

## SPEAKING / PRESENTATIONS LIST

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The list below indicates the lecture's title or describer, meeting name, location and date of presentation. Further details about each lecture (abstracts) are available upon request.

### **Presentations have been made on behalf of the following Conferences / Venues / Organizations**

NAVC – North American Veterinary Conference  
 WVC – Western Veterinary Conference  
 AVA – Australia Veterinary Association  
 VMA – Veterinary Medical Associations (local and regional)  
 ISU – Iowa State University  
 CVMA – California Veterinary Medical Association  
 AAHA – American Animal Hospital Association  
 AVMA – American Veterinary Medical Association  
 WWVC – Wild West Veterinary Conference  
 MVMA – Missouri Veterinary Medical Association  
 IVMA – Iowa Veterinary Medical Association  
 OVMA - Ontario (Canada) Veterinary Medical Association  
 Pacific Veterinary Conference  
 UC Davis School of Veterinary Medicine  
 Western University, Pomona, CA  
 Eastern Indian Veterinary Medical Association  
 Wells Fargo, Bank of America  
 MWI, Midwest Veterinary, Patterson Veterinary, Victor Medical (Distributors)  
 Elanco, Royal Canin, Ceva (SummitVetPharm) - pharmaceutical companies

<b><u>SPEAKING TOPICS:</u></b>	<b><u>Venue</u></b>	<b><u>Location</u></b>	<b><u>Presentation Dates</u></b>
Entrance Strategies	WWVC	Reno	2004
	AAHA	Denver	2007
Buying and Selling	WWVC	Reno	2004
	WWVC	Reno	2004
You're a Great Doctor, So What!	AAHA	Denver	2007
	AAHA	Denver	2007
Facilities: Good, Bad and the Ugly	AAHA	Denver	2007
	NAVC	Orlando	2007
Veterinary Product Marketing	NAVC	Orlando	2007
Branding: Building a Nike Practice	NAVC	Orlando	2007
	AVA	Perth, Australia	2008
	CVMA	Anaheim	2009
Fifteen Minute Financial Physical	AAHA	Denver	2007
Nothing Wrong With My Practice	AAHA	Denver	2007
7 Really Dumb Things Managers Do	NAVC	Orlando	2007
Exit Strategies	WWVC	Reno	2004
	WVC	Las Vegas	2006
	AVA	Perth, Australia	2008
Merging Practices	Banfield	Portland	2006
	AVA	Perth, Australia	2008
Alternative Exit Strategies	AAHA	Denver	2007
	AVA	Perth, Australia	2008
No-Lo Practices	MWI	Boise, Salt Lake	2007
	MWI	Chico, Eureka	2007
State of the Vet Industry	AAHA, MWI	Denver, Portland	2007
What Creates Value in a Practice	UC DAVIS	Davis	2007

Why Buy a Practice?	UC DAVIS	Davis	2007
If You Build It, Will They Come?	NAVC	Orlando	2008
What Business Are You In?	NAVC	Orlando	2008
Why Become An Owner or Partner?	NAVC	Orlando	2008
How to Market Your Services	NAVC	Orlando	2008
First Break All the Rules	AVMA	New Orleans	2008
Surviving or Thriving in Management?	AVMA	New Orleans	2008
Uncompromising Quality and Service	AVMA	New Orleans	2008
Going From Good to Great	AVMA	New Orleans	2008
Veterinary Entrepreneurism	ISU	Ames, IA	2009
Advanced Marketing for Troubled Times	CVMA	Anaheim	2009
The Power of You-Empowering the Vet	NAVC	Orlando	2010
<u>Valuation and Profit Improvement Series</u>	WVC	Las Vegas	2010
Principals of Practice Valuation			
Do It Yourself Cashflow			
Alternative Entrance/Exit Strategies			
Final Valuation Process			
Why Be an Owner?			
Putting the Wheels Back On, -Fixing the NO/LO Practice			
<u>Business and Modern Marketing Series</u>	AAHA	Long Beach, CA	2010
Key Factors Affecting Practice Value			
Marketing Your Practice Like A Teenager			
New Technology for the Business Office			
Profitable? Are You Sure?			
<u>Marketing and Leadership Series</u>	IVMA-ISU	Ames, IA	2010
Marketing Your Practice Like A Teenager			
New Technology for the Business Office			
Leadership Lectures –derived from New York Times	AVMA		2008
Best Seller Business Books.	IVMA		2010
First Break All the Rules	AHAA		2016
Surviving or Thriving in Management? (E-Myth)			
Uncompromising Quality and Service (Made to Stick, Tipping Point, Built to Last, Nuts)			
Going From Good to Great			
<u>Valuation &amp; Marketing</u>	AVMA	St. Louis, MO	2011
Principals of Practice Valuation			
Do It Yourself Cashflow			
Final Valuation Process			
Improving Your Brand Image			
<u>Valuation &amp; Marketing</u>	AAHA	Denver, CO	2012
If You Built It Will They Come?			
Do It Yourself Cashflow			
The Appraisal / Valuation Process			
<u>Ownership &amp; Partnerships</u>	AVMA	San Diego, CA	2012
Selling Your Veterinary Practice	MVMA	Great Falls, MT	2016
Veterinary Real Estate – Lease or Buy?	AVMA	San Antonio, TX	2016
Howdy Partner – Creating Partnerships in Business			
Your First 6 Weeks of Ownership – Triumph or Tragedy?			
<u>Product Sales</u>			
Products: A crucial step to client happiness and practice profit	NAVC	Orlando, FL	2014
	WVC	Las Vegas, NV	2014
Worth Fighting For:	NAVC	Orlando, FL	2014
Parasiticides and Preventive Care	WVC	Las Vegas, NV	2014

