this is your
PASSION
this is your
PROFESSION
this is our
AVMA
DEAR COLLEAGUES,

These are both exciting and challenging times in the veterinary profession. As your outgoing AVMA president, I would like to thank you for your dedication and commitment to the animals and the people we serve. Words cannot express the sincere respect and gratitude I have for each of you who have helped make this a most memorable year for me and for our association.

From the many members whom I have met during my travels, to the selfless volunteers who have dedicated invaluable time and expertise to their association and their profession, and to the talented staff at AVMA headquarters, I can truly say that it has been an honor for me to work with such a fine group of individuals, all who care so deeply for the work we do.

This past year, as we embarked on our Strategy Management Process, we undertook a whole new way of thinking about how the AVMA does business and what we can do to best serve you. Our 2015-2017 Strategic Plan is a direct result of this process, the ultimate goal of which is to grow and improve member value in the AVMA.

Our strategic plan is built on the results of an unprecedented approach to information gathering. We listened to and learned from our members to determine what you want and expect from the AVMA. We learned that our members highly value the AVMA’s role in many activities, most notably in the areas of advocacy, accreditation, veterinary economics, member services and providing leadership for the veterinary community. This is and will continue to be an ongoing process as we further learn how to do a better job of meeting your needs in each of these areas.

Today, we are focused squarely on three primary goals of (1) protecting and enhancing the lifelong value of the veterinary medical degree; (2) providing valuable member products and services; and (3) enhancing the public image and reputation of veterinarians and the veterinary profession.

This 2014-2015 AVMA Year in Review is an overview of our efforts and our accomplishments between July 2014 and July 2015. As the leading advocate for the entire veterinary profession, the contents of this report reflect our commitment to protecting, promoting and advancing the veterinary profession through the strength and diverse perspectives of our members. Thank you for your collaboration in making us what we are today. Together, we can more effectively advance our shared interests, values and goals now and into the future.

Sincerely,

Ted Cohn, DVM
President
OUR MISSION

The American Veterinary Medical Association’s mission is to lead the profession by advocating for our members and advancing the science and practice of veterinary medicine to improve animal and human health.

2014-2015 YEAR IN REVIEW

PROTECT. PROMOTE. ADVANCE.

Our mission statement declares our purpose and defines our reason for existence.

These three words – PROTECT, PROMOTE AND ADVANCE – are at the heart of what the AVMA does for our members on a daily basis. We are here to serve you and to help meet your needs in a changing world. We are here to uphold and advance the proud profession of veterinary medicine and the dedicated, caring professionals who help shape it in every way by protecting, promoting and advancing both animal and human health.

We consider ourselves stewards of everything that is veterinary medicine. Whether we are helping protect and elevate veterinary medical education, representing your interests from state capitals to Capitol Hill or working with you to enhance the health and welfare of the animals and people you serve, we are here to protect, promote and advance veterinarians and the veterinary profession.

AVMA volunteer leaders and professional staff worked in partnership over the past year to deliver meaningful service, benefits and products to our members in a number of areas. An overview of these efforts and accomplishments follows.
Among the AVMA’s most respected and widely referenced guidance documents are those addressing humane endings for animals.
ANIMAL WELFARE

It was another productive year for AVMA entities charged with addressing animal welfare and human-animal interactions. These entities include our Animal Welfare Committee, our Steering Committee on Human-Animal Interactions, the AVMA Animal Welfare Conversation Working Group, the Model Animal Welfare Curriculum Working Group and our Humane Endings panels and their working groups.

Fifteen policies were reaffirmed, updated or adopted that cover diverse animal populations and environments. Among topics addressed were guidance and state-level model legislation for the breeding, care and sale of companion animals; livestock-focused policies on housing for sows and laying hens, disabled livestock, ovariectomy in cattle and harvesting of deer velvet; the humane transportation of laboratory animals and use of random-source animals for research, testing and education; protections for animals on exhibit and used in entertainment; and standardized definitions and guidance for animals used in animal-assisted interventions (e.g., service, therapy, visiting).

Among the AVMA’s most respected and widely referenced guidance documents are those addressing humane endings for animals. 2015 will see the release of the first edition of the “AVMA Guidelines for the Humane Slaughter of Animals,” and a cooperative grant with the United States Department of Agriculture was finalized for production of the final document in the series, the “AVMA Guidelines for the Depopulation of Animals.”

