

# VITICUSGROUP™ Growth

2024 ANNUAL REPORT





### **The Birth: From Utah Ranch to Las Vegas**

In 1928, a small group of livestock veterinarians regularly gathered around the wooden fence on a Logan, Utah ranch to trade knowledge on animal patient care. With that, the Intermountain Livestock Sanitary Association was born. As this brain trust continued to educate each other on best practices from an animal health perspective, they unwittingly created one of the largest veterinary education conferences in the world. They called it “Western Veterinary Conference” and through word-of-mouth and early marketing methods, the conference continued to grow year-after-year and eventually moved to the world-famous Las Vegas Strip.

### **The Journey of Growth: More Than a Conference**

Over time, the Western Veterinary Conference continued to expand its reach while its name was shaved down to WVC. As WVC grew in participant numbers and educational offerings, the nonprofit organization welcomed opportunities to offer veterinary continuing education year-round, as well as incorporate human health bioskills training under its roof. This move created the largest freestanding combined animal and human hands-on training and continuing education organization on Earth.

### **The Breakthrough: Innovation Drives Growth**

With the state-of-the-art technology, space and bioskills training, it was time to recognize the human health medical training element, and the organization became Viticus Group Education Centers. This intersection of animal and human healthcare hands-on training is where “life” meets “medicine” and encompasses the core of what we do, seven days a week.

### **Global Impact and Success**

By 2024, Viticus Group Education Centers had welcomed participants from all seven continents since its inception. What started as a group of vets around a fence post became a respected leader in becoming a force in hands-on training and leading the way for future growth.

# Fueling Growth and Inspiring **INNOVATION**

*By Andrea Davis, CEO, Viticus Group*

**Welcome to Viticus Group Education Centers, where we advance education for and train healthcare professionals to deliver the best care to animal and human patients.**



# Our MISSION

Providing Innovative Veterinary and Human Healthcare Education Worldwide



## Viticus Group Growth in Asia

With a legacy of providing exceptional education for nearly 100 years, Viticus Group, in collaboration with Pets Central, proudly launched the inaugural International Asia Veterinary Conference (IAVC) in Hong Kong held Aug. 13 to 15, 2024, following nearly four years of meticulous planning. This prestigious event attracted more than 2,500 attendees and featured 45-plus exhibitors. Viticus Group contributed significantly with four speakers, 24 hours of education, and

its Executive Committee, comprised of the organization's chief officers, representing the organization on the international stage.

Viticus Group Chief Veterinary Medical Officer Dr. Anthony Pease delivered two lectures and a keynote address, extending a warm welcome to attendees and dignitaries from China, Hong Kong, Malta, Thailand, and beyond.

Planning for the 2025 event is well underway for the second annual International Asia Veterinary Conference, scheduled for Aug. 12 to 14, 2025, where we aim to expand our presence and impact.

# BOARD OF directors



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President



**Travis McDermott, DVM**  
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**Brian Darrow, DVM, BS**  
Vice President



**E. David Stearns, RVT**  
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Director

# EXECUTIVE committee



**Andrea Davis**  
Chief Executive Officer



**Aubrey Arreola, CMP**  
Chief Operating  
Officer



**Stephanie Gerling**  
Chief Financial Officer



**Anthony Pease,  
DVM, MS, DACVR**  
Chief Veterinary  
Medical Officer

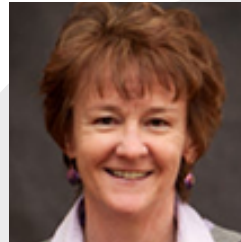
# EDUCATION managers



**Kara Burns, MS, MEd,  
LVT, VTS (Nutrition)**  
Veterinary Technician



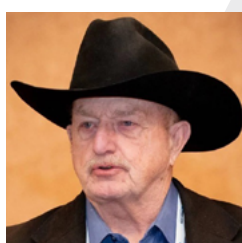
**Cynthia Faux, DVM,  
DACVIM (Large Animal),  
PhD Avian & Exotics**



**Leslie A. Mamalis,  
MBA, MSIT, CVA**  
Practice Management



**Caitlin O'Shea, DVM,  
DACVS-LA, CVA**  
Equine



**Bob Sager, DVM, PhD,  
DABVP (Beef Cattle)**  
Food Animal



**Stuart Galbraith, RVT**  
Moderator Facilitator

To Learn is to Grow: It's Time to Vet

# DIFFERently.



## VITICUSGROUP™ WVC ANNUAL CONFERENCE

# 2024

WVC total number of CE hours –

# 825+ hours

WVC total number of labs –

# 31 labs

One of the most expansive veterinary medicine exhibit halls in the world

- 396,231 total sq ft. of exhibition space
- 132 new exhibiting companies
- 570 total exhibiting companies
- 587 total exhibitor booths
- 24 participating companies in our highly engaging, onsite scavenger hunt - Vet Detective.

