

VET CANDY

MAY 2022

WHAT YOU NEED
TO KNOW ABOUT
**THE AVIAN FLU
OUTBREAK**

**5 WAYS TO
OVERCOME
PERFECTIONISM**

LOVE THEM
OR LEAVE THEM?
STUDY LOOKS
AT FERAL CAT
POPULATIONS

FIVE WAYS
TO COMBAT
YOUR
**IMPOSTER
SYNDROME**

FREE VETERINARY CARE
FOR PETS OF
UKRAINIAN REFUGEES
**LAUNCHED ACROSS
EUROPE**

DR. SHANNON
GREGOIRE'S

Brave New World

+ much more

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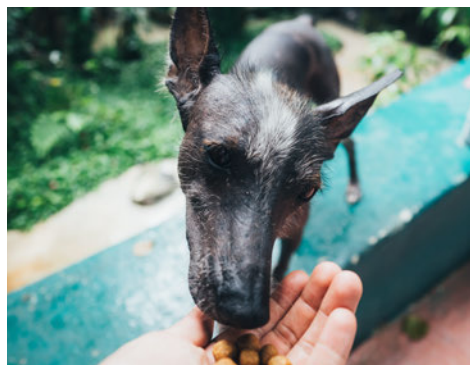
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Founder & CEO, Director Loyal Dog



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Welcome to the world of
VET CANDY

Dr. Jill López



Four years ago, I was working as a marketing lead for a Fortune 500 company. Although I was happy with the stability that working for a large company can provide, I wasn't truly happy with my career choice. I knew that I would only be happy if I was able bring about change to our profession while working for myself.


As a mother, businesswoman, and veterinarian, I know how precious each minute of the day is and that is why I left that company and created Vet Candy. My goal was to treat a destination for veterinary professionals where they could get the latest clinical updates, engaging veterinary CE, plus expert lifestyle tips. In my opinion, working for yourself is the most rewarding career choice you can make, especially when you love what you do... and I love what I do!

I am not the only one who's walking away from steady paychecks. There are more than 31 million entrepreneurs in the U.S. and 55% of adults have started their own business in their lifetime. Are you ready to join us?

This issue, we are highlighting some amazing young entrepreneurs, from influencer Shannon Gregoire, who graces our cover, to four incredible people who are making our world a better place. I hope their stories inspire those of you who have that inner voice calling to you to start your own company.

As always, I want to thank our team of amazing writers and my assistant editor, Shannon Gregoire. I hope you have as much fun reading this issue as we have putting it together. If you have a story to tell, let us know at hello@myvetcandy.com.

Welcome to the world of
VET CANDY



Shannon Gregoire is ready to be the #BOSS

**What do leadership,
being an entrepreneur,
and veterinary medicine
have in common?**

Why, Dr. Shannon Gregoire, of course!

She is the perfect combination of all three. Originally from Massachusetts, Shannon has leveled up her veterinari-an game time and time again over the years. In high school, she started off interning at the Central New England Equine Rescue, where she helped facilitate positive interactions with abused horses.

Fast forward to 2018, and she successfully graduated (early, no less) with a Bachelor of Science, Pre-Veterinary Studies. Next up was Western University for her Doctor of Veterinary Medicine in 2022, and BOOM!

We are now looking at the newest member of world-class veterinarians. But providing hands-on care to animals in need isn't all that Shannon does. In addition to her formal training, Shannon is also an emerging thought leader, journalist, and pet care influencer. Today, we talk both media and medicine with the amazing Dr. Shannon Gregoire.

Love Pets? Want to Be Your Own Boss? Entrepreneurship Offers a Solution

It's the best of both worlds – loving animals and getting paid to work with them.

For Gregoire, this merger came naturally. She has an inborn flare for entrepreneurship. While many veterinarians choose to find work in large practices, she hopes to open her own one day soon.

Until then, Shannon is starting a club for veterinarian students and recent graduates. The goal? To support each other in their professional pursuits.

Want to sign up? Connect with her on Linked In for a private invitation!

[Linkedin.com/Drshannondvm](https://www.linkedin.com/Drshannondvm)

Being a Pet Care Influencer Extraordinaire

Did you know?

The pet care industry is now worth approximately \$103.6 billion...and growing.

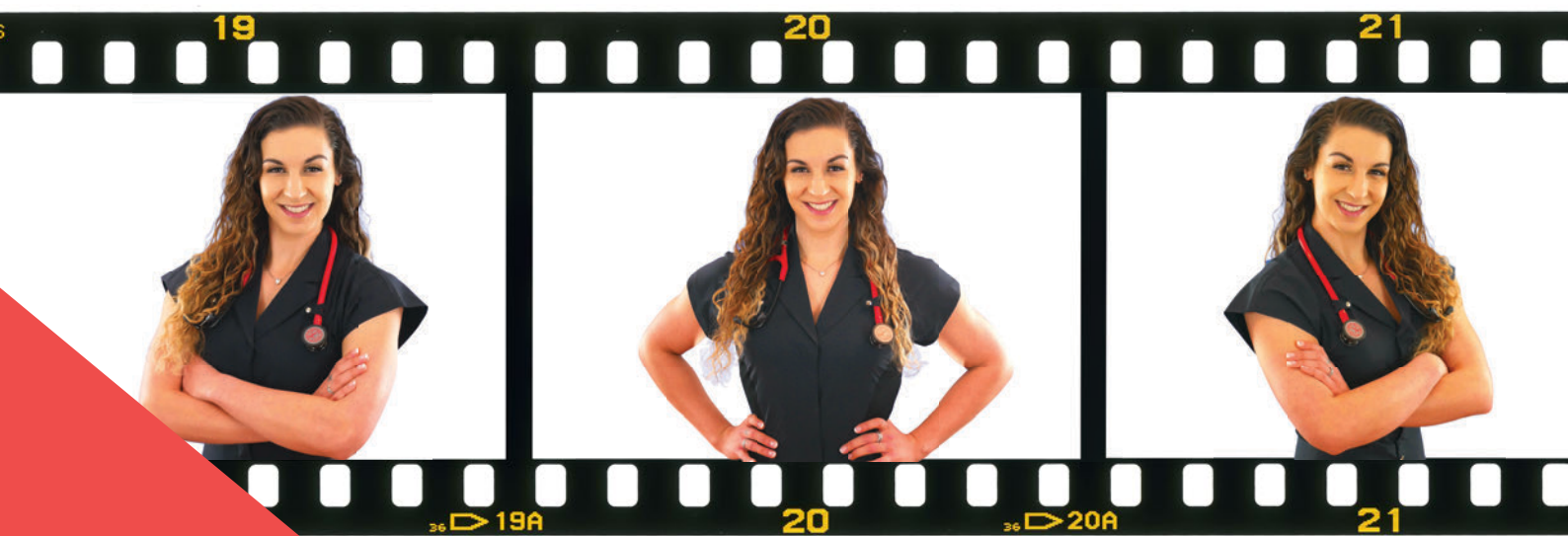
With so much money being poured into our furry, feathered, and four-legged friends, there is also a huge demand for pet-themed content.

Millennial and GenZ vets know this well.

In fact, there are more veterinarians on social media and working as TV personalities and content creators than ever before in history – Dr. Shannon Gregoire included. Her colorful Instagram account (@drshannondvm) boasts thousands of followers! She was even selected to be a 21Scrubs Ambassador. FYI, 21Scrubs is the dream fashion child of Aussie vet twins, Dr. Alison and Dr. Audrey Shen.