<u>Practice Ownership Series</u>	WVC	Las Vegas, NV	2014
Veterinary Real Estate – Lease or Buy?			
Improving Valuation equal to One Year’s Gross			
Case Studies in Selling A Practice			
How to Achieve the Financially Healthy Practice			
Who will buy my practice?			

Practice Ownership for Non-Veterinarians	VPMA	Vancouver, WA	2016
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**Inventory Management: Addressing Over the Counter Product Sales:  
It Started With a Paper Cut: *Stop the Bleeding From OTC Sales***

**2009 (3)**

Fresno, CA	Bakersfield CA
Oakland, CA	

**2010 – National Tour (13)**

Ventura, CA	Minneapolis, MN
Omaha, NE	Chicago, IL
Orange Co, CA	Lake Forest, CA
Cerritos, CA	Burbank, CA
Williamsport, PA	Philadelphia, PA
Santa Monica, CA	Campbell, CA
Oklahoma City, OK	

**2011 – National Tour (33)**

St. Louis, MO	Houston, TX
Dallas, TX	Jacksonville, FL
Miami, FL	Santa Rosa, CA
Monterey, CA	Los Angeles, CA
Ontario, CA	Naples, FL
Melborne, FL	Ft. Meyers, FL
Baltimore, MD	Terrell, TX
Alverado TX	Dallas, TX #2
Indianapolis, IN	Monterey, CA
St. Louis, MO	San Anselmo, CA
Memphis, TN	Chattanooga, TN
Knoxville, TN	San Diego, CA
Springfield, IL	East Peoria, IL
LittleRock, AR	Montgomery, AL
Birmingham, AL	Houston, TX
Tampa, FL	Gainesville, FL
Tallahassee, FL	

**2012 – National Tour (36)**

Grand Rapids, MI	Traverse City, MI
Frankenmuth, MI	San Diego, CA
West Orange, NJ	King of Prussia, PA
Easton, MD	Wichita, KS
Kansas City, MO	Omaha, NE
Tulsa, OK	Oklahoma City, OK
Asheville, NC	Grass Valley, CA
Dallas, TX	New Orleans, LA
Shreveport, LA	Universal City, CA
Ft. Wayne, IN	Toledo, OH
Detroit, MI	Atlanta, GA
Columbia, SC	Greenville, SC
Jacksonville, FL	Napa, CA

Kansas City, MO  
Fort Worth, TX  
Dallas, TX  
Redding, CA  
Del Mar, CA

Tyler, TX  
Dallas, TX  
Santa Cruz, CA  
Los Angeles, CA  
San Diego, CA

**2013 – National Tour (24)**

NAVC – Orlando, FL  
Lake of the Ozarks, MO  
Newport News, VA  
Dallas, TX  
Austin, TX  
Greensboro, NC  
Manhattan Beach, CA  
Charlotte, NC  
Nashville, TN  
St. Louis, MO  
Miami, FL  
Napa, CA

WVC – Las Vegas, NV  
Richmond, VA  
Virginia Beach, VA  
San Antonio, TX  
Raleigh, NC  
Wilmington, NC  
Atlanta, GA  
Asheville, NC  
Chicago, IL  
Jupiter, FL  
Ft. Lauderdale, FL  
Modesto, CA

**Crucial Steps to Client Happiness and Practice Profit 2014-2016**

Guelph, Canada  
Davis, CA  
Chico, CA  
Torrance, CA  
Sacramento, CA

Lafayette, LA  
Costa Mesa, CA  
Beverly Hills, CA  
San Diego, CA