The 2014 animal welfare symposium, “Humane Endings: In Search of Best Practices for Euthanasia, Humane Slaughter and the Depopulation of Animals,” featured more than 70 presentations in three tracks focused on companion animals, laboratory animals and aquatics, and livestock and horses, and drew approximately 200 attendees from around the globe. Poster sessions and an international harmonization workshop rounded out the event.

Student initiatives also were a high priority, as our Animal Welfare Division hosted five externs over the course of the year, traveled to multiple colleges of veterinary medicine to present animal welfare-related education to students and faculty, and developed a half-day program focused on forensic investigation for the 2015 SAVMA Symposium. In addition, the AVMA assumed management responsibilities for the Animal Welfare Judging and Assessment Contest, while increasing student participation in the event by 25 percent.

Graduate veterinarians and specialists were on the radar as well, as we developed multiple days of animal welfare-related programming for the AVMA Convention, several sessions for the Western Veterinary Conference and a session on systematic welfare assessment for the American College of Animal Welfare’s annual short course.
CONVENTION

The AVMA Annual Convention offers professional opportunities across the board, including a wide variety of continuing education classes and interactive labs, the ability to visit with hundreds of business and service providers in our exhibit hall, and the chance to network with colleagues from around the globe.

The 2014 Annual Convention held in Denver attracted more than 8,500 veterinarians, students, technicians, office staff members, spouses, children and guests, and exhibitors. Attendance numbers were consistent with those of the two previous years.

Convention attendees not only enjoyed the Mile High City, but they also were able to choose from more than 600 convention speakers, nearly 1,000 hours of continuing education and 20 interactive labs. About 1,600 attendees enjoyed our Opening Session and the inspirational story of Life is Good co-founder John Jacobs. Our annual concert welcomed about 2,300 to the Red Rocks Amphitheater for country music’s Eli Young Band, and our annual Family Night hosted about 1,300 at the Elitch Gardens Amusement Park.

About 275 exhibitors occupied approximately 42,600 square feet in our 2014 convention exhibit hall. Overall, the 2014 Convention realized net income over expenses of about $591,000.

The 2015 Veterinary Leadership Conference, held in Chicago in January 2015, saw attendance of about 525. The VLC offers networking and workshop opportunities for all veterinary professionals interested in learning more about leadership, team building and how the AVMA works for and with our members.
The 2014 Annual Convention attracted more than 8,500 veterinarians, students, technicians, office staff members, spouses, children and guests, and exhibitors.
A core value of the association focuses on inclusivity – specifically that the AVMA represents and supports a diverse community of veterinarians with unique perspectives.
DIVERSITY AND INCLUSION

Diversity and inclusion initiatives are found throughout our operation and in all levels of leadership, assuring that advancing diversity and inclusion becomes the responsibility of all leaders across association functions.

In our 2015-2017 Strategic Plan, diversity and inclusion are key components to growing member value in the association. A core value of the association focuses on inclusivity – specifically that the AVMA represents and supports “a diverse community of veterinarians with unique perspectives.” Moreover, what will drive the AVMA toward its goal of growing member value is the association’s core promise of advancing the shared interests of the entire veterinary profession through the strength and diverse perspectives of our more than 86,500 members.

Recruiting and retaining a diverse, representative set of leaders and members is identified as one of our primary objectives, and we’ve developed strategies that call for us to partner with allied groups to encourage members of under-represented groups to enter the profession. To that end, during the 2014-2015 association year, the AVMA was directly involved in outreach to high school and college students through a number of national conferences and local career fairs. Between July 2014 and July 2015, the AVMA, along with a number of veterinary schools, participated in annual conferences of the National FFA Organization; the Society for Advancement of Hispanics/Chicanos and Native Americans in Science; Minorities in Agriculture, Natural Resources and Related Sciences; the American Pre-Veterinary Medical Association; and in the Association of American Veterinary Medical Colleges Career Fair. Through these efforts, the AVMA reached hundreds of engaged students from diverse backgrounds, and provided them with information regarding the breadth and depth of the veterinary profession.

We’re also working to identify groups under-represented in leadership positions in the profession and to recruit individuals from these groups into leadership positions. Women, although representing a majority of AVMA membership, and veterinary students, remain under-represented in organizational leadership across the veterinary profession. To help address this leadership gap, the AVMA became a foundational supporter of the Women’s Veterinary Leadership Development Initiative (WVLDI) in 2014 and remains a supporter in 2015. The WVLDI mission is “to support women in seeking and achieving leadership, policy, and decision-making positions within all areas of professional veterinary activity.”

