

WE ASKED ...

What inspires you or gets your creative juices flowing?

“Nothing beats a conference for me! There are so many ideas shared, learning opportunities, peer-to-peer discussions, and much more that really inspires me.”

— **Katie Chamberlin**



“I love looking at what’s trending *outside* our industry — in high-end fashion brands, trendy cafés, boutique hotels, etc. That translates into the brand and design work we do for independent start-up clinics massively. I want to ensure the experience people are having at a clinic is on par or above what they’re experiencing elsewhere.”

— **Danielle K. Lambert**

“Nothing gets my creative juices going more than running in the woods.”

— **Amy Newfield, MS, CVT, VTS (ECC)**



“I find that just ‘doing it’ gets my creative juices flowing. When I’m not feeling inspired or fired up, if I just sit down [to do the work], 20 minutes in I’m totally involved creatively. The process itself becomes the solve.” — **Larry Lindner**

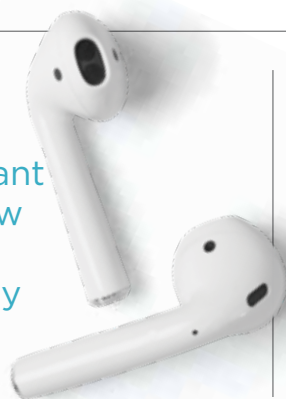
“Reading books recommended by others really gets my creativity flowing. The most recent reads that have done just that are ‘Four Thousand Weeks’ by Oliver Burkeman and ‘Unreasonable Hospitality’ by Will Guidara.”

— **Brenda Tassava Medina, CVPM, CVJ, MVLCE**



“Most recently, the podcast ‘The Curiosity Shop’ with Brené Brown and Adam Grant has been inspiring some new brainstorming about how to be an effective leader for my practice.”

— **Michael Miller, DVM**



“My best ideas and thoughts come when walking my pup in the woods. It’s a great disconnect from the world and I can really hear my thoughts. I also love watching what is happening in adjacent or similar industries and see how it translates to vet med, whether it is on LinkedIn, Facebook groups, or the morning newspaper.”

— **Susan Ries Valashinas, DVM**