for Veterinary students. This latter activity would promote enhanced familiarity on the part of future veterinarians with the varied diagnostic activities and services offered by the lab.

Dean Peterson, DVM
Janesville
1997 WVMA President

Personal Information

My 8th grade aptitude test said I should work toward being a veterinarian. I discarded that test right away, as I was the son of a poor dirt farmer with 20 cows the he milked by hand. We had just purchased our first tractor 10 years before. Previous to that, my dad was working the land with horses. Besides, there was no vet school in Wisconsin and I didn't like to study that well. Sports and farming was my big thing.

However, after graduating from high school in 1959, I went on to the UW Farm Short Course program so I could be a better dairy farmer. I found that I liked the Madison campus life so much that I transferred in to the long course program graduating in 1965 with a B.S. Degree in Animal Science. After that, I was the livestock and 4-H agent for Jefferson County. Feeling that I needed more schooling to be an area livestock specialist, I went back to Madison and obtained a M.S. Degree in 1967. During these two years in Madison, I started meeting veterinarians that were in graduate school in the Vet Science Department. These conversations sparked my 8th grade prediction that I should go to Veterinary College. I was admitted to Michigan State University and graduated in 1971.

After vet school, I served a one year internship in an internationally known equine practice in Lexington, KY called Hagard, Davidson and Magee. From there I went on to work at a mixed practice in Lodi, WI for one year, before going to T.B. Racetrack in Chester, WV for 7 years. While there, I purchased a practice and built up another off track, three doctor practice. I sold both practices and moved back to WI in 1978. In Janesville, WI, I started a large animal practice serving horses and cattle. We expanded into a mixed animal practice in 1985.

Just before veterinary school, I married Ellen Trachsel. We had three children in three different states as we moved around. They are all grown and I now have 7 grandchildren.

Involvement in the WVMA

When I moved back to Wisconsin in 1978, I joined the WVMA and started volunteering for committee work. I think I have served on every committee except Animal Welfare and Awards and Recognition. With the WVMA's support, I ran for a position on the AVMA's council on Public Relations, which I enjoyed very much. Meetings were always held in the board room at the AVMA's headquarters in Schaumburg, IL.

During the 1980's and 1990's, the WVMA had a traveling display that was moved around the state to different County Fairs by a Vet Tech Student. This display involved a pickup truck pulling a small two-horse trailer with a fistulated Jersey cow. She was penned behind the trailer so that fair-goers could see the inside of a cow's rumen. Other educational displays were set up around the trailer for people to learn about veterinary medicine. That was discontinued about 1990.

I called the WVMA office and suggested a modern stand-up display be purchased with pictures of veterinary activities attached. Soon, I was given the job of developing the P.R. tool. A professional photographer and I set up many photo sessions in small animal clinics, farms and equine hospitals. I think the traveling display is still available today for clinics to borrow for open houses, ect.

Cows Do Need Doctor's project was completed. The P.E. and marketing committee completed filming of a video depicting the role of a Bovine practitioner in keeping cows healthy for the production of clean milk.

Mr. Ben Branson was Secretary of Agriculture and Dr. Siroky was appointed State Veterinarian.

U.S. was down to only 26 cattle herds nationally that had brucellosis. The USDA's goal was to be down to zero herds by the year 2000. Wisconsin had 8 positive cases of Equine Infectious Anemia in 1997. This was down from 60 cases the first year that mandatory testing was implemented.

The WVMA established an email address and started communicating in cyberspace.

A coloring book called "Living Compatibly with Dogs" was produced and has exceeded predicted demand. Our 60,000 copies have been produced and sent to vets, pediatricians, humane societies, ect.

The Practice Managers Association was just getting organized and growing in membership.

Involvement on the Executive Board

In 1992 I was elected by the District 2 membership to the WVMA Board. I served on the board for four years and attended many meetings throughout the state.

During my year as past-president, I was asked to run for a position on the AVMA council on public relations representing equine. During the AVMA convention I had to present my qualifications orally before the House of Delegates. Luckily I won against an equine surgeon from Ohio. It was a privilege and a joy to serve on this AVMA council for several years.

Annual Meeting/Convention

In 1996 when I was introduced as the new President-Elect, I was surprised and disappointed because my opponent, and very good friend, Dr. Warren Wilson had not won. That was the last year the WVMA had a contested election. At the convention, my staff was handing out flashing buttons that read, "Don't blame us, We voted for Wilson". I did not campaign, but Warren had sent flyers that read "Win With Wilson" with Bayer Sales Representatives to be distributed to Wisconsin veterinary Clinics.

During the annual meeting, while I was addressing the audience, I told the joke about the short cowboy. It made the Secretary of Regulation and Licensing laugh so hard that I had to stop my talk so she could finish laughing.

The 82nd Annual Convention was held at the Grand Geneva Resort in Lake Geneva, WI. We had many fine speakers that touched on a variety of different subjects. They varied from small animal oncology, osteosarcoma, lymphoma, and seizures, to cattle reproductive ultrasound, site injections lesions, financial analysis on dairy farms, to equine chiropractic principles/application to equine colic and CPA Fritz Wood speaking about new veterinary business model. The Veterinarian of the Year Award was given to Dr. Peter Vanderloo. The Meritorious Service Award was given to Dr. Pete McWilliams.

Challenges/difficulties faced throughout Presidency

The staff and Leslie, our executive director, were wonderful during my presidency. There were three big legislative issues we faced during my term. The first one being, preventing lay people, especially AI inseminators, from being able to palpate cows for pregnancy. The second, stopping rabies vaccine from being sold over the counter or from catalogs and third, changing the minimum age at which a dog or cat can first receive the rabies vaccine from four months to three months.

We were successful in defeating legislative issue number one and three, but due to opposition from the Wisconsin Horse Council and the Chairman of the Senate Ag Committee, we could not successful win getting the rabies vaccine out of the hands of lay people.

Bovine tail docking also became an issue during my presidency and the WVMA had to develop a policy and stand on it.

Final Thoughts

This 7 year period of time attending the WVMA Board Meetings was a wonderful time of my life. I made some great friendships with veterinarians from around the state and nation. I always encourage anybody thinking about serving on the board, to do it. You

give a lot of time to the organization, but the friendships made and the experience is well worth it.

Jerry Quilling, DVM
Kiel
1998 WVMA President

I am honored to have served as President of the Wisconsin Veterinary Medical Association from October of 1997 until October of 1998. All Presidents are asked to relate an historical record of the WVMA during our careers.

My early interest in veterinary medicine began on a dairy farm near Menomonie, Wisconsin. I earned a Bachelor of Science (Animal Science) at UW-River Falls in 1972, and my DVM from Kansas State University in 1976. I was recruited by Dr. Roger Siegert in Plymouth, and was fortunate to join his four person mixed practice. Two years later, in 1978, I purchased the large animal portion of that practice and established Kettle Moraine Veterinary Clinic. KMVC was a mixed practice until 2005, when it was converted to a companion animal practice.

In 1985 the WVMA was one of the few state veterinary associations maintaining a health insurance program and I was approached to serve on the insurance committee. The subject matter was personally relevant to me; my son was born three months premature just one year prior. Miraculously, he survived, but a 12-week stay at St. Josephs incurred medical bills approaching \$90,000.00. I was thankful insurance covered my son's medical bills and committed to the development of a sustainable insurance program for other Wisconsin veterinarians. In 1989 I was committee chair and during that time it became apparent that our group was too small for the health care risk and the program was disbanded. During that year, under president Dr. John Dahl, we spent a considerable amount of time insuring that our program could be seamlessly incorporated into the AVMA insurance program.

I served on the legislative committee from 1990 until 1996. Early in my tenure on that committee we successfully defended the practice of bovine pregnancy examinations as limited only to veterinarians. From 1992 until 1995 I was the WVMA representative to a technical advisory committee to rewrite the rules for medical waste, a charge by Governor Thompson to the DNR. In late March and early April of 1993, Milwaukee drinking water was identified as the source of a Cryptosporidium outbreak. This provoked numerous requests for interviews, many of which were fielded by our committee, and indicated the need to institute a public health and food safety committee.

Midway through my tenure on the legislative committee we initiated discussion on possible changes to the state veterinary diagnostic laboratory. At that time the laboratory was a division of the Wisconsin Department of Agriculture (DACTP) and had no affiliation with the UW School of Veterinary Medicine (UW-SVM). I was chair of the resulting WVMA ad hoc committee for these changes and representative to the state committee that began discussions with DACTP and UW-SVM about a partnership in the

diagnostic laboratory. Initially, the progress was slow as DACTP was reluctant to relinquish control of the lab. However, the persistence and patience of UW-SVM Dean, Darrell Buss, and a commitment from Secretary of Agriculture, Ben Brancel, finally led to a partnership. This transformation spanned the terms of four presidents and was completed with a final push by my presidential successor, Dr. Chet Rawson.

I was elected to the WVMA Executive Board from 1993 until 1996, and then served three years in the presidential succession. In March of 1996 a train derailment in Weyauwega resulted in a fire and release of hazardous materials. Over 2300 people were forced to rapidly evacuate the area but were required to abandon their pets. I was called to appear on a Green Bay television station to help calm fears about these animals. After four days with the aid of the National Guard, many were allowed to rescue their pets. The disaster left many people displaced for more than two weeks.

In July of 1997, after 18 months of diligent work by the WVMA staff and the Public Education and Marketing Committee, spearheaded by Dr. David Rhoda, *Cows Need Doctors Too* was completed. This joint project with the American Association of Bovine Practitioners and the WVMA consisted of a short film intended for grade school children explaining the role of dairy veterinarians. I was selected as the featured veterinarian and was initially skeptical about the film but was pleasantly surprised as the production company capably compensated for my lack of acting skills.

During my year as president, we successfully passed legislation prohibiting over the counter sales of rabies vaccine in Wisconsin. Additionally, the Animal Medicinal Drug Use Clarification Act (AMDUCCA) commenced in 1998. This nationally respected project was another success of the Public Education and Marketing Committee headed by Dr. David Rhoda. Also during that year we made headway in the handling of Johnes disease, which ultimately led to testing and management practices promoting a decrease in incidence of the disease.

A goal of the Executive Board during my presidential term was to assist UW-SVM in financial issues related to decreasing state aid, by promoting dialogue between the school and WVMA members, as well as by addressing the issue of rising student debt at graduation. I am not sure we were able to help much with this considerable issue, and I think we missed a couple of opportunities to assist the school.

Also during this time the WVMA assisted the development of the Wisconsin Practice Managers Association. This association was the dream of Josette Svitter, our practice manager at KMVC. This organization continues to serve as a principal educational source for many practices throughout the state.

I served as AVMA alternate delegate from 1999 until 2003, and delegate from 2004 to 2007. A responsibility of the delegate but not alternate delegate was ex-officio service on the Executive Board. A complete turnover of the board occurred during my term as alternate delegate. Upon my return, I recall being struck by the capabilities of the new

board members. The WVMA is blessed by a willing and talented membership, from which I have personally gleaned much knowledge over the years.