The AVMA’s Diversity and Inclusion online center provides members and the public with resources ranging from evidence supporting the business case for diversity, a cultural competency toolbox developed by the AVMA Future Leaders, and links and online networking opportunities, including the Access and Opportunity LinkedIn group for AVMA and Student AVMA members.
Our veterinary economics activities are focused on research following the recommendations of the AVMA Workforce Advisory Group and the priorities established by the Veterinary Economics Strategy Committee (VESC).

Some of our accomplishments and successes in this area include hosting the second annual AVMA Economic Summit, which was held in October 2014 and included a variety of speakers who presented findings from research about the three veterinary markets – the market for veterinarians, the market for veterinary education and the market for veterinary services. The third annual AVMA Economic Summit will be held in October 2015.

We also presented veterinary economics-related information and findings at several industry events. These presentations were designed to reach as many veterinarians as possible at gatherings across the country, including the AVMA Convention, the AVMA Veterinary Leadership Conference, the North American Veterinary Community Conference and the Heartland Veterinary Conference.

Our Economics Division staff is working with the Indiana Veterinary Medical Association, the American Association of Bovine Practitioners and the American College of Laboratory Animal Medicine/American Society of Laboratory Animal Practitioners to collect workforce data for their respective segments of the profession.

Our 2015 Veterinary Economic Reports, launched in January 2015 as a six-part series addressing the veterinary workforce, will provide comprehensive and detailed economic information throughout the year. The reports include the Report on Veterinary Markets, the Report on Veterinary Employment, the Report on Veterinary Debt and Income, the Report on the Market for Veterinarians, the Report on Veterinary Capacity and the Report on the Market for Veterinary Education.

Components of the economics reports have been summarized through articles published in dvm360. In addition, papers were published in the Journal of the American Veterinary Medical Association on price and income elasticities, demand shifters, willingness to sell veterinary services and the net present value of the DVM degree. Through our Exploring Veterinary Economics articles, AVMA economists are helping veterinary professionals to stay abreast of economic issues facing the profession. The articles are posted every two to three weeks in the Economics and Finance section of our website at avma.org.

A collaborative effort bringing together AVMA economics, marketing, information technology and membership services staff helped launch the Personal Financial Planning Tool in July 2014. This tool is a valuable resource that assists both veterinary students and early career veterinarians on personal finance, while also collecting data to better understand the supply of veterinarians in the marketplace.
Our 2015 Veterinary Economic Reports will provide comprehensive and detailed economic information throughout the year.
FINANCE AND BUSINESS

The AVMA Board of Directors maintained prudent fiscal oversight for the association budget and investment reserves. Fiscal year 2014 ended strongly with $34,957,452 in income and $30,874,890 in expenses, resulting in a $4.08 million surplus, thereby replenishing reserve funds while enabling several major initiatives in 2015. The 2014 budget projected a net income of $910,121 before other Board of Director’s approved expenses of $2,209,921 from reserve funds. Development of the 2016 budget will occur in the fourth quarter of 2015, which is in alignment with the goals and objectives of our new Strategic Operating Plan and a focus on improving the alignment of financial resources with strategic priorities.
GOVERNMENTAL RELATIONS

Our governmental relations activities focus on advocacy, and in 2014 included lobbying for and against key federal legislation that impacts animal health and welfare and the future of the veterinary profession. Some of our legislative successes and highlights include the:

- **Veterinary Medicine Mobility Act (H.R. 1528)** – In August 2014, H.R. 1528 was signed into law making it legal for veterinarians to provide complete medical care to their patients beyond their clinics and across state lines. The AVMA advocated for this bill for over two years – from meeting with the Drug Enforcement Administration to advertising in the D.C. area and activating the AVMA Congressional Advocacy Network. More than 130 organizations joined the AVMA in its efforts, and our members sent more than 27,000 letters to Congress in support of this crucial bill.

- **Consolidated and Further Continuing Appropriations Act of 2015 (H.R. 83)** – In December 2014, Congress enacted H.R. 83, which maintained or increased funding for high-priority programs that are important to the veterinary profession and that directly influence animal health and welfare.

- **Veterinary Medicine Loan Repayment Program (VMLRP) Enhancement Act (S. 553/H.R. 1125)** – The AVMA increased its lobbying capabilities and advertised in several D.C. publications to grow support for this bill in hopes of including it in tax reform legislation during the lame duck congressional session. The bill would remove a 39 percent withholding tax on the VMLRP, which places food animal and public health veterinarians in underserved areas of the country in exchange for student loan repayment.

