



Aurora Pharmaceutical, Inc.
Innovative Products Backed by Exceptional Service

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business essentials



BUSINESS ESSENTIALS - INSIDE

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PERSEVERING IN AN ENVIRONMENT OF CHANGE DEMANDS FOCUS AND RELATIONSHIP BUILDING



Bob Rehurek,
Director of Sales and Marketing
Aurora Pharmaceutical, Inc.

“
It has always been our business model to make sure the single veterinary or small practice stays viable.
”

To stay competitive, animal health products providers must stay on top of market trends, technological advances and regulation changes. Keeping up can be daunting at any time, but is especially imperative as consolidation of our industry continues to trend forward.

Change keeps picking up speed. Before we can finish adjusting to one change, we often get hit with several others. It seems we are working in a constant period of transition and the shelf-life keeps getting shorter. “What works” becomes history in a very short time.

More people, more tools, more knowledge and in the future, probably more change than we’ve experienced so far. Change has no conscience ... doesn’t play favorites ... takes no prisoners. And, change can destroy organizations that don’t adapt. It’s happening in our livestock industry, in businesses and to associations all around us.

In years past, we could get by with a slower response time. Those days are probably history now. We cannot afford to ignore change. We must face reality and do what works. In regard to business efficiency, there is no off-season anymore.

It has always been our business model to make sure the single-veterinary or small practice stays viable. We strongly support these practices with level pricing (same price for the 3-vet practice as the 30-vet practice). It also means producing marketing tools that drive customers directly to the veterinarian’s door – regardless of the clinic size. It means providing our distributors with pricing that helps them compete with OTC outlets and catalogs.

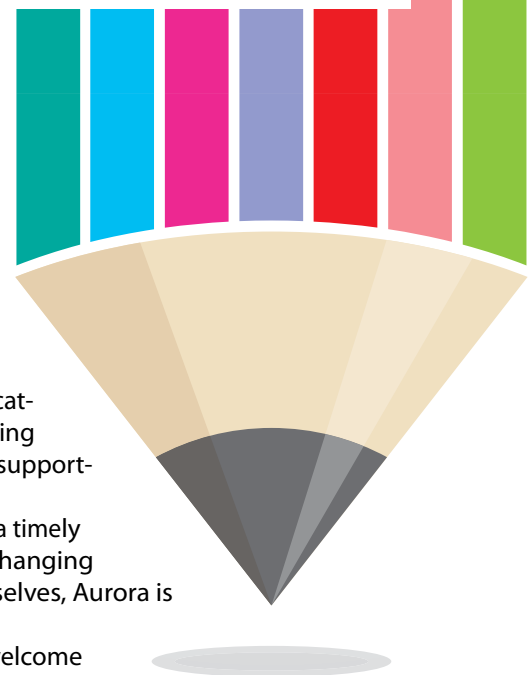
And it means providing an open-door policy so any veterinarian, distributor or sales representative can contact us, address any issue and know we have their technical and sales objectives in mind.

It is this passion, energy and drive that allows us to hire new Swine Technical Services Manager Dr. Grant Weaver, located in Sheldon, IA. It’s all about streamlining our service, cutting out the noise and getting to the point; being a partner and supporting the entire chain to succeed.

We keep working on quick service and addressing issues in a timely manner, while continuing to establish and build on ever-changing relationships. When the right opportunities present themselves, Aurora is proactive and ready.

I hope you enjoy this issue of *DVM Business Essentials*. I welcome your thoughts and input. 

WE STRONGLY SUPPORT LEVEL PRICING FOR ALL



Successful Service Starts With Understanding Your Customer



It is all about collaboration, insight and business outcomes.

*Brad Kelley
Animal Health International*

Brad Kelley has been a distributor representative for more than 40 years. Kelley started his career in animal health in 1979 at Iowa Vet in Mankato, MN, where he worked in the warehouse and drove semi-trucks for seven years. Kelley continued to excel in his career in animal health and accepted a job in the office as an inside sales person and later, moved to outside sales.

Kelley now works as a Field Representative for Animal Health International (AHI) responsible for large animal sales in the upper Midwest. Kelley's dedication to customer support earned him the prestigious Minnesota Turkey Growers Association (MTGA) Allied Lifetime Achievement Award in 2016. And he's just getting started.

Anyone who knows or has worked with Kelley agrees, he is one of the best at what he does — making the buying process painless for his myriad of customers. "The sales force of 5-10 years ago simply does not have the skills to survive in an age of digitally enabled buyers," says the Spicer, MN-based Kelley. "It's not that salespeople have become bad at selling, but their skills have atrophied. Survival requires salespeople to think differently about their customers and have vastly better skills than ever before."

According to the veteran salesman, rarely does a company have a clear price or product advantage. He insists there is also increasing parity in value-added services. "My customers continue to tell me that differentiation is no longer based on price, product or service," Kelley stresses. "The sales rep makes all the difference. To be successful, salespeople must differentiate themselves through a truly consultative sales process built around a thorough understanding of their customers' business." This is something that

has been at the core of Kelley's sales strategy since he started in the business over 40 years ago.

