

October 2, 2018

Dear WCABP Sponsor:

Re: 2019 WCABP Conference, Sheraton Cavalier Hotel, Saskatoon, SK
Thursday to Saturday, January 17 to 19, 2019

Dr. Collin Lawrence and his Conference planners have put together a high-quality meeting that will again attract a strong response from Western Canada's cattle practitioners. The theme for this year's conference is "**Cows, Calves, Clients and Contracts**", and in line with this theme, an impressive line-up of speakers has been secured.

The timetable and list of speakers for the Conference is attached. The registration package is currently being finalized and will be mailed in November. Format for the 2019 Conference is as follows: 1) concurrent beef and dairy "in-depth" sessions on Thursday; 2) "**Why Won't They Listen**", as well as the AGM on Friday; 3) student case presentations, and a discussion regarding employment contracts, purchase agreements, succession planning and practice evaluations on Saturday.

Attached is a list of events for which we are seeking sponsorship. Your Company's interest and support would be recognized by:

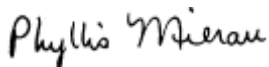
- company logo and link on the Conference Program web page;
- announcements from the podium;
- prominent signage at the registration desk;
- individualized signage at the sponsored event when appropriate;
- acknowledgement in the pre- and post-conference WCABP Newsletter, and website.

Support of \$2,200 or more will entitle a sponsor to three (3) days complimentary registration. Companies which exceed \$2,200 in sponsorship will be offered the opportunity to register their representatives at the "WCABP MEMBER" rate. Tickets for the Friday evening reception must be purchased separately.

Commercial representatives are invited to register for all scientific presentations and WCABP social events. (The WCABP Annual General Meeting, which will be held over lunch on Friday, January 18th, will be restricted to WCABP members.)

Do not hesitate to call me if I can be of assistance with ensuring your participation.

Kind regards,



Phyllis Mierau
WCABP Administrator

Attachments: Conference Summary
 List of Speakers
 List of Sponsorable Events
 Conference Timetable

2019 WCABP CONFERENCE

Dates of the 2019 WCABP Conference are: Thursday, Friday and Saturday; January 17, 18 and 19 at the Sheraton Cavalier Hotel, Saskatoon, SK

Opening Day – Thursday, January 17, 2019

The first day of the Conference will take the form of two concurrent sessions – Beef and Dairy. This traditional approach has been well received by our conference attendees and encourages speakers to provide in-depth presentations for each discipline.

The Beef Session

Dr. Pierre-Yves Mulon (University of Tennessee) – Management of Penile Trauma and Preputial Surgeries

Dr. Cheryl Waldner (WCVN) – Cow/Calf Surveillance Network and a second talk on Antimicrobial and Vaccine Usage in Cow-Calf Herds

Dr. Frank van der Meer (UCVM) – BVD in Beef Herds

Dr. Anatoliy Trokhymchuk (PDS) – Science and Art of Getting Help from a Diagnostic Lab

Barry Yaremci (Ag-Info Centre) – Practical Nutrition

Dr. Trevor Alexander (Agriculture & Agri-Food Canada) – Antibiotics and Their Alternatives in Feedlot Medicine

Dr. Yanyun Huang (PDS) – Discovery of Unconventional Viruses Associated with Bovine Respiratory Diseases

The Dairy Session

The **Dairy Session** planned for the Thursday will feature presentations by recognized authorities on dairy cattle.

Dr. Frank van der Meer (UCVM) – BVD in Dairy Herds and a second talk on Bovine Leukosis

Dr. Marcia Endres (University of Minnesota) – Troubleshooting in Robot Herds

Dr. Pierre-Yves Mulon (University of Tennessee) – DA's and GI Related Acute Abdomen Procedures

Dr. Paul Walz (University of Alabama) - Optimizing Immunity in Dairy Cattle

Dr. Daryl Nydam (Cornell University) – Selected Dry Therapy in Western Canada, as well as Pathogen-Based Treatment of Clinical Mastitis, Transition Cow Management, etc.

Dr. Mike Nagorske (SCCL) – Colostrum-Management – Post-Natal Period

Friday, January 18, 2019

Dr. Murray Jelinski has organized an impressive panel of speakers for Friday's program. The theme is "**Why Won't They Listen?**". The following speakers are confirmed:

Sandy Russell (Spring Creek Land & Cattle Consulting) will discuss what's happening in the beef cattle markets

Deborah Wilson (BIXSco Inc.) will discuss the Canadian beef sustainability Acceleration Pilot Project

Tracy Herbert (Beef Cattle Research Council) will discuss transferring knowledge between veterinarians and producers

Dr. Jasmeet Kaler (University of Nottingham) will discuss the theories of readiness index and planned behaviour

Dr. Catherine Trask (Canadian Centre for Health and Safety in Agriculture, U of S) will provide an update on the ErgoVet study

WCABP's 2019 Annual General Meeting will be held over lunch.