- **Prevent All Soring Tactics (PAST) Act (H.R. 1518/S. 1406)** – The AVMA amplified its communications efforts in support of the PAST Act, which would amend the Horse Protection Act to stop the inhumane practice of soring walking horses. As a result, the AVMA was successful in growing its coalition and urging members to send more than 10,000 letters to Congress. Despite 360 members of Congress supporting this bill, it died at the end of the congressional session but work is underway to reintroduce it in the 114th Congress.

- **Multinational Species Conservation Funds Semipostal Stamp Reauthorization Act (S. 231)** – In September 2014, the president signed S. 231 into law, which the AVMA supported to help raise millions of dollars for the conservation of endangered species.

We continued to grow our advocacy network and engage members in its programs through various initiatives, including the:

- **AVMA Congressional Advocacy Network (AVMA-CAN)** - The association was pleased to see more than 29,000 AVMA members mobilize in the 113th Congress, sending a whopping 53,000 letters to Capitol Hill on a range of legislative issues.
• AVMA Congressional Fellowship Program – The AVMA sent three veterinarians – Drs. Elise Ackley, Chase Crawford and Carrie La Jeunesse – to Capitol Hill for yearlong assignments where they used their scientific expertise and training in veterinary medicine to advise Congress on policy issues.

• AVMA Governmental Relations Division Student Externship Program – The AVMA selected 10 veterinary students from across the country to spend four weeks in its D.C. office where they learned about the role veterinarians can play in developing public policy.

• 2015 AVMA Legislative Fly-in – The AVMA held its seventh annual legislative fly-in, hosting 66 veterinary students in the nation’s capital where they learned about the federal legislative process and current political landscape as well as advocated for bills within the AVMA legislative portfolio.

Our governmental relations activities focus on legislation that impacts animal health and welfare and the future of the veterinary profession.
INFORMATION TECHNOLOGY

Information technology is a key component of everything we do at the AVMA. Our approach to information technology ensures the solutions we implement and the decisions we make are consistent with the AVMA technology roadmap.

As part of our Strategy Management Process, our information technology staff, working with external consultants, developed an AVMA digital strategy that includes the guiding principles, best practices and methodologies that will help us achieve the goals and objectives of our 2015-2017 Strategic Plan.

Several project management efforts provided essential development solutions for many initiatives designed to enhance member satisfaction and accessibility. We’ve improved our online membership capabilities in an effort to provide greater flexibility and convenience for members to join online. We expanded our support of the Merial-NIH National Veterinary Scholars Symposium by developing a method for attendees to submit their abstracts electronically so that they can be collected and collated into a program booklet. Our IT staff also is providing expert support to an ongoing project designed to improve a web resource for job, education, training and service opportunities. Our efforts also included provision of an electronic voting solution for contested Board of Director district elections.

Ensuring the integrity of our data is a big part of our information technology efforts. Over the past year, we’ve developed new processes for updating online applicant records to ensure data integrity; we continue to run nearly 200 Standard Edit
Checks to ensure the continued integrity of our data; and we have revised several Student AVMA data entry procedures to help streamline the 2014 online SAVMA dues renewal process.

Providing AVMA staff with the tools and technology solutions they need is another key aspect of our IT efforts, and recent initiatives in that realm include upgrading bandwidth and internet connectivity at our Governmental Relations Division office in Washington, D.C., and enhanced meeting collaboration tools for several of the conference rooms at our AVMA headquarters. These improvements will allow for enhanced electronic meeting capabilities through improvements in audio, visual and digital connections.

We are committed to providing a secure and stable IT infrastructure for our members, our staff and our volunteers. To that end, we identified and implemented security measures for the AVMA network, e-business sites, and the AVMA wireless and guest network. We also installed a new network that allows for greater storage capabilities for our data and other files and have upgraded our firewall to allow for greater flexibility with security rules and monitoring. We also continued to boost our server capabilities to meet our growing needs.
INTERNATIONAL AFFAIRS

The AVMA’s international efforts and initiatives are overseen by the AVMA Committee on International Veterinary Affairs (CIVA), which is chaired by the AVMA director of international affairs, a volunteer position currently occupied by former AVMA president Dr. René Carlson.

