Dream it. Plan it. Do it.

We’re here to help.

Hospital of the Year Winner — 1st Pet Veterinary Centers in Mesa, Arizona

Registration Program
Planning? Building? Decorating?
It’s all here.

Come gather ideas and work with the profession’s most noted Hospital Design experts to lay the groundwork for your own dream come true.

Your Hospital Design Conference registration includes:

- 3 full days and 31 sessions led by experts in veterinary hospital design
- Daylong session tracks dedicated to planning, building, and decorating
- 20 hours of continuing education credit
- A 30-minute 1:1 architectural consultation with a faculty member (one per registered clinic)
- A resource-filled Exhibit Hall
- Breakfast, lunch, and refreshments each day, and a first night Welcome Reception

Visit TheCVC.com/HD to learn more and register, or call 800-255-6864, ext. 6. **Register by May 18 for best available pricing.**

The hospital of your dreams can be yours.
The hospital of your dreams can be yours. Patients arrive and remain calmer than ever before. Team members see the action from every angle and keep appointments moving smoothly through reception to exam rooms to treatment areas and back again. And it’s all made possible because you practice medicine in an efficient, high-quality, and inspiring hospital. You can practice veterinary medicine your way — the right way.

And we’re here to help. Come to our 2016 Veterinary Economics Hospital Design Conference, designed by the same folks who live with veterinary hospital design all year in the pages of dvm360 and Vetted and on dvm360.com.

Day 1 is the Plan track, where architects and financial experts help you think through your significant remodel or building from the ground up.

Day 2 is the Build track, where we help you pick the right site, materials, and floor plan for the medicine you and your team want to practice.

Day 3 is the Decorate track, which covers room-by-room looks at touches to make your practice more efficient, more attractive, and more inspiring for clients, staff, and pets.

If you’ve never been to the Veterinary Economics Hospital Design Conference, this is the year.

Don’t miss:

- Our continued focus on hospitals, large and small, as well as a special focus on patient-centered, Fear-Free℠ design.
- Unique incentives to dip into interior design for remodels and renovations on the third day.
- Guaranteed takeaway tips from every session.
- A convenient exhibit hall right next door with experts, lenders, contractors, architects, equipment makers, and more — ready to answer your questions about any project of any size.
- Free one-on-one advice session with top veterinary architects and engineers.

Join us in Kansas City this August to see how we can save you money and uncover your own individual path to realizing the dream hospital you, your team, and your wonderful patients deserve.

Brendan Howard
Hospital Design Conference Director
You don’t need a million dollars, and you don’t have to start from scratch to make your hospital dreams come true. But you will need guidance, and the Veterinary Economics Hospital Design Conference is the profession’s original and most comprehensive resource.

To make the most of your time, our 3-day conference sessions are organized by stage:

**Day 1:**
From selecting a team with appropriate experience to financing your project, Wednesday, August 24, is all about your **PLAN**.

**Day 2:**
Learn how to make site selection, floor plans, lighting, air flow, and noise control choices critical to your **BUILD** or remodel project. All this on Thursday, August 25.

**Day 3:**
From first impressions to long-term client, patient, and staff comfort, you’ll discover why the way you **DECORATE** your hospital deserves thoughtful consideration. On Friday, August 26, we’ll share tips, trends, and tricks applicable to every hospital and every budget. You have the option of registering for Day 3 only plus a 1-, 2-, or 3-day CVC Kansas City registration. See page 15 to sign up for your choice of Hospital Design Lab + CVC.