"Successful salespeople ask lots of great and challenging questions," states Kelley. "As a result, they can dive into broad business issues and propose solutions that impact their prospect's business in a way that the customer has not thought about before. The role of a trusted business adviser has almost nothing to do with product. It is all about collaboration, insight and business outcomes. AHI provides me with the tools and support staff to do this effectively."

"Our advanced product distribution outlets, intuitive inventory control and our management's commitment to same-day service is unmatched in the industry. They have my back, so I can earn my customers' trust."

Kelley believes today's animal health products and services reps must become experts at understanding their customers' concerns by developing intimate knowledge of their prospects' business issues in a way that allows them to create immediate and measurable value. "All businesses operate within an environment of change," says Kelley.

"One of the most important aspects of change is change in the marketplace as customers become more demanding. For me to help my clients the most, I must provide value that transcends the department and impacts the entire organization. At least that is my goal."

After all these years on the road, Kelley's eyes still light up at the prospect of meeting new customers. "I refer to it as 'turning over rocks,'" Kelley smiles. "When I meet a new customer who has issues I can solve with my portfolio of products, service and management experience, it's a win." Those who know Brad Kelley know he wins a lot. **A**



Brad Kelley, his wife Anita and his immediate family (minus 4 grandchildren), accepts the prestigious MTGA Allied Lifetime Achievement Award.

A LESSON IN PERSISTENCE AND HARD WORK

Like many equine veterinarians, Jamie Pribyl, DVM (U of MN '04), had a passion for horses that started at a young age. Her love of horses developed into a successful youth career showing Quarter Horses in the U.S., Canada and abroad.

Fulfilling a lifelong dream, Dr. Pribyl graduated from veterinary school and completed an equine medical and surgical internship at Pilchuck Equine Hospital in Snohomish, WA, before joining Buffalo Equine (Buffalo, MN) in 2006 and becoming a partner in 2008.

While Dr. Pribyl enjoys all aspects of equine practice, she has a special interest in equine sports medicine/lameness, reproduction and chiropractic and has brought those specialties to her practice. And yes, her love of competition is still strong – she and husband Steve own an equine training facility in Maple Lake and continue to breed and raise racing Quarter Horses and barrel horses.

But in early 2013, Dr. Pribyl did what we've all been taught not to do ... she trusted her sedation to the point of positioning herself in harm's way. "I was not negligent; I was just too trusting of my sedation on a notoriously tricky horse," she recalls. "I don't remember the kick, but felt my leg explode and wound up in the back of an ambulance."

A fractured tibia and psychological wounds that took a long time to heal, Dr. Pribyl did what most thought improbable. She worked herself back into shape and back into practice. With what she says is a, "real focus when sedating and moving horses."

While many thought her practice career was over, she never doubted herself or her love of equine medicine. "I was out for seven months, half of that

time in no-load-bearing therapy," she says. Defying the odds and working harder than most to make sure her practice continued to grow and prosper, Dr. Pribyl focused on therapy and getting back to work in a practice that was just beginning to grow. "It was certainly a depressing time for me," she recalls. "However, as it turned out, I was able to spend a lot of time with my six-month-old baby that I would have missed. I worked hard and was able to resume practice in the fall. Since then, she never looked back ... except to see where the 1,200-lb. patient is standing."

Prior to her injury, Dr. Pribyl and partners were in the middle of designing and building a state-of-the-art equine health care center in Buffalo that was completed in the summer of 2016. "With the cold weather we have here in Minnesota," she outlines, "we felt it was imperative to provide our clients (and ourselves) with a fully enclosed, haul-in clinic area, rehabilitation track and necessary surgery suites to cover our clients' growing needs."

Buffalo Equine is a full service, five-doctor veterinary clinic providing ambulatory, medical, surgical and reproductive services. "As we expand our service role to the western Minneapolis metro area to provide routine and preventative services, we have invested in portable advanced diagnostics and treatment modalities including digital x-ray, digital ultrasound and endoscopy services. This has allowed our ambulatory veterinarians the opportunity to provide on-farm veterinary care for horses in the west metro area while growing our practice," she adds.



In conclusion, Dr. Pribyl notes, "As a female equine owner, things are a bit tougher," she says. "If you don't have a practice that allows you to take care of your children, have some time off and a non-flexible on-call

schedule, it is almost impossible to balance your life. I'm extremely fortunate to have veterinary partners and colleagues that allow me some time to do what I want to do with my family. We help each other out and spread the responsibility so no one person is overburdened. As a young veterinarian, make sure you find a practice that allows some flexibility. Commit to working hard, but work hard so you can take some time off as well. It's critical to the practice, your wellbeing and the practice's longevity." **a**



Liquid Aspirin vs. Sodium Salicylate: Properties, Actions, Economics

Salicylate plays an important role as a non-steroidal, anti-inflammatory drug in swine and poultry production systems worldwide. Those used most commonly are **sodium salicylate** and **acetylsalicylic acid (aspirin)**, due to their immunomodulatory, analgesic, antipyretic and anti-inflammatory activities. Other effects have been reported such as minimizing the effects of heat stress, allostatic load, ascites, leg disorders, reducing respiratory and digestive disorders, as well as enhancing growth performance, feed utilization, nutrient digestion and absorption, egg production and the quality of meat and eggs.