The WVC legacy celebrates its Centennial in 2028.

One of the longest-running and largest veterinary medicine conferences in the world

At the 2024 WVC Annual Conference, several innovative activations, games and experiential learning opportunities were introduced to engage attendees while enhancing their educational experience. Keep Your Gard Up: The Quest is On! gamified educational sessions, transformed learning into a competitive challenge as participants hunted for glass-blown ticks throughout the conference tied to key veterinary topics, created by local glassblowing artist, Greg LeFrancis, at LeFrancis Studios. This interactive approach heightened attendee engagement while reinforcing critical knowledge about parasitology and treatment modalities.

Additionally, Viticus Group was proud to introduce a first-of-its-kind, competitive card game

workshop called "This Clinic's on Fire", focused on practice management, employee relations, and clinic operations. Through fun and strategic gameplay, veterinary professionals honed essential skills for running a successful clinic and dealing with varied employee issues they commonly encounter.

Through the hands and eyes of art, participants learned to draw parasites while enriching their understanding of parasitology. Participants explored hematology by blending art with science. Taking education a step further, a unique session taught participants about parasitology products as they received custom-made red blood cells depicting Heinz bodies, symbolizing the parasitic infection Babesia, offering a memorable learning

Another session offered a deeply meaningful learning experience for participants as they crafted clay memorial items, providing both a new revenue stream for clinics and insights on sensitive client communication around end-of-life care.

Viticus Group provided new learning spaces in its 2024 WVC Annual Conference Exhibit Hall through three new custom-built learning lounges, each offering a unique and immersive educational experience. These lounges were designed so participants could better retain information due to the themed and memorable environments. The first lounge was styled as a vintage pharmacy, transporting attendees to a bygone era of medicine while they explored modern medical topics in a nostalgic setting. The second, a 1950's diner called "The Joint," created a relaxed and engaging atmosphere for learning. Lastly, the Western Frontier saloon provided a rugged backdrop for discussion, tying WVC back to its western pioneering roots. These thematic settings not only enriched the educational content but also enhanced memory retention by creating context-rich learning experiences.

Recognizing that nearly 50 percent of healthcare professionals deal with mental wellness issues, a strong emphasis was placed on both physical and mental wellness through the introduction of the Zen Den, a dedicated area teaching stress relief techniques, and the Wellness Walking Challenge, which encouraged achieving at least 17,000 steps per day, at WVC.

By providing these uniquely curated experiences for WVC participants, their educational growth is evident, memorable and useful in their own practice.

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## Veterinary Medicine Events

### Year-round hands-on course topics include:

- Dentistry
- Endoscopy
- Ophthalmology Surgery
- Orthopedic Surgery
- Soft Tissue Surgery
- Ultrasound

### Dr. Jack Walther Recent Graduate Boot Camp

Held at Viticus Group Education Centers in Las Vegas, the boot camp is an interactive, hands-on training course held annually for newer veterinarians who are zero to five years out of veterinary school. The scholarship covers registration fees, hotel accommodations, meals and

onsite transportation for each recipient; travel expenses to and from Las Vegas are not included.

This year's boot camp focused on providing small group lectures and hands-on instruction in anesthesia, dentistry and soft tissue surgery, with the goal of elevating their patient care by learning advanced methods that newer veterinarians can then immediately use in their practice.