And in addition to her work as Managing Editor for Pet Candy Magazine, Shannon also isn't shy about getting on the air. She is the host of a podcast called Simply Pets and Vet Candy IRL. Each episode is filled with the best leaders in the veterinary field who are making huge impacts with their careers.

With a unique blend of digital marketing and veterinary medicine experience, Dr. Shannon Gregoire is one face we are certain to be seeing more of in the future!





The world according to vet student and tech founder,

Annie Pankowski



Pankowski was supposed to begin work at a campus research lab when COVID-19 put a halt to operations in spring 2020. While coursework shifted virtual, she then returned home to California, where her sister also studies veterinary medicine at the University of California, Davis. To keep busy in their free time, the siblings decided to help their mom, a veterinarian, at her practice.

It was at her mother's clinic that Pankowski experienced the tediousness of current record-keeping and sharing techniques.

"I wanted to get more experience in the lingo and incoming cases," Pankowski said. "I would pre-read all of her cases that were coming in that day and write a short history with important things my mom should look out for before she goes into this consultation with the client... It was mostly an exercise for myself."

However, even when Pankowski went back to Wisconsin for school, she continued writing up client notes for her mother.

"She said it was super helpful because she didn't have enough time to really go through each record. So even when I wasn't home helping, I was at school doing that for her on the weekends," Pankowski recalled. "I was laughing to myself like, 'There's got to be some technology that could do this better than how I'm doing it.'"

Annie Pankowski, a student at the University of Wisconsin–Madison School of Veterinary Medicine, never expected to add co-founder of a tech startup to her list of accomplishments.

However, during the pandemic, veterinarians noticed a sharp increase in demands for care services and strained to find ways to maximize the efficiency of their staff and referral management systems.

So, Annie and her sister, Ali Pankowski, founded Transfur, Inc. as a direct solution to this industry-wide problem.

The platform allows veterinarians to request, send and review the medical records of patients who have received care from other clinics through a business-to-business software model. It uses artificial intelligence to extract relevant information from an animal's previous medical history. The founders say it could be used by a variety of veterinary professionals, including specialists, primary care providers and care coordinators.

Thus, the idea for Transfur began to emerge — an idea that would eventually transform into a computer software solution that efficiently completes what Pankowski spent time doing by hand. It was during this time that she happened to come across an ad from Varsity Venture Studio, backed by the Wisconsin Alumni Research Foundation (WARF) and High Alpha Innovation, an Indianapolis-based venture studio that partners with large companies and universities to innovate through startup creation. “It said, ‘Do you have a need for technology to provide a solution in your life?’ And I was like, yeah, actually,” Pankowski said. After talking with her sister, they decided to submit a few short sentences in response to the call to action, detailing the current issues around inefficient record management in the veterinary profession. Neither necessarily expected anything to come of it, but they believed they had a million-dollar idea and needed to start somewhere. Initially, Varsity Venture Studio evaluated around 150 total submissions. The Pankowski sisters were asked to flesh out their idea further and further as time went on. Eventually, they found themselves meeting with Varsity’s leadership. They got a call of congratulations when they were chosen as one of 15 ideas to advance to the exploration phase of the process. Every month after that, they met bi-weekly with Varsity to come up with answers to technical, business-oriented questions: What is the exact problem? What does the solution look like? Who would benefit from this solution? After the exploration phase, the Pankowskis’ idea was one of four final business ideas selected to participate in a “sprint week” right before final exams in April of 2021. Varsity’s sprint week essentially compresses six months of a startup’s life into three and a half days, which includes customer meetings, financial modeling, design and more. The sprint week culminates in a pitch session, where teams present their business ideas to a room of venture capitalists for potential investment.

“We got to listen to everybody else’s pitch when they gave it. One of them had already started a business. One of them was a lawyer already. And there were all these super successful people that, you know, they’ve already done it. They’ve already been there,” Pankowski said. “We weren’t really expecting to be selected for investment, honestly, just because of the caliber of pitches that were given.”

The idea of Transfur, however, was extremely compelling to the investors in the room. The Pankowski sisters suddenly added entrepreneur to their resumes.

“When we found out we were selected for investment, it was honestly a shock. When we were on the call, I thought they were just going to say, ‘Thanks so much. You guys are awesome, it was so fun to work with you. But ultimately, we decided someone else.’ And that was not the conversation,” she added. Looking back on the experience, Pankowski is grateful for the support provided at UW–Madison for those hoping to transform ideas or innovations into products and services, and the entrepreneurial approach encouraged on campus.

Despite securing funding for the startup, Pankowski and her sister don’t plan to drop out of veterinary school. Already in her third year, Annie emphasized the importance of finishing her education at the UW School of Veterinary Medicine. She has no plans to become a CEO, but she and Ali will remain on the advisory board of the company. Because Transfur was launched through the venture studio model, the company is able to develop and scale quickly with support in essential functions like hiring, finance, human resources, legal, marketing and design.

“I think that what really drove the product was that we want to use this in our lives,” Pankowski said. “The impact you could have on veterinarians is pretty profound.”



Sean Bellefeuille

is all about his next challenge

By Jen Boon

The path to veterinarian doesn't usually start with engineering, but Cornell student, Sean Bellefeuille, is not your typical vet student. His inspiration for becoming a vet student actually came from a club he joined early on in University, helping to create 3D models for children's prosthetics.

This club sparked an interest in the possibilities of medical technology and was the inspiration for his new business. Today, Sean balances his busy life as a vet student with his new business, creating models and other creative technologies to assist vets.

Although he is in vet school now, it wasn't an easy decision for Sean. Before he enrolled in vet school he had discovered a passion for 3D printing, but had no idea what he wanted to do with it. There are so many paths 3D models can take.

Today, he is confident in his decision, and excited about the future his innovative creations can give vets, the pets they care for, and their owners alike.

Despite how hard it was to make his decision on veterinary school, he does have another idea up his

sleeve if it ends up not panning out. If he had to choose a different career, Sean would love to put his engineering skills to work designing new lego sets.

His passion for creating new things and figuring out how to put things together could easily be put to work creating new and exciting sets for children instead. Fortunately for the pets however, he's happy in his career choice so far.

To relax after a difficult day of veterinary school, Sean loves nothing more than a good game of hockey. Sean is French Canadian, which means he has played hockey most of his life. When he's out on the ice with his team, he thinks of nothing else besides the game for that period of time.

The freedom to focus on nothing else can help clear his head and make going back to school the next day easier.

Like most in the veterinary industry, Sean has his concerns about the field and the direction it is heading. His concerns include the price of care. It costs money to buy new technology, train staff in new techniques, and pay them the wages they deserve. It's very similar to the human medicine field.

Unfortunately, very few pet parents have insurance to pay for this in the same way humans do. Sean believes that finding low-cost solutions to more expensive procedures would help save more pets and bring financial relief to pet owners.

Although it is sometimes hard to see from the customer side of things, vets face some rather unusual challenges. Pets can come in a wide range of sizes, shapes, and species. A surgery for a 5-pound chihuahua won't be the same as it will be for a 50 pound lab.

This is one of the reasons Sean is so passionate about his start-up, Med Dimensions. Veterinarians are creative beings all on their own, and often have ideas for tools or low-cost solutions for pet treatments. Sean's mission in life is to provide these tools to veterinarians so they can save more lives. Learn more about his company, Med Dimensions by clicking on the link below:

Med Dimensions 

How inventor, Stephanie Young, is shaping our future

By AM KUSKA

Sometimes, veterinary school just isn't in the cards for aspiring students. When Stephanie Young entered Texas A & M, it was with every intention of pursuing a career in medicine. At first, she wasn't sure if that would be with people or animals—but as time went on she realized she definitely wasn't the right person for treating human patients.