Anti-Inflammatory Salicylates: Their Properties and Actions

Sodium salicylate and aspirin are two salicylates that are part of a larger group of anti-inflammatory agents known as nonsteroidal anti-inflammatory drugs (NSAIDs). Most NSAIDs act to relieve inflammation by reducing local fluid accumulation (edema), and heat and pain in injured or infected outlying tissues. They also act on the central regulatory systems to reduce pain and fever (Lees and May, 1992, p. 847).

Sodium salicylate and aspirin have **comparable therapeutic properties and potencies** (Osol and Pratt, 1973, p. 1075) and the anti-inflammatory properties of sodium salicylate and aspirin are the same (Osol and Pratt, 1973, p. 160), with some major exceptions, including:

- **Sodium salicylate does not prolong bleeding time as aspirin does** (Osol and Pratt, 1973, p. 162). This is due to the acetyl group of aspirin irreversibly acetylating and inactivating the prostaglandin synthetase of platelets. New platelets must be formed after aspirin use for full clotting to be restored (May and Lees, 1996, p. 231; and Plumb, 1995, p. 55). **Sodium salicylate does not contain acetyl groups, and consequently its effect on platelets is not irreversible.**
- **Liquid aspirin is subject to degradation when exposed to moisture** (Plumb, 1955, p. 55; and Budavari *et al.*, 1989, p. 134), where **sodium salicylate has been demonstrated to stay stable for periods in excess of one year** in aqueous conditions (Tizard, unpublished data).
- The **solubility of sodium salicylate in water is very high**, with one gram dissolving in slightly less than 1 mL (Budavari *et al.*, 1989, p. 1367). **Aspirin is as much as 300 times less soluble**, with one gram of aspirin dissolving in 300 mL of water (Budavari *et al.*, 1989, p. 134)

Sodium salicylate and aspirin both work to relieve the inflammation that results from a cascade of events that occur because of injury or infection. The body produces prostaglandins that are responsible for the pain, fever and edema associated with inflammation. Prostaglandin synthesis depends on prostaglandin synthetase enzymes. Live animal studies have

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Swine Technical Services Veterinarian
Aurora Pharmaceutical, Inc.

been used to demonstrate that sodium salicylate, aspirin and other NSAIDs reduce inflammation by inactivating prostaglandin synthetase and preventing the development of prostaglandins (Higgs, *et al.*, 1976, p. 105; and Lees and May, 1992, p. 846).

The anti-microbial effects of salicylates can be a double-edged sword. If used at too low of levels, induction of antibiotic resistance can result, while at higher levels antimicrobial effects can be enhanced (Price *et al.*, 2000, p. 1029). This enhanced antimicrobial effect results in more efficient use of feed and water when used properly. It is always important to follow labeled directions for the use of drugs, but it is especially important with salicylates for these reasons.

Cost Comparison

Due to the fact that sodium salicylate is highly soluble in water vs. **aspirin at 300X less soluble** in water, the cost benefits greatly favor sodium salicylate as shown in the chart below.

Per-Gram Cost Comparison: Liquid Aspirin 12% vs. ORAL-PRO® Sodium Salicylate 48.6%*

Product	Dose	Approximate Retail Cost/Gallon of Stock Solution	Salicylate Dose Delivered to the Animal	Cost Per Gram
Aspirin 12% (\$14.00 per qt)	4 oz./gal	\$1.75/gal stock	0.117 gm/gal of treated water	\$0.11/gm
ORAL-PRO® 48.6% (\$36.50 per gal)	16 oz./gal	\$4.56/gal stock	1.89 gm/gal of treated water	\$0.018/gm (6.1 x savings/gm)
ORAL-PRO® 48.6% (\$36.50 per gal)	10 oz./gal	\$2.85/gal stock	1.18 gm/gal of treated water	\$0.018/gm (6.1 x savings/gm)

The other consequence resulting from the solubility issue related to aspirin is that the animal is not able to consume enough treated water to achieve therapeutic levels in the blood. The amount of aspirin ingested does not allow for the beneficial antipyretic and anti-inflammatory effects as discussed above to be realized. Conversely, the amount of sodium salicylate that can be consumed is more than adequate to achieve the desired effect. Therefore, the advantages of using sodium salicylate are both cost and effectiveness related.

*ORAL-PRO® Sodium Salicylate 48.6%, Aurora Pharmaceutical, Inc.
ORAL-PRO® is a registered trademark of Aurora Pharmaceutical, Inc.





DAVE OLIVER

AURORA QA/QC MANAGER KEEPS CUSTOMER SUPPORT AT TOP OF HIS PRIORITY LIST

At Aurora Pharmaceutical, Quality Assurance (QA) and Quality Control (QC), which are often used interchangeably, fall under the control of Dave Oliver. With more than 30 years of production and laboratory experience with larger pharmaceutical companies, Oliver understands the differences between QA and QC. He insists these other companies never had the focus to “customer quality” that Aurora does.