Saturday, January 19, 2019

Saturday's line-up consists of:

Drs. John Ellis and Nathan Erickson (WCVM) will discuss the best way to boost neonatally primed immune responses

Dr. Barry Blakley (PDS) will discuss contrary medical and legal opinions that create a dilemma for veterinarians

Eric Dalke (Counsel West Law) will discuss employment contracts, purchase agreements, partnership agreements and succession planning

Terry Jackson (VetAdvise.com) will discuss most common methods for practice evaluations.

Merck Animal Health Student Case Presentations - Plan to be in attendance to support the efforts of our student members and see some of the excellent cases and experiences they have to share!

WCABP 2019 CONFERENCE SPEAKERS

DR. TREVOR ALEXANDER

Agriculture & Agri-Food Canada
Lethbridge, AB

DR. BARRY BLAKLEY

Prairie Diagnostic Services
Saskatoon, SK

ERIC DALKE

Counsel West Law
Calgary, AB

DR. JOHN ELLIS

WCVM
Saskatoon, SK

DR. MARCIA ENDRES

University of Minnesota
St. Paul, MN

DR. NATHAN ERICKSON

WCVM
Saskatoon, SK

TRACY HERBERT

Beef Cattle Research Council
Melfort, SK

DR. YANYUN HUANG

Prairie Diagnostic Services
Saskatoon, SK

TERRY JACKSON

VetAdvise.com
Burnaby, BC

DR. JASMEET KALER

University of Nottingham
Leicestershire, UK

DR. ALESSA KUCZEWSKI

UCVM
Calgary, AB

DR. PIERRE-YVES MULON

University of Tennessee
Knoxville, TN

DR. MIKE NAGORSKE

SCCL
Tea, SD

DR. DARYL NYDAM

Cornell University
Ithaca, NY

SANDY RUSSELL

Spring Creek Land & Cattle Consulting
Outlook, SK

DR. ANATOLIY TROKHYMCHUK

Prairie Diagnostic Services
Saskatoon, SK

DR. CATHERINE TRASK

Canadian Centre for Health and Safety
in Agriculture (CCHSA) – U of S
Saskatoon, SK

DR. FRANK VAN DER MEER

UCVM
Calgary, AB

DR. CHERYL WALDNER

WCVM
Saskatoon, SK

DEBORAH WILSON

BIXSco Inc.
Calgary, AB

BARRY YAREMCIO

Ag-Info Centre
Stettler, AB



SPONSORSHIP OPPORTUNITIES

Thursday, January 17th – Dairy and Beef Sessions	Cost
Breakfast	\$ 950
Morning Scientific Session – DAIRY	\$1,700
Morning Scientific Session – BEEF	\$1,700
Morning Refreshment Break	\$ 850
Lunch	\$1,175
Afternoon Scientific Session – DAIRY	\$1,700
Afternoon Scientific Session – BEEF	\$1,700
Afternoon Refreshment Break	\$ 850
Dinner - N/A	\$3,350

Friday, January 18th – O.M.R. Sessions	Cost
Breakfast	\$ 950
Morning Scientific Session	\$1,700
Morning Refreshment Break	\$ 850
Lunch	\$1,175
Afternoon Scientific Session	\$1,500
Afternoon Refreshment Break	\$ 850
Bovine Practitioner BINGO	\$1,200
Reception	\$2,775

Saturday, January 19th – General Scientific Session	Cost
Breakfast	\$ 950
Morning Session	\$1,700
Morning Refreshment Break	\$ 850
Lunch	\$1,175
Afternoon Session	\$1,700

OTHER SPONSORING OPPORTUNITIES

Item	Cost
Name Tags - name tag will include sponsor's logo	\$950
Lanyards - sponsor must provide 200 lanyards by December 31 st	\$950
Conference Program Mailing Insert - one-page advertisement inserted into Conference Program mailing. Must be at WCABP office by November 1 st	\$950
Promotional Items - i.e. pen, highlighter, conference bag, notepads, etc. 200 of each article at WCABP office by December 31 st	\$950
Audiovisual Cube (Catchbox)	\$1,275

WCABP CONFERENCE - Thursday, Friday, Saturday - JANUARY 17-19, 2019 - "Cows, Calves, Clients and Contracts"