She switched her focus to animals, but also realized early on that while she loved problem solving and figuring out what was wrong with pets, treating them also wasn't quite the right fit for her.

An incident that occurred before she even started at Texas A&M guided her on the path that was right for her. In the veterinary world, it's standard practice to leave a healthy pet with no red flags alone without any monitoring to recover after surgery.

The animal is checked on regularly to make sure they are fine, but vitals aren't monitored because pets tend to destroy the equipment as soon as they wake up. On this occasion Stephanie was cleaning near a kennel when she realized it wasn't moving at all. She called a vet over, and they discovered it wasn't breathing.

Despite every effort, the pet passed away. It was devastating, but it also made Stephanie realize what she truly wanted to do—solve the big problems the veterinary world is suffering from.

A life-changing internship helped cement her life mission. She switched from focusing on problem solving pets, to inventing products meant to make things better and safer for everyone involved.

The first result was SkyPaws, an invention designed to help veterinary staff monitor animals all the time, not just when a vet tech can pop in. The device is designed so that it fits easily with a kinesio-tap but not so easily chewed into pieces. It allows pets to be monitored fully and completely, so that the pet can be treated if it's vitals start to dip.

Although SkyPaws is still in development, it has already saved one life. When Stephanie's dog was out chasing squirrels, it suddenly and unexplainably collapsed. Stephanie put a prototype SkyPaw on to try and sleuth out what was wrong, and discovered a temperature of 109. Realizing it was heat stroke, she quickly cooled her pet off before rushing Atasi to the emergency room.

If she was not able to immediately cool her dog, Atasi likely would have died. As it was, Atasi escaped with 2 days in the ICU recovering.

Stephanie's invention could save thousands of lives, and also help problem solve situations in whole new ways. It was a long road to get there, and it wasn't always high points. In the beginning of her journey, Stephanie worked long hours and pushed herself to the breaking point.

Eventually, it got so bad that she would burn-out and sleep whole days away. She has learned that managing mental health is one of the most important aspects of entrepreneurship, and is now careful to take breaks when ever she needs them.

Stephanie is a brilliant inventor, and there is no doubt she will continue to bring great new products that improve animal lives to the world.

Follow her journey on Linked In:
Stephanie Young



STREAM
Anytime. Anywhere

FOR FREE!



Dr. Audrey and Dr. Alison are leading a revolution

By AM Kuska

Dr. Audrey and Dr. Alison are already famous for their role on the popular TV show, *Bondi Vets*. These twins have been working in the vet industry for over 15 years, and are no strangers to the ups and downs of their work.

One of the things that frustrated was the scrubs. What should have been a professional uniform that was comfortable, clean, smart, durable and practical for every day was quickly becoming a hairy, soiled, uncomfortable mess.

They decided to team up with fashion designer Rebecca Lau Marsh to make a change. They shared with Rebecca the many problems that traditional scrubs seem to have. Traditional scrubs seemed to attract fur rather than repel it. They also looked like pajamas, and seemed to absorb the stains and liquids that occur in a common veterinary setting.

With Rebecca's help, they set out to fix these things. Their new style of scrubs features pockets big enough to carry essential items, repelled dirt and stains, are waterproof, quick drying, stretch, and are also stylish enough to fit a modern setting. Need to squat down to examine a patient? The pants are squat proof with four-way stretch! No more splits at inopportune moments while trying to work with the animals you love. Best of all, the scrubs are durable to wash every day and are quick drying and crease proof! No more rushing to wash and dry your scrubs!





The line also features their signature and original jumpsuit scrubs. Stylish enough to take you from day to night and convenient enough to zip on and off between shifts. All the 21Scrubs range have their unique stethoscope holders that help secure them in place around the shoulders. The new line of scrubs is called 21Scrubs, and can be viewed on Instagram at @21scrubs.

Changing how we think about the vet industry

Our world has fundamentally changed. We have new equipment to help monitor pets and give them a better quality of life. We have a recent influx of new patients as Covid-19 brings a surge of pandemic pets to an already stressed system.

It makes little to no sense that the simplest part of your day—what you choose to wear—is unrefined by comfort or technology.

Dr. Audrey and Dr. Alison also work as a mobile vet service, which often means restricted spaces and the need to maximize the potential in every aspect of their business. These scrubs are designed to make that life easier, so you're thinking less about what you're wearing and more about what you're doing.

About the twins

Dr. Audrey and Dr. Alison have a shared love of animals, but their passions are as unique as they

are. Dr. Audrey enjoys surgery and loves working with dogs, especially chihuahuas, and she owns a geriatric chihuahua, Peanut, a rabbit, Charlotte, and a rescue cat, Maggot. Dr. Alison is also a certified veterinary acupuncturist who owns two guinea pigs, Pineapple and Coconut, and a rescue greyhound named Billy.

Their pets are very mischievous and often find themselves in trouble, which makes them very lucky to have vets as their moms.

The Shen sisters have done amazing work in their career. Time after time, they've seen a pressing need in the veterinary field and delivered on it. When they saw a need for a mobile vet to provide a complete and high standard of veterinary care in Australia, they founded a mobile vet service to help with that need. They also run a Future Vet Kids camp which is a unique kids camp to inspire, educate, and nurture the love of animals in children aged 9-16 years of age.

Their new scrubs line is just one more example of their dedication to the field, and their effort to help solve problems of both the veterinary community, and the people who use their services.



Love them or leave them?

Study looks at feral cat populations.

Increasing numbers of free-roaming street cats is a global problem. In fact, stray cats are considered one of the world's most invasive species. However, while they pose a health risk to humans, destroy large numbers of wildlife and suffer from poor welfare, most people are reluctant to cull their numbers with the fierceness we bring to rat and cockroach populations.

Currently, the most popular population-control method is TNR in which cats are Trapped, Nutured and Returned to the same location. Research led by Professor Eyal Klement and Dr. Idit Gunther of the Koret School of Veterinary Medicine at the Hebrew University of Jerusalem (HU) is the first time that a controlled study has investigated the impact of different protocols over a period of 12 years.

"Although this method has been implemented in various parts of the world, there was controversial evidence regarding its effectiveness for reducing cat populations and no hard evidence regarding its effectiveness in reducing cat-related nuisances or improving their welfare," Klement explained. Their findings show the importance of implementing a policy of continuously and intensively neutering cats throughout a city, and were published in the PNAS journal.

The study focused on one Israeli city (Rishon LeZion) and tried out different population-control methods over three 4-year periods. In the first, there was no population intervention. In the second, the researchers organized an intensive program of neutering of cats in half of the fifty zones of the city, while the remaining zones served as a control group in which the cats were left without any intervention. In the third period, neutering was applied to the entire cat population of the city.

The study found that neutering in only half of the city zones did not reduce the cat population. The researchers attribute this unexpected finding to the immigration of unneutered cats into the area. In the third wave, a 7% annual reduction of cat population was achieved, but a rebound increase in the number of kittens was noted, probably due to an increase in their survival due to lack of competition with the neutered, less aggressive cats. "Intact cats are more territorial than their neutered counterparts. Once they move into a neighborhood with neutered cats, they tend to thrive and take over," explained Klement.

The ideal, according to the Israeli study, is to ensure that 70% of street cat populations are neutered continuously. To negate the rebound effect, Klement suggests controlling cat food resources in parallel to the TNR campaign. "This can be achieved by setting up feeding stations in agreed-upon locations and by prohibiting feeding in other public areas," Klement said. This would ensure cats are properly fed and a policy of neutering could be implemented easily by catching the cats when they come to feed.