Key highlights and recommendations from the CIVA and approved by the AVMA Board of Directors in 2014 include the AVMA hosting a summit in 2016 focusing on opportunities for U.S. veterinarians to build global animal health capacity and enhance food security. The AVMA Board approved of the summit in concept, and the CIVA is now working on the summit’s business plan.

The AVMA, through a licensed travel provider, facilitated travel to Cuba for a group of AVMA members and guests so they could participate in the PANVET Congress in October 2014. The AVMA Board also approved facilitation of group travel in 2015 and 2016 for AVMA members and their guests to attend congresses held by international organizations in which the AVMA is a member, including the World Veterinary Association, the World Small Animal Veterinary Association and the Pan American Association of Veterinary Sciences.

The AVMA hosted two international meetings in 2014. In July, the North American Veterinary Leadership Meeting brought together veterinary leaders from Canada, Mexico and the U.S. to discuss and address areas of common interest that impact the veterinary profession in North America. A highlight of this meeting was agreement on a joint position statement on horse slaughter that was developed and subsequently adopted by the AVMA and the Canadian and Mexican veterinary
associations. In February, the International Veterinary Officers Coalition, which includes the president and CEOs of the AVMA, Australian Veterinary Association, British Veterinary Association, Canadian Veterinary Medical Association, New Zealand Veterinary Association and South African Veterinary Association, met to continue their efforts in promoting dialogue and collaboration among the chief elected and chief executive officers of the six member organizations.

Leaders of the AVMA, the Canadian Veterinary Medical Association and the Federation of Veterinarians of Europe met in November and approved a fifth joint position statement, this one addressing the global control of canine rabies.

The CIVA also planned and moderated the 6th Annual Global Health Summit at the 2014 AVMA Convention in Denver, which focused on disaster preparedness and response.

A particularly noteworthy event was the election in October of AVMA Director of International Affairs Dr. René Carlson as president of the World Veterinary Association for the 2014-2017 term.
MARKETING AND COMMUNICATIONS

One of the critical areas identified during the Strategy Management Process was the need for the AVMA to improve its communications with our members so that they better understand the important role the AVMA plays in their daily lives and the work the association does to ensure the health and vitality of the veterinary profession.

From this process three key objectives were identified to (1) enhance the public image and reputation of AVMA; (2) improve our understanding of member needs, wants and expectations; and (3) provide the right information to our members when they need it most. In order to better position the association to achieve these objectives, a fresh approach to the way AVMA communicates with our members, the veterinary industry and the general public was needed. With these three objectives in mind, the AVMA Marketing and Communications (Marcom) Division was formed, and a new marketing and communications plan was developed.

This new division includes all marketing-related practices and business services, including advertising, branding, creative services, promotion, publicity, public relations, business plan development, Go-To Market strategies and project management.

The Marcom Division is composed of three separate departments, namely marketing, communications and digital marketing.

Our marketing department develops and implements strategic marketing programs that align with the association’s strategic plan, and it promotes AVMA products, services, events and educational outreach campaigns to both members and the
The AVMA Marketing and Communications Division was formed in 2014, and a new marketing and communications plan was developed.

general public. The marketing department has the responsibility of delivering member value, increasing AVMA market share and contributing to organizational growth and profitability.

Our communications department develops and implements comprehensive professional and public-facing communication programs. Our communications efforts ensure that information, products and services generated by the AVMA are clearly and consistently communicated. Communications staff develops material to promote products and services to customers and prospects via e-mail, the AVMA website, press releases, media relations and product publications.

Our digital marketing department develops and executes the AVMA’s digital marketing strategies to support the AVMA brand with the goal of maximizing and consistently improving member value. Digital marketing will work collaboratively with internal staff and external stakeholders to drive brand awareness and engagement across all relevant digital platforms.

As a shared service across the entire AVMA family, which includes our insurance trusts and the American Veterinary Medical Foundation, it is critical that Marketing and Communications plays the integrated role of connecting and harmonizing all the varied and different groups within AVMA to ensure consistent messaging and positioning.
AVMA membership increased 1.6 percent in 2014, bringing the total membership to 86,539 and resulting in approximately $23.1 million of dues income for the association.

The AVMA provides several different services for our members, including the Veterinary Career Center (VCC), the Veterinary Career Network (VCN) and the Student Externship Locator. These three resources, designed with the profession in mind, are widely utilized by our members.

