



2011 CONTINUING EDUCATION SEMINAR

Presented by: **FIRST CHOICE**
MARKETING, LLC

May 27, 2011

Dear Doctor:

We are pleased to invite you to attend the **12th Annual Hambletonian Continuing Education Seminar & Trade Show for Equine Veterinarians** and participate in our **6th Annual Veterinary Wet Labs program** taking place during the 2011 Hambletonian Festival of Racing. This is the 30th year the Hambletonian has been featured at the Meadowlands Racetrack in East Rutherford, New Jersey, minutes from New York City.

2011 HAMBLETONIAN CE WET LABS - THURSDAY, AUGUST 4, 2011

We are pleased to announce our **6th Annual Veterinary Wet Labs**. On **Thursday, August 4th** we will present a full day of Wet Lab sessions offering a selection of 20 credit hours. These in-depth, hands-on sessions will take place at the Meadowlands Racetrack from 8:00 AM to 12:00 Noon and 1:00 to 5:00 PM. Participants will earn 4 CE credit hours per half-day session. Round trip transportation will be provided from our host hotel - the Sheraton Meadowlands Hotel, East Rutherford, NJ - and a complimentary lunch will be included. Wet Lab selections are detailed in the attached Wet Labs Agenda, and are listed on the Registration Form included with this letter.

The cost to participate in the Wet Labs is \$350 per half-day session or \$600 for two half-day sessions. Due to the intensive, hands-on nature of the sessions, participation in each Wet Lab is limited, so we urge you to sign up right away to lock in your place.

12TH ANNUAL HAMBLETONIAN CE SEMINAR - FRIDAY, AUGUST 5, 2011

The **Continuing Education Seminar**, offering a selection of 12 credit hours, will take place on **Friday, August 5th at our host hotel - the Sheraton Meadowlands** - adjacent to the Meadowlands Sports Complex in East Rutherford, NJ. The attached Seminar Agenda provides complete details of the CE Seminar program. All seminar materials, lunch and refreshments will be included.

The CE Seminar program will again be presented **free of charge** thanks to our 2011 Hambletonian Educational Sponsorship Partners: 3M Animal Care Products, Abaxis, Arenus, Auburn Laboratories, Bayer Animal Health, Bluegrass Equine Products, Blue Seal Feeds, Boehringer Ingelheim, Butler Schein Animal Health, Dan Scott & Associates, Equinosis, EquStem, Global Animal Management, Intervet Schering-Plough Animal Health, KCI Animal Health, Land O'Lakes Purina Feed, Macleod Pharmaceuticals, Mars Horsecare, Mid-Atlantic Equine Medical Center, Midwest Veterinary Supply, Milburn Equine, MWI Veterinary Supply, Neogen, Nutrena, Pall Life Sciences, Pfizer Animal Health, Platinum Performance, Rutgers Equine Science Center, Sound-Eklin, Southern States, Triple Crown Nutrition, Universal Medical Systems, Vet Ray Technologies, Wedgewood Pharmacy, and Wiley-Blackwell.

In 2011 there will be 12 speakers in 6 time slots. This year's Seminar selections are detailed in the attached Seminar Agenda, and are listed on the Registration Form included with this letter. For planning purposes, we are asking all participants to **pre-register on the Registration Form for one seminar in each time period**. This year, due to popular request, each participant at the Seminar will receive lecture outlines for all seminars, and the complete presentations will be available on our web site after the event.

12TH ANNUAL VETERINARY SEMINAR DINNER - FRIDAY, AUGUST 5, 2011

Following completion of the Continuing Education Seminar & Trade Show, you are invited to join us for an evening of world-class racing and a buffet dinner at the exclusive Pegasus Restaurant atop the Meadowlands Racetrack, from 6:30 to 10:30 PM. There will be a charge of \$45 per person to attend the Veterinary Dinner.

86TH ANNUAL HAMBLETONIAN FINALS - SATURDAY, AUGUST 6, 2011

If you wish to attend the Hambletonian Finals on Saturday, August 6 (11:00 AM to 5:00 PM) in the East Apron Tent, Terraces Restaurant (Clubhouse Level) or Pegasus Restaurant, you must make reservations **directly** by contacting Meadowlands Reservations at **201-843-2446 after July 1, 2011**. Reservations are extremely limited for these locations and are on a first come, first served basis. General admissions are always available the day of the event (\$1 general admission; \$3 Clubhouse level).

HOTEL RESERVATIONS

If you would like to stay at our host hotel, the Sheraton Meadowlands Hotel, you can reserve a room by contacting Reservations at 1-800-325-3535 or 1-201-896-0500, and request the special Hambletonian Society Rate of \$145 per night. Our special **Hambletonian Group Reservations Code is 16490**. You can also book your room online by clicking or copy/pasting the following link into your browser:

<http://www.starwoodmeeting.com/Book/Hambletonian2011>

Please send in the Registration Form attached with this letter ASAP. Directions to the Hambletonian CE Seminar at the Sheraton Meadowlands Hotel will be provided when we receive your completed Reservation Form.

We are very excited about this year's program and lineup of instructors for the Hambletonian Continuing Education Wet Labs and Seminar, and we look forward to having you join us.