5 ways to combat your imposter syndrome

By Cherene Francis

The fear of standing out and not living up to expectations is universal. A recent study found that up to 82% of people experience impostor syndrome at some point in their life. Still, it can occur for a limited time, such as when you're first starting your career or experiencing heavy self-sabotage around success.

A lot has been said about this issue over the years; many think they're never good enough, which leads them down an unhealthy path towards inferiority complex + low confidence.

What is Imposter Syndrome

The impostor syndrome is a psychological pattern in which people doubt their accomplishments and fear being exposed as a fraud. This syndrome is very common, especially among high-achieving individuals, and can hinder productivity and lead to feelings of anxiety and self-doubt. However, there are ways to help combat imposter syndrome and boost self-confidence

How to Combat Imposter Syndrome

Some helpful tips to remember when impostor syndrome starts to rear its ugly head:

- 1** Acknowledge your successes, no matter how small they may seem.
- 2** Don't compare yourself to others; focus on your own journey and progress.
- 3** Seek out a mentor or coach who can help you build self-confidence.
- 4** Practice self-compassion; be gentle with yourself and cut yourself some slack.
- 5** Remember that everyone feels like an impostor sometimes; it's part of being human!

If you find yourself struggling with imposter syndrome, don't hesitate to reach out for help from a therapist or counsellor. Remember, you are not alone in this! Imposter syndrome is extremely common, and there is no shame in seeking help to combat it.

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Most dog owners don't follow FDA pet food handling guidelines

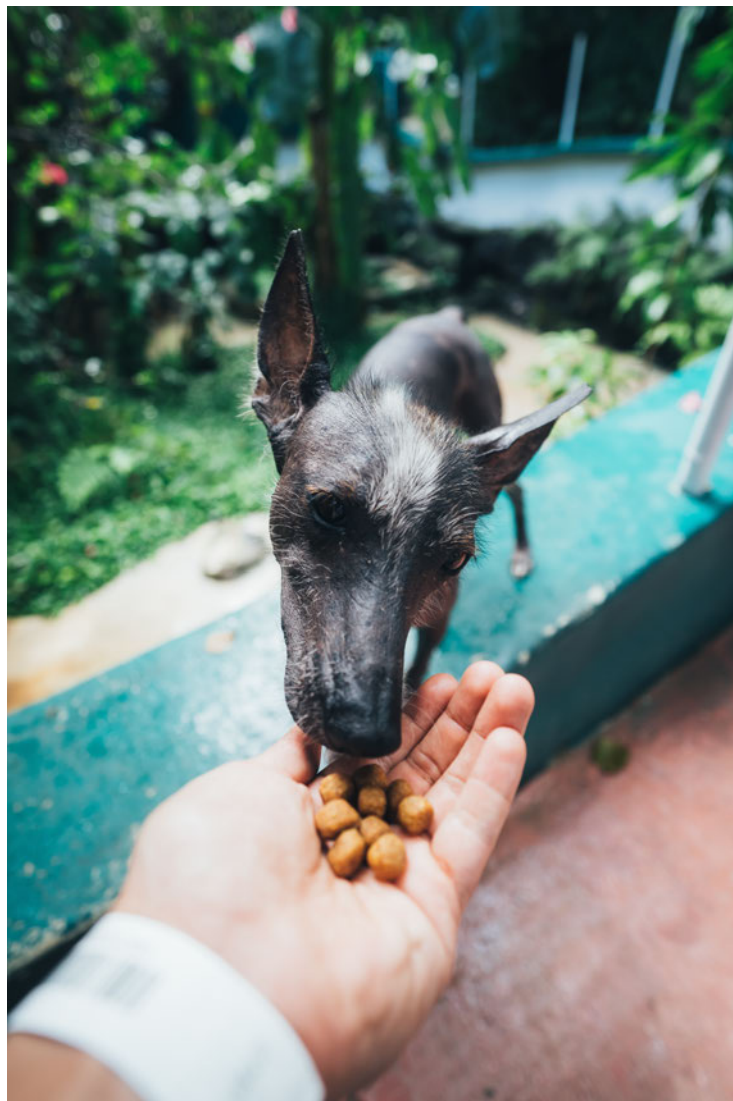
A new analysis suggests that most U.S. dog owners are unaware of—and do not follow—guidelines on safe pet food and dish handling from the Food and Drug Administration (FDA), but that better education and implementation of the guidelines could reduce contamination. Dr. Emily Luisana of North Carolina State University in Raleigh and colleagues present these findings in the open-access journal PLOS ONE on April 6, 2022.

Pet food and dish handling involves potential health risks for both dogs and people, especially those with compromised immune systems. Multiple outbreaks of bacterial illness among dogs and humans have occurred as a result of contaminated dog food. The FDA has issued guidelines on protocols for safe pet food and dish handling, available online, but the information is limited, and the effects of the recommendations have been unclear.

Study details

To help clarify, Dr. Luisana and colleagues surveyed 417 dog owners. They found that less than 5 percent were aware of the guidelines, and many owners did not follow many of the recommendations. For instance, only one third reported washing their hands after feeding, and only two thirds reported preparing dog food on separate surfaces from those used for human food. The latter fact is of potential public health importance, but is not addressed in the FDA recommendations.

To better understand the effects of the FDA recommendations, the researchers tested 68 household dog food dishes for bacterial contamination. After initial testing, they divided the owners into



three groups with different instructions for implementing food handling guidelines, then tested the dishes again after 1 week. They found significantly reduced contamination of dishes from owners who instituted the FDA's pet food handling guidelines, either alone or in combination with the FDA's human food handling protocol, versus dishes from owners who were not asked to implement either protocol. The researchers note that their study was small and that future research could clarify optimal hygiene strategies and ways to communicate them. Nonetheless, on the basis of their findings, the researchers outline suggestions to reduce contamination in pet food dishes for owners, veterinarians, pet food sellers and manufacturers. These include ensuring household members who feed pets adhere to FDA guidelines and including written information on guidelines with pet food sales. The authors add: "Most pet owners are unaware that pet food bowls can be a hidden source of bacteria in the household. Knowing how to mitigate this risk and practice proper pet food storage and hygiene may make for a happier, healthier household."

Are you making a fair wage?

Check out the latest veterinary salary research courtesy of Galaxy Vets

According to The American Veterinary Medical Association, as of the end of 2021, there are 121,461 veterinarians in the U.S. AVMA membership isn't mandatory for vets. However, given the range of benefits membership provides, 99,500 vets are members of the AVMA, with around 82% of veterinarians based in America.

As the AVMA voluntarily asks members for salary information, the most recent data from them indicates that vets can earn anything from \$60,000 to \$150,000 (2019 figures). This is in line with The Bureau of Labor Statistics (BLS), reporting a median salary of \$93,830, with earnings between \$56,540 and \$162,450 (figures accurate for 2019).

How much vets make depends on a number of factors: experience, location, and the type of practice, as well as whether you are on staff, working as a partner, or self-employed. All of these variables influence how much you can earn, with our data showing that vet salaries by state vary widely. And that's why Galaxy Vets did some digging to find out the most accurate details.



According to Galaxy Vets study, the amount a veterinarian earns also depends on their level of experience, and location, as our research shows.

Commercial vets can make the most, generally in the \$160,000 range, with enough years of experience under their belt. Consultants can make slightly less, in the \$150,000 range.

The private practice covers a wide range of specialties — companion animal, mixed animal, food animal (e.g., farm animals), and equine — with average salaries in the \$100,000 to \$120,000 range — with enough experience. Food and equine vets usually earn less, in the \$90,000 to \$100,000 range, depending on experience and the state where they practice.