**Note:** Architects, builders, contractors, and consultants must be accompanied by a hospital representative and pay a registration fee.
<table>
<thead>
<tr>
<th>Time</th>
<th>Session</th>
<th>Speaker</th>
</tr>
</thead>
<tbody>
<tr>
<td>10:30-11:00</td>
<td>Your HD dream team: Who’s on it?</td>
<td>W. Usiak, AIA, NCARB</td>
</tr>
<tr>
<td>11:00-11:30</td>
<td>How to get the best out of your HD dream team</td>
<td>H. Lewis, AIA, NCARB</td>
</tr>
<tr>
<td>11:30-12:00</td>
<td>How to be a good client</td>
<td>D. Chapel, AIA, NCARB</td>
</tr>
<tr>
<td>Lunch</td>
<td></td>
<td></td>
</tr>
<tr>
<td>1:30-2:00</td>
<td>The money game: Creative solutions to a tight budget</td>
<td>W. Usiak, AIA, NCARB</td>
</tr>
<tr>
<td>2:00-2:30</td>
<td>Build a better project timeline</td>
<td>H. Lewis, AIA, NCARB</td>
</tr>
<tr>
<td>Break</td>
<td></td>
<td></td>
</tr>
<tr>
<td>2:40-3:10</td>
<td>The money game: How much you need</td>
<td>G. Glassman, CPA</td>
</tr>
<tr>
<td>3:10-3:40</td>
<td>The money game: How to get it</td>
<td>G. Glassman, CPA</td>
</tr>
<tr>
<td>Break</td>
<td></td>
<td></td>
</tr>
<tr>
<td>3:50-4:20</td>
<td>Great ways to work with your contractor</td>
<td>H. Lewis, AIA, NCARB</td>
</tr>
<tr>
<td>4:20-4:50</td>
<td>5 ways to save money</td>
<td>D. Chapel, AIA, NCARB</td>
</tr>
<tr>
<td>Break</td>
<td></td>
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<tr>
<td>5:00-6:00</td>
<td>Panel: Any-size tips from the trenches</td>
<td>W. Usiak, AIA, NCARB</td>
</tr>
<tr>
<td>6:00-7:30</td>
<td>Welcome Reception</td>
<td>Exhibit Hall</td>
</tr>
</tbody>
</table>

Map out critical first steps in sessions, then learn from exhibitors and compare notes with colleagues at our Welcome Reception!
Build!

Thursday, August 25

A penny saved is a penny earned. Gather expert advice that will save time and money.

8:00-8:30 Picking the perfect site  
H. Lewis, AIA, NCARB
Best buildings for conversion  
D. Chapel, AIA, NCARB

Break

9:30-10:00 Fundamentals of floor plans  
W. Usiak, AIA, NCARB
Fear-Free™ animal housing for veterinary hospitals  
H. Lewis, AIA, NCARB

Break

11:00-11:45 Light impact: How to design for efficient lighting (workshop)  
D. Gasser, AIA, NCARB  
S. Learned, MS, MBA, PE, LEED AP

Hospital of the Year Luncheon

1:15-1:45 Design for better air  
S. Learned, MS, MBA, PE, LEED AP
1:45-2:15 Building green  
H. Lewis, AIA, NCARB

Break

2:30-3:00 Design for noise control  
S. Learned, MS, MBA, PE, LEED AP
3:00-3:30 Small is the new big: Best practices for leaseholds  
W. Usiak, AIA, NCARB

Break

4:00-5:30 The great materials debate  
D. Chapel, AIA, NCARB
### What is your hospital décor saying to your clients?