Sincerely,
Jerry Quilling

Chester Rawson, DVM
Markesan
1999 WVMA President

Personal information

I graduated from the University of Illinois in 1968. I then went on to practice in northwest Illinois and southwest Wisconsin from 1968 to 2002. Throughout that time, I was a diplomat for the American College of Theriogenologists in 1980. I also completed the University of Wisconsin SVM Dairy Health Management Certificate Program in 1997. I have been doing technical services and training for Alta Genetics since 2002.

My wife, Janet, and I currently reside in Markesan, Wis. I have a daughter, Michelle, and son, Nathan and now am a busy grandfather of four.

I am involved in many professional memberships including: AVMA, AALC, HOD, Society for Theriogenology where I served as director from 1985-1988 and President in 1990. I served on the executive board of the American College of Theriogenologists from 1985-1988 and as President in 1995. I have also been a member of ADSA since 1985.

Involvement in the WVMA

There were several issues going on in this period. Most went on over a two to three year period.

AMDUCA

We worked hard, led by Dave Rhoda to get meaningful information out to practitioners on how to interpret and work with the new rules on extra-label drug use. Materials were developed and meetings were held to help practitioners to get it right. I would say that the WVMA led the way on this issue nationally.

State Diagnostic Lab

Our lab was having difficulty maintaining its accreditation because of facility, staff and administration. WVMA worked with DATCP and the SVM over a period of a few years to overcome these issues and eventually get a first class accredited Animal Diagnostic Lab.

Johne's

In the late 90's, Johne's in Wisconsin was an underground disease. The disease was considered a pariah by producers and veterinarians alike. Failure to diagnose Johne's led to an increase within herds and across herds for several years. Around 1998, a combined effort by the WVMA, DATCP, UW-SVM, UW extension and the WMMB brought the

disease out into the light and allowed for better diagnosis on an individual and herd basis. This led to a herd classification program (2000). Once the severity of the disease was recognized it was able to be more effectively controlled and prevented. Demonstration herds were established and long term control and prevention strategies were put in place, first in the demonstration herds and then across dairies throughout the state. Many of these practices are now in place nationally. The current Johne's management certification program for veterinarians was an outgrowth of this initiative.

FOCUS

The WVMA client survey performed in this period stimulated the PR project called FOCUS which was an effort to improve client communication between practitioners and their clients.

Involvement on the Executive Board

The issues described above were committee and executive board driven.

Served as President and Past President and attended all Board Meetings, Executive Board Retreats and Winter Retreats. Attended many committee meetings and served on ad hoc committees.

Challenges/difficulties faced throughout Presidency

Here, a good staff and legislative council allowed us to work through the issues. Leslie Grendahl and Marty Schreiber were there when we needed them.

Final Thoughts

I'm proud of the fact that the WVMA has been there, and continues to be for its members and public in a number of demonstrable ways. The WVMA makes a difference.

Donald W. Dykhouse
Tyrone, NM
2000 WVMA President

Personal information

I attended Michigan State University where I graduated in 1966. In 1966 I practiced in Joliet, IL. That consisted of 60% equine and 40% food animal medicine. I then moved to Ripon, Wis. for about a year where I practiced mainly dairy and small animal. I also did some relief work in Hortonville, Wis. in 1968. From 1968-1985 I practiced at the Baldwin Veterinary Clinic in Baldwin, Wis. There I practiced primarily dairy and about 30% small animal. After that in 1985 I began to practice solo where I did all dairy. I then moved to Glenwood City, Wis. in 1995 where I practiced at the St. Croix Valley Veterinary Clinic.

I married my wife, Sharon, in 1964. We adopted our son, Steve in 1988. We have two daughters, Sherry and Julee. We also adopted a sibling group of three: Ken, Rachel, and Jennifer. We have 16 grandchildren with one more on the way!

Involvement in the WVMA

My first involvement was when the State Veterinarian invited me to serve on the state laboratory advisory board. I served on the Executive Board for six years – filling an unexpired term and then elected to a full term. The highlight of that time was probably the hiring of Leslie Grendahl, even though I asked a couple of politically incorrect questions of her. She would periodically tease me about that until I moved to New Mexico. Between the Executive Board and my presidency, I served on the AMDUCA task force. When it went on the road, I was president-elect and was to ‘show’ the flag at the presentation in Stevens Point. However, there was a major snowstorm that night with high winds and the presenter could not make it. Leslie was there with the materials and I had to give the presentation as the only task force member there.

Involvement on the Executive Board

I always enjoyed the Executive Board meetings. The years before Leslie was Executive Director we had some differences as there were four relatively young guys and the rest were almost a generation older. The last few years on the board and my time as an officer was calmer and much less antagonism as issues were sometimes hotly debated but never personalities.

Annual Meeting/Convention (highlights, award winners, speakers, etc.)

When I was president-elect, the ‘mega study’ from KPMG and the AVMA came out and it’s findings resonated with me and so at local meetings and when installed as president, I advocated practitioners to evaluate their fees and how they determined them. In the 1970’s there were some local associations that had fee schedules. In 1998 and 1999 I researched fees (Veterinary Economics and other sources). I found that some fees had not increased from those in 1975 and some were the same as in the late 1950’s. With financial help from Kath Palmquist (Merck rep at the time) and Greg Skarda (Dairyland veterinarian supply at the time) I have magnetic mirrors with the saying “If it is to be, it’s up to me” on them to emphasize that each individual practitioner was responsible to be financially viable.

I really enjoyed the animal hero awards (Pet Hall of Fame) given at the Practice Management meeting in Green Bay and the touching stories so ably written by Mary Beth!

Challenges/difficulties faced throughout Presidency

The WVMA faced challenges during my years on the Executive Board and as an officer of fighting for funding and maintaining the quality of the diagnostic laboratories – both for staffing and facilities and equipment. It all came to fruition long after me when the new central lab was built.

Final Thoughts

I really loved and enjoyed being a part of organized veterinary medicine. So much so, that given the opportunity to run for AVMA House of Delegates as alternate delegate here in New Mexico. I ran and was elected and served three years ending in 2010. In a fitting conclusion, on the next to the last day of the HOD, I was riding up an escalator and was poked in the back. It was Dr. Arnoldi who had started me on my path in organized

veterinary medicine. I found my experiences educational, enjoyable, enlightening and would encourage all to take the opportunity to serve the profession in this way.

**Victor Eggleston, DVM
New Glarus
2001 WVMA President**

Personal Information

I have been married to Joyce for 47 years, 2 daughters, 3 grandchildren. I attended Michigan State University, graduated in 1966. I bought a solo, mixed practice in Stockbridge, Michigan, practiced there from the spring of 1966 to the summer of 1968.

In 1968 I bought into a 2 person mixed, mostly dairy practice in Elkhart Lake, Wisconsin. At the time of my retirement in 2000 the practice had grown to 6 veterinarians.

After retirement, I moved to a small beef farm in New Glarus, Wisconsin in the summer of 2000. I continued to work on a part-time basis from 2002-2009 for the University of Wisconsin School of Veterinary Medicine as manager of a Johne's disease field demonstration research project.

WVMA involvement

I served on the insurance committee until it was disbanded, the legislative committee and the State Fair Birthing Barn exhibit. The birthing barn exhibit was the most popular attraction at the state fair during its 3 year existence. It brought together practicing veterinarians, veterinary students, FFA students, both state officers and local chapter members. I feel the exhibit had significant, positive, educational impact on the folks that viewed it, opening opportunities for understanding food animal agriculture. Fair officials estimated that over 300,000 people visited the exhibit each year. Unfortunately the birthing exhibit was the casualty of politics and philosophical differences between the WVMA and myself and the state fair park agricultural administration.

Executive board

As President elect I was able to attend most of the local VMA meetings and committee meetings.

My philosophy as President of the WVMA was if it ain't broke, don't fix it. Leslie had a good grasp of the issues that were important to us and guided me and others toward achieving our goals. We met with various organizations promoting the establishment of the new WVDL lab on campus. I testified before a Senate committee against a proposed bill allowing chiropractic work to be done on animals by non-veterinarians without veterinary supervision or referrals. I attended several meetings designed to gather information and opinions regarding alternative therapies.

Annual meeting

I was privileged to give the President's award to Leslie Grendahl who headed the WVMA office very capably for over 20 years. We presented the Veterinarian of the Year

to Rene Carlson who has continued to serve both the WVMA and the AVMA in leadership capacities. We presented Meritorious Service awards to Bob Spencer and Don Dykhouse, who was a class mate of mine at Michigan State.

Randy Schuett
Pewaukee
2002 WVMA President

Personal Information

I was raised in Waukesha, Wisconsin and brought up on a farm, where we raised beef cattle, hay, and corn. My twin brother Jeff and I attended pre-veterinary and veterinary school at Kansas State University and graduated in 1975. I returned to Wisconsin and eventually started Pewaukee Veterinary Service, a mixed animal practice in Pewaukee, WI, where I still currently practice. I am married to Brenda and have three children, Leslie, Aaron, and Renee, as well as 5 grandchildren.

Involvement in the WVMA

I had served on the Awards and recognition committee and chaired the Alternative Therapies Task Force where we looked into the future of veterinary medicine and developed recommendations to enhance veterinary practice and to increase our knowledge of these therapies. It was an eye-opening experience that allowed me to see just how effective the WVMA committee-based structure works.

Involvement on the Executive Board

Because of a problem in the election of president-elect of the WVMA, there had to be a revote and I was elected to the office of president-elect not until after the Nine States meeting which was hosted by the WVMA in Madison. I attended most of the local association meetings either as president-elect or when I was president. I also attended the Minnesota VMA convention and the NCVET focus group that helped set their goals at that meeting. My introduction to the House of Delegates of the AVMA as President allowed me to eventually serve as the alternative and delegate to the AVMA for Wisconsin from 2004-2011. I attended the AVMA convention in Nashville where Marion Satalowitz was presented the AVMA award. I also attended the Nine States Meeting in Indianapolis where Renee Carlson was introduced as a candidate for the vice president of the AVMA.

Annual Meeting/Convention

The annual meeting was held at the Midwest Express center in Milwaukee because we were not able to secure our site in Madison. It was a great convention with a large exhibit hall and excellent speakers, ranging from alternative therapies to advanced dairy and small animal procedures. The WVMA had their 25th annual meeting and I was able to present them with the presidential award.

Challenges/difficulties faced throughout Presidency

One of the main issues that took a lot of time was the support and funding of the WVDL. This came at an important time as both West Nile Virus and Chronic Wasting Disease

were diagnosed in Wisconsin and took a tremendous amount of time and resources to educate us about these diseases.

Other legislative issues were the introduction of the required continuing education legislation for Veterinarians and CVTs as well as the defeat of the animal Chiropractic bill which would allow Chiropractors to work on animals without the referral of a Veterinarian. The January board meeting and annual planning retreat were combined into one meeting and held at the Wildwood in the Wisconsin Dells. We established priorities that would help us plan our future. I attended the Blue Coat Ceremony and helped present the coats. I also attended the SVM graduation and was impressed with the great relationship the WVMA and the SVM have together.

The WI State Fair allowed us to highlight our surgery exhibit which educated the public to the importance of sterilizing pets. In an attempt to define the VCPR and to help veterinarians supervise pharmaceutical use to their producers the Best Practice Task Force was established. The winter retreat was held at the Kalahari in the Wisconsin Dells and was attended by 700 participants and 100 clinics. It featured Earnest Ward on effective client communications. On a whole it was a very busy year but I felt a lot got accomplished.