Vets who go the academic route can earn up to \$120,000, and those working for the government, or branches of the military or police can earn in the region of \$100,000 to \$120,000.

Non-profit veterinary practices or non-profits that employ vets to treat animals usually pay around \$90,000. However, as with the above figures, this is based on AVMA 2019 data, and salaries are likely higher now, as our own research shows

To learn more, click on the link below:

[How Much Do Vets Make in Different U. S. States in 2022](#)



Highlighting women's achievements makes them want to be the boss

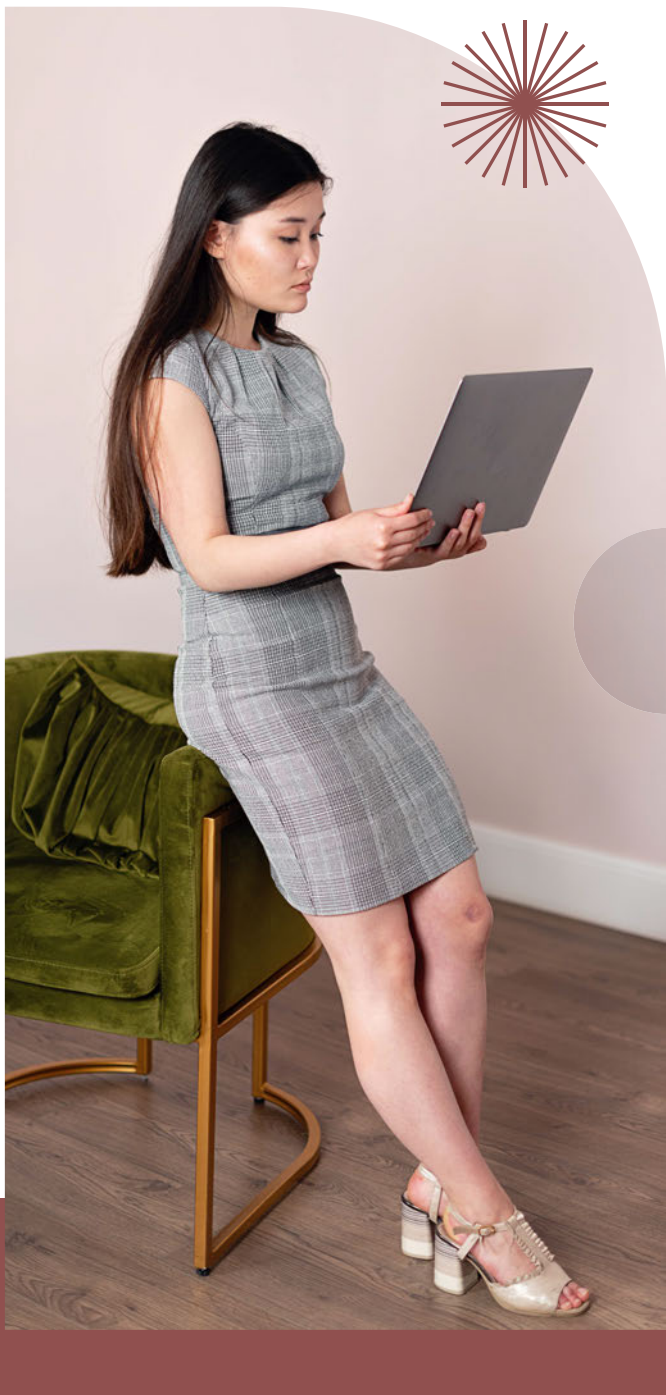


Highlighting female achievements in the workplace makes capable women significantly more likely to want to be the boss, a study shows.

Public feedback about a woman's performance can significantly increase her willingness to lead, even in male-dominated environments, according to the research. The teams led by these women are subsequently more likely to perform well.

The research, by Dr Jingnan Chen from the University of Exeter Business School, found increasing the number of men in mixed-gender teams negatively impacts women's willingness to lead, especially on tasks seen as stereotypically male. Publicly acknowledging women's abilities and achievements, however, helps to alleviate this effect.

In male-stereotyped industries, women in both mixed and single gender groups are twice as likely to shy away from leadership roles. Men also shy away from leadership positions in female-stereotyped industries, but only when they are in mixed-gender groups.



Dr Chen said: "There are so many capable women but many do not feel encouraged in their workplace, and this leaves them feeling they shouldn't put themselves forward for leadership positions. There is not enough attention paid to the efforts of high-achieving women, partly because they are less likely than men to self-promote their abilities, but it is very important that their work is equally recognized."

"If we have more acknowledgement of women's achievements, so their colleagues know what they are doing well, women will be more likely to step up and utilize their leadership skills. Recognizing women's abilities should be done by pointing out their quantitative achievements - specific, objective and measurable work such as sales figures or number of projects successfully completed."

"Of course this research does not suggest anyone should downplay male achievements, but it shows companies should make a commitment to making sure female achievements are not overlooked or ignored. This is especially important in male-dominated industries."

The research shows making people's achievements public increases the chance that men in all-male groups will prefer to take the lead. This has the opposite effect for women in all-female groups - capable women are deterred from leading due to women wishing to signal fairness and a sense of cooperation. In mixed gender groups, however, public feedback significantly encourages the best female performers to lead.

Academics conducted an experiment using 248 University of Exeter students in groups of four, where they were asked to complete tasks such as answering quiz-style questions, and how likely they were to lead their group on a particular task. They were also asked if women or men would be more likely to know more about that subject area, and how likely it was that their answer was right.

Dr Chen said: "We have shown highlighting achievements is both highly beneficial and often straightforward for companies. The most capable female and male leaders emerge and consequently, the best group outcomes are obtained when public performance feedback is given."





PET CANDY'S GUIDE TO DOG BEHAVIOR

*Why dogs misbehave
and what to do about it*



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With Dr. Amy Pike
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5 ways to overcome perfectionism

By Cherene Francis

We live in a world where social media constantly compares ourselves and our lifestyles against others to achieve self-perfection. Whether that means living comfortably at home until you get your big break or collecting endless accolades, it can seem like there isn't any room left for mistakes.

Perfectionism has increased since the 1980s

Curran and Hill, Ph.D., from the University of Bath, found perfectionism has become more acceptable. He determined three types of perfectionism: self-oriented (or an irrational desire to be perfect), socially prescribed (perceiving excessive expectations from others) & other-oriented (placing unrealistic standards on others).

His study found that over time there has been an increase of 10% for self-oriented perfectionism and 33% for social prescribedness. Additionally, the other-oriented score increased by 16%.



How to Overcome Perfectionism?

Perfectionism is a huge problem because it prevents people from being able to finish tasks or even start them! There are many ways you can overcome perfectionism, and in this article, we'll discuss some of the most effective ones:

1 Acknowledge that perfectionism is a problem.

The first step to overcoming perfectionism is acknowledging that it's a problem. Once you recognize that perfectionism is holding you back, you can start to take steps to change your thinking and behaviours.

3 Permit yourself to fail.

Another reason perfectionism can be harmful is that it doesn't allow for any room for failure. You'll never get anything done if you're constantly worried about making mistakes. Instead, give yourself permission to fail and know that it's okay to make mistakes.

5 Seek professional help.

If you find that perfectionism negatively impacts your life, you may want to seek professional help. Perfectionism can signify an underlying mental health issue, such as anxiety or depression. If you're struggling to manage perfectionism independently, talking to a therapist can be a helpful step.