**Take home tips and tricks that tell your story.**

<table>
<thead>
<tr>
<th>Time</th>
<th>Session</th>
<th>Speaker(s)</th>
</tr>
</thead>
<tbody>
<tr>
<td>8:15-8:45</td>
<td>Capitalize on your existing building</td>
<td>D. Chapel, AIA, NCARB</td>
</tr>
<tr>
<td>8:45-9:15</td>
<td>Interior design: Style that suits your practice personality</td>
<td>D. Gasser, AIA, NCARB</td>
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<tr>
<td></td>
<td></td>
<td>B. Valentine, Project Manager, BDA</td>
</tr>
<tr>
<td>Break</td>
<td></td>
<td></td>
</tr>
<tr>
<td>9:45-10:30</td>
<td>Make your practice Fear-Free (workshop)</td>
<td>H. Lewis, AIA, NCARB</td>
</tr>
<tr>
<td>10:30-11:00</td>
<td>Exam rooms that shine</td>
<td>D. Chapel, AIA, NCARB</td>
</tr>
<tr>
<td>Break</td>
<td></td>
<td></td>
</tr>
<tr>
<td>11:30-12:00</td>
<td>Reception areas that relax</td>
<td>W. Usiak, AIA, NCARB, B. Valentine, Project Manager, BDA</td>
</tr>
<tr>
<td>Lunch</td>
<td></td>
<td></td>
</tr>
<tr>
<td>1:30-2:00</td>
<td>Tricking out treatment areas</td>
<td>V. Pollard, AIA, CVT</td>
</tr>
<tr>
<td>2:00-2:30</td>
<td>Evidence-based hospital design: Are you ready?</td>
<td>W. Usiak, AIA, NCARB</td>
</tr>
<tr>
<td>Break</td>
<td></td>
<td></td>
</tr>
<tr>
<td>2:40-3:10</td>
<td>What’s old is new: 5 design fads ready to come back in style</td>
<td>H. Lewis, AIA, NCARB</td>
</tr>
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<td></td>
<td></td>
<td>V. Pollard, AIA, CVT</td>
</tr>
<tr>
<td>3:10-3:40</td>
<td>The clean clinic: Systems that work</td>
<td>H. Lewis, AIA, NCARB</td>
</tr>
<tr>
<td>Break</td>
<td></td>
<td></td>
</tr>
<tr>
<td>3:50-4:20</td>
<td>What your sign and landscaping say about your practice</td>
<td>D. Gasser, AIA, NCARB</td>
</tr>
<tr>
<td>4:20-4:50</td>
<td>Do this, not that: Small changes with big impact</td>
<td>H. Lewis, AIA, NCARB</td>
</tr>
</tbody>
</table>
Key to successfully planning, building, and decorating your veterinary hospital are the smart choices made along the way — the “money well spent” investments that pay dividends each day for years to come. We’ve asked some of our veterinary Hospital Design experts, judges, and conference faculty to share their recommendations with you here.
Before you decide to spend any money — assess your situation.
Do you really need to purchase that new piece of equipment or undertake a renovation or construction project?

Assuming the answer is “yes,” don’t build more ward space than you really need. Allocating too large an area to hospital ward space is a common misallocation of valuable hospital square footage. Perform a careful analysis of pet hospitalization and dedicate space saved to other, often-overlooked areas of the hospital, such as ample and organized storage.

For larger projects ($1 million or more) always consider a cost segregation study to accelerate depreciation deductions.
With government assistance, these studies can generate significant tax savings and help pay for your building project. The benefits more than pay for the cost of the study and generate a significant return on investment.

For projects of all sizes, work with a financial professional to ensure the cost of your project bears a relationship to your revenue stream. Typically, your occupancy costs should be no more than 10% of gross revenue on move-in date and decrease to 6 to 8% of gross revenue over time. A good rule of thumb for project costs is that the cost of the project should not exceed one year’s gross income. When in excess, it is likely you are overbuilding.
Engage the services of a cost-estimating professional.
This is a great investment, especially with today’s market variability. Bringing a contractor or other estimating individual on board early on can help you to keep or get a project on track and save both money and the heartbreak of having to make significant changes late into a project.

Invest in a team with experience.
It is vital that you verify the people you select for experience with veterinary facilities. Every project has three major components:

Planning — Practice management and accounting experience, things that relate to your budget, revenue, and financing.

Design — Architects and engineers. Your biggest exposure is under- and over-design. If you under-design you can’t usually make it bigger later, so it won’t function correctly. If you over-design, chances are you will spend too much money in one area and not have adequate budget to allocate to other important areas of your project.

Construction and contractor team — You will literally cast your errors in concrete here.

Choose professionals who have done this before.
Almost nothing says to a client “We care about you!” like a dash of the newest, most popular magazines. And it costs almost nothing to provide.

For a few hundred dollars a year we get a constantly self-renewing splash of design genius. Beautiful colors, and exquisite photography with perfect-looking people and animals. Breathtaking views of nature, architecture, and food. News of juicy celebrities caught doing enticing things.

Meet 1:1

with one of the profession’s most-sought-after veterinary hospital design experts

(it’s included with your 3-day registration!)

Our Hospital Design Conference faculty is here to help you make smart decisions for your project.