Thursday, January 17 th		Friday, January 18 th		Saturday, January 19 th	
Registration Desk Opens / Continental Breakfast		7:30 a.m.		7:30 a.m.	
DAIRY SESSIONS		BEEF SESSIONS		O.M.R. SEMINARS	
SCIENTIFIC SESSIONS					
Introductory Remarks		Introductory Remarks		Introductory Remarks	
8:30 to 8:35 a.m. Chair		8:30 to 8:35 a.m. Chair		8:30 to 8:35 a.m. Chair	
8:35 to 9:15 a.m. BVD in Dairy Herds <i>Dr. Frank van der Meer</i>		8:35 to 9:15 a.m. Management of Penile Trauma and Preputial Surgeries <i>Dr. Pierre-Yves Mulon</i>		8:35 to 9:15 a.m. A Look at What's Happening in Beef Cattle Markets <i>Sandy Russell</i>	
9:20 to 10:00 a.m. Troubleshooting in Robot Herds – Part 1 <i>Dr. Marcia Endres</i>		9:20 to 10:00 a.m. The Cow-Calf Surveillance Network: Benchmarks, New Tools, and Key Findings <i>Dr. Cheryl Waldner</i>		9:20 to 10:00 a.m. Canadian Beef Sustainability Acceleration Pilot Project <i>Deborah Wilson</i>	
8:35 to 9:15 a.m. Improving on Mother Nature: What's the best way to boost neonatally primed immune responses? <i>Drs. John Ellis and Nathan Erickson</i>		9:20 to 10:00 a.m. Contrary Medical and Legal Opinions Create a Dilemma for Veterinarians <i>Dr. Barry Blakley</i>			
Refreshment Break 10:00 to 10:30 a.m.		10:00 to 10:30 a.m.		10:00 to 10:30 a.m.	
10:30 to 11:15 a.m. Troubleshooting in Robot Herds – Part 2 <i>Dr. Marcia Endres</i>		10:30 to 11:15 a.m. Antimicrobial and Vaccine Usage in Cow-Calf Herds – Our Current Status and Opportunities for Improvement <i>Dr. Cheryl Waldner</i>		10:30 to 11:15 a.m. Merck Student Case Presentations	
11:15 to 12 noon DA's and GI Related Acute Abdomen Procedures <i>Dr. Pierre-Yves Mulon</i>		11:15 to 12 noon BVD - Beef <i>Dr. Frank van der Meer</i>		11:15 to 12 noon Transferring Knowledge Between Veterinarians and Producers <i>Tracy Herbert</i>	
11:15 to 12 noon Employment Contracts, Purchase Agreements, Partnership Agreements, Succession Planning – Part 1 <i>Eric Dalke</i>					
Lunch Break 12:00 noon to 1:30 p.m.		12 noon to 1:45 p.m.		12:00 noon to 1:00 p.m.	
1:30 to 2:15 p.m. Bovine Leukosis <i>Dr. Frank van der Meer and Alessa Kuczewski</i>		1:30 to 2:15 p.m. The Science and Art of Getting Help from a Diagnostic Laboratory <i>Dr. Anatoliy Trokhymchuk</i>		12:15 to 1:45 p.m. WCABP A.G.M.	
2:15 to 3:00 p.m. Selected Dry Cow Therapy in Western Canada <i>Dr. Daryl Nydam</i>		2:15 to 3:00 p.m. Practical Nutrition <i>Barry Yaremco</i>		2:00 to 3:00 p.m. Theory of Readiness Index <i>Dr. Jasmeet Kaler</i>	
1:00 to 2:00 p.m. Employment Contracts, Purchase Agreements, Partnership Agreements, Succession Planning – Part 2 <i>Eric Dalke</i>		2:00 to 3:00 p.m. Most Common Methods for Practice Evaluations - Part 1 <i>Terry Jackson</i>			
Refreshment Break 3:00 to 3:30 p.m.		Refreshment Break 3:00 to 3:30 p.m.		Refreshment Break 3:00 to 3:15 p.m.	
3:30 to 4:15 p.m. Pathogen Based Treatment of Clinical Mastitis, Transition Cow Management, etc. <i>Dr. Daryl Nydam</i>		3:30 to 4:15 p.m. Antibiotics and Their Alternatives in Feedlot Medicine <i>Dr. Trevor Alexander</i>		3:30 to 4:15 p.m. Theory of Planned Behaviour <i>Dr. Jasmeet Kaler</i>	
4:15 to 5:00 p.m. Colostrum Management – Post-Natal Period <i>Dr. Mike Nagorske</i>		4:15 to 5:00 p.m. Discovery of Unconventional Viruses Associated with Bovine Respiratory Diseases – with the help of high throughput sequencing <i>Dr. Yanyun Huang</i>		4:15 to 5:00 p.m. Update on ErgoVet Study <i>Dr. Catherine Trask and Robyn Reist</i>	
5:00 p.m. Session Adjourns		5:00 p.m. Session Adjourns		4:00 p.m. Session Adjourns	
DINNER		RECEPTION			