Final Thoughts

I have heard that one reason I was asked to be president because it was hoped that I could share the practice philosophy that we practice by in Waukesha County. It is really quite simple “we have no competitor’s just colleagues.” It is much more fun to practice when everyone gets along. We meet together regularly to present cases and share ideas in our Grand Round meetings. If we have an issue we talk about it prior to it becoming a big problem. If a client starts to talk badly about a fellow veterinarian I simply stop it by telling them that they are a friend of mine, it works every time. I worked hard to share this though whenever I had the chance. The support and guidance I received from Leslie Grendahl, Brandy Thomson and Rob Poehnelt was tremendous and very much appreciated. Once again an opportunity to do a job like this reminds me how lucky I am to be in the best profession in the world.

Margaret Terher Eastman, DVM
DePere
2003 WVMA President

I grew up in DePere, Wisconsin where I lived between dairy farms with my parents and sister. I went to the University of Wisconsin-Madison for both undergraduate and veterinary school, much to my parents’ delight. I wasn’t the only senior at St. Joseph Academy in Green Bay who went to UW-Madison, but I was the lone applicant to Ag and Life Sciences and the only one who left five Samoyeds at home. The Fort Howard Foundation Scholarship gave me the means to go to veterinary school, and also the motivation to get in as early as possible. As a result, I started my first year at 20 years old...a mixed blessing to say the least.

As a new veterinary student I wasn't sure whether food animal or small animal medicine was the path for me. I gave cows a good hard look, but in the end stayed with the dogs and cats I'd grown up with. My first job was at Companion Care Pet Hospital in Wausau. Then I moved back home to join the practice my parents had used for years. Dr. George Metzger and Dr. Paul Strong welcomed me back to Bay East Animal Hospital where I spent the next decade as an associate and practice owner.

I started my drives to from Green Bay to Madison as a new member of the Public Education and Marketing Committee in 1998. In 1999 I became the chairperson for this ambitious and active group. With the guidance of Leslie Grendahl and the assistance of Mary Beth Gosling we produced "Focus on Client Communications," a program designed to help position the veterinarian as the principle source of pet information for the public. We produced newsletters, templates, and a guide to help veterinarians interact with their communities through a variety of outlets and provide a more continuous flow of information than a one-time ad campaign could provide.

I was fortunate to be invited to the Nine States Meeting and Leadership Conference as PEM chair. Those were the places I was first exposed to organized veterinary medicine, and I enjoyed the interactions very much.

I was nominated as president-elect and ran unopposed in 2002. I remember how impressed I was with the executive board at their first meeting. They were so professional, and disagreements were so civilized! That such a large, diverse group could function so efficiently reflects the caliber of veterinarians in Wisconsin. The years of my terms were filled with challenges, but Leslie, her staff, and the Executive Board made my job much easier.

Wisconsin veterinarians faced a number of challenges in 2003, and in the wake of 9/11, disaster preparedness and emerging diseases were on the collective mind of WVMA. Not long after FMD wreaked havoc in Europe, CWD and West Nile Virus both reared their ugly heads in Wisconsin. At our convention in Milwaukee, not only did I take over as president following Randy Schuette, I also learned to remove the obex from the head of a white tail deer for CWD testing.

One of the issues we undertook was an offshoot of the Focus campaign. Our goal was to promote Wisconsin veterinarians as the primary source of animal health information, yet Wisconsin was one of just a handful of states that didn't require CE for license renewal. Our clients assumed we were required to stay current to hold a license, and our goal was to live up to our consumers' expectations. We worked with the examining board and that change became a reality.

At that time there was also initiative by a handful of Wisconsin chiropractors to be allowed to treat our veterinary patients without a referral. Leslie worked with the executive director of the chiropractors' state association, to create an arrangement that would permit veterinarians to refer to non-veterinary health professionals. Our goal was

to provide the veterinarian a way to utilize alternative disciplines when no veterinarian with that training was accessible and to prevent non-veterinary license holders from creating a new discipline and in turn limiting the veterinarian's scope of practice. Our efforts ended up going nowhere, but so did the efforts of chiropractors to create a new licensing category.

The benefit I appreciated most for being WVMA president was attending the AVMA convention. Watching the House of Delegates in action was enlightening, and spending time with the rest of the Wisconsin delegation was a lot of fun. The people I met at the Nine States meetings and the AVMA Leadership Conferences were so impressive. It's encouraging now to see their names on AVMA committees and offices – I'm assured our profession is in good hands.

I moved from Wisconsin to Alaska during my year as past-president. Now I live in a state where my license number is in the 400's and our association has maybe 100 members. During the 2008 presidential campaign, Governor Sarah Palin appointed me to the Board of Veterinary Examiners. I'm once again the associate in a small animal practice and live in North Pole, a small community southeast of Fairbanks with my little boy Jack, husband Brian, three dogs and two cats. As I write this, one of our representatives is introducing a bill that will open our practice act. The examining board is not in complete agreement with the state VMA over the wording, but we're working it out. I'm in a much smaller pond now, but the stakes are just as high for our profession. In times like these, I'm so grateful for the experience I gained as president of the WVMA.

**Paul McGraw, DVM
Delavan
2004 WVMA President**

Personal Information

I grew up on a traditional dairy and swine operation in Dodgeville, WI. I became interested in veterinary medicine during these years dealing with Dodgeville Veterinary Service. Dr. Ed Lindner (WVMA Past-President 1986) was a tremendous mentor to me. I spent many weekends throughout my Junior and Senior years of High School riding with him in practice. I went on to undergraduate study at the UW-River Falls because at this time the Wisconsin School of Veterinary Medicine was not open yet, and River Falls had a strong reputation for getting students into veterinary school. As it turned out, the UW-SVM did open in time and I was selected to join the second class in the new school. Upon graduation in 1988, I joined the mixed animal practice in Dodgeville. During this time Dr. Lindner and partners introduced me to organized veterinary medicine with the WVMA and Southwest VMA. The importance of meeting your neighboring practitioners was demonstrated. In 1990, I purchased a practice with a classmate Dr. Joe Severson and opened the Darien Veterinary Service in Darien, WI. We merged with the Clinton Veterinary Clinic six months later with what resulted in Stateline Veterinary Service. Overall, I practiced nearly 16 years in mixed animal practice working primarily as a dairy specialist. In 2004, I was hired as the Assistant State Veterinarian with the Wisconsin Department of Agriculture, Trade and Consumer Protection.

Involvement in the WVMA

I was selected as a member of the PE and Marketing committee prior to being elected to the Executive Board in 1995. I served on the Public Health Committee in 2002-2003, chairing the committee prior to be elected President-elect. I also served on the finance committee as an ex-officio member while I was on the Executive Board. I also served on the "Birthing Barn" Committee during the development of this program and I served on the Best Practices Committee.

Involvement on the Executive Board

I was on the Executive Board from 1995-1998.

Annual Meeting/Convention

I believe it was the first convention held at the Monona Terrace. Dean Daryl Buss was named the WVMA Veterinarian of the Year. Attendance at the convention increased nearly 33%, possibly due to the new Continuing Education requirements.

Challenges/difficulties faced throughout Presidency

The Continuing Education (CE) Bill was finally passed requiring veterinarians and veterinary technicians to continue to receive CE in order to maintain licensure. The WVMA finished an extended committee process led by Dr. Dave Rhoda to roll out "Best Practices". A program providing the tools to food animal veterinarians to document extra label drug use, accurately write prescriptions and to improve overall documentation to insure both producers and veterinarians are in compliance. The WVMA with the leadership of Dr. Vic Eggleston coordinated and sponsored the first "Birthing Barn" at the Wisconsin State Fair. The WVMA was very active during this time in support of the new Wisconsin Veterinary Diagnostic Laboratory which was to be built next to the School of Veterinary Medicine. During my presidency the cooperation with the SVM continued with the WVMA President being named to the SVM Board of Visitors. Key issues facing the veterinary profession included alternative therapies like chiropractic and physical therapies, along with Pet Guardianship. The WVMA also surpassed 2000 members for the first time during this year.

Final Thoughts

All of the above mentioned issues/topics made for a very rapid year as president of the WVMA. The Association continues to be a strong member led organization. The strong committee structure allows for the members to dictate the direction of the WVMA. My time served on the board and as president were an excellent experience. The tremendous volunteers that keep the organization strong deserve the credit for the success of the WVMA.

**Dale Bjorling, DVM
Madison
2005 WVMA President**

Personal Information

I grew up on a farm in Illinois where we raised hogs, beef cattle, and just enough dairy cows to learn that I didn't want to milk cows by hand the rest of my life. After undergraduate work at the University of Oklahoma, I received my veterinary degree from the University of Illinois in 1978. I completed an internship in small animal medicine and surgery at the University of California, Davis, and a small animal surgery residency and graduate work at the University of Georgia. After 3 years on the faculty at the University of Georgia, I joined the faculty of the University of Wisconsin School of Veterinary Medicine in 1985, just in time to teach the first class small animal surgery in lectures and laboratories. Thus, for better or worse, I have participated in instruction of all graduates of the SVM. Coming to Wisconsin has been a great experience for me and my family, because our sons got to spend more time with relatives, and I have had the privilege of being on the faculty of an outstanding veterinary school at one of the truly great public universities in the world.

Involvement in the WVMA

As a result of my clinic work and research, I have had the opportunity to speak at several meetings and serve on the program committees for the North American Veterinary Conference and the American College of Veterinary Surgeons. I served 2 terms on the WVMA Annual Convention Committee (1991-1994 and 1998-2000). This was very enjoyable, because I got to meet and work with several WVMA members, and also because we were able to attract national-caliber speakers to the meeting to allow members access to this information without the need to go to national meetings. One of the aspects of the WVMA that I found most impressive was the participation of committees in the operation of the organization. This has provided significant opportunities for members to become involved, and I was particularly appreciative of all the work members put into the organization during my term as President. Discussions of appointments to committees also focused on trying to include younger members to develop a pool of committed members who would logically progress into leadership positions. When I was privileged to serve as President, it became rapidly apparent through discussions with officers and members of veterinary medical associations at other states that the WVMA was a model organization that was highly regarded throughout the country. It was also gratifying to note that during the year I was past-President, the WVMA had the 5th highest total membership among all state veterinary medical associations, despite the fact that Wisconsin is not a highly populous state.

Annual Meeting/Convention

The 2004 Annual Meeting was the first held at the Monona Terrace in downtown Madison. Although the meeting space was appreciated, problems with parking, housing and accessibility were fairly predictable for the first time any meeting is held at a new venue. A highlight of the 2004 Annual Convention was the introduction of the report of the Best Practices Taskforce headed by Dr. Dave Rhoda. The 2005 Winter Retreat was held in Green Bay, and the tour of recently renovated Lambeau Field was a definite highlight.

Challenges/difficulties faced throughout Presidency

The WVMA worked closely with the state Department of Licensing and Regulation to develop guidelines for continuing education requirements for maintaining licensure. This was instituted in 2005, and Dr. Bob Klosterman, as the Chair of the Legislative Committee, deserves a huge vote of thanks for his efforts on this topic.