Every registered clinic receives a 1:1, 30-minute consultation with one of our award-winning architects or architectural engineers – a $250 value.*

A financial consultation with Gary Glassman, CPA, is also available to 3-day registrants for just $50 when you register by May 18.**

The consultation schedule tends to fill quickly; register early to ensure your choice of consultation.

* You will receive a selection questionnaire shortly after you register. Please note that additional architectural consultations are available for $50 when you register by May 18.

** Financial consultations may be added at $75 each from May 19 – July 13 and at $100 each after July 13. Once on site, financial consultations may be added on a space-available basis at a cost of $100 each.

Jim Kramer, DVM, CVPM
Owner, Columbus Small Animal Hospital P.C., Columbus, Nebraska

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For a few hundred dollars a year we get a constantly self-renewing splash of design genius. Beautiful colors, and exquisite photography with perfect-looking people and animals. Breathtaking views of nature, architecture, and food. News of juicy celebrities caught doing enticing things.
Conference Faculty

Dan Chapel, AIA, NCARB, President, Chapel Associates Architects, Little Rock, AR

Dave Gasser, AIA, NCARB, Partner, BDA Architecture, Albuquerque, NM

Gary Glassman, CPA, Partner, Burzenski & Company, PC, East Haven, CT

Scott Learned, MS, MBA, PE, LEED AP, President of Design Learned, Inc., Norwich, CT

Heather Lewis, AIA, NCARB, Partner, Animal Arts, Boulder, CO

Vicki Pollard, AIA, CVT, Partner, Animal Arts, Boulder, CO

Wayne Usiak, AIA, NCARB, CEO and Founder, BDA Architecture, Albuquerque, NM

Becky Valentine, Project Manager, BDA Architecture, Albuquerque, NM
**Exhibiting Sponsors**

We appreciate the generosity of the sponsors and exhibitors who help make the *Veterinary Economics Hospital Design Conference* possible. Come ready with floor plans, ideas, and questions and take advantage of the opportunity to spend time with and learn from these knowledgeable experts:

- DRE Veterinary
- FMD Architects Inc.
- ForeverLawn
- HDA Architects
- Kline Construction Corporation
- LaBella Associates, PC
- Live Oak Bank
- Mason Company
- Midmark Corporation
- PermaTek Coatings
- TWC Architecture & Construction
- United Community Bank
- Vetworks
- UBM Americas, Veterinary

*(dvm360, dvm360.com, Firstline, Vetted, The CVC)*

*Current at the time of printing.*

**Your 3-Day Hospital Design Conference Registration Includes**

- 20 hours of CE
- A Hospital Design Conference proceedings and resource book – a $75 value
- *Veterinary Economics Portfolio of Award-Winning Floor Plans* – a $129 value
- Insight and advice on veterinary design trends, materials selection, and more
- A detailed discussion about your financial options
- Stress-free hospital design benefits and recommendations
- Free breakfast, lunch, and refreshments
- Full access to the Hospital Design Conference Exhibit Hall
- Saturday access to the CVC Kansas City Exhibit Hall
- Every registered clinic receives a 30-minute, on site, 1:1 consultation with an award-winning architect or architectural engineer – a $250 value (one representative per practice, please)

**Registration Options**

- **Online** Credit card payments only. Visit TheCVC.com and complete the online registration form.
- **By Mail** Hospital Design Conference, UBM Advanstar, ATTN: Cash Department, 131 W. First Street, Duluth, MN 55802
- **By Fax** Complete the registration form on the following two pages and fax both to (913) 871-3908.
  **NOTE:** If you fax, do not also mail your registration.
- **By Phone** Credit card payments only. Call (800) 255-6864, ext. 6 or (913) 871-3900
- **Questions** Call CVC at (800) 255-6864, ext. 6, or (913) 871-3900. Available Monday – Friday, 8:30 AM to 4:30 PM CT.
One registration per form. For additional registrations please copy form. Please send both pages.

