Zoom Landing

**🐾 Veterinary Talent Solutions Panel  
  
 The Workforce Crisis: Real Strategies to Recruit, Retain, and Rebuild Veterinary Teams**

📅 **Date**: Wednesday, October 29, 2025  
 🕗 **Time**: 8:00 PM – 9:00 PM EST  
 💻 **Platform**: *Live Zoom Event* (also streaming on our LinkedIn and Facebook pages)  
 🎙 **Format**: Panel Discussion + Interactive Q&A Session

### **🩺 About the Event**

Join the Veterinary Business Institute for an essential webinar designed to help veterinary professionals redefine leadership, strengthen team communication, and build thriving practice cultures.

This expert-led panel will explore real-world strategies to tackle the current workforce crisis in veterinary medicine — with actionable insights you can apply right away.

### **💡 What You’ll Learn:**

✨ Beyond job postings: creative recruitment strategies that *actually work* 🔥 Reducing burnout through realistic scheduling and workload management  
 📈 Building career pathways that encourage professional growth  
 🤝 Retention strategies that go beyond paychecks and bonuses  
 🌿 How culture impacts recruitment and long-term loyalty

### **🌟 Why Attend?**

✅ Gain *practical insights* from veterinary professionals who successfully integrate technology with compassionate care  
 💬 Learn strategies to strengthen client relationships in a digital world  
 🎤 Participate in a *live Q&A* and share your own experiences

**🧡 Join us for an evening of innovation, empathy, and inspiration — and discover how technology can elevate care without replacing the heart of the profession.**

**👉 Reserve your spot today! *(Event Registration is Complimentary)***

Keith True

* Full Name - [**Keith True**](https://www.linkedin.com/in/keithtruedvm/)
* Contact Number - 630-338-9779
* Current Position and Organization -Creating Freedom for Veterinarians: Ownership Opportunities, Financial Prosperity, and a Career on Your Terms
* Email Address -keith@truevetpotential.com, keithatrue@gmail.com
* Short Bio (3-4 sentences) -

The opportunities in veterinary medicine go far beyond the exam room! Entrepreneurial opportunities are abundant and exploring this is an interest of mine. The veterinary industry is currently booming, but veterinarians and veterinary staff around the world are struggling. I aim to be the change in the profession and support some of the most caring and passionate people.



Charlotte Weir

* Full Name - [**Charlotte Weir**](https://www.linkedin.com/in/charlotte-weir-b0386b72/)
* Contact Number -
* Current Position and Organization -Expert in Veterinary Startups | Founder, VP & Strategic Advisor | Senior Business Consultant
* Email Address - Charlotte@roo.vet
* Short Bio (3-4 sentences) -

Navigating the complex world of veterinary startups? You'll need more than just a map—you'll need a seasoned navigator. With over a decade in the field as an Advisor , VP, and Founder, my forte is in business consulting and developing veterinary startup business plans that work. Time for some case studies.

At Petwell Partners, I led operations and integrations, transforming a modest setup into a network of 47 practices—each a benchmark in veterinary care. The reward? A strategic acquisition by National Veterinary Associates (NVA).

www.nva.com/newsroom/nva-welcomes-pet-well-partners-to-the-family