The VCC is a well-known, online professional job-placement and career-services site for veterinary professionals and support staff. In 2014, employees using the resource saw an increase in the number of positions listed, rising from 5,724 jobs in 2013 to 7,447 jobs in 2014. The number of active employers looking for qualified candidates also rose from a monthly average of 593 in 2013 to 806 in 2014. The employer looking for qualified candidates online welcomed an increase in the number of applications submitted, growing from 24,264 in 2013 to 26,856 in 2014.

The VCN remains a partnership with 50 state veterinary medical associations, veterinary and veterinary technician schools and colleges, and allied veterinary associations. The Student Externship Locator is a popular tool for students searching for externships with over 300 links to up-to-date externship information.

The Early Career Online Community, a closed Facebook group, has been a valuable tool for recent graduates to share their struggles, triumphs and questions when it comes to the transition from veterinary student to working veterinarian.

The new Personal Financial Planning Tool was launched at the 2014 AVMA Annual Convention as a budgeting tool specifically developed for veterinarians, with the student and recent graduate in mind. By the end of 2014, 700 unique users had logged on to explore the resource.

New for the 2015 Veterinary Leadership Conference, the AVMA and Zoetis partnered to offer 10 $1,000 Veterinary Leadership Conference scholarships for emerging leaders and those individuals under-represented in U.S. veterinary leadership. With 34 applicants, the scholarships were very well received and enthusiastic reviews were noted by scholarship recipients.
The AVMA provides ongoing support and outreach to members of the Student AVMA (SAVMA) through the efforts of our student initiative team and the AVMA vice president. SAVMA membership has steadily grown over the last 10 years, from 10,000 student members to more than 15,000 in 2015. This is due in part to a growth in the veterinary student population, as well as an expansion of student chapters at new U.S. and international schools. To enhance our outreach to the colleges, the AVMA expanded our support by hiring two additional full-time staff in January 2015 and dividing the schools into three regions (Western, Central and Eastern).

On-campus support is one aspect of our efforts with our up-and-coming veterinarians. In addition to regular campus visits, the AVMA hosts the annual SCAVMA Leadership Conference, assists with SAVMA membership and the planning of the SAVMA Symposium and provides direct funding to our local student organizations through the ALL for Students program. This year, the AVMA, PLIT, GHLIT and SAVMA contributed enough funding to provide $8,500 to each and every local student organization.
Mean circulation of the JAVMA during 2014 was 79,732.
PUBLICATIONS

The AVMA’s Publications Division publishes the Journal of the American Veterinary Medical Association and the American Journal of Veterinary Research in print and online; publishes news of the association and veterinary profession on the AVMA website and in the news section of the JAVMA, the news section of the AJVR, and the JAVMA News Bulletin, which is distributed as an electronic newsletter; publishes the AVMA Annual Convention Daily News; assists in preparation of the convention program and related materials; and provides specialized library services to members, staff and the public through the AVMA library.

Mean circulation of the JAVMA during 2014 was 79,732, a slight increase compared with mean circulation during 2013 of 79,688. Circulation has increased 4 percent in the past five years.

A total of 740 manuscripts were submitted to the JAVMA during 2014 for consideration for publication, including 531 scientific manuscripts (original studies and clinical reports), 195 feature articles and 14 commentaries. Total number of manuscripts submitted to the JAVMA has increased 35 percent since 2000.

Display advertising income for the JAVMA continued to be an important source of non-dues revenue for the association during 2014. There was a 1.5 percent increase in display advertising income for the JAVMA during 2014 compared with 2013, with total display advertising income of $1.35 million during 2014.

Subscription income for the AVMA journals (i.e., income derived from nonmember subscriptions to JAVMA and AJVR and from members who elect to receive both journals) was $458,000 during 2014, compared with $434,000 during 2013.

Mean circulation of the AJVR during 2014 was 5,962. This represented a 4.4 percent decrease, compared with mean circulation during 2013 of 6,237. There were 333 manuscripts submitted to the AJVR during 2014, which was an 8 percent decrease from the 361 manuscripts submitted during 2013. Total number of manuscripts submitted to the AJVR was essentially unchanged from the numbers submitted in 2000 and 2001.

The AVMA Library includes reference materials used by AVMA staff as well as the officially authorized master collection of AVMA-produced materials from 1863 forward. The librarian responded to 793 requests from staff, 728 requests from AVMA members and 236 requests from members of the public.