“I was specifically trained (BS Chemistry, U of Wisconsin-Eau Claire) to formulate, document, maintain quality control standards, and on-going quality control goals. My ultimate objective of the Aurora QA/QC department is three-fold:

PRIORITIES

- 1) GREATLY ENHANCE CUSTOMER SATISFACTION
- 2) DRAMATICALLY INCREASE PRODUCTION EFFICIENCIES
- 3) REDUCE OVERALL PRODUCTION AND MANUFACTURING COSTS

“Quality assurance and customer satisfaction are inextricably interconnected,” the chemist outlines. “Common sense tells us if we can’t produce a cost-effective product that manages disease effectively while enhancing our customers’ satisfaction in our product, then we’re fighting an uphill battle. **Our entire company believes customer satisfaction is as much a part of QA/QC as any laboratory procedure or FDA guideline.**”

Oliver and his staff of 15 QA/QC chemists and microbiologists are tasked daily with assuring every batch of product contains the same active and inactive ingredients in the same concentrations, the same dosage form and the same route of administration as the equivalent pioneer product.

“A generic animal drug is required to have the same labeling as the pioneer drug, including withdrawal, warnings and safety information. If the pioneer product has a specified pH range, the generic product must have the same specified pH range,” assures Oliver. “The specifications for the ingredients of the generic animal drug must meet the same standards as those of the pioneer animal drug to ensure the quality of the ingredients will be the same.”

Oliver adds, “There is no significant difference in active ingredient contents between pioneer and generic products. All the generic animal drugs we manufacture must show bioequivalence to the pioneer drug,” he adds. “A generic animal drug must satisfy the same rigorous manufacturing parameters, process and quality control. Just like human drugs, the manufacture of pioneer and generic animal drugs must meet the standards of current Good Manufacturing Practices (GMP). We spend a number of hours working on standardized procedures that make this process run as smoothly as possible. When we can save time and money, that goes right back to the customers’ bottom line.”

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**TFB EQUINE'S COMMITMENT
TO RACEHORSE MEDICINE
IS STRONGER TODAY THAN EVER**

The racehorse practice of TFB Equine (formerly Teigland, Franklin and Brokken) has been caring for horses in South Florida since its inception in 1946. One of the oldest continuous equine practices in the country, TFB Equine has been under the leadership of Scott Hay, DVM (KSU '88), since he became President and Managing Partner in 2004. In that time, TFB Equine has been on a steady growth trend, and now offers veterinary services throughout Florida, the Mid-Atlantic region, New York and Kentucky.

"Back in 1946 when Dr. Teigland started the practice, there were a lot of breeding facilities and training/performance centers to focus on," recalls Dr. Hay. "Since then, though, most of those services moved to Ocala, FL. That left us with a seasonal practice that had a lot of ups and downs. When I joined the practice in 1990, we were transitioning to an exclusively racetrack practice."

Because of the seasonality, the practice went from 14 full-time veterinarians down to just four. He knew they needed to expand their practice to survive the changing industry.

Dr. Hay says they started following their winter racing north where they continued to expand and offer veterinary services. "We now have 16 full-time veterinarians servicing racing and performance horse clients from Saratoga Springs and Belmont Park in New York to Delaware Park, some limited work in Kentucky, and our clients at tracks and training centers throughout Florida. We're expanding yearly and bringing on talented veterinarians."

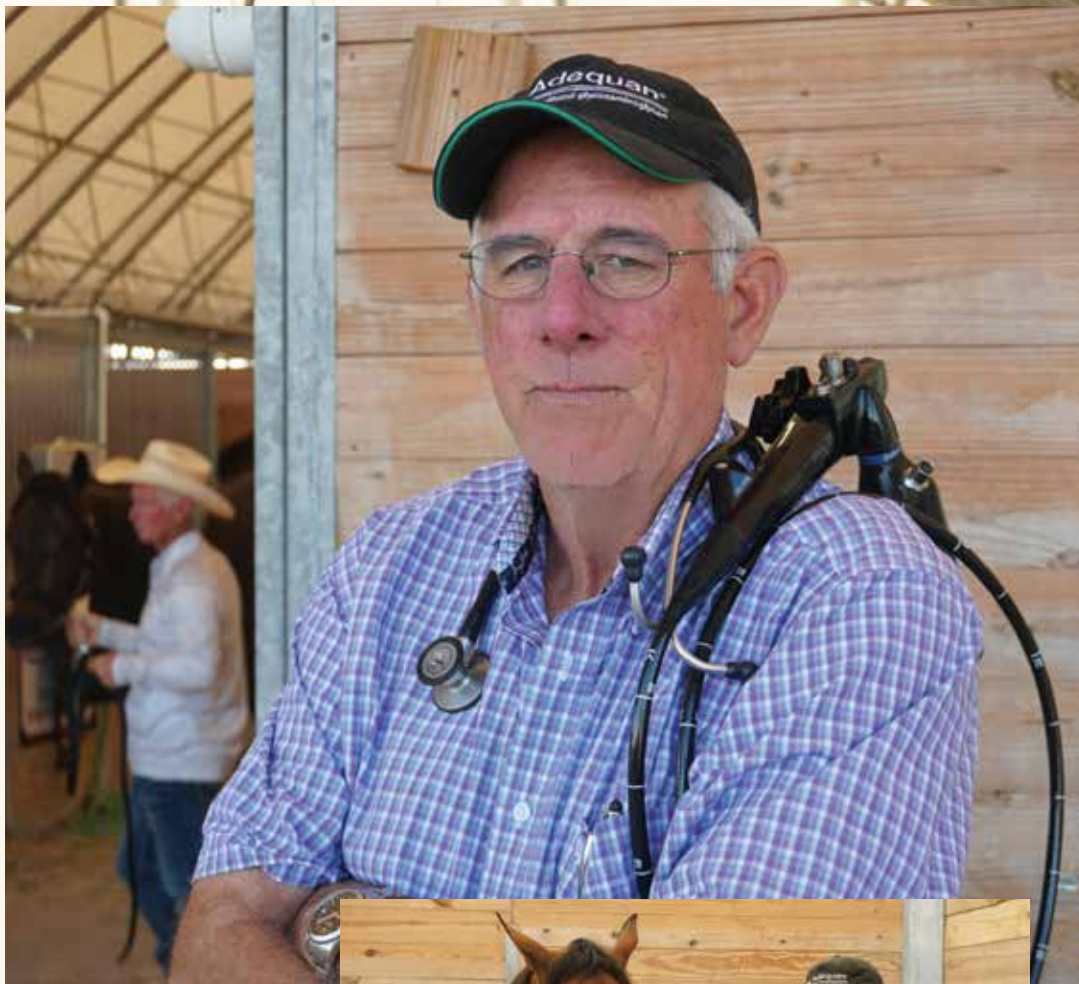
Dr. Hay says the main advantage TFB Equine brings to its clients is the array of equine expertise in one group. "A large majority of our caseloads are lameness and respiratory disease," he notes. "Our clients like the fact that we're taking care of their horses year 'round, not just the winter racing season. For example, lameness in horses has multiple causes, some obvious and some that are difficult to diagnose. We are treating equine lameness issues including traumatic injuries like sprains, strains and fractures. We often see damage to the nervous system such as wobbler syndrome and equine protozoal myeloencephalitis. Following the horse allows us to better treat and manage its overall racing/performing potential."