REGISTRATION TYPE — please check one:
- Veterinarian
- Technician
- Practice Manager
- Student (2016)
- Veterinary Grad (2016)
- Hospital Staff
- Spouse

First Name
Last Name
Clinic Name
Street Address:
City
State
Zip Code
Country
Email Address (to receive your convention confirmation)

Twitter Username:

Daytime Telephone Number with Area Code
Fax Number with Area Code

How many years have you attended HD or CVC? Number of years, including 2016: __________________________

A Few Questions:

1. Please list university attended: __________________________ Year graduated: ______________

2. What is your practice type? (Circle one)
   - A. Private Practice
   - B. Specialty Practice
   - C. Emergency Practice
   - D. Corporate Practice
   - E. Shelter
   - F. Teaching Hospital
   - G. Mobile Practice

3. What is your job function/title? (Check one)
   - 0065 Veterinarian
   - 0020 Practice Manager
   - 0015 Technician
   - 0040 Veterinary Assistant
   - 0070 Faculty of Veterinary College
   - 0030 Receptionist
   - 0010 Student
   - 0080 Government: Federal, State, Municipal, Armed Forces
   - 0100 Affiliated with Industry
   - 0060 Spouse
   - 0085 Retired/Non-Practicing Veterinarian

4. Choose the specialty that best describes your business or professional activity. (Check one)
   - 0001 Exclusive Small Animal Practice
   - 0002 Over 50% Small Animal Practice
   - 0003 Mixed Practice (50%-50%)
   - 0004 Exclusive Large Animal Practice
   - 0005 Over 50% Large Animal Practice
   - 0006 Over 50% Horse (Exclusive Large Animal Practice)
   - 0007 Over 50% Large Animal Practice
   - 0008 Over 50% Large Animal Practice
   - 0009 Exclusive Animals

5. What type of content are you interested in? (Check all that apply)
   - a Anesthesia
   - b Behavior
   - c Bovine Medicine and Surgery
   - d Cardiology
   - e Clinical Pathology
   - f Clinical Pharmacology
   - g Dentistry
   - h Dermatology
   - i Emergency and Critical Care
   - j Endocrinology
   - k Equine Medicine and Surgery
   - l Exotic Animal/Avian Medicine
   - m Feline Medicine
   - n Gastrointestinal Medicine
   - o Geriatrics
   - p Imaging
   - q Immunology
   - r Internal Medicine (other: hemolympathic, liver, diagnostic testing, diagnostic techniques)
   - s Infectious Diseases
   - t Neurology/Musculoskeletal
   - u Nutrition
   - v Oncology
   - w Ophthalmology (small animal)
   - x Ophthalmology (equine)
   - y Orthopedics/Sports Medicine/Physical Rehabilitation
   - z Pain Management
   - aa Parasitology
   - bb Pediatrics
   - cc Practice Management
   - dd Reproduction
   - ee Respiratory Medicine
   - ff Shelter Medicine
   - gg Small Ruminant Medicine and Surgery
   - hh Soft Tissue Surgery
   - ii Toxicology
   - jj Urology
   - kk Wellness/Preventive Medicine
   - ll Hospital Design New Build
   - mm Hospital Design Remodel

6. How did you hear about this conference?
   - 0 Program Catalog
   - 1 Postcard/Brochure
   - 2 Letter
   - 3 Print Ad
   - 4 Email
   - 5 Web Ad
   - 6 Referral from Friend/Colleague
   - 7 Facebook or Twitter
   - 8 Phone Call from CVC
   - 9 Other (please specify): ____________________________________________

T h e C V C . c o m / H D
Please indicate your lunch preference. Lunch is included in your registration fee.