In 2004, a young woman in Fond du Lac contracted rabies through contact with an infected bat and became one of the very few individuals to survive a fulminant episode of rabies, albeit with some residual neurological effects. This significantly raised awareness of the existence of rabies within the state, as well as increasing the appreciation for the role of veterinarians in protecting public health. This was further reinforced by identification in 2005 of a strain of influenza that infected dogs.

It is also interesting to note how many issues persist, including concerns regarding practice of veterinary medicine by lay individuals (e.g., equine dentistry), the scope of veterinary practice (e.g., treatment of animals by chiropractors), the activities of the National Commission on Veterinary Economic Issues (NCVEI), and concerns regarding the sale of raw milk. The 2005 Annual Convention included a presentation by Dr. Charlotte Lacroix on the legal implications of Pet Guardianship vs. Ownership, and this remains topic of considerable debate. The persistence of these issues reinforces the need for an effective, active organization that represents the interests of veterinarians in Wisconsin.

Final Thoughts

I would be remiss if I didn't mention the exceptional efforts in support of the WVMA by Drs. Renee Carlson, Jerry Quilling, and Randy Schuette. Their thoughtful, professional representation of the WVMA on various AVMA committees and the House of Delegates have contributed greatly to the exceptional national reputation the WVMA enjoys. On a daily basis, I think we all tend to take certain things for granted. However, I hope that veterinarians in Wisconsin appreciate what a unique and successful organization they have working on their behalf and avail themselves of opportunities to get involved.

**Dan Griffiths, DVM
Lomira
2006 WVMA President**

WVMA involvement

The first exposure I had to the WVMA was a cold January 1981 at the annual meeting held at the Pfister Hotel in downtown Milwaukee. I had come there for some CE, but most importantly to seek an interview or two. I had good exposure to the WVMA from two practices that I did internships with that year. I had spent 6 weeks with the Dodgeville group and 6 weeks with the Monroe group. These two practices had instilled in me the value of organized veterinary medicine and put it into practice by having multiple WVMA presidents in the making.

I followed the WVMA activities as I progressed in the practice world of Veterinary medicine. I learned how to be a dairy cattle veterinarian, husband, and father. I always

tried to make the WVMA meeting an annual event with my wife, Marty Greer DVM and then with our kids.

I started my involvement with the WVMA with a call from Stan Oxenrider then WVMA president asking me to serve on the Legislative committee. I have to thank Stan for the great opportunity that would launch my experience.

I served on the legislative committee for 9 years having the privilege of chairing it for 6 years. I served under some great presidents and had great adventures in the State capital with Marty Schrieber and ED Lesile Grendahl

I then decided to further my involvement in the WVMA and was elected to the Executive Board to represent District 3 for a 4 year term in 1996. I enjoyed the planning of the WVMA activities and the inner workings of decision making. The first few years I was also chair of the Legislative committee.

During the final year of my Executive Board appointment I was elected Vice Chair of the Board and learned more of what the President does and the responsibilities that are involved. This experience convinced me that someday I would like to be President of the WVMA.

When my appointment to the Executive Board was over in 2000 I had both children in high school and busy in all kinds of activities. Marty and I were both busy in our practices, so I decided that a run for the WVMA presidency would have to wait. I had mentioned to a nominating committee member that at some point after the kids were out of high school I would like to run for President.

During his Presidency

Karl our son graduated from high school June 2004 and it was less than a month that I got a call from the nominating committee asking to run for the president-elect position. I accepted and was elected to the position.

I enjoyed all the aspects of the positions I held in the WVMA and the opportunities it let me have in attending AVMA meetings and regional Leadership workshops

The most memorable week of my presidency has to be the Annual Convention week 2006. The convention committee did a wonderful job with planning. The speakers were great, attendance was great, Monona Terrace was great, and everything went well. The personal highlights for me were Marty and I celebrated our 25th Wedding anniversary that week, my mother Marilyn Griffiths gave the prayer before the annual meeting, and our children Katy and Karl were in attendance.

Final thoughts

I will always remember the experiences that I had as President and I am thankful for all the family, friends and colleagues that helped along the way.

**Tom Gilligan, DVM
Hartland
2007 WVMA President**

Personal Information

I was born and raised in Needham, Massachusetts, a suburb of Boston. I had a traditional upbringing and was the youngest of four children. Both of my parents were veterans of WW2. My father was an officer in the Army and stationed in Persia. My mother was a Navy nurse at in the neurosurgery department at Bethesda Naval Hospital in Maryland. After serving our country my father did a brief stint as a Boston Police Officer and then completed his career working for Ford Motor Company. My mother stayed at home to raise us and then resumed her nursing career when we were grown. I don't think I really knew about veterinary medicine until I was a teenager. An older sibling suffered from significant allergies and as a family we did not get a pet until she moved out of the house to pursue here secondary education. I love my sister dearly but it was certainly fun getting a dog of my own. At a young age we took a trip as a family to visit relatives in Canada. It was the first time I had seen cattle up close and I was in awe of their beauty. The central theme of veterinary medicine did not crystallize until my eldest cousin; Larry Gaudreau (PU SMV '75) invited me to spend part of a summer at his practice in Southern Indiana. It was an experience that changed my life. Up to that point I had been a very poor student and lacked focus or direction. At my parents request (unbeknown to me) Larry had a conversation with me that basically said if you want to be a veterinarian you better focus on school. I did. That is not to say I did not have fun along to way. I vividly recall my brother asking my parents for permission to get a motorcycle. They were definitely not supportive of the idea. Knowing their feelings, I waited until I moved to Indiana to attend school before I purchased my first motorcycle. I spent the summer of my freshman year riding my cycle, working as a ranch hand and then traveled back to Massachusetts to work as a camp counselor with emotionally troubled children. It was then back to Purdue and the rigors of school. The following summer, I had the adventure of hitchhiking from Colorado to Boston. Although not the safest mode of transportation it was one that lent itself to excitement. Another year of study, a letter of acceptance and the joy of knowing I was to be a veterinarian. This then meant four more years of school and more summer adventures. Perhaps stories for another time. I matriculated Purdue 1984.

After an externship in So. Dakota, Dr Roger Cooper (ISU '70), invited me back as an associate. The emphasis of the practice was beef, equine and small animal. I found the help of my large animal assistant (Jim Hicks) invaluable. While we know a great deal upon graduation there is so much more that we can be taught. I am thankful to both these individuals for helping me through my first year of practice. Working the calves in the fall can be a quite chilly proposition. When you need to break the ice on the bucket that holds your surgical equipment and put the vaccine syringes by a heater to keep them from freezing you know it is cold. It was a nice place to practice but I needed something warmer, so I moved to Wisconsin. (Really, Wisconsin is warmer than South Dakota). Mark Lindborg, DVM (Purdue '82) invited me to join his mixed animal practice in Hartford, WI. Our days were busy: fertility exams, mastitis, metritis, lameness, LDA's,

etc. I thought it was great to wear a pager until it went off all too frequently. And then the frequent milk fevers and the worst was the inevitable prolapsed uterus (one even frozen to the ground). It was a great experience but it was time for a change. To this day though, I so admire all the large animal practitioners who continue the tradition of treating all creatures great and small. I switched to a companion animal focus and in a fairly short period of time, the practice I was in taught me to rely on myself. Not all veterinarians are mentors. Some are led seriously astray. After leaving that practice I went out on my own. I purchased a small satellite practice in North Lake WI and it has been my home since. I have a wonderful associate in Jessica Oliver (UW '02) and very caring staff members led by Laura Oldenhoff. I feel very fortunate about the path veterinary medicine has guided me along.

I have two sons of whom I am very proud. Colin is a senior at the United States Military Academy in West Point (USMA 11). Upon graduation, he will begin his training as a helicopter pilot for the United States Army. Sean will graduate high school in 2015 and then wishes to attend school at the United States Air Force Academy in Colorado. They both make me proud on a daily basis. I am confident that they will both do great things in their lifetimes.

Involvement in the WVMA

My first experience with the WVMA was as a member of the Grievance Committee. Dr. Randy Schuett (WVMA President 2003) can be very persuasive. I learned through that committee that medical records were one of the most important things one could rely on to get you into or out of hot water. Be thorough to be safe. I was chair of the committee in 2004 and 2005 and it was in this committee that I met one of my best friends in veterinary medicine, Dr. Doug Kratt (WI 98). This committee was my introduction to the WVMA and I am sincerely pleased that I accepted the position.

Involvement on the Executive Board

I was asked to attend an Executive Board meeting as a fill in for the District 1 Representative while serving as Chairman of the Grievance committee. I found the Executive Board to be welcoming and focused. I was honored that 2 years later I was approached to run for president elect. I served on the executive board from 2005-2008.

Annual Meeting/Convention Throughout my presidency, one of my points of focus was the students at the veterinary school. I joined them in class on a few occasions; brought coffee to them during finals week; attended some pathology rounds, and had the good fortune to attend a couple of social functions. My presidential award went to the Student Body of the UW School of Veterinary Medicine. Unfortunately, the date of the annual convention coincided with the date of a milestone event of my son, Colin, enrolled at USMA at West Point. If I was going to be true to my beliefs of supporting students then I would need to be true to my own son. I attended my son's event and missed the Annual Convention.

The Award winners:

Veterinarian of the Year: Dr. Kevin Nelson

Presidents Award: UWSVM Student Body
Meritorious Service Award: Dr. Guy Jordaski & Dr. Tom Meyers
Friend of Veterinary Medicine: Leslie Grendahl
Corporate Partnership Award: Marshfield Clinic Laboratories

Challenges/difficulties faced throughout Presidency

This is an interesting section, a lot of changes and challenges were encountered both professionally and personally.

Legislatively: We Lost, We Won , We Lost:

Lost: We tried to repeal the requirement for pesticide permits for veterinary personnel. We had plenty of support but it never reached the floor for a vote.

Won: Veterinary technicians can now give rabies vaccinations.

Lost: I was flown to Washington DC to represent the AVMA on an animal fighting bill. We presented our case to the Congressional Judiciary Chair and unfortunately the bill never made it out of his committee (the following year it passed unanimously).

Internally: Leslie Grendahl, Executive Director WVMA, announces her retirement.

Regulatory: Informed consent is debated throughout the state. Language that is acceptable to the general populous of the state's veterinarians and the Board of Veterinary Examiner's is discussed and debated.

Personally: Presidents messages include articles on:

Renewable energy

Volunteerism – Thanksgiving giving

Mental Illness / Mental Health

Over Committed

Youth hockey coach

High school lacrosse coach

Practice owner

Building new veterinary facility

WVMA President

Final Thoughts

It was a pleasure and an honor to serve as one of the WVMA presidents. I would encourage my colleagues to seek out similar positions of leadership within our profession, for the rewards are great.

**Ray Pawlisch, DVM
Brodhead
2008 WVMA President**

Personal Information

Dr. Pawlisch's Biography

Dr. Ray Pawlisch was born and raised in Brodhead. He is a dairy practitioner at Brodhead Veterinary Medical Center a nine-veterinarian mixed animal practice.

He received his BS in Dairy Science and his MS in Veterinary Medical Microbiology at UW-Madison prior to receiving his DVM from Michigan State University in 1982.

Dr. Pawlisch is married to Carol. They have two sons Ben and Dean.

