

USVTA Invites you to join  
Eidson & Partners, Inc.  
For an online webinar:  
**Veterinary Technicians - Key Drivers in Food Safety**  
with Speaker Michael Senn, DVM, MS

Monday, April 27 2020  
6:00 pm — 7:00 pm MT  
(5-6 pm PT / 7-8 pm CT / 8-9 pm ET)

Veterinary Technicians play a key role in preventing diseases that affect animal and human health. Less obvious is the significant impact vet techs have on the safety of our nation's food supply. This presentation illustrates the vet tech's broad reach by examining how they helped drive one of the biggest changes in animal agriculture in the last 60 years – developing science-based practices that have resulted in the production of healthier pork products. In fact, through these practices:

- Why what's best for a food animal may be what's best for the herd.
- Why the ethics behind the use of health management tools, including antibiotics, are different for food animals versus pets.
- The parasite related to trichinosis is virtually eliminated; the risk of trichinosis from U.S. pork is virtually eliminated, too.

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**Speaker Michael Senn, DVM, MS**

Michael Senn is a veterinarian and owner of High Plains Veterinary Consultants, LLC in Newton, Kansas, working with animal health companies and livestock producers. Michael started his practice in 2018.

Michael was the Associate Director, Pork Technical Services for Zoetis from 1998 to 2018 – an animal health company headquartered in Florham, New Jersey, that provides vaccines and medicines for all species of livestock and pets.

Michael has also held positions as an adjunct instructor at Iowa State University and served as manager of veterinary services for a large pork production company.

Michael earned a Bachelor of Science degree in 1989 from Kansas State University in Manhattan and his Doctor of Veterinary Medicine degree from Kansas State University's College of Veterinary Medicine in 1991. He graduated in 1996 with a master's degree in production medicine from Iowa State University. Michael completed the USDA Foreign Animal Disease Diagnosticians Training Course at Plum Island in 2001. Michael received a graduate certificate in Organizational Leadership from Kansas State University in 2010.

Michael grew up on a diversified crop and livestock farm near Newton and is still involved in crop and beef production with his family. Michael, his wife Stephanie, and their children also live in the Newton area.