Lunch Preference: ☐ Regular ☐ Vegetarian

**VETERINARIANS**

<table>
<thead>
<tr>
<th>Hospital Design Conference Packages / Please circle day or days you will attend CVC:</th>
<th>By 5/18/16</th>
<th>By 7/13/16</th>
<th>After 7/13/16</th>
</tr>
</thead>
<tbody>
<tr>
<td>h3 Value Package: Hospital Design Conference + CVC Veterinarian (three-day) - First Person</td>
<td>$1,039</td>
<td>$1,069</td>
<td>$1,169</td>
</tr>
<tr>
<td>h1 Hospital Design Conference Only - First Person</td>
<td>$839</td>
<td>$869</td>
<td>$969</td>
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<tr>
<td>h2 Hospital Design Conference Only - Additional Person</td>
<td>$579</td>
<td>$609</td>
<td>$709</td>
</tr>
<tr>
<td>h4 Hospital Design Conference + CVC Veterinarian (three-day) - Additional Person</td>
<td>$769</td>
<td>$799</td>
<td>$899</td>
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<tr>
<td>h15 Hospital Design Lab + CVC Veterinarian (three-day)</td>
<td>$639</td>
<td>$669</td>
<td>$769</td>
</tr>
<tr>
<td>h9 Hospital Design Lab + CVC Veterinarian (two-day)</td>
<td>$579</td>
<td>$609</td>
<td>$709</td>
</tr>
<tr>
<td>h5 Hospital Design Lab + CVC Veterinary (one-day)</td>
<td>$499</td>
<td>$529</td>
<td>$629</td>
</tr>
<tr>
<td>CHD Financial Consultation (Hospital Design Conference registration required; limited enrollment). Please indicate the title of attendee: ☐ DVM ☐ Practice Manager ☐ Architect ☐ Other</td>
<td>$50</td>
<td>$75</td>
<td>$100</td>
</tr>
<tr>
<td>CHA Architectural Consultation (one per clinic)</td>
<td>COMP</td>
<td>COMP</td>
<td>COMP</td>
</tr>
<tr>
<td>HDE Hospital Design Exhibit Hall &amp; Lunch on Friday (CVC registration required; limited enrollment)</td>
<td>$75</td>
<td>$85</td>
<td>$100</td>
</tr>
</tbody>
</table>

**PRACTICE MANAGERS**

| Hospital Design Conference for Practice Managers | |
|-------------------------------------------------|-----------------|-----------------|-----------------|
| hpo1 Hospital Design Conference Only - First Person (non-veterinarian) | $839 | $869 | $969 |
| hpo2 Hospital Design Conference Only - Additional Person (non-veterinarian) | $569 | $599 | $699 |
| hpo5 Hospital Design Conference + CVC Practice Manager (non-veterinarian) - First Person | $939 | $969 | $1,069 |
| hpo20 Hospital Design Conference + CVC Practice Manager (non-veterinarian) - Additional Person | $749 | $779 | $879 |
| hpo21 Hospital Design Lab + CVC Practice Manager (non-veterinarian) | $529 | $559 | $659 |
| HDE Hospital Design Exhibit Hall & Lunch on Friday (CVC registration required; limited enrollment) | $75 | $85 | $100 |

**SPOUSES**

| Hospital Design Conference for Spouses | |
|--------------------------------------|-----------------|-----------------|-----------------|
| hdc02 Hospital Design Conference Only - Additional Person (non-veterinarian) | $569 | $599 | $699 |
| hdc04 Hospital Design Conference + CVC Spouse (non-veterinarian) | $749 | $779 | $879 |
| HDE Hospital Design Exhibit Hall & Lunch on Friday (CVC registration required; limited enrollment) | $75 | $85 | $100 |

**SPECIAL NEEDS**

☐ Please check here if you have special needs.

If you have a disability that may affect your participation in this meeting, please check this box and include a statement regarding your needs (at right). We will contact you to discuss accommodations. We cannot ensure the availability of appropriate arrangements without early notification, but every effort will be made to meet your needs. If you have questions, please call 800.255.6864, ext 6.

**PAYMENT INFORMATION**

☐ Check Enclosed (please make check payable to UBM Advanstar).

Credit Card: Please fill in credit information below.

☐ American Express ☐ Discover

☐ MasterCard ☐ Visa

Card Number: ____________ ____________ ____________ ____________ 

Expires: ____________ ____________ 

Security Code: ____________ 

Cardholder Name: ____________ 

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**Check Enclosed:** $______

Credit card expiration must be valid through August, 2016. Your credit card statement will reflect a charge from UBM Advanstar.

Refunds for cancellation must be requested in writing by mail or fax and received by July 20, 2016. A $50 processing fee applies. No refunds for no-shows.