JAVMA debuted a new cover design with the July 1, 2014, issue, featuring more color and greater prominence for the journal name.
SCIENTIFIC ACTIVITIES

Our efforts in scientific activities focus on protecting, promoting and advancing the profession; advocating for our members; and advancing the science and practice of veterinary medicine to improve animal and human health. Scientific staff serves as liaisons and representatives for numerous national and international stakeholder organizations. AVMA entities and programs supported by our scientific activities staff include:

- Animal Agriculture Liaison Committee
- Aquatic Veterinary Medicine Committee
- Clinical Practitioners Advisory Committee
- Committee on Disaster and Emergency Issues
- Committee on Environmental Issues
- Council on Biologic and Therapeutic Agents
- Council on Public Health and Regulatory Veterinary Medicine
- Council on Veterinary Service
- Food Safety Advisory Committee
- Steering Committee for FDA Policy on Veterinary Oversight of Antimicrobials
- Task Force for Antimicrobial Stewardship in Companion Animal Practice
- AVMA Future Leaders Program
- AVMA VMAT Program

Some of our major accomplishments and activities include:

- Convened public health experts, government officials, researchers and veterinarians with expertise on the Ebola virus to develop guidelines and other information for members, regulators and the public.

- Enhanced website content organization and association messaging on judicious use of antimicrobials and mitigation of antimicrobial resistance.

- Engaged in seeking resolution for large-animal practitioners in the national shortage of large volume, sterile fluid products, especially five-liter sterile fluid bags that are used in treating horses and other large animals.

- Launched comprehensive resources on regulations pertaining to animal transport and travel to help members and the animal-owning public with animal movement issues such as certificates of veterinary inspection, acclimation statements, animal identification and much more.
The AVMA convened experts on the Ebola virus to develop guidelines and other information for members, regulators and the public.

• Provided resources for veterinarians and stakeholders on emergency preparedness, such as with the month-long campaign during National Preparedness Month in September and Preparedness for Pets Day on Sept. 14, 2014.

We are nearing completion of an AVMA/Association of American Veterinary Medical Colleges survey of veterinary schools about aquatic veterinary medicine courses being offered. And we are collaborating with the U.S. Food and Drug Administration on providing educational opportunities and gathering information on antiparasitic drug resistance.
STATE RELATIONS

The AVMA provides assistance to its constituent organizations and engages various stakeholders in state legislative outreach. During 2014-2015, 130,000 state bills were introduced around the country, with about 40,000 adopted. The AVMA analyzed 2,500 bills and distributed to state VMAs more than 1,000 legislative and regulatory alerts deemed as pertinent to veterinary medicine.

We continue to partner with state VMAs to protect and promote the profession, and the efforts of both the AVMA and our state associations are reflected in some recent advocacy successes. They include:

• Delaware and Virginia allowed veterinarians to dispense a compounded drug distributed from a pharmacy under certain circumstances.

• Louisiana, Mississippi, New Mexico, Pennsylvania and Wisconsin took steps to exempt veterinarians from prescription monitoring reporting requirements.

• Nevada, New York and Vermont passed measures to specifically include dentistry in the definition of practice of veterinary medicine.

• Hawaii and Massachusetts included pets and the needs of their owners in their respective emergency management legislation.

• Iowa and Colorado boards issued rules that a veterinarian-client-patient relationship cannot be established by contact solely based on a telephonic or electronic communication.

• Consistent with AVMA’s position in a brief filed with the court, the Georgia Court of Appeals ruled that the determination of the value of a pet is measured objectively and does not include noneconomic damages.

• A federal appeals court upheld a Texas state rule, patterned after AVMA policy, which requires veterinarians to conduct a physical examination of an animal or its premises before they can practice veterinary medicine with respect to that animal.
The AVMA provides essential advice and information to veterinary leaders at the state level.

The AVMA provides essential advice and information to veterinary leaders at the state level. A few illustrations from the past year include:

- Advised the Alabama, South Carolina, Utah and Idaho VMAs regarding animal shelter oversight legislation.

- Alerted the Kentucky VMA to a bill that could result in restricting USDA inspections under the Horse Protection Act.

- Advised the New Mexico VMA on proposing statutory language to provide the state board with power to sanction non-veterinarians practicing illegally.

- Assisted the Nevada VMA with analysis of a temporary licensure bill and amendment that limits authority to request out-of-state veterinary assistance to law enforcement and animal-control agencies.

- Advised the New York Veterinary Medical Society on AVMA policy and other state laws that allow veterinarians to consult with out-of-state veterinarians (contrary to interpretation of state agency).