Dr. Hay deals with a lot of inflammatory airway diseases on the track and training facilities. "In racing, oxygen drives the train. Being able to transfer oxygen on the most efficient level is important to a horse and its owner. The vast majority of owners understand it is to their advantage to address these issues early and with the best, quickest therapy possible. When antibiotics are indicated for healing and abating the disease – and sensitivities confirm sulfa therapy – we commonly reach for **Equisul-SDT®** (sulfadiazine/trimethoprim).

This product continues to prove itself as one of the more convenient and efficacious antibiotics we can prescribe," Dr. Hay states. "We especially like it because trainers don't have a problem administering the product, which is a huge benefit to know the horse is getting the full

length and dose of prescribed therapy. Compliance is key! Being an FDA-approved antibiotic is also a welcomed advantage."

In 2004, Dr. Hay took over the responsibilities as President and Managing Partner of the practice (and is the current VP of the AAEP). For Dr. Hay that meant a full caseload and the management of the growing clinic. It's a time-consuming, full-time job that Dr. Hay admits is part of every veterinary practice. "If I could just practice all day, I'd be happy. But this is a full-time investment, and I take the responsibility of leading this team of professionals with great pride. It helps that I work with such a great group of veterinary partners and support staff. I love what I do and always have. I seldom feel like I'm going to work. This has become my hobby much more than just a job. I've always found enjoyment working with horses and horse people. I'm fortunate to work with fantastic doctors who truly care about their clients," Dr. Hay concludes. **B**



NEBRASKA SWINE VETERINARIAN STRESSES...

VETERINARY MEDICINE
IS NOT JUST ABOUT
ANIMALS, IT'S ALSO A
PEOPLE BUSINESS

“

KNOW YOUR SCIENCE.
KNOW YOUR HERD HEALTH.
BUT ALWAYS UNDERSTAND
OUR BUSINESS IS ABOUT
PEOPLE, TOO. THEY PAY THE
BILLS AND THEY EXPECT
OUR BEST EVERY DAY.

”



When all is said and done, Tom Petznick, DVM (KSU '95), has made a successful career as a "problem solver."

The swine specialist spends the majority of his time working with clients (ranging from 600-sow to 32,000-sow operations), solving

problems ranging from reaching that magical 40 pigs-per-sow number (they're at 35 pigs-per-sow now) to helping find qualified production-minded employees, developing and enforcing biosecurity protocols, helping managers fine-tune water and feed issues and training people. In tandem, he's helping his clients maintain the safest, healthiest swine facilities possible. It's a 24/7/365 job he has accepted with gratitude and humility.

"After I graduated from veterinary school, I was focused on being a dairy veterinarian," he smiles. "That was quickly derailed the day I got out of veterinary school and started working with Plymouth (NE) Vet Clinic in a mixed-animal practice. As it turned out, I replaced the vet whose main client base was swine accounts. It must have been divine intervention," Dr. Petznick admits, "because I have never looked back. I enjoy working with pigs and especially the producers who have a passion for raising them right."

Dr. Petznick remembers hanging on to every word other swine vets taught him and took every CE class in swine production and health that he could. "I would talk to any swine vet who had the time to visit with me," he recalls.