Involvement in the WVMA

My involvement began with the WVMA in 1976. I was a pre-veterinary student at UW-Madison. I was a Wisconsin resident that had to apply as an out of state resident. We had 12 slots at the University of Minnesota.

Most people assumed we already had a veterinary school. We had a world class veterinary science department but they did not grant DVM degrees.

I testified at legislative hearings and at the board of regents. The WVMA was advocating for a school of veterinary medicine. Some of the individuals involved were Dr. Barney Easterday, Dr. Richard Bristol, Dr. Susan Hyland, Howard Krueger, and Dr. Richard Prichard from University of California-Davis School of Veterinary Medicine.

Dr. Pawlisch has been a member of the AVMA, WVMA and Rock Valley VVMA since graduation. Additionally Dr. Pawlisch chaired the Public Education and Marketing Committee and has been a member of the Awards and Recognition Committee, Public Health and Food Safety Committee, Budget and Auditing committee, Member and member services committee, and the Best Practices Task Force.

In 1995 he received Meritorious Service Award.

At the AVMA he served on NCVEI's mixed animal and dairy working group.

Involvement on the Executive Board

Served on the WVMA Executive Board from 2002 to 2006 where he served as vice chair

Annual Meeting/Convention

Bittersweet

Recently I was out driving on farm calls, enjoying the beauty of the brilliant sunshine, springtime, and the warm weather. It was a great day to be in veterinary practice. I was driving attentively, yet scanning the fields and hills for wild turkey, deer, etc.

I spotted some bittersweet vines along a fence line. I realized that those vines symbolized exactly how I was feeling. After much planning, the transition to a new WVMA Executive Director is upon us. This is a bittersweet time for the WVMA and for me.

Under Leslie Grendahl's direction, WVMA members have become more informed and highly active. Dozens of volunteers eagerly participate on committees, which establish the foundation for everything the WVMA does. This allows the WVMA to serve as an effective voice for all of us.

I marvel and respect the fact that Leslie has worked with 22 different presidents throughout her tenure, each with different personalities and working styles. I have also come to appreciate the numerous day-to-day tasks and responsibilities of an executive director: giving advice to members, coordinating committee work, managing an office, planning the convention. These activities just scratch the surface.

I am especially grateful that Leslie has worked diligently to insure that the WVMA continues to grow into the future. We are very solid financially, and an office audit has been conducted to document and ensure sound procedures, effective policies, and proper organization. These will help smooth the passing of the torch.

Farewells are difficult and sometimes awkward, but inevitably we reach that point in time. Leslie has done an outstanding job. Our association is a role model for other state associations, and we have so much to be proud of.

Thank you Leslie, for 21 years of dedicated service and best wishes for your future.

Challenges/difficulties faced throughout Presidency (rules and regulations, legislation, new committees, etc.)

My presidency started at the previous annual meeting in the fall of 2007. I presided over that meeting. Dr. Gilligan was at Westpoint Academy visiting his son that weekend. That meeting went well.

The only issue that was controversial was the changing of the by laws to put forth one candidate for the president's position. It seems to be more difficult to get commitments to serve as president. If only one candidate is on the ballot it is costly and unnecessary to send out ballots. The executive board followed some other associations guidelines we voted to institute that option.

My candidacy was run unopposed. I envision that the future will trend that way.

My first one on one meeting with Leslie was at a restaurant in August or September. The agenda was to begin planning of the annual meeting. I was president-elect at that point but Dr. Gilligan had a conflict with the annual meeting. I would be presiding over the meeting with Dr. Griffiths handing me the gavel. I had also been thinking long and hard

about the year ahead. I had an outline of the direction and goals that I thought needed to be accomplished. I was excited about the possibilities.

The next few minutes about knocked me off my chair. Leslie said she wanted to go first...she planned to not renew that new contract that we proposed. Leslie Gredahl announced her retirement. My mind began racing and all I could think of was "I had hoped **this** would not happen on my watch..." Leslie was the WVMA. She ran the organization for 21 years.

The other state associations were very helpful in setting up a search process.

Leslie agreed to stay at the helm until June. There was considerable debate about how much overlap to have with two executive directors. We wanted continuity of the organization without stifling new ideas that would come with a new executive director.

Special session in November 2007 was a one day retreat of the executive board and the executive search committee. We hired a facilitator and helped frame the search process and map a direction for the WVMA future.

The Executive Search Committee is an amazing group of veterinarians: Drs. Tom Howard, René Carlson, Jerry Quilling, Heather Curtis, and Doug Kratt. From the WVMA, I sincerely thank them for all their time and dedication.

Dr. Tom Howard had a lot more experience with search and hiring process. Dr. Howard deserves tremendous credit for quietly guiding the entire hiring process.

Planning sessions, trips to the office and phone conferences helped narrow the field from 68 applicants to nine very qualified individuals who were interviewed. The field was narrowed down to three.

I am confident that we asked the right questions. I am equally confident the future of the WVMA will be in good hands. Kim Pokorny became our new executive director.

At Dairy Expo in the fall of 2007 the National dairy Animal well-being Initiative From PDPW was launched. Dr Robert Leder (Bear Creek, WI) and I attended a PDPW seminar in the spring of 2008. This helped us focus and define a direction for our animal welfare. Kim Brown Pokorny planned the events of that day. She was at that time in charge of the educational programming at PDPW.

Informed consent rule gains traction

Pesticide law stalls because of politics and dies in session.

Five societal trends affecting veterinary practices

Veterinary practices must adapt to major forces that are reshaping American society or, paraphrasing a quote from Will Rogers, "you will get run over if you just sit there,"

practice consultant Karyn Gavzer, MBA, CVPM, told attendees at the Western Veterinary Conference.

Change is inevitable, but incremental enough that those who have learned to think the way their clients do can adjust, says Gavzer in discussing "**Five Major Trends to Watch and Use in Practice.**"

The five key societal trends she believes are already starting to impact veterinary medicine, and will continue to do so, are:

1. Immigration. The United States is the only major advanced country gaining population. Already a third of the country is multi-ethnic. If you see the ethnic makeup of your neighborhood changing, look into getting someone on staff that is bilingual and familiar with the culture.

2. Innovation. Sometimes the best-in-class, the leader, in a market has the greatest tendency to grow complacent, but the wisest ones look at what they do best and capitalize on that. They reinvent themselves. So if there's something we do especially well in practice, we must exploit that.

3. Mass customization. Our clients are becoming less satisfied with off-the-shelf medicine. Just as they like to choose from many ring tones for their phones, they want us to help shape their choices when it comes to their pets. They see themselves as special and their pets the same way. Thus, we need to customize our vaccinations schedules and management recommendations to fit the specific needs of the pet or herd.

4. Globalization. We're seeing lots of trends in medicine, avian flu, for example, that have worldwide implications. We must learn to play well in the sandbox with everyone; for instance, though our economy is softer now, that makes our exports cheaper and creates jobs and opportunity. So, too, we have to take note of what's happening with veterinary medicine worldwide and adjust to it.

5. Saturation. There's too much 'noise' in the system for everyone to process everything that's happening around them. Would you believe that some people never became aware of last year's pet-food crisis? It passed right over them. We have the advantage, though, of still being trusted authorities. Our clients will listen to us if we speak to them above the noise.

Full Steam Ahead
Strategic plan initiated

“Strategy without tactics is the slowest route to victory; tactics without strategy is the noise before defeat.”

Sun Tzu – The Art of War

We all recognize the veterinary profession is entering times of unprecedented changes. The impact of these changes on the members of the Wisconsin Veterinary Medical Association will be significant.

The board is in the initial stages of developing a long-term strategic plan to help the WVMA address these changes, while at the same time meeting the needs of its members, their clients, and the public today and in the future. As Jack Welch, the former CEO of GE said, “If you don’t control your own destiny, someone else will.”

A good strategic plan provides both a vision and a roadmap for where the organization wants to go. It paints a picture of what you want the future to look like, using the input and information from your members and other stakeholders. It provides the guidance that both the board and staff need to develop and evaluate tactical plans and execution. In short, a strategic plan helps define organizational direction, while annual tactical planning helps determine how you will get there. A three to five year strategic plan will establish specific goals for the organization and a framework for planning how those goals will be achieved. That framework helps build the foundation for effective tactical execution, while recognizing that the pace of industry and organizational change may require modification for better alignment during the annual planning process.

Dr. Doug Kratt and Kim are assembling a group of forward thinkers and visionaries. We are being guided by CMA, a strategic planning and issues management firm. They are excited and will be very committed and involved in seeing the process through. The “environmental scanning” is scheduled to begin now with the planning sessions ramping up this November, to be ready for approval by the executive board by the end of the year. Implementation of the tactical plans and execution is slated for

The WVMA will be better equipped to weather the storms that are ahead.

Our plan forward is to keep the strategic plan a “living and breathing document.”

Final Thoughts

Vision statement

My personal mission statement as a Wisconsin dairy practitioner is to promote health, educate and encourage farm families.

My hope for the WVMA is the same – I expect the WVMA to help its membership be the **best** veterinarians they can be through education and encouragement.

My involvement in dairy businesses and dairy expansion projects has taught me the value of teamwork, collaborative communication and flexible thinking. The problems and growing challenges veterinarians face require group efforts. The members and staff of our WVMA can assist us in discovering new ways to respond to the daily challenges we face and in “seeing” some of those perceived barriers that get in the way.

Our WVMA directory is a great place to start. We can get connected to colleagues and expand our network through e-mails, phone calls and meetings. We can check out our website or even join a list-serve. This is the strength of our organization. I have rarely been disappointed when I asked for help or advice from a colleague.

It is an honor to be a part of the WVMA and even greater honor to be president.

I look forward to working with the WVMA membership and staff and I encourage all of us to become actively involved at a local, state, or national level.

An attitude of gratitude

Thank you. Thank you to my family, my clinic family, and my WVMA family for all the help and encouragement along the way.

Thank you to my wife Carol, and my two sons Ben and Dean. I have been richly blessed.

Thank you to the healthcare team at Brodhead Veterinary Medical Center.

Thank you to Leslie, Kim, Rob, Brandi, and Katrina for your guidance and direction.

Thank you to all on the WVMA Executive Board whose thoughtful consideration and deliberations help keep our association strong.

I am very grateful to all the membership for giving me this great opportunity.

**Douglas D. Kratt, DVM
Onalaska, WI
2009 WVMA President**

Personal Information

I am a native of the La Crosse Area. I received my Doctor of Veterinary Medicine in May 1998 from the University of Wisconsin School Of Veterinary Medicine. I am married to my wife, Kimberly Kratt, who is also a veterinarian. We have two children named Zachary and Madison. My veterinary interests include surgery, oncology and nutrition. I have taken a special interest in orthopedic surgery. I own a small animal practice in Onalaska, WI. Central Animal Hospital in Onalaska, WI is a full service companion animal hospital. My team's commitment is to provide quality veterinary care throughout the life of our patients. To me, veterinary medicine is more than just a job; it's a way of life.

WVMA

I have been involved with organized veterinary medicine since entering this profession. Just before my presidential term, I served on the search committee for our new Executive

Director. Most recently, I have served four years on the WVMA Executive Board as well as three years progressing through the Presidential role. I served as President of the WVMA from October 2008-October 2009. My main push during my term was to encourage members to proactively define issues, control the debates and keep moving outside the familiar. I am thankful to the committees for being the backbone of the organization, and the Executive Board for taking their personal time to lead, make hard decisions, and embrace new visions.

