

# SOVMA Fall Conference



Thu. November 17<sup>th</sup>  
9:00am-4:00pm  
(Registration at 8:15am)



5 hours of Management  
CE (OVMA, KVMA, VHMA  
approved)



Oscar Event Center  
at Jungle Jim's Market  
5440 Dixie Hwy.  
Fairfield, OH 45014



\$50 per attendee (\$25  
discount per additional  
attendee from the same  
practice)

Learn more or RSVP at [www.sovma.org/events](http://www.sovma.org/events)



Questions?  
937-506-0841



[info@sovma.org](mailto:info@sovma.org)



[facebook.com/sovmaorg](https://facebook.com/sovmaorg)

## Conference Schedule

8:15am Registration Opens

9:00am **Session 1: Get Your Pharmacy Business Back (Kelly Capasso)**

Make your pharmacy profitable by identifying challenges and providing the solution yourself. You'll walk away with an actionable plan to reduce expenses, improve compliance, increase client satisfaction, and grow revenue.

10:00am **Session 2: Compassion Fatigue: The Cost of Caring (Brandon Hess)**

What is Compassion Fatigue? How do I identify it? How do I manage it? You'll be provided with the tools necessary to increase your job satisfaction and decrease your practice's attrition rate through normalizing Compassion Fatigue.

11:00am **Morning Break: Refreshments & Networking**

11:15am **Session 3: Roundtable Discussions**

12:00pm **Lunch**

1:00pm **Session 4: Key Performance Indicators That Matter (Brenda Tassava)**

What key performance indicators are meaningful to practice managers today? You'll learn which ones matter, how to set goals around them, and track your progress as you put some forward-thinking action plans in place for your teams.

2:30pm **Afternoon Break: Refreshments & Networking**

2:45pm **Session 4 continued...**

4:00pm **End of Conference**



### Brenda Tassava, CVPM, CVJ

Brenda Tassava is an artist turned management consultant, so she's always looking at things from a unique and creative perspective. She brings more than 18 years of practical veterinary business experience to her presentations. The author of the book, *Social Media for Veterinary Professionals*, and an experienced leader who has taken practices to award-winning levels of recognition when it comes to workplace culture, Brenda approaches consulting in a "whole-istic" manner. She believes that when you invest in great people and paint a vision for them to work towards, prosperity and profitability are natural outcomes.



### Brandon Hess, CVPM, CCFP

Brandon Hess spent 10 years in the management trenches, first as a companion animal veterinary hospital manager and from 2014 to 2016, as the manager of a large specialty practice in Ohio. He's led initiatives and worked with veterinary staff members and managers to help them become leaders and strong team members. After leaving specialty medicine he joined Tassava Consulting as an Associate Practice Management Consultant. Brandon uses this diverse experience and unique perspective on leadership and training techniques to help clients develop into effective communicators and leaders in their practices.



### Kelly Capasso

Kelly Capasso has dedicated her career to veterinary medicine and loved every minute of it. With more than 22 years of experience working in a wide range of environments, she has held the title of almost every role a clinic can offer. For the past 12 years she has delighted in managing two large practices near Dayton, Ohio and leading a team of more than 60. Kelly is equally passionate about building relationships inside the clinic and outside with other practices. She seeks to advance veterinary medicine by empowering teams with the belief that collaborating with others is a critical component to success.