2 Set realistic goals.

One of the reasons perfectionism can be so debilitating is because it often leads to setting unrealistic goals. If you're constantly striving for perfection, you're likely setting yourself up for disappointment. Instead, try to set realistic goals that you can achieve.

4 Take baby steps.

If you're perfectionistic, likely, you're also a perfectionist when it comes to your goals. You might want to achieve everything all at once, but that's not realistic. Instead, try breaking down your goals into small, manageable steps.



What you need to know about the avian flu outbreak

Two more poultry flocks in Iowa — including one with more than 5 million egg-laying chickens — were infected by a deadly and highly contagious avian influenza, the Iowa Department of Agriculture and Land Stewardship reported in early April.

The USDA has also recently sent alerts about bird flu in Texas, Minnesota, and several other states. Cases have occurred in commercial and backyard operations and migratory birds are a potential source of further spread.

The new detections of the virus were in a massive commercial egg-laying flock in Osceola County, and in a flock of about 88,000 turkeys in Cherokee County.

The virus was confirmed in those flocks on Thursday, the end of the first month of such outbreaks in the state this year. There were a total of 12 detections in nine counties that affected at least 13.2 million birds.

Secretary of Agriculture Mike Naig has said the threat of infection could loom for another two months as wild birds migrate through the state. Those birds are the likely carriers of the virus and can be asymptomatic if they are infected. The virus is often deadly for domestic birds.

Infected flocks are culled as quickly as possible to limit the risk of transmitting the virus to other nearby facilities.

The vast majority of the affected birds in Iowa have been egg-laying chickens due to the size of their flocks. The virus was previously found in a Buena Vista egg-laying flock of more than 5.3 million.

Iowa is the country's top egg producer and has about 60 million laying hens, Naig has said. The infected flocks account for about 21% of that total. Naig expects food prices to increase because of the virus.

The detections so far in Iowa this year include:

- March 1: A backyard flock of 42 chickens and ducks in Pottawattamie County.
- March 6: A commercial flock of about 50,000 turkeys in Buena Vista County.
- March 10: A commercial flock of about 916,000 egg-laying chickens in Taylor County.
- March 17: A commercial flock of about 5.3 million egg-laying chickens in Buena Vista County.
- March 20: A backyard flock of 11 chickens and ducks in Warren County.
- March 23: A commercial flock of about 54,000 turkeys in Buena Vista County.
- March 25: A commercial flock of about 250,000 young hens in Franklin County.
- March 28: A commercial flock of about 28,000 turkeys in Hamilton County.
- March 28: A commercial flock of about 1.5 million egg-laying chickens in Guthrie County.
- March 29: A commercial flock of about 35,500 turkeys in Buena Vista County.

In Nebraska, four flocks have been affected, according to the Nebraska Department of Agriculture. The fourth report of an infection was confirmed Saturday:

- March 15: A small flock (100 or fewer) of chickens and waterfowl in Merrick County.
- March 22: A commercial flock of 570,000 broilers in Butler County.
- March 24: A commercial flock of 400,000 broilers in Butler County.
- March 26: A small flock (50 or fewer) of chickens and waterfowl in Holt County.

More information can be found by clicking on the link below:

www.abc.com



Samples from some of the flocks were first tested at state laboratories that are part of the National Animal Health Laboratory Network. Results were subsequently confirmed at the APHIS National Veterinary Services Laboratories (NVSL) in Ames, Iowa. Samples from the Massachusetts flock were tested at the Connecticut Veterinary Medical Diagnostic Laboratory. Samples from the Wyoming flock were tested at Wyoming State Veterinary Laboratory. Samples from the North Carolina flock were tested at the Rollins Diagnostic Laboratory. Samples from the Ohio flock were tested at the Animal Disease Diagnostic Laboratory. Samples from the North Dakota flock were tested at the Veterinary Diagnostic Laboratory.

APHIS is working closely with state animal health officials in both states on a joint incident response. State officials quarantined the affected premises, and birds on the properties will be depopulated to prevent the spread of the disease. Birds from the flocks will not enter the food system.

According to the U.S. Centers for Disease Control and Prevention, the recent HPAI detections do not present an immediate public health concern. No human cases of these avian influenza viruses have been detected in the United States. As a reminder, the proper handling and cooking of all poultry and eggs to an internal temperature of 165 °F is recommended as a general food safety precaution.



As part of existing avian influenza response plans, Federal and State partners are working jointly on additional surveillance and testing in areas around the affected flocks. The United States has the strongest AI surveillance program in the world, and USDA is working with its partners to actively look for the disease in commercial poultry operations, live bird markets and in migratory wild bird populations.

Anyone involved with poultry production from the small backyard to the large commercial producer should review their biosecurity activities to assure the health of their birds. APHIS has materials about biosecurity, including videos, checklists, and a toolkit available at: <https://www.aphis.usda.gov/aphis/ourfocus/animalhealth/animal-disease-information/avian/defend-the-flock-program/df-resources/df-resources>.

USDA will report these findings to the World Organisation for Animal Health (OIE) as well as international trading partners. USDA also continues to communicate with trading partners to encourage adherence to OIE standards and minimize trade impacts. OIE trade guidelines call on countries to base trade restrictions on sound science and, whenever possible, limit restrictions to those animals and animal products within a defined region that pose a risk of spreading disease of concern. OIE trade guidelines also call on member countries to not impose bans on the international trade of poultry commodities in response to notifications in non-poultry.

APHIS will continue to announce the first case of HPAI in commercial and backyard flocks detected in a State but will not announce subsequent detections in the State. All cases in commercial and backyard flocks will be listed on the APHIS website at <https://www.aphis.usda.gov/aphis/ourfocus/animalhealth/animal-disease-information/avian/avian-influenza/2022-hpai>.

In addition to practicing good biosecurity, all bird owners should prevent contact between their birds and wild birds and report sick birds or unusual bird deaths to State/Federal officials, either through their state veterinarian or through APHIS' toll-free number at 1-866-536-7593. APHIS urges producers to consider bringing birds indoors when possible to further prevent exposures. The Animal Health Protection Act authorizes APHIS to provide indemnity payments to producers for birds and eggs that must be depopulated during a disease response. APHIS also provides compensation for disposal activities and virus elimination activities. Additional information on biosecurity for backyard flocks can be found at <http://healthybirds.aphis.usda.gov>.



Do you know these secrets to living an intentional life?

By Cherene Francis

Living an intentional life can be a great way to improve your own life and the lives of those around you. Intentionality is all about being purposeful in your actions and thoughts, and it can lead to a more mindful and fulfilling life. Here are five ways to live an intentional life:



1

Be present in the moment.

One of the best ways to be more intentional is to focus on being present in the moment. This means being aware of your thoughts, feelings, and actions and being in the moment. It can be tough to do, but it's worth it!

2

Set goals and work towards them.

Another way to be intentional is to have a clear idea of what you want to achieve in life and work towards those goals. This could involve setting both short-term and long-term goals and making a plan for how you're going to achieve them.

3

Be mindful of your words and actions.

Another essential part of living an intentional life is being mindful of what you say and do. This means thinking about how your words and actions will affect others and making sure that they align with your values and goals.

4

Make time for what's important to you.

Sometimes, it can be easy to let other things take precedence over the truly important things to you. But if you want to live an intentional life, it's important to make time for the things that matter most to you, whether that's your family, friends, hobbies, or anything else.

5

Simplify your life.

One of the best ways to live an intentional life is to simplify your life as much as possible. This means getting rid of anything that isn't essential and focusing on the most important things to you. It can be a challenge, but it's worth it!

