



University of Missouri

College of Veterinary Medicine

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NEWS & EVENTS

Veterinary Products Day Unites Companies with Future Clients

Sharon Hasselbach knows she'll eventually have to deal with "Dr. Google."

The fourth-year student at the MU College of Veterinary Medicine said she expects some of the product questions she will get from future clients will begin with "Well, I saw on the Internet..."

It's one of the reasons she attended the 17th annual Veterinary Products Day on Oct. 15. The event brought 17 companies to the College to display their products, offer samples and answer student questions. About 375 students attended.

Like Hasselbach, second-year student Courtney Reckrodt said learning about the products and using the samples on her own pets would better prepare her to make recommendations in the future.

"It's good because we get exposed to all the products," Reckrodt said. "If you have to give it to a client, you can actually say you've used it."

It was PKB Animal Health's first year attending the event. Marketing Manager Deirdre Putman and Technical Services Manager Naomi Kirby, DVM, wanted to raise awareness of the company, especially its pet health care products Zymox and Oratene. Putman said PKB was beginning to realize the importance of engaging veterinary students.

"Some of the smaller guys don't get their voices heard, so this was an opportunity for us," Putman said. "These are the future decision-makers, so it's a grassroots



Veterinary Products Day gives CVM students the opportunity to learn about health care products that they may recommend for their patients when they enter practice.



KB Animal Health Marketing Manager Deirdre Putman answers student questions about PKB's products at the 17th annual Veterinary Products Day on Oct. 15. The company attended to raise awareness among students of its health care products Zymox and Oratene.

effort.”

For Animal Health International, a longtime vendor at the event, the benefit of attending was obvious.

“Each year you establish a relationship with a handful of students that you’ll encounter as they get out in the field,” said Randy Schilling, outside sales representative.

Those students become customers, he said.

The event included drawings for prizes such as pet food and gift cards as well as scholarships. Winning \$500 scholarships were Amanda Brown, VM-1; Liz Farnan, VM-2; Sarah Motsinger, VM-3; and Kaitlin Steele, VM-4.

Companies attending the event included Addison Biological Laboratory, Animal Health International, Banfield Pet Hospital, Dechra Veterinary Products, Elanco Companion Animal Health, Hill’s Pet Nutrition, Iams/P&G Pet Care, Merial Limited, MWI Veterinary Supply, Nestle Purina Pet Care, Norbrook Inc., Nutramax Laboratories, Pet King Brands, Platinum Performance, ProPartners Wealth, Radiologic Resources and Royal Canin.

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