"It allowed me to move from the mixed practice a year later to a swine-specific practice in Columbus, NE. The practice had a large swine account in Oklahoma that I worked with and learned a lot about production medicine.

"But more importantly," he stresses, "I started to learn veterinary medicine was so much more than just science and health. It was based on being a valuable ally to the owners and managers who relied on me to help them solve problems. I learned very quickly to be a problem solver or quickly help find someone who was."


That firsthand experience led Dr. Petznick to start his own swine-specific practice, ArkCare, in Norfolk, NE, in 2010. Now he works with a wide variety of pork producers maintaining the healthiest, low-cost-of-production systems possible.

"With the tremendous ebb and flow of this business," he outlines, "if you aren't

producing the healthiest pigs per sow possible, you won't be in business long. Our producers work hard to maintain the pig flow necessary to fill in the gaps for large systems looking for high-quality market pigs, as well as fill the need to bring consistent, high-quality pork to the industry. The last three years have been brutal, but those who stayed consistent and did not have big disease breaks, are reaping the current market rewards."

Dr. Petznick's largest account, Livingston Enterprises, Inc. (owned by Bruce and Trudy Livingston and family in Fairbury), has steadily grown from a 2,200-head breed-to-wean facility to over 32,000 sows producing more than 1 million weaned pigs in 2019, under the watchful eye of Dr. Petznick.

"Bruce has the same passion for raising pigs as my smaller independent producers," he states. "Regardless if I'm on a 600-sow or a 32,000-sow operation, herd health is herd health. Being able to provide answers when needed is critical to my business. That requires a lot of education, constantly seeking CE courses and working daily with these producers. I do a lot of PQA audits and paperwork as well as assist in training new employees and key position recruiting. It's not all veterinary work, but it's the role these producers critically need."

In conclusion Dr. Petznick notes, "I tell veterinary students to always challenge the status quo because that's what these progressive producers are looking for. There's plenty of room for good veterinarians willing to accept the role as adviser, confidant and problem solver. Know your science. Know your herd health. But always understand our business is about people, too. They pay the bills and they expect our best every day." 



Veteran Practitioner **CHALLENGES** Next-Gen Vet Students



Growing healthy turkeys, egg layers and hogs to produce great food products has been a tradition at Cooper Farms since company founder Virgil Cooper started raising holiday turkeys in 1938. Now Cooper Farms hatches more than 15 million poults, raises over 6 million tom turkeys, 200,000 turkey breeder hens, 3.7 million laying hens, 6.8 million pullets, 27,000 sows and weans over 700,000 piglets; all kept healthy by two staff veterinarians – Tim Barman, DVM (Ohio State '73), and Don Davidson, DVM (Ohio State '86).

Dr. Barman was the first full-time veterinarian hired to work exclusively at Cooper Farms. Before his arrival in 2007, Cooper Farms addressed animal health issues on a case-by-case basis, oftentimes calling in Dr. Barman from his mixed animal practice for help. "Having our own veterinarian on staff makes all the difference in the world to our performance," says Jim Cooper, CEO, Cooper Farms. "For years, we had no veterinarians and managed our way through it. Dr. Barman came along, and we quickly wore him out," he smiles.

"There were several reasons I decided to sell my practice of 34 years and join Cooper Farms," Dr. Barman recalls. "My shoulder and back were dwindling due to pregnancy-checking 300-350 milking cows a day and the night calls took their toll. Selling a practice is a daunting task," he continues, "so when I found another practice willing to purchase and I knew the level of service was going to be superior, I sold and joined Cooper Farms. I've been very thankful every day."

At 71 years old, he has slowed down some, but he still puts in 30-35 hours per week. However, it's work he finds important for the future of food animal production. Dr. Barman

has assumed a unique role of being the face of Cooper Farms to veterinary students and the community when discussing the company's commitment to animal health/care and food production. Dr. Barman is the perfect person to do so, because of his more than 45 years of experience.


And nobody is more passionate about consumer and veterinary outreach. Dr. Barman tries to provide firsthand knowledge to the all senior OSU veterinary preventive medicine students of how the veterinary industry has changed over the last four decades, while still able to challenge the young minds in a way they may not be challenged at the university.