Living an intentional life is all about being purposeful in your thoughts and actions. You can live a more mindful and fulfilling life by following these tips!



Free veterinary care for pets of Ukrainian refugees launched across Europe

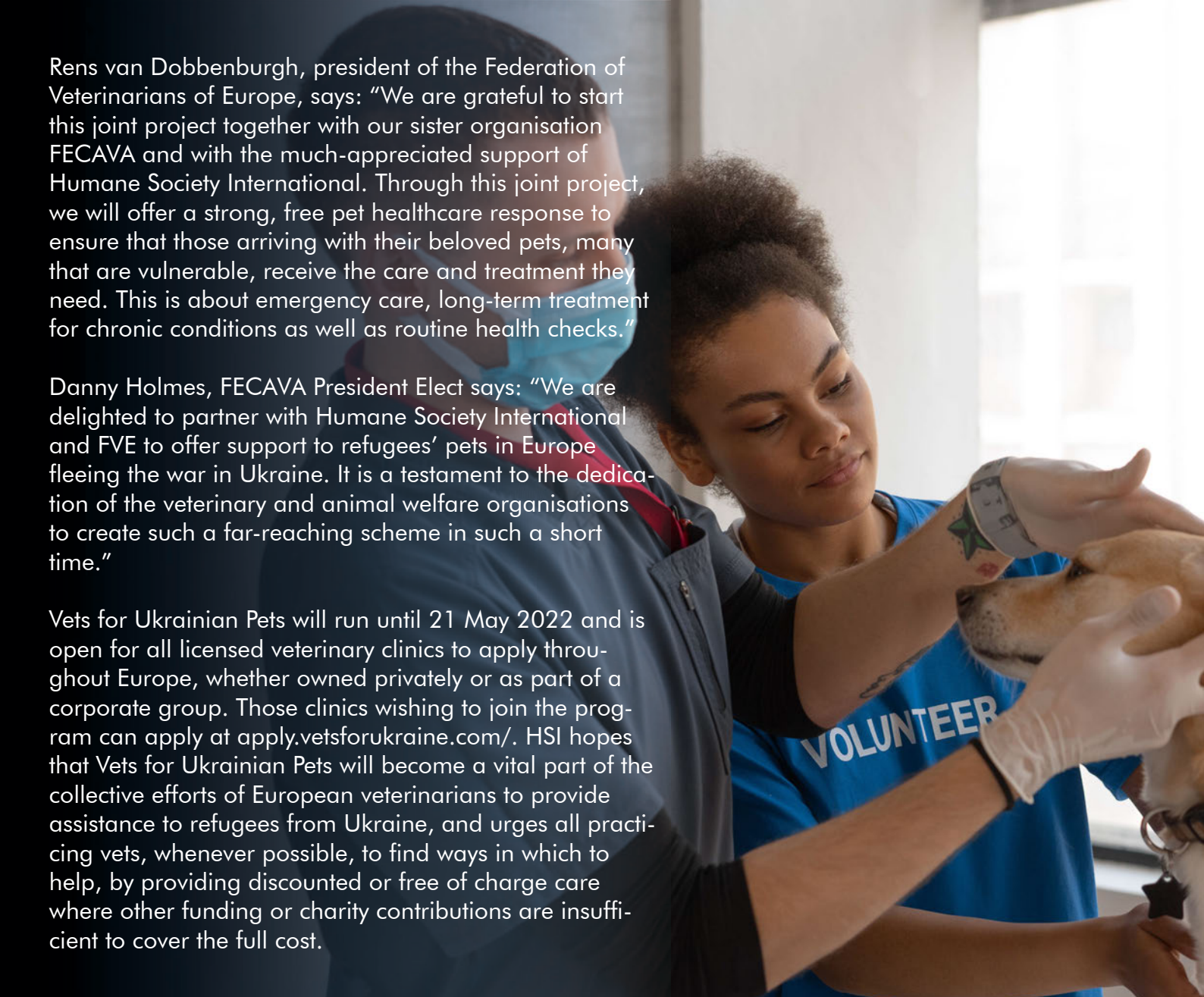
Ukrainian refugees who have fled the war with their pets in tow will now be able to access free veterinary treatment in 38 European countries, thanks to an unprecedented program called Vets for Ukrainian Pets. Launched by animal charity Humane Society International and partners, Vets for Ukrainian Pets will cover the treatment costs of up to five dogs, cats, horses or other pet animals, up to 250 Euros per animal, for acute care and medication, rabies and other vaccinations as well as microchipping and medical examination required for safe passage through the EU.

Vets for Ukrainian Pets is being fully funded by HSI, with the generous support of Mars, Incorporated, in collaboration with Federation of Veterinarians in Europe and the Federation of European Companion Animal Veterinary Associations. Reimbursements for participating veterinarians will be available wherever the FECAVA has members, including in the United Kingdom, Germany, Italy, Romania and Poland, as well as Ukraine.

Ruud Tombrock, executive director of HSI/Europe, says: "In Europe's biggest refugee crisis since WWII, millions of Ukrainians have had to take the decision

to leave their country and flee the war. Along with a few possessions, many are also taking their pet animals, who they cherish as family members. The trauma of war as well as the stress of the evacuation journey, can make animals vulnerable to a variety of illnesses and so HSI's Vets for Ukrainian Pets program aims to eliminate barriers to accessing veterinary care for the pets of refugees. It will provide a much-needed safety net for those families fleeing with their beloved pets so that at no point they feel compelled to leave their pets behind due to concerns about being able to care for them."

Just days after Russia invaded Ukraine, the European Commission recommended that member states ease requirements for the entry of pets from Ukraine. At least 13 EU member states have since temporarily lifted or modified their import restrictions on companion animals, including rabies requirements. However, there is no standardized policy across the EU regarding the entry of pets from Ukraine. While vaccination and microchipping of animals is being provided at some border crossings, not all animals receive such services and therefore fail to meet the national requirements for entry.



Rens van Dobbenburgh, president of the Federation of Veterinarians of Europe, says: “We are grateful to start this joint project together with our sister organisation FECAVA and with the much-appreciated support of Humane Society International. Through this joint project, we will offer a strong, free pet healthcare response to ensure that those arriving with their beloved pets, many that are vulnerable, receive the care and treatment they need. This is about emergency care, long-term treatment for chronic conditions as well as routine health checks.”

Danny Holmes, FECAVA President Elect says: “We are delighted to partner with Humane Society International and FVE to offer support to refugees’ pets in Europe fleeing the war in Ukraine. It is a testament to the dedication of the veterinary and animal welfare organisations to create such a far-reaching scheme in such a short time.”

Vets for Ukrainian Pets will run until 21 May 2022 and is open for all licensed veterinary clinics to apply throughout Europe, whether owned privately or as part of a corporate group. Those clinics wishing to join the program can apply at apply.vetsforukraine.com/. HSI hopes that Vets for Ukrainian Pets will become a vital part of the collective efforts of European veterinarians to provide assistance to refugees from Ukraine, and urges all practicing vets, whenever possible, to find ways in which to help, by providing discounted or free of charge care where other funding or charity contributions are insufficient to cover the full cost.

Additional information

Vets for Ukrainian Pets will cover the following costs for companion animals and equines of Ukrainian refugees, up to 250 Euros per animal, with a limit of five animals per vet:

- **Certification/Licensing Requirements**—Any costs associated with legalisation of a pet in a European country where these costs are not being funded by national authorities. This may include rabies vaccination, rabies serology, parasite treatment, microchip implantation/registration and official documentation.
- **Standard Preventive Care**—The costs of core vaccinations and parasite treatments to ensure the overall health of the animal, particularly when infectious disease transmission is a concern.
- **Medication (up to four months’ supply)**—The costs of any medication previously prescribed by a

veterinary surgeon or to treat a newly identified condition which is considered necessary. This may include animals with chronic conditions whose families may not have been able to bring medication when they evacuated or whose supplies have been depleted.