I have served on the following committees before and after my presidential term.

- Wisconsin Veterinary Medical Association Nominating and Procedurals Committee;
- Wisconsin Veterinary Medical Association Awards and Recognition Committee Member;
- Wisconsin Veterinary Medical Association Strategic Planning Committee Member;
- Wisconsin Veterinary Medical Association President;
- Wisconsin Veterinary Medical Association Student Round Table Participant
- Wisconsin Veterinary Medical Association Executive Director Search Committee Member;
- Wisconsin Veterinary Medical Association President Elect;
- Wisconsin Veterinary Medical Association Executive Committee Member
- Wisconsin Veterinary Medical Association Executive Committee Member; Vice Chair 2007
- Wisconsin Veterinary Medical Association Personnel Committee Member;
- Wisconsin Veterinary Medical Association Veterinary Technician Committee;
- Wisconsin Veterinary Medical Association/UW-SVM Working Group Member;
- Wisconsin Veterinary Medical Association Grievance Committee Member;
- Wisconsin Veterinary Medical Association Executive Board Member
- Wisconsin Veterinary Medical Association IT Committee Member;

During My Presidency

During my term, some of my experiences include the WVMA Executive Board planning retreat, five board meetings, two trips to Chicago, a trip to Seattle, and numerous miles back and forth to Madison. The WVMA hosted the Heartland Veterinary Leadership Conference (formerly the 9 States Conference) where we managed issues in the organization, including animal welfare. An additional issue that arose during my term was the Prostaglandin abuse outbreak in humans. The outbreak involved a group of individuals who were using the drug to cause abortions in females. During this time, I helped educate both professionals and clients on the proper use of the drug.

Challenges

Many of the committees and rules/regulations that I had an opportunity to serve on during my term as President also served as challenges that I faced as well. One of the biggest challenges while on the board was a conflict that arose between the UW-SVM and the Veterinarians of the Milwaukee Region. It stemmed from the University exploring the start a referral practice in that region. I served on the WVMA/SVM working group to explore alternate opportunities to educate the students at the University without opening a private referral center.

While on the board, I also had the opportunity to observe and participate in the shaping of policy and the challenges of our profession at the state level. I worked with the Department of Regulation and Licensing on the informed consent legislation; first to assist in defeating it, and second in coming to a compromise. Through six meetings throughout the state, I assisted in educating our membership as to how this would affect us in practice. The final meeting was presented at the annual convention as our keynote address. Since the rule went into effect, the WVMA has moved forward to educate its members on how to be compliant, as well as developing consent forms that are available on our website.

Additionally, Puppy Mill Legislation, now called Act 90, was passed during my term. Act 90 states that breeders who sell more than 25 dogs per year fall under a new legislation of regulations. During this process I was named to the DATCP committee to develop the rules for the new legislation to improve the quality of life of dogs in commercial breeding situations.

Finally, the item I advocated for the hardest was the implementation of the WVMA's Strategic Plan. This concept, which began during Dr. Pawlisch's term, was a new one to the membership and the local VMAs, and a fair amount of explanation and discussion was needed to engage the members behind the cause, both at the committee level and the general membership level. The plan defined the WVMA's strengths and weaknesses and identified opportunities to enhance the organization. During this procedure we organized the finalizing and reconstruction of committees and implemented the plan. This process included meeting with each committee to discuss how the plan would affect them. We also took a large role in introducing the plan to new membership. Additionally, we embraced digital media by using webinars to have meetings, as well as Google Groups to discuss the uses in between meetings. All of this allows us to be more nimble and responsive to the membership. This plan will serve as a road map for the next 3-5 years.

Annual Meeting/Convention/Awards

During my Presidency, a number of memorable honors were presented to some of my fellow colleagues. Yvonne Bailey, DVM was awarded Veterinarian of the Year. Jim Johnson, DVM and Robert Klostermann, DVM were given the Meritorious Service award for their outstanding efforts in WVMA committees. Bette Anderson was awarded Friend of Veterinary Medicine for her dedication in the animal community. Finally, Kim Brown Pokorny, the Executive Director received the Presidential Award for her commitment in her position as Executive Director. An additional highlight of the year was the five veterinarians who were honored the 50-Year Award. Norbert Algiers, DVM, James DeYoung, DVM, Robert Fischer, DVM, Robert Keith, DVM and John Kuenzi, DVM were all honored for their 50 years of membership in the WVMA.

Final Thoughts

The time I spent on the executive board and as president of the WVMA was a pleasure. I feel fortunate to have worked with talented members on the executive board of the WVMA on local and state issues. I also had the unique ability to work with our Kim Pokorny and explore areas that the WVMA had not looked at in awhile. In addition, it

was a great experience to work with our colleagues across the nation on similar challenges that face our profession. I was able to meet so many great people that strive to make veterinary medicine one of the best professions in the world.

**Philip Johnson, DVM
Winneconne
2010 WVMA President**

Personal information

I was born in Alma, Michigan in 1954. My father was a family practitioner and my mother a registered nurse. My father always had a great love for farm life and from a young age we resided on hobby farms. My formative years were spent near Rockford, Illinois on our 80 acre farm where our family developed a herd of registered Angus cattle. I joined 4-H as soon as I could at 10 years of age and had many wonderful years working with the cattle and showing them at the fair each summer. The many experiences with various animals led me to a desire to combine my medical heritage with my love of animals and to pursue a career in veterinary medicine.

After high school I attended Iowa State University and earned a BS in Animal Science in 1977 and my DVM in 1981.

During those college years I dated and eventually married in 1975 my wife Molly, whom I first met in the cattle barns at the 4-H fair when we were both 13 years old. We have gone on to raise four children, two girls and two boys. Our second grandchild was born in March of my presidential year.

After a brief practice stint in Sun Prairie, Wisconsin, I joined James Tomasek in Omro, WI in a mixed dairy practice in the spring of 1982. I bought the practice in 1989 which by that time had expanded to three doctors. I was joined by a partner, Bob Wright, in 1992. The small dairy farms gradually dwindled in our area over the years. Fortunately the companion animal business grew steadily until in 2007, we became a companion animal only practice.

WVMA Involvement

As soon as I started to practice in Wisconsin, I joined the WVMA and the local association. Meeting and visiting colleagues at meetings was always something I looked forward to. For the first 14 years my involvement was just that, go to local meetings and the WVMA state convention to visit with colleagues, friends and especially classmates. Then a conversation with a classmate changed all that.

In 1995, a classmate from ISU, Dan Griffiths, asked me if I would be interested in serving on the WVMA Legislative committee. Dan had been active at the WVMA committee level and would go on to be the WVMA President in 2006. I agreed to serve and soon found myself at the annual WVMA Leadership/Legislative Day in Madison. We met with our local representatives and senators, after a crash course in current

veterinary issues, and had a Legislative committee meeting all in a busy 8 hour day. I completely enjoyed the experience and went on to serve two terms on the Legislative committee.

In 2000, I was elected to the WVMA Executive Board to represent District 3. I served on various committees during my term, including Vice Chair of the Executive Board which put me on the Executive and Personnel committees.

My proudest achievement while on the Executive Board was pushing for required veterinary continuing education and getting it approved before my term finished. I brought it up during the issue brainstorming phase of the first Executive Board retreat I was involved in. Leslie Grendahl, the WVMA executive director, was opposed to the idea, as there was concern that the WVMA membership would be unhappy with the requirement. I felt strongly that it was needed and fortunately the Executive Board agreed with me and the eventual legislative process made it become reality. My intent was to keep our profession as a whole moving forward in the life long education process. The subsequent unintended impact of improving attendance at local and state meetings, offering continuing education, has been wonderful.

During his presidency

In 2008 I was asked to be a candidate for president-elect of the WVMA. I was honored to be thought of for the position but soon found myself in a very active period of transition for the WVMA.

Kim Brown-Pokorny had been hired in the early summer of 2008 as the new WVMA Executive Director to replace Leslie Grendahl who served in the role since 1986. In the process the Executive Board has been asked by the candidates, including Ms. Brown-Pokorny, what the Strategic Plan for the WVMA was. It soon became apparent that there was not one and through the efforts of WVMA presidents Ray Pawlisch and Doug Kratt, the process of developing a comprehensive Strategic Plan was completed.

My president-elect year was filled with many meetings and phone calls as I served on the Strategic planning committee and helping with the subsequent reorganization of the WVMA committees. President Doug Kratt worked tirelessly at the project, on top of many other presidential duties, and did a tremendous job getting the new plan in place.

So as my presidential term dawned at the Annual convention at the Monona Terrace in Madison, my goal was to implement the plan and not strive for any further significant changes in the workings of the WVMA.

Nonetheless a significant change occurred in the first weeks of my term as the decision to move the WVMA office from the Broom Street location near the capitol building to the east side of Madison on Crossroads Drive. It was a cheaper, larger facility with easier accessibility from the highways and the ability to handle most committee meetings at little to no expense to the WVMA. As the year went by, it proved to be a great move for the association.

A primary theme of the Strategic Plan was to have the WVMA be a leader in the discussions that impact our profession including animal welfare, public health, public policy and veterinary education to name a few. Being “at the table” with a wide variety of groups involving many subjects, was a major area of time involvement throughout my year as president.

During the year there were many productive meetings with a lot of positive progress, some setbacks, some successes and some bone chilling realities that we face as a profession. We met with a wide variety of groups including animal welfare groups, legislators, state regulatory officials, producer groups, students and CVT’s to name some. We had success in the passing of legislation to remove pesticide continuing education requirements for veterinarians, the passage of legislation to license dog facilities and the veto of the legislation to approve the sale of raw milk in Wisconsin. We did have the frustrating realizations that raw milk is going to be brought right back up by newly elected officials, that some animal welfare groups will continue to use whatever tactics necessary to influence the debate and some of our state regulators have neither the desire, knowledge or financial means to help veterinarians protect their licenses and define the scope of practice. This Strategic Plan of being involved in all these aspects of the issues is a valid concept but as we found throughout the year, it can be exhausting to the staff of the WVMA office. We will have to continue to watch this impact on our staff and possibly re-evaluate it in the future.

A duty of being president of the WVMA was being a part of the group that represents Wisconsin on the national veterinary level. The involvement with the AVMA winter and summer meetings as well as the Heartland Veterinary Conference involving 13 states, was a highlight for me. It is very clear that year in and year out our Wisconsin delegation is very well respected. Our AVMA House of Delegates representative was Randy Schuett and he has done a great job in this role. It is one of the many reasons he was named Veterinarian of the Year at our annual convention. Ann Sherwood-Zieser was our alternate delegate and Chet Rawson will be our nominee for the AVMA Executive Board next year. All of these fine people pale in the historic accomplishments we had the honor of being a part of at the AVMA convention in Atlanta this summer with the election of Rene Carlson as president-elect of the AVMA. She is the first AVMA president from Wisconsin and only the third woman to hold that office. It was a very proud moment for the WVMA.