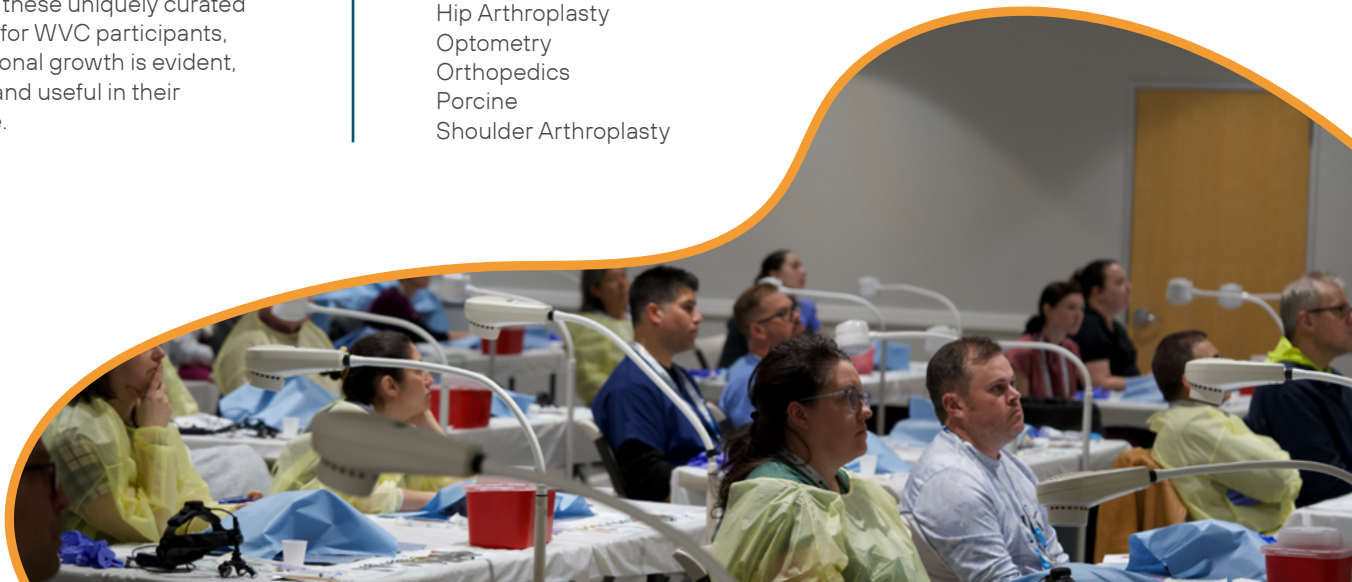
The program is co-sponsored by Banfield Pet Hospital and Thrive Pet Healthcare.

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## Human Health Hands-on (Bioskills) Training Events

Bariatric  
Cellular Regenerative Medicine  
Cranial Retention  
Direct Anterior  
Endovascular disease in the brain  
Endovascular Therapy  
Extremities  
Gynecology  
Hip Arthroplasty  
Optometry  
Orthopedics  
Porcine  
Shoulder Arthroplasty

Sacroiliac (SI) Joint Spine  
Spine  
Sports Medicine  
Thoracic  
Total Knee Replacement/  
Revision  
Trauma



# Viticus Group is coming to **NASHVILLE**



Features to include a new hands-on lab training facility, a second location for the WVC Annual Conference, and more.

For nearly a century, Viticus Group has shaped the future of veterinary and medical education—building a legacy rooted in innovation, community and unparalleled expertise. And now, we're branching out to extend our reach even further because learning has no limits!

It's a place where cutting-edge technology meets state-of-the-art education. Where connections grow stronger, experiences run deeper and possibilities expand beyond imagination.

We're thrilled to have you by our side on this journey at Viticus Group. While we keep our roots firmly planted in Vegas, we are ecstatic to share that we are adding Nashville as our second home to both

year-round hands-on training and an additional veterinary conference location, namely WVC Nashville!

What does that mean for you? Viticus Group is now giving you more access, choices and offerings than ever before, and the first new national veterinary CE conference in nearly 50 years! Join us as we honor the past and step boldly into the future... together in both Vegas and now, Nashville!

**THIS is Where Veterinary professionals Connect for smart. serious. fun!**



# 2026

## WVC Annual Conference will expand to two locations.

Plus, we're opening additional hands-on training facilities in Nashville to provide more options for continuing education in two world-class and accessible locations, Vegas and Nashville.



**FEBRUARY 15-18, 2026**  
Mandalay Bay Convention Center



**AUGUST 16-18, 2026**  
Music City Center





CEO Andrea Davis and Sr. Director of Conference Operations Sara Taylor at IMEX Las Vegas, the largest trade show for global meetings, events and travel industry.

Viticus Group participated in several events, trainings and conferences both within its education centers and outside of its Las Vegas campus. In addition to participating in the International Asia Veterinary Conference (IAVC) in Hong Kong (see page 3 for details), Viticus Group forged and nourished relationships to develop growth opportunities.

