

TABLE OF CONTENTS

GENERAL SESSION I

Trends and Demographics Affecting Bovine Practice J. Karl Wise	3
Beef Economics and the Bovine Practitioner Donald E. Williams	8
Dairy Industry Economics — Some Implications for Bovine Practitioners Larry G. Hamm	13
What the Producer Expects from his Veterinarian Charles McGinnis	18
Professional Liability in Bovine Practice: The Changing Scene Jack R. Dinsmore	21
Idaho's Approach to Marketing Large Animal Veterinary Services Shelton, Risa and Glarborg	23
The Veterinarian's Role in Profitable Cattle Production Kurt Wohlgemuth	26

GENERAL SESSION II

Selling Your Practice to the Client Edwin G. Robertson	28
Newsletters, Questionnaires and Phone Contacts J. K. Harness	30
Getting Paid for Consultation Dee Griffin	32
Marketing Veterinary Services in an Established Midwestern Dairy Practice Darrel E. Johnson	36
The Modern Photocopier — Its Role as a Key to More Effective Marketing for Today's Bovine Practice Dwight E. Cochran	38
Dispensing and Merchandising! Why and How? J. Harry James	40
Marketing Dairy Herd Health Jenks S. Britt	42
Bovine Practice in the Next 25 Years James Jarrett	44

GENERAL SESSION III

Bovine Somatotropin — What Veterinarians and Their Clients Need to Know in 1986 R. D. Smith	50
New Technologies for Manipulating Bovine Reproduction G. E. Seidel, Jr.	55
Cattle Behavior and Cattle Handling Temple Grandin	60
How to Conduct and Interpret Field Trials Hollis N. Erb	66

DAIRY SPLIT SESSION I

Quality Milk Production: Case Reports a Milk Quality Problem Related to Elevated Standard Plate Counts in a Dairy Herd David G. McClary	70
The <i>Strep. Agalactiae</i> Herd: An Alternate Approach Boyd H. Parr	72

High Bulk Tank Bacteria Counts Without Udder Disease in Two Dairy Herds Charles E. Gardner	74
<i>Staph Aureus</i> and <i>Corynebacterium Pyogenes</i> Mastitis in a Free Stall Dairy: A Case Report Reilly Glore	76
Interpreting Bulk Tank Somatic Cell Counts M. C. Thurmond	80
Udder Hygiene in the Control of Mastitis J. W. Pankey	82
Herd Mastitis Problems Caused by Unusual Pathogens R. J. Eberhart and R. J. Erskine	84

DAIRY SPLIT SESSION II

Adjusted Corrected Milk Ken Nordlund	87
Engineered Management in Housing Robert E. Graves	90
Trace Mineral Nutrition and Interrelationships as Applied to Dairy Cattle W. Jack Miller	94
A Practitioner's Approach to Nutrition David I. Byers	100

DAIRY SPLIT SESSION III

Disease Transmission by Embryo Transfer in Cattle R. A. Bowen	108
Breeding Cows Without Estrous Detection R. G. Elmore	112
Artificial Insemination Technique Needs Attention P. L. Senger	114
Evaluating Herd Reproductive Status Norman B. Williamson	117
Importance of Body Conditions Scoring in Dairy Cattle R. K. Braun, G. A. Donovan, T. Q. Tran, H. O. Mohammed and D. W. Webb	122
Using DHI Records in Reproductive Management Kenneth R. Butcher	127

BEEF SESSION I

Fescue Toxicity — An Overview Garry D. Lacefield	137
Fescue Toxicity Syndrome: The Economics of Coping Vs. Replacing Richard L. Trimble	139
Managing and Replacing Toxic Fescue Garry D. Lacefield	143
Sampling and Testing for the Endophyte Garry D. Lacefield	145
Animal Response to Toxic and Non-Toxic Tall Fescue James A. Boling	147
Fescue Toxicosis in Commercial Cattle Feeding Operations Tim Jordan	151
A Kentucky Practitioner's Experience with Fescue Toxicity J. L. Cole	153

BEEF SESSION II		Practice Tips for the "Normal" Repeat Breeder John Swingle196
Why Spay Heifers? Gary P. Rupp156		Large Volume Blood Collection Donald R. Lynch197
Techniques for Spaying Heifers John Simons and Rich Johnson161		Use of a Come Along in a Bovine Practice Richard W. Meirig197
Comparing Spaying Techniques and Performance of Heifers Grazing and in the Feedlot Alvin J. Edwards and Scott B. Laudert165		Using Chem-Cast to Dehorn Baby Calves W. Mark Hilton198
BEEF SESSION III		Grasping DHIA Records to Help Motivate Dairy Clients W. Mark Hilton199
IRM: Then and Now Curtis W. Aksher167		Chain Tie Downs Roland S. Jeans199
Integrated Resource Management — A Review of the Production History of a Nebraska Herd David N. Rethorst170		Bovine Practice Donald E. Sanders200
BEEF SESSION IV		Colorado Modification for Complete Bovine Fetotomy R. G. Mortimer, L. Ball, and J. D. Olson201
Herd Records and Their Use of Monitoring and Improving Herd Productivity Gary P. Rupp and Robert W. Field172		Use of a Buhner Needle to Place Minchev Sutures for Vaginal/Cervical Prolapse Retention Toby R. Hoover202
BEEF SESSION V		Portable Surgery Tray and Sternal Recumbency: Aids to Uterine Prolapse Replacement Toby R. Hoover202
Is Preconditioning Doomed to Fail? An Illinois Extension Veterinarian's Viewpoint Jay R. Brown178		Pricing Embryo Transfer Services Jenks S. Britt203
Is Preconditioning Doomed to Fail? A Kentucky Order Buyer's Viewpoint Dell King180		MISCELLANEOUS PRACTICE TIPS
Preconditioning of Calves from the Feedyard Perspective Tim Jordan182		Keith E. Stern203
Is Preconditioning Doomed to Fail? A Michigan Practitioner's Viewpoint Arnold F. Hentschl185		Donald B. Hudson204
PRACTICE TIPS		RESEARCH SUMMARIES
Tibial Neurectomy for the Correction of Spastic Paresis in Calves A. David Weaver194		Bovine Mammoscopy: A New Method for Evaluating and Treating Teat Obstructions Stephen B. Adams, Harold E. Amstutz, Phillip N. Boehm207
Chain Hoists in Veterinary Medicine Gale A. DeJong194		The Use of Synovex-H as a Method for Androgenizing Heifers for Teaser Animals R. G. Mortimer, M. Gutierrez, M. Salman, J. D. Olson212
Intravenous Catheterization for the Administration of Large Volumes of Fluid Don Atkinson195		International Mastitis Symposium — Canada 1987 MacDonald College, Quebec215
Indwelling Bloat Relief Instrument Auther J. McIntosh195		XXIII World Veterinary Congress216

Advertisers' Index

Diamond Scientific 59	MSD-AGVET 65
Fort Dodge Laboratories 213	Norden Laboratories 29, 111, inside back cover
Haver, Mobay Corporation 205, 206	Schering Corp. 25
Hoechst-Roussel Agri-Vet Company . . 209, inside front cover	Syntex Animal Health, Inc. 49
Insta-Tape, Inc. 12	Upjohn 218, 219
Kamar, Inc. 102, 103	