WVMA Convention

The WVMA annual convention was a success with good attendance, even in a year without a CE biennial “deadline”, and a good line up of speakers. Once again the meeting was in conjunction with the practice managers and the veterinary technician groups as the WVMA continues to try and help our allied groups with a team atmosphere and an efficient use of facilities and a shared program book.

Closing Thoughts

The poor economy nationally continues to impact our profession. Sponsorship money continues to be tight and was much more labor intensive to acquire by the WVMA staff. Last year's dues increase only slightly affected membership numbers, but a very tight budget made it a necessity. Financial concerns for the association, though not critical, continue to linger in the background.

So on that cheery note; I would like to thank the association for allowing me to represent the WVMA as your president. I feel we had a productive year with great work by our committees, always the backbone of this organization, and a tremendous effort by the WVMA office staff. I look forward to helping the association in any way I can and seeing the progress that can be made in the future.

**Steve Erickson, DVM
Middleton
2011 WVMA President**

Personal information

I was born in Superior, WI, and my family had a small farm in rural Douglas County. My dad was also an owner-operator trucker. He hauled sand, gravel, and Ag-lime. I was very active in FFA while in high school and attended the state convention in Green Lake four to five times. While in FFA, I first became aware of veterinary medicine and decided that I wanted to be a veterinarian. I attended the University of Minnesota-Duluth and obtained a BS in Biology in 1981. During this time, I worked for a small animal practice in Duluth (Dr. Larry Anderson). Also, during this time there was much discussion of the UW starting a School of Veterinary Medicine, so I stayed in school (at UW-LaCrosse), obtained my MS in Biology, applied to the UW-SVM, and became a member of its first class, graduating in 1987. While in veterinary school, I was active in SCAVMA and served as president my junior year. During my fourth year, my ambulatory rotation was at Mayville. Dr. Wes Elford brought me to my first WVMA convention.

My first job out of school was with Dr. Mike Peterson in Stoughton. It was a mixed animal practice, and during the four years I was there, I gravitated more to small animal medicine. In 1994, Dr. Mary Kraft and I started All Pets Veterinary Clinic, Inc. in Middleton, WI.

I am married to Deb (28 years) and have 2 daughters, Lindsey and Libby.

WVMA involvement

My first involvement was in the fall of 1987, when the WVMA was having a "drive" to get the new UW graduates to become members and attend the convention. Leslie Grendahl had just become the new Executive Director.

I also served as the WVMA representative on the UW-SVM curriculum committee in the early 1990's.

Involvement on the Executive Board

I was elected to represent District 5 (Dane and Columbia counties) in 2007. I served on several committees including the Grievance, Veterinary Technician, and Legislative. During my time on the board, Leslie Grendahl resigned, we hired Kim Brown-Pokorny as our new Executive Director, and went through a strategic planning process to develop a roadmap for the future of our organization.

WVMA convention

The Annual meeting was in October at the Monona Terrace. We tried something new and had the meeting in the late afternoon. Dr. Rene Carlson, WVMA member and AVMA President, was able to attend. Dr. Dave Rhoda was Veterinarian of the Year, and I gave the Presidential Award to Dr. Linda Sullivan for her work as a clinical pathology instructor at the UW-SVM. Our new logo was unveiled at the meeting.

The highlight of the convention was our general session speaker, Dennis Snow, formerly of Disney. He spoke to everyone (DVM's, technicians, practice managers, and staff) on how to provide exceptional customer service.

During his presidency

My presidency was the second after the institution of our new strategic plan which also restructured our committees. Most of the committees were just coming into their own and 'finding their voice'. Also, outgoing president Dr. Phil Johnson had established the Drug Residue Task Force. Total, we had 21 working committees and task forces, leading to a year of unprecedented committee meetings! Committees met over 40 times. The Drug Residue Task Force met 27 times. Kim and staff attended over 50 industry related meetings representing the WVMA. I appointed a logo task force, which developed a new look for our organization. We had great attendance at the Practice Management Institute and Winter Retreat. We hosted four informational meetings on the Dog Sellers and Breeders Act, and the Drug Residue Task Force held their first informational meetings.

The biggest challenge/frustration of the year was with our meetings with the VEB, and the Department of Safety and Professional Services (formerly the Department of Regulation and Licensing). The WVMA staff spent significant time and resources working on the VE rule rewrites and the unlicensed practice issue, with little to show for it in the end.

Hopefully, we are now a much more of a grass roots organization, with a large amount of member involvement, a good strategic plan, and a solid foundation for future growth.

Robert Klostermann, DVM
Waunakee
2012 WVMA President

Personal Information

I graduated from Iowa State University College of Veterinary Medicine in 1978. Upon graduation, I practiced mixed practice and transitioned into small animal practice in my final 25 years of practice. I am married to Karen Klostermann and we have two children, a son Nathan and a daughter Abie who is married to Brian Moilein and a granddaughter, Eva. My wife and I live in Waunakee.

Involvement in the WVMA

I was the Dane County VMA president the University of Wisconsin School of Veterinary Medicine inception and development. This was an interesting time as there were a lot of pushback from local veterinarians providing conflict.

I was elected to the WVMA Executive Board in October of 2010 as president elect. Prior to then I was involved with the legislative committee for 17 years, a member of the VE Rules Subcommittee, the Continuing Education Committee and the Awards and Recognition Committee.

Involvement on the Executive Board

I enjoyed meeting and evaluating the candidates for the position of Dean for the UW-Veterinary School.

Annual Meeting/Convention

We tried a new venue for Convention in 2012, the Alliant Energy Center. This was a unique and proved to be rewarding. For me, the highlight was giving Dean Buss the Presidential Award.

Another highlight was the great presentation given by Dr. Rene Carlson which highlighted her year as AVMA President. Mike Staver was a great keynote that year, which everyone enjoyed.

Challenges/difficulties Faced Through Presidency

The Prescription Drug Monitoring Program was a new program designed to address the pain medication addiction problem on the human side of medicine. But, the original version program had veterinarians being included. We were initially, able to scale back our reporting requirements. By the end of 2012, we were waiting for Assemblyman Dean Knudsen, DVM to introduce legislation in the 2013 legislature to exempt veterinarians from the reporting requirements.

We continued to struggle with the staff at DSPPS and by the end of the year there was no coherent message or direction coming from them. We initiated a plan in attempt to move the Examining Board into DATCP. This will be an interesting endeavor, but with our new legislative council, I have much greater hope of getting this accomplished. I feel this will help address the unlicensed practice issue as well as DATCP has a history of prosecuting offenders in the agriculture area.

The non –profit entry into the regular practice of veterinary medicine has developed into an erosion of the quality and profitability of small animal practice. This issue was identified and we have initiated the Task Force to study and address the issue.

The training and licensing of veterinary technicians was another issue that recurred after it had been addressed several years prior. Having decided that only Vet Techs graduating from a certified program would be able to sit for the Licensing Exam was a step forward for the profession.

Ongoing discussion of our guiding principles was a contentious issue as I felt the board narrowing these principles down to simple statements was the right choice. I felt the lengthy statements and preachy agenda statements from the committee would not serve the profession. I would like to note board members Drs. Robert Zukowski and K.C. Brooks as drivers of these concise statements and Dr. Clarke as the board member who had to be the intermediary and keep everyone moving forward.

Final Thoughts

I felt we made significant progress with our Residue HCAAP program through the guidance of Dr. Rhoda and Kim Brown Pokorny.

Our new legislative council, DeWitt Ross & Stevens, S.C., gave me assurance that we now would be able to control and guide our legislative issues with more certainty going forward.

The VEB continued to be a frustration with their Staffers and the overall mindset at DSPS. I am hoping our new appointees and efforts to move into DATCAP will improve this situation.

Our relationship with the UW School of Veterinary Medicine continues to be positive and the new Dean, Mark Markel, has shown to be involved and concerned about the WVMA.

K.C. Brooks, DVM, DAVBP
Lodi
2013 WVMA President

Personal Information

I was born and raised in Ripon, Wis. and attended and obtained undergraduate degree from UW-Eau Claire. I graduated from the UW School of Veterinary Medicine in 1988. I practiced large animal, equine and small animal medicine at Lodi Veterinary Hospital for two years before becoming an owner in Lodi Veterinary Care.

I have practiced companion animal medicine and surgery exclusively since 1990 and presently serves as the CEO and Managing Partner of Lodi Veterinary Care which has

grown to an 18 doctor practice with livestock, equine and companion animal divisions. In 1995, I became board certified in canine and feline practice and have maintained that certification to this time.

I am married to Cindy Brooks and we reside on a small farm in rural Lodi.

Involvement in the WVMA

I served on numerous committees since shortly after graduation and was the District 5 representative to the Executive board prior to being elected President.

Prior to serving as president elect, I served on the Grievance Committee, the Legislative Committee, Public Health and Food Safety Committee, Public Education and Marketing Committee and the Veterinary Technicians Advisory Committee.

Challenges/difficulties Faced Through Presidency

The highlight of my term would be the successful repeal of the prescription drug monitoring requirement for veterinarians. That action will save Wisconsin veterinarians literally millions of dollars for years to come. It is an example of how an unintended consequence of government regulation can be extremely detrimental to small businesses. The repeal is also an outstanding example of what the WVMA can do to be a positive force for our profession.

Legislative issues, unlicensed practice of veterinary medicine, education debt, a workforce surplus of veterinarians, changes in consumer buying habits and the downturn in our economy are all challenges that our profession faces.

Final Thoughts

I am proud to have been given the opportunity to serve as the WVMA president. I feel that the WVMA is the most relevant organization that Wisconsin veterinarians have. I also feel that the WVMA is the only organization that we have that has our interests as their primary focus.

**Chris Booth, DVM
Plymouth
2013 WVMA President**

Personal Information

I am married to Courtney and have 4 children: Cole, Ava, Campbell and Royce. I am an owner at Dairy Doctors Veterinary Services where my practice consists of all aspects dairy cattle medicine, surgery, embryo transfer and consultation work.

I graduated from the University of Wisconsin Veterinary School in 2000 and completed my undergraduate degree in Dairy Science from UW as well in 1996.

Involvement in the WVMA

I have been involved with the WVMA through the Public Health and Food Safety and the Dairy Cattle Welfare Committees prior to serving in my leadership role.

Involvement on the Executive Board

I was somewhat unique in my pathway to WVMA President due to the fact I had not previously served on the Executive Board. I had attended the Winter leadership meetings of the AVMA in Chicago for their young leaders training.

Challenges/difficulties faced throughout Presidency

There were several opportunities that the WVMA experienced through my 3 years of leadership. Shortly after I was elected, the Prescription Drug Monitoring Program legislation issues were resolved saving veterinarians millions of dollars. This was also the early stages of the WVMA foundation and its organizational structure.

One of the exciting things that happened for our association was the growth and development of the Food Armor Program. This was truly a grassroots food safety program developed by members for our members that was so well received that it was beginning to gather national attention. The WVMA hired a veterinarian, Dr. MrDutt as a staff member to help guide its growth along with several very dedicated committee members.

Other WVMA board activities included a new five year strategic planning process, relocation of the WVMA office, initiation of discussions in regards to moving the veterinary examining board to DATCP, exploring opportunities for mental health and wellness options for members, and increasing opportunities for veterinary student members.