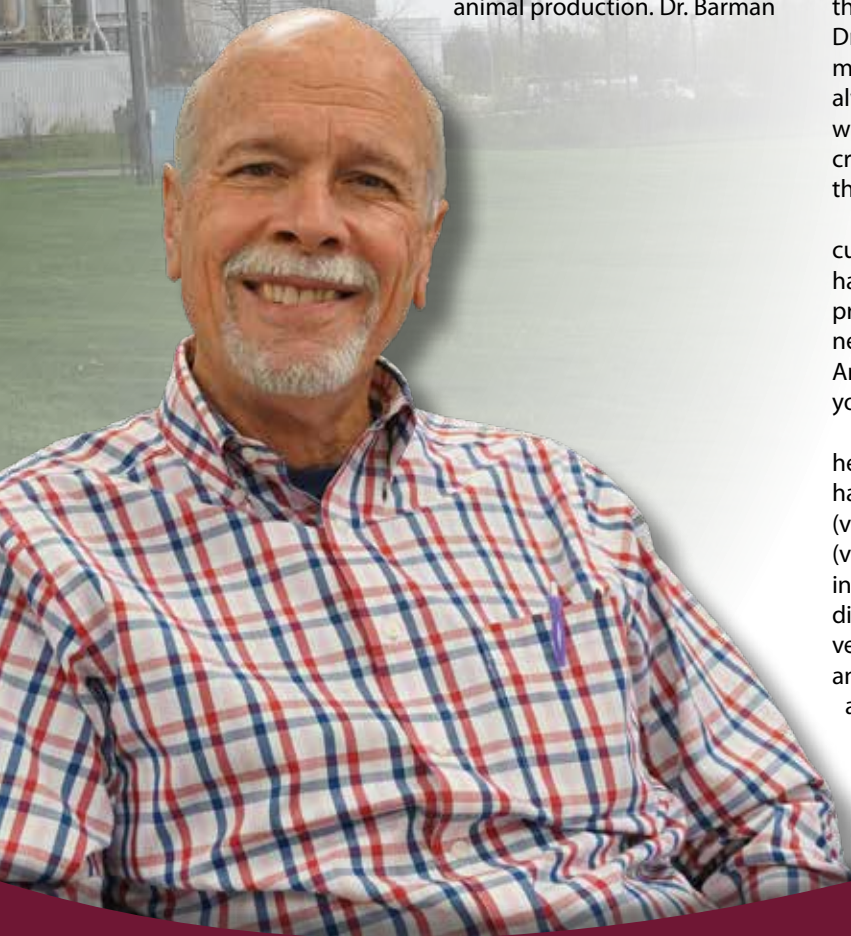
Dr. Barman and Cooper Farms have opened the barns through virtual farm tours and viewing rooms on both turkey and hog farms. "These methods show how we raise our animals to not only the vet students, but also FFA classes, 4-H groups, politicians, school teachers and many community leaders and neighbors," Dr. Barman says.

Dr. Barman notes that the main reason he enjoys these classes is being able to bridge the disconnect many vet students have with production medicine. "There are a lot of veterinary students that don't have the first clue about farming and animal agriculture," Dr. Barman states.

"That's why it's important to challenge the veterinary students to think like a client or producer – and not a veterinarian. How does a new veterinarian that doesn't know anything about live animal production see things? What do they think when they look inside a barn and see how we care for our animals? I want them to be able to share this care with their companion animal clients who know very little, if anything, about how their meat, milk and eggs are produced," Dr. Barman says. "I tell students to put themselves in that mindset and never be afraid to say, 'I don't know.' However, always tell the client you will find the answer and get back with them. In the end, they'll respect you more. It's also critical that they listen to and learn from their clients and the farm staff."

His final advice to veterinary students is pretty clear cut. "Learn all you can about all species in school and be hands-on. If possible, work 2-3 years in a mixed animal practice. Do all the poultry work you can. Perform all the necropsies you can, not just in poultry but in all species. And finally, do basic micro in-house. It's invaluable once you enter practice."

In conclusion Dr. Barman adds, "Over the past 46 years, good herd health/animal care, along with genetics and nutrition, have allowed our industry to raise turkeys to 50 lbs. in 20 weeks (vs. 25 lbs. in 25 weeks) and pigs to 285 lbs. in six months (vs. 220 lbs. in six months). I firmly believe these numbers will increase further with genetics, nutrition, animal care and disease control. I also believe the next generation veterinarian will be instrumental in providing and implementing many of these answers to keep the food supply healthy, safe and abundant." 





Cajun Food and Fun Makes Horse Adoption Possible

Park Equine Hospital in Versailles, KY, recently hosted the fifth annual Crawfish Boil Beneficiary event for the Kentucky Equine Adoption Center (formerly Kentucky Equine Humane Society), with all funds benefiting the KyEAC finding homes for horses. In the center managing the event, ordering in the fresh crawfish from Louisiana and helping with the boiling activities, is Bob Landry, longtime outrider and current equine ambulance driver at Keeneland Racetrack.

"Every horse is important and has its own personality and its own set of needs, just like people," KyEAC Executive Director Karen Gustin says. "We're grateful to Bob Landry, Park Equine Hospital, and all our sponsors who help make the Crawfish Boil a fun event. Their generosity is what helps us find homes for these horses."

"Aurora loves helping sponsor this event every year because of the good it does for horses needing a second chance," says Mike Duvall, KY, sales manager for Aurora Pharmaceutical. "Last year there were around 300 people attending, and this year was an even bigger success. It grows every year which greatly benefits this humane cause."

The local adoption center in Nicholasville, KY, cares for 50 or more horses, ponies, donkeys and mules on its farm. The center is the foremost all-breed equine rescue in the state of Kentucky, and last year took in 65 horses of which it adopted out 59. At any given time, KyEAC is rehabilitating and retraining approximately 22 to 25 thoroughbreds. The thoroughbreds, like all the other horses, stay at KyEAC until they are adopted. All proceeds after expenses go to helping these horses with veterinary needs, special feed and training.

