

VITAL

VETERINARY INDUSTRY TRAINING AND LEADERSHIP



What is VITAL?

The VITAL Program offers veterinary practice managers the opportunity to participate in a six month program with monthly in-person educational sessions to help hone their practice management skills and advance in their personal growth as a leader and individual. The program consists of monthly meetings (~5 hours each) and includes content experts, meals, and lifelong connections at no charge to the participants. Current membership in the OVTA is required.

Key Benefits

Through the VITAL Program, you will:

- Grow your network with like-minded professionals, fostering opportunities for collaboration and innovation.
- Learn to balance work-life dynamics, improving personal well-being and professional efficiency.
- Cultivate a well-rounded leadership style, balancing both empathy and assertiveness.
- Master effective communication and conflict resolution, enhancing your ability to lead with clarity and empathy.
- Embrace diversity and inclusion principles, enriching your practice with broader perspectives and improved client relations.
- Gain expertise in inventory and financial management, optimizing your practice's operational efficiency and profitability.
- Cultivate a positive workplace culture, fostering a supportive and resilient team environment.
- Strengthen recruitment and retention strategies, ensuring your practice attracts and maintains top talent.

Topics that have previously been covered:

- Communication
- Conflict Resolution/Difficult Conversations
- Employment Law
- Employee Benefits
- Financial Management
- Recruitment & Retention
- Equity Diversity Inclusion in Vet Med

Program eligibility:

- Current OVTA member in good standing. Participation is limited to persons who currently hold a leadership role within their organization or are working towards a leadership role.
- Practice owner or direct leadership support is required to enter the program.
- Commitment to participation and attendance during the 6 month program. A lot of time and resources have been used to provide this educational program free of charge to all participants. It is vital that you are able to attend each in person session and have a willingness to participate in group discussions. If you know you have pre-planned vacations or other commitments during the listed program dates, please refrain from applying this year.
- By signing up for this program, you acknowledge that sponsors will gain access to your email contact information.

To Apply:

- Completed applications will be accepted through **November 30, 2025**.
- [Veterinary Industry Training and Leadership \(V.I.T.A.L.\) Program 2026 – Fill out form](#)
For questions, please contact VITAL.ovtaa@gmail.com

2026 Schedule

January 21st - Module

February 18th - Module

March 18th - Module

April 15th - Module

May 20th - Module

June 17th - Module

Additional Module Information:

- Modules held monthly on Wednesdays
- 9am-2pm
- Held at PVMA office in SW Portland and a variety of other metro-area locations
- 6 in-person modules
- Oregon/WA non-medical CE will be provided
- Format will vary by module

