



**FOR IMMEDIATE RELEASE**

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## **WVC Announces Reduced Fees and Increased Focus on Veterinary Technicians for 2011**

LAS VEGAS, August 11, 2010 —To enhance the Western Veterinary Conference's reputation as a preferred destination for veterinary technicians seeking top-quality continuing education, **WVC has announced that its 2011 Conference is featuring special reduced fees, new extras, and enhanced programming specifically for veterinary technician attendees.**

As part of this initiative, the WVC Board of Directors and management team have implemented attractive Conference price cuts, introduced designated personnel, established a task force, and confirmed ongoing support for technician recognition and assistance:

- **NEW! REDUCED REGISTRATION FEES** for veterinary technicians—\$295 Early (before August 31), \$315 Advance (until January 31, 2011), \$325 On-site.
- **NEW! COMPLIMENTARY CONFERENCE NOTES/PROCEEDINGS** *included* in the lower 2011 registration fees.
- **NEW! VETERINARY TECHNICIAN EDUCATION MANAGER**, Ms. Linda Markland, RVT, now serving on the WVC Education Committee.
- **NEW! VETERINARY TECHNICIAN TASK FORCE**, led by prominent technician educator Dr. Dennis McCurnin, WVC Vice President, to study past and future curricula for veterinary technicians attending WVC.
- **CANDIDATE SEARCH**— seeking qualified veterinary technician nominees for the 2012 WVC Board of Directors Veterinary Technician position.
- **WVC TECHNICIAN SCHOLARSHIP PROGRAM**—funded for the second year.
- **COMPLIMENTARY TECHNICIAN STUDENT REGISTRATIONS** for students enrolled in AVMA-certified programs.

Thanks to the generosity of four corporate sponsors with a special interest in the veterinary technician audience, WVC is also able to provide top-of-the-line Conference amenities on-site in Las Vegas. These are reserved exclusively for veterinary technicians:

- **Technician Lounge** (Sponsored by Nestlé Purina HealthCare)
- **Technician Reception** (Sponsored by Hill's Pet Nutrition)
- **Technician Fair**

*Continues*

WVC's technician programming features advanced and general tracks and services designed entirely with the veterinary technician's needs in mind. Technician registrants can choose sessions from the Veterinary Technician Program dedicated particularly to their CE requirements (60+ hours), including a number of focused symposia and hands-on labs. All hands-on labs will be held at our state-of-the-art premier learning facility for veterinary education designed for and by veterinary professionals -- the Oquendo Center. Technicians seeking specialty certification will find numerous topics that will help gain knowledge and are suitable for certification. As in previous years, technicians are also able to attend any of the lectures offered for veterinarians.

In 2011, WVC veterinary technician registrants can enjoy a total package of full Conference access and renewed concentration on their roles in practice, academia, and industry. Add to those highlights the new, *complimentary* Conference Notes/Proceedings, and the result is the proverbial "more bang for your buck" —a welcome financial bonus of added educational and networking opportunities for notably lower registration cost.

**For details about the WVC Veterinary Technician Program or other aspects of the Western Veterinary Conference, please contact Dr. Guy Pidgeon, CEO, at 866.800.7326 or [guy@wvc.org](mailto:guy@wvc.org).**

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### **About Western Veterinary Conference**

WVC provides comprehensive continuing education for progressive veterinary professionals and related groups in a world-class destination—Las Vegas, The Entertainment Capital of the World. International authorities and emerging speakers present advanced instruction in the first-class convention facilities of the Mandalay Bay Resort & Casino and hands-on labs in the state-of-the-art Oquendo Center for Clinical Education. Attracting more than 13,000 attendees annually, as the premier veterinary meeting in the world, WVC registers over 6,000 veterinarians, over 1,200 veterinary technicians, several hundred practice managers, and several thousand additional attendees with direct relationships to the animal health industry. For more information, visit [wvc.org](http://wvc.org).