One of the more challenging issues of the year involved handling the issues associated with an animal welfare incident on a dairy farm in Wisconsin that were released to the media by an activist group. The WVMA provided support for our veterinarians with roles associated to the farm as well support for the dairy industry.

A personal challenge during my year as president involved my experience of a heart attack in January 2014.

Final Thoughts

The WVMA is an amazing organization with a diverse group of veterinarians serving in a wide variety of roles in our profession. The ability to balance and serve the needs of all veterinarians is unmatched by almost any other VMA in America.

During my years in leadership, the WVMA was served by a highly competent, hard-working and motivated staff that strived each day to serve our members and profession in the best way they could.

Past President History Form

Please provide information on the following. Add additional sheets as necessary. Provide as detailed and accurate account as possible.

**Jane Clark, DVM
Waunakee
2014 WVMA President**

Personal Information (family, residency, school attended and graduated, type of practice, etc)

I graduated from UW-Madison in May 1980 BS Animal Science and from Iowa State University College of Veterinary Medicine in May 1984. My employment history is as follows:

- Madison Emergency Clinic for Animals 1984-85
- Madison Equine Clinic 1985-1992
- Middleton Veterinary Clinic 1992 - 2000
- MATC in Veterinary Technician AAS Degree Program Aug 2000 - Aug 2015. Retired from MATC.
- Currently employed FT at Epic Corp, Verona, WI

I married Trace Soper Jan 2, 1982 and together we have two sons Sam Soper, married to Elizabeth Pelton, and Jacob Soper.

Involvement in the WVMA (committees, unique happenings, impact it had, etc.)

- Animal Welfare Committee: Drafted WVMA position on declawing, ear cropping and tail docking of cats/dogs
- OSHA committee (current): Develop and proof topics to be printed in WVMA newsletter to inform members of various OSHA related workplace hazards.
- Nomination Committee (current) - Nominate future WVMA Leaders

Involvement on the Executive Board (positions held, meetings, etc.)

- District 5 Representative for two years (Oct 2011 - Oct 2013)
- President Elect October 2013-October 2014
- President October 2014-October 2015
- Past President October 2015 - October 2016
- Executive Committee - Performance evaluation of Executive Director and recommendations to board of salary & benefits.
- Presented to freshman class of University of Wisconsin School of Veterinary Medicine students to recruit for WVMA membership. I also spoke to students at the WVMA sponsored Vets to Vet School luncheon on utilization of CVTs.
- Formation of new committees more in line with the 5-year current strategic plan
- Continued work implementing the 5-year strategic plan

- Helped create benchmarks for the 5-year strategic plan along with Kim Brown Pokorny and President, Dr. Chris Booth
- Approved hiring of Dr. Katie Mrdutt, first part-time and then full-time to assist with Food Armor® program.
- Creation of Wisconsin Veterinary Medical Foundation
- New membership categories
- Updating of WVMA bylaws with new committee information and membership categories
- Creation of separate Food Armor® Foundation with oversight by the WVMA Executive Board

Annual Meeting/Convention (highlights, award winners, speakers, etc.)

The year-long celebration of 100 years of WVMA was the highlight of my presidency! As president, I helped host the Vets and Vino Gala celebrating 100 years of the WVMA! A great celebration at the Wisconsin Institute for Discovery with a dinner, presentation and gambling casino practice night. I won a prize!

My President's Award went to Jordan Lamb, our legislative lawyer who won many battles for the WVMA but the best was moving the veterinary board to DATCP for better oversight of the practice of veterinary medicine and investigating allegations of practicing veterinary medicine without a license.

Challenges/difficulties faced throughout Presidency (rules and regulations, legislation, new committees, etc.)

There were too many committees without a definite purpose, or an outdated purpose, which were draining WVMA staff resources. Committee structure was realigned according to needs of the strategic plan and the current WVMA organization.

Unlicensed practice by non-veterinarians was a continuing problem not being addressed by DSPS. Our legal staff lobbied hard to get the veterinary board moved to DATCP, where better oversight is expected.

Final Thoughts (additional comments)

I really appreciated that the board was not a "yes" board, approving any and all initiatives brought up to it. All decisions were carefully vetted, considered and discussed prior to approval (or disapproval). This really made our organization stronger and I was honored to be a part of it. Our WVMA staff is also top notch and work very hard to serve WVMA members every day.

John T. Been, DVM
Prairie du Sac

2015 WVMA President

Personal Information

My family and I reside in the country outside of Prairie du Sac, Wisconsin. My wife of 38 years, Ranjana, is a medical technologist at UW Hospital and Clinic and we have three grown sons, Mark, Clint, and Travis who have all gone on to careers in medicine as a physician, dentist, and optometrist. I attended the University of Wisconsin School of Veterinary Medicine and graduated in 1988 with my DVM degree. I practiced as a food animal veterinarian, dairy predominant, at the River Valley Veterinary Clinic in Plain, Wis. for 24 years. Currently, I am doing relief large animal service for area veterinary medical clinics. We are active members of our local Methodist Church and my hobbies include woodworking, outdoor sports, gardening, cooking, wine making and gospel singing.

Involvement in the WVMA

As immediate past president, I am currently serving the WVMA on the executive committee and chair the personnel committee. I also am the ex-officio member of the Food Armor[®] Committee. Besides the previous two years as president and president-elect, I served as the district 6 executive board representative for 5 ½ years from 2007 until 2012. I was the interim Treasurer of the WVMA after the untimely passing of Dr. Tom Howard in 2015. I also have served on the Budget and Auditing, Public Health and Food Safety, Member and Membership Services, Grievance, and Academic Admissions Committees. I have been a continuous member of the WVMA for 28 years and serve on the Board of Visitors for the UW School of Veterinary Medicine. I really treasure my service to the WVMA. Being involved has given me a unique and broad understanding about the value and importance of organized veterinary medicine to its membership. I very much value the relationships with colleagues that have formed through my involvement.

Involvement on the Executive Board

I have served for 5 ½ years on the executive board from 2007 to 2012 as the representative from district 6. I was elected vice chair of the executive board in my last year. I also served as ex-officio member of the Grievance committee and the Budget and Auditing committee during my executive board years. During those years, I worked with Drs. Tom Gilligan, Ray Pawlisch, Steve Erickson, Phil Johnson, and Doug Kratt during their presidencies. Additionally I stepped in as the interim WVMA Treasurer in 2015 after the death of Dr Tom Howard.

Annual Meeting/Convention

The WVMA convention and annual meeting this year was held on October 14th and was once again at the Alliance Energy Center in Madison. The professional education committee scheduled another outstanding set of presenters with valuable practical CE available for our membership. The WVTA (Technicians) and WVPMA (Practice Managers) also held their annual conventions at the venue as well. Our exhibit hall was in full swing with our vendors on hand with reception events taking place on Thursday

and Friday nights. Mr. Scott Zimmer was our Saturday keynote speaker and presented a message on generational communications.

Our annual business meeting took place on Friday afternoon. We were proud to honor six members with 50 year awards this year. They were Drs. Thomas Beckett, John Fritsche, Marvin Rohm, Lawrence Sirinek, Larry Smith, and Robert Swingen. Other awards included: Gold sponsor – DeWitt, Ross, & Stevens s.c., Meritorious Service – Dr. Jim Ziegler, Friend of Veterinary Medicine – UW School of Veterinary Medicine, Presidential – Dr. David Jeans, and Veterinarian of the Year – Dr. Sheila McGuirk. One change to the by-laws was voted on and passed by the attending membership. Life Member status is now attained by a member who has reached the age of 70 years (it was 65) and having been an active member of the WVMA for at least 35 continuous years (was 30).

A summation of the year's highlights, WVMA and WVMF financial reports, and 2015 minutes were presented and approved. Dr. Robert Leder was elected by unanimous consent as our new president-elect. The presidency was transferred to Dr. Scott Spaulding prior to adjourning.

Challenges/difficulties faced throughout Presidency

The WVMA worked closely with our legal/legislative lobbyist team to influence positive outcomes regarding the complete move of the Veterinary Examining Board (VEB) from DSPTS to DATCP, retaining the Wisconsin Veterinary Diagnostic Lab within the UW system, and keeping tenure as the standard for the clinical teaching staff at the VMTH. All these items were in jeopardy with budget cuts at the state legislature level in the current biennial budget.

Pursuant to the goals of this the second year of our current five year strategic plan, the executive board has move forward with several new initiatives. These would include:

- The formation of the Wisconsin Veterinary Medical Foundation (WVMF) which will represent the philanthropic arm of our organization. We are in the process of populating the board of directors for the foundation which will direct its action.

- Separating the Food Armor[®] HACCP program from the WVMA into the Food Armor[®] Foundation, a 501(c)(3) charitable foundation. Food Armor[®] has drawn nationwide interest and will function as a stand alone program with its own board of directors lending great advantage for its sustainability and outreach. Dr. Katie Mrdutt is currently managing the program as a full-time employee of the WVMA.

- Establishing the Business Management Task Force to address issues that pertain to the business side of private practice. In March 2017, this group scheduled a practice profitability conference in Madison to address finance and economic strategies for our membership.

- We also have initiated the OSHA Task Force which will create awareness of potential hazards to increase safety in the veterinary workplace. The WVMA is in the process of forming a formal alliance with OSHA (the first VMA in the nation to do this) to educate our membership on safety concerns and on compliance.
- Online CE is now available on the WVMA website to members.
- The WVMA continues to maintain close ties with the UW School of Veterinary Medicine through our sponsorship of the Blue Coat Ceremony, Vets to Vet School luncheons, clinic tours, and sending students to Washington D. C. for the AVMA Fly-In experience.
- We also once again sponsored a young veterinarian to the emerging leader opportunity at the AVMA winter convention in Chicago. Dr. Scott Earnest was this year's emerging leader attendee.
- Our leadership team also attended both AVMA conventions (Chicago and San Antonio), as well as the Heartland Conference in Kansas City

Final Thoughts

I have thoroughly enjoyed my experience as President of the WVMA. It was such an honor to have been chosen to serve and lead in the 101st year of this professional organization. I especially have enjoyed being able to network with so many dedicated and capable professionals in and around veterinary medicine. The WVMA gives such value to our membership in its constant attention to current topical professional and legislative issues as they arise. I am so proud of the leadership that our VMA has taken on nationally and I witnessed first hand how well respected we are among our peers at national meetings. Our WVMA staff is lean and efficient. I extend my appreciation to our entire staff team that helped to make my term as WVMA President proceed smoothly and effectively. That team included:

Kim Brown Pokorny - Executive Director
 Torrie Kennedy - Office Manager
 Bailey Quam - Communications and Project Specialist
 Jeremy Panizza - Development and Marketing Manager
 Dr. Katie Mrdutt - Food Armor Outreach Specialist
 Heather Klinkhammer - Advertising Assistant

I learned a great deal about the "larger picture" of our profession as compared to the perspective from routine private practice life. I truly appreciate the collaboration among peers that comes together to advance the goals of the WVMA – the most unique and effective voice for veterinary medicine in Wisconsin. I am humbled to have continued the great work of those who have served before me and I wish the best of all things to those who follow as the WVMA continues on into its next century of service to the profession. As I said in all of my monthly newsletter messages: **Isn't it great being a Veterinarian?.....Yes, it is!**