Without the donations, the center would not be able to look after, train and find the horses that come to KyEAC a second chance at a new home. "Aurora is honored and committed to be part of such a worthwhile cause," concludes Duvall. **A**

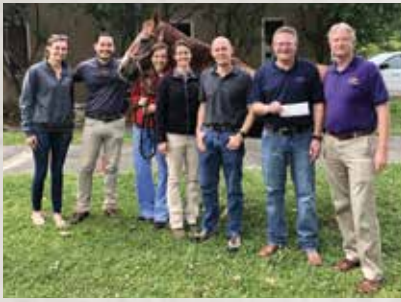


B I N G O

The 2019 Midwest Poultry Federation (MPF) Convention remains the largest regional poultry show in the U.S. drawing more than 3,100 participants from 42 states and several international countries. At the 2019 MPF meeting, Aurora sales and marketing representatives participated in the highly successful **MWI Bingo Promotion** that helps industry partners and producers communicate with each other more effectively. "This is an excellent opportunity for us to meet system managers, talk to live production managers and support personnel in this growing business. It drives more product users to our booth and makes the event worthwhile," says Jim Murray, Aurora Western Regional Manager.



FINAL THOUGHTS



LSU School of Veterinary Medicine (L to R): Dr. Linda Paul, Dr. Jonuel Cruz, Molly Patton, Dr. Clarisa Kreugar, Dr. Colin Mitchell, Dr. Matt Klotz, Aurora Pharmaceutical and Dr. Frank Andrews



Ohio State University (L to R): Rick Dawson, Aurora Pharmaceutical, Dr. Matt Klotz, Aurora Pharmaceutical and Dr. Eric Gordon



Oklahoma State University (L to R): Dr. Amy Lovett, Dr. Todd Holbrook, Holly Stormont, Aurora Pharmaceutical; Dr. Matt Klotz, Aurora Pharmaceutical; Dr. Mike Schoonover, and Dr. Hugh Duddy



Purdue (L to R): Rick Dawson, Aurora Pharmaceutical, Dr. Catherine Scott-Moncrieff and Dr. Matt Klotz, Aurora Pharmaceutical



UC-Davis (L to R): Dr. Carrie Finno, Director, Center for Equine Health; Dr. Gerri Brown, Aurora Pharmaceutical and Dr. Matt Klotz, Aurora Pharmaceutical



By: Mike Strobel, DVM, MS,
President/CEO
Aurora Pharmaceutical, Inc.

Giving Back ... University Support Program Pays Big Dividends

When we started Aurora Pharmaceutical, one of our goals was to support veterinarians and veterinary education. In response to that cause, Aurora started a program to give back to veterinary schools. In addition to sponsoring research at veterinary colleges that support Aurora products, in 2018 we decided to reward the schools that use Aurora products in their hospitals and practices by giving 50% of their purchases back to each institution as an unrestricted donation supporting graduate education and research. The feedback from the universities has been overwhelmingly positive, which makes me extremely proud to announce that in 2019, Aurora will be donating nearly \$30,000 to those programs.

Aurora's goal is to support a variety of ongoing research and graduate training that will benefit the public and the students. Universities are using these funds to help offset costs of intern and resident research projects and/or student travel to scientific conferences. We have some institutions earmarking these funds to help students with housing costs during their rotations as well as funding their student expenses to required rotations on remote sites.

As Aurora develops more products, the amount donated will certainly grow. In this age where the cost of a veterinary education and research continues to escalate, we see this contributing to reducing those costs a little.


Some of the universities that have taken advantage of this rebate program include:

University of California-Davis
Oklahoma State University
Colorado State University
Purdue University

Louisiana State University
University of Minnesota
Oregon State University
The Ohio State University

We want to encourage all universities to take advantage of this program. Aurora will continue to develop unique products for all animal species which will increase the value we can bring to help defray the cost of a veterinary education, while providing the best science for animal owners.

In addition to this program, we have also been able to provide free products to support emergency responders battling the disastrous fires in California and the hurricanes in the southern U.S. in 2019. We plan to continue this much-needed support to help animals when they are most vulnerable. I want to personally thank all the veterinarians and student volunteers that have helped in these efforts.

I look forward to growing these programs and adding additional support to the veterinary educational community as we continue to grow. Aurora plans to be a strong supporter of the community that supports us every day. 



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While many manufacturers have yet to adopt a fully automated system to ensure the quality of their product, Oliver's team has a robust QA/QC functionality to achieve these objectives. "We have the team and SOPs in place to effectively manage quality assurance objectives at every point in the supply chain – from initial evaluation to finished product to distribution," Oliver states. "Our QA teams monitor all of the systems and sub-systems in the production cycle for errors or defects, so that the finished products are consistently of the highest quality, as well as safe and effective. We are designed to deliver higher-quality products that will attract more loyal customers for the long term."



QUALITY PRODUCTS BREED LOYAL CUSTOMERS

In conclusion Oliver notes, "Our philosophy is if a manufacturer takes all the steps necessary to produce a first-rate product and deliver it to the customers on time, the odds are very good that not only will they be repeat customers, but they will also recommend those products to others. That's the central role of QA/QC. We work every day to assure our customers never run out of product and that each product works as well as the previous batch. We're committed to producing quality products that deliver higher levels of customer satisfaction. That's what we're in business to do." **a**

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