Sincerely yours,

Gordon T. Sulcer

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President

First Choice Marketing

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www.firstchoicemarketing.us

2011 HAMBLETONIAN CE VETERINARY MEETING

REGISTRATION FORM

NAME: _____ PHONE: _____ - _____ - _____

FAX: _____ - _____ - _____ PRACTICE: _____

EMAIL: _____ @ _____

CONTINUING EDUCATION WET LABS

ONE HALF-DAY SESSION: \$350

TWO HALF-DAY SESSIONS: \$600

____ I will attend the CE Wet Lab session(s) on **Thursday, August 4, 2011** (at Meadowlands Racetrack)

WET LAB SESSIONS - PLEASE PUT A CHECK BY YOUR SELECTION(S)

Select one morning and/or one afternoon session:

____ 8:00 AM - 12:00 Noon - Brian Gilger, DVM, MS, DipACVO - Ophthalmic Examination, Ophthalmic Nerve Blocks, and Placement of Subpalpebral Lavage Catheters

____ 8:00 AM - 12:00 Noon- Alex Valdés-Martínez, DVM, DipACVR - Equine Musculoskeletal Radiography

____ 1:00 - 5:00 PM- Brian Gilger, DVM, MS, DipACVO - Ophthalmic Examination, Ophthalmic Nerve Blocks, and Placement of Subpalpebral Lavage Catheters **Note: this is the same lab as offered at 8:00 AM - 12:00 Noon**

____ 1:00 - 5:00 PM - Stephanie Davis, DVM & Jeffrey Schaffer, DVM - Regenerative Therapies: Umbilical Cord and Bone Marrow Stem Cell Collection and Platelet Therapy

____ 1:00 - 5:00 PM - Alex Valdés-Martínez, DVM, DipACVR - Equine Musculoskeletal Ultrasound

CONTINUING EDUCATION SEMINAR - FREE TO PARTICIPATING VETERINARIANS

____ I will attend the Continuing Education Seminar on **Friday, August 5, 2011**

SEMINAR SELECTIONS - CHECK ONE TALK PER TIME SLOT:

8:15 - 9:15 AM (select one)

____ Mark Crisman, DVM, MS, DipACVIM - Sounds of Stridor:: Prevention and Treatment of Equine Respiratory Disease

____ Denise Farris, Esq. - Managing Equine Malpractice Exposure: Key Risk-Management Strategies for the Equine Practitioner

9:20 - 10:20 AM (select one)

____ Wesley Sutter, DVM, MS, DipACVS - Update on PRP: Focus on Intra-articular Therapy

____ Robert MacKay, BVSc, PhD, DipACVIM - Infectious Disease Headlines for 2010-2011: Updates and Trends

10:50 - 11:50 AM (select one)

____ Michael Karlin, MS, DipACVS - What MRI Has Taught Us about Ultrasound

____ Mary Beth Gordon, PhD - Nutritional Management of Equine Medical Conditions

1:50 – 2:50 PM (select one)

___ Nathan Slovis, DVM, DipACVIM, CHT – Etiology of the Problem Wound

___ Alex Valdés-Martínez, DVM, DipACVR – Diagnostic Imaging Case Discussion

2:55 – 3:55 PM (select one)

___ Scott Palmer, VMD, DipABVP – Innovative Wound Care Technology for the Horse

___ Ronald Riegel, DVM – The Science, Current Research, Clinical Applications, and the Economics of Therapeutic Lasers in Equine Practice

4:30 – 5:30 PM (select one)

___ Nicholas Frank, DVM, PhD, DipACVIM – Practical Equine Endocrinology

___ Sarah Ralston, VMD, PhD, DipACVN – NMR-based Metabonomic Analyses of Horse Serum: Detection of Metabolic Markers of Disease

VETERINARY DINNER AT THE MEADOWLANDS RACETRACK - \$45 PER PERSON

___ I will be attending the Friday evening Seminar Dinner on August 5 at Pegasus Restaurant. I will be accompanied by the following guest(s) _____

PAYMENT*

Payment for the CE Wet Labs (\$350 per half-day session or \$600 for one full-day or two half-day sessions) and Veterinary Dinner (\$45 per person) can be paid by check made out to *First Choice Marketing*. If you prefer, you can pay by credit card by providing your credit card information below.

Wet Labs: ___ One Half-Day Wet Lab Session @ \$350

___ Two Half-Day Sessions @ \$600

Veterinary Seminar Dinner @ \$45 per Person x Number of Reservations ___ = \$_____

Total Payment Due: \$_____

___ I have enclosed a **check** in the amount of \$_____ made out to *First Choice Marketing*

___ I wish to pay by **credit card*** (MasterCard or VISA only). My credit card information is:

Name as it appears on your card _____

MC / VISA (Circle one) **Card Number** _____

Expiration Date _____

Please respond with your selections and payment in one of the following 3 ways:

1) **Email** your completed Registration Form to Marie Hagerty at marie@firstchoicemarketing.us (don't forget to list a Wet Lab session and/or Seminar selection for each time slot) *

2) **Fax** your completed Registration Form and payment information to Marie at 908-654-8464

3) **Mail** your completed Registration Form and payment to Marie Hagerty, 17 Fieldcrest Drive, Scotch Plains, NJ 07076

***We do not recommend you include credit card information in an email;** please phone or fax your credit card information to us.