- **Acute Care**—Treatment for acute conditions where the prognosis following treatment is good. Examples might include treatment of wounds, ear inflammation or alleviation of pain. Every registered practicing veterinarian in Europe can apply to become part of the programme and can make up to five claims for refunding the cost of treatment for pet animals of Ukrainian refugees by using the website apply.vetsforukraine.com/. In exceptional cases, where a veterinarian has to provide care for a larger number of animals, they should contact HSI at VetsUkrainePets@hsi.org

Avocado meal, a novel fiber source for dogs



When avocados were first recognized as a nutrient-dense superfood for humans, consumption skyrocketed. Today, consumers buy and eat the fresh fruit (hello, avocado toast), purchase pre-packaged guacamole, cook with avocado oil, and more.

The trend means there are now more avocado-derived products in the supply chain than ever. In a unique study, University of Illinois researchers looked at the possibility of using avocado meal – the ground, dried, and defatted pulp, seed, and skin left over after avocado oil processing – as a fiber source in dry dog food.

Wait, aren't avocados toxic to dogs?

A simple Google search turns up scads of sources warning against the potentially harmful effects of avocados for pets, placing blame on a compound called persin in the fruit. But Maria Cattai de Godoy, who led the project, says the claims about avocado toxicity are overblown. As for avocado meal, Godoy couldn't find detectable levels of persin in the product. And best of all? Avocado meal is also palatable and a functional fiber source in canine nutrition.

"Being from Brazil, avocados grow in our backyards. They fall on the ground, and if dogs get hold of them, they eat them. Just like they do with mangoes, bananas, or any other fruits that grow natively in our country. I'd never heard of a dog dying from eating an avocado, so I was really curious why they were considered toxic here," says Cattai de Godoy, associate professor in the Department of Animal Sciences at U of I.

"When you look at the literature for avocado toxicity, all that exists are a few case studies. Dogs reported to have a fondness for avocado showed some signs of toxicity, but the case reports couldn't prove avocados caused those symptoms. There are a lot of uncontrolled factors in these cases."

are a lot of uncontrolled factors in these cases." When she looked into it, Cattai de Godoy couldn't find direct evidence showing cause and effect of persin toxicity in dogs. Few studies detailed where persin was most concentrated in the avocado plants and fruits, and not a single study explored whether it was found in avocado meal.

It was time for some answers.

Cattai de Godoy teamed up with David Sarlah, associate professor in the Department of Chemistry at U of I. They were able to look more closely at the chemical structure of persin, and realized why they couldn't find it in the dried, processed meal.

"Persin is structurally similar to a polyunsaturated fatty acid, meaning there are a lot of double bonds," Cattai de Godoy says. "They're not very stable; heat and light can make them break down. Processing is very likely breaking down persin, which is probably why we cannot see it in the meal."

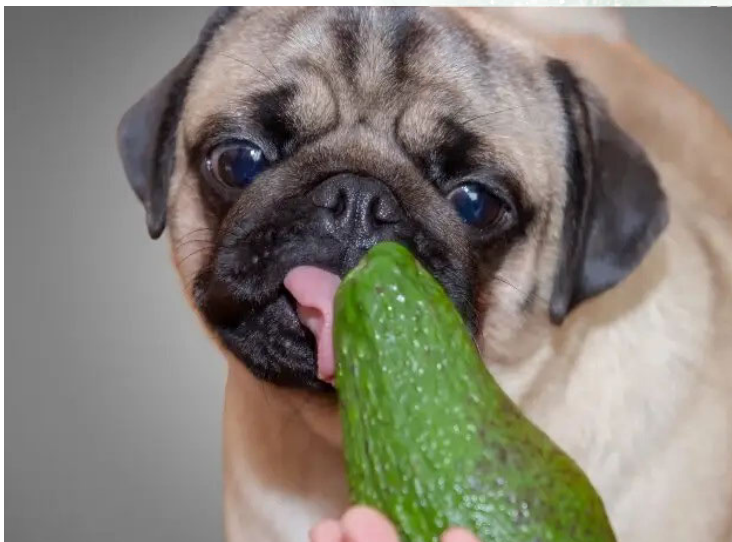
“In fact, the concentration was so small in the avocado meal that it was out of our standard curve linear range, meaning it was below detection level. We observed, however, detectable amounts of persin in the raw fruit, including the peel, pulp, and pit.”

After they determined persin was undetectable in avocado meal, the researchers fed it to beagles as one of three fiber sources in their diets: avocado meal, or industry standards beet pulp or cellulose. They watched the animals closely for any signs of toxicity or distress, but found none during the two-week feeding trials.

Cellulose is an insoluble fiber used to create fecal bulk. Beet pulp, which Cattai de Godoy refers to as the gold-standard fiber in pet foods, is a mix of soluble and insoluble fiber that helps feed good gut bacteria while promoting fecal bulk.

As a fiber source, avocado meal fell right in between cellulose and beet pulp, depending on the metrics the researchers studied. For example, energy intake was similar for all three diets, and avocado meal tied with other fiber sources for digestibility of fat and organic matter. Dogs who ate the avocado meal diet had similar fiber digestibility and fecal butyrate concentration, an energy source for microbial cells in the gut, to dogs who ate the beet pulp diet.

“High fiber diets are not always palatable for pets, but that is not what we saw. The dogs consumed enough food to meet or exceed their energy requirements. The high inclusion of avocado meal [about 19%] was acceptable to them,” Cattai de Godoy says.



The researchers note they only tested one source of avocado meal. Persin levels vary across avocado cultivars and processing practices haven't been standardized across the industry, so it will be important to test for persin in each source of avocado meal. But Cattai de Godoy thinks this first study shows the potential of avocado meal for dogs.

“If you have a tool nobody has looked at and it's economical and highly abundant, why not use it? From what we can tell, it seems to be a safe ingredient. We don't see a signal for persin in avocado meal, and there is not really a robust literature pointing to persin as a true toxin for dogs or cats” she says. “I certainly think there's still work to be done in order to say there are no concerns, especially if we were giving the fresh fruit. But according to our study, I think avocado meal is a safe bet and can be used effectively as a sole source of dietary fiber or in fiber blends.”

The study, “Nutritional and physico-chemical implications of avocado meal as a novel dietary fiber source in an extruded canine diet,” is published in the *Journal of Animal Science* [DOI: 10.1093/jas/skac026]. Study authors include Amanda Dainton, Fei He, Tanner Bingham, David Sarlah, Katelyn Detweiler, Heather Mangian, and Maria Cattai de Godoy. Funding was provided by the USDA National Institute of Food and Agriculture.



CELINE HALIOUA

Founder & CEO,
Director Loyal Dog

Celine Halioua founded Loyal for Dogs in 2019 when she was only 25. She studied gene therapy at Oxford and holds a B.Sc. of Neuroscience from the University of Texas at Austin. Loyal for Dogs is on a mission to treat aging in dogs, rather than to treat end-stage diseases individually. They are developing therapeutics that aim to promote functional resilience, improve health span, and delay the onset of overall age-related disease and frailty in dogs.

Their current pipeline includes treatments designed to address lifespan and health span, age-associated cognitive decline, chronic kidney disease, and osteoarthritis.

You can learn more about them and even help them with their mission by joining up for their clinical trials at loyalfordogs.com.