**Animal Planet's Jackson Galaxy and Nevada SPCA**

Jackson Galaxy, animal advocate, cat behavior expert and host of Animal Planet's My Cat From Hell TV show, paired up with Nevada SPCA Shelter and Greater Good Charities, to hold its Cat Pawsitive 360 workshop at Viticus Group. The event provided specialized training focused on cat behavior for local shelters and rescues and created collaborations for the wellness of feline lives throughout Nevada and across the country, and to educate and help those who care for them.

**Meeting Planners International (MPI)**

Viticus Group proudly welcomed Meeting Professionals International (MPI) for its MPI Medical Meeting Day, hosting a focused group of medical meeting planners onsite to obtain their Healthcare Meeting Compliance Certificate (HMCC) and Medical Meeting Professional (MMP) certifications. The event was

# LOCALLY GROWN:

Expanding Our Reach Throughout Southern Nevada and Beyond

associated with IMEX America, the largest trade show for the global meetings, events and incentive travel industry.

### Partner Summit

Viticus Group held its first-ever Partner Summit, where top tier sponsors were invited to Las Vegas for a two-day deep dive into Viticus Group brand value and small group networking. The team showcased analytics from the 2024 WVC Annual Conference, enabling partners to make data-driven decisions for future events. This opportunity also gave a behind-the-curtain look at demographics, new exhibit hall expansion plans, educational content, new sponsorship options and more.

### Southern Nevada Women's Leadership Summit

Viticus Group hosted the 6th Annual Southern Nevada Women's Leadership Summit, in conjunction with the local chapter of the American College of Healthcare Executives (ACHE). The top female healthcare leaders in the region convened and collaborated to share experience and insight, creating an empowering and educational-filled event.

### Sports, Entertainment, and Innovation Conference (SEICon)

Viticus Group Chief Veterinary Medical Officer Dr. Anthony Pease was invited to participate in a panel discussion at the inaugural Sports, Entertainment, and Innovation Conference (SEICon), held in Las Vegas from July 15 to 17, 2024. Organized by the University of Nevada, Las Vegas (UNLV), USA Today, and Syracuse University, this event gathered hundreds of professionals from the medical and entertainment industries to exchange insights on sports medicine.

Dr. Pease, alongside South Point Hotel and Casino General Manager Steve Stallworth and Las Vegas Events Vice President of Corporate Marketing Bo Gardner contributed to a panel titled "Western and Equestrian Sports – It Isn't Just Horseplay," exploring the role of horses in sports.



MPI held several education sessions at Viticus Group Education Centers as part of its certification programs for meeting planners.



CEO Andrea Davis and other members of the American College of Healthcare Executives (ACHE) gathered at Viticus Group Education Centers for the Southern Nevada Women's Leadership Summit.

## Human Health Highlights

Viticus Group partners with several medical associations, organizations and societies for its human health bioskills labs and training. In 2024 alone, we proudly worked alongside:

- America Society of Regional Anesthesia and Pain Medicine
- American Institute for Minimally Invasive Surgery
- American Society of Interventional Pain Physicians
- Foundation of Orthopedic Trauma Society
- International Spine Study Group Foundation
- Nevada Donor Network Funeral Home Symposium
- North America Neuromodulation Society

In a first-ever event, Viticus Group hosted the International Spine Study Group (ISSG) in 2024. The organization, formed by President and Founder Dr. Shay Bess in 2009, focuses on groundbreaking research for the treatment of adult spine deformity. The event included hands-on cadaveric sessions with 15 torso-to-head specimens, supported by 13 device vendors, and was attended by 200 U.S. medical professionals. Due to the success of the 2024 event, Dr. Bess, a practicing spine surgeon, and ISSG are expected to return to Viticus Group in 2025, expanding its event to an international audience and more than 300 participants. We are proud to partner with ISSG, which plays a vital role in shaping the future of innovative spine research.



# A COMMUNITY Boost

Viticus Group is dedicated to creating a positive impact within our community. Every year, we collaborate with partners in the quest to advance patient care on both the veterinary and human side of healthcare. Together, we can strengthen these impactful efforts locally, nationally and internationally.

**59,000+**  
**hotel rooms**  
booked for Viticus Group  
participants in 2024

**20,065**  
**participants**  
attended the 96<sup>th</sup> WVC Annual  
Conference in 2024

Overall economic impact  
to Las Vegas in 2024  
**\$58.1 million**

Nearly  
**9,500 guests**  
attended meetings,  
trainings and events  
at our education centers

**211 events**  
hosted at our campuses



ViticusGroup.org