- Encouraged state VMAs to review their practice acts and regulations to ensure that their veterinary-client-patient relationship rules apply to veterinary feed directives.

The AVMA provided advocacy training and opportunities for information-sharing to leaders of state, local and allied veterinary associations. For instance, the AVMA Public Policy Symposium in Chicago on Sept. 5-6, 2014, featured in-depth sessions on pharmacy law and nonprofit service providers.

To increase its visibility in the legal community, the AVMA sponsored its first law school writing competition, along with co-sponsors American Kennel Club, Cat Fanciers’ Association and Animal Health Institute.
VETERINARY EDUCATION
AND ACCREDITATION

The AVMA’s accreditation and certification efforts are the responsibility of several volunteer entities and are supported by AVMA staff members. Our primary duties focus on accreditation programs for veterinary medical and veterinary technician education; the recognition process for new and existing veterinary specialties; and the educational equivalency certification program for graduates of non-AVMA Council on Education-accredited foreign veterinary schools.

The AVMA Council on Education (COE) is the accrediting agency for veterinary medical education in the U.S. and Canada and is recognized by the federal government through the U.S. Department of Education and the Council on Higher Education Accreditation, a nongovernmental organization that sets standards for educational accrediting entities. The COE currently accredits 49 veterinary colleges (30 in the U.S., two of which have provisional accreditation; six across Europe; five in Canada; four in Australia; two in the West Indies; and one each in New Zealand and Mexico.)

During the Association year, the Council conducted seven comprehensive site visits, one focused visit and one consultative site visit; reviewed annual reports from 41 accredited colleges and biannual reports from two provisionally accredited colleges; and reviewed four of the 11 standards of accreditation for validity and reliability.

The AVMA Committee on Veterinary Technician Education and Activities (CVTEA) is the accrediting body for veterinary technician programs in the United States. As of April 2015, there were 225 accredited veterinary technology programs in the U.S. The CVTEA completed 42 accreditation site visits in 2014 and is scheduled to complete 45 site visits in 2015.

Following approval of the AVMA Board of Directors in November 2014 and the House of Delegates in January 2015, the CVTEA was granted the authority for independent oversight of its accreditation policies and procedures and the accreditation standards for veterinary technology programs. While changes to the CVTEA policies and accreditation standards no longer require Board approval, the Committee will continue to keep the Board informed about any major changes or updates.
The AVMA Educational Commission for Foreign Veterinary Graduates (ECFVG) administers an assessment process to certify the educational equivalence of foreign graduates of non-AVMA/COE-accredited veterinary schools to allow these graduates to meet state- and federally mandated educational prerequisites for licensure and employment.

During 2014, 191 ECFVG certificates were awarded to graduates from 102 different veterinary schools in 51 different countries. Candidates who enrolled into the ECFVG program on or after July 1, 2014, are now required to demonstrate validated proof of experience performing surgical procedures using aseptic techniques prior to applying for the Clinical Proficiency Examination.

The AVMA American Board of Veterinary Specialties (ABVS) establishes and evaluates criteria for veterinary specialty organizations and monitors AVMA-recognized veterinary specialty organizations for compliance with ABVS standards. During the Association year, the ABVS recommended, and the AVMA Board approved, continued recognition for all 22 AVMA-recognized veterinary specialty organizations.

The ABVS requested that the AVMA State Advocacy Committee work with state veterinary medical associations to have them consider urging their state boards to incorporate language in their practice acts limiting the use of the term “specialist” to those veterinarians who have been board-certified by one of the AVMA-recognized veterinary specialty organizations. Currently, 37 states have language to this effect in their practice act. The AVMA Board of Directors and House of Delegates approved a similar recommendation that the same type of language be included in the AVMA Principles of Veterinary Medical Ethics, which is frequently referenced in state practice acts.
VETERINARY RESEARCH

The AVMA advocates for research that benefits animal and human health and well-being, and believes that veterinarians are uniquely qualified to lead these valuable research efforts. We have identified the following research-related issues as high priority: clinical research for the benefit of animal health; infectious and zoonotic diseases of animals and humans; environmental issues relating to animal and human well-being; food security and food safety; enhanced animal welfare and the human-animal bond; basic and translational research on human and animal disease; and training veterinarians for the research workforce.

Highlights of our major accomplishments and activities in the area of research that were led by our AVMA Council on Research include the implementation of a new policy, “The Establishment and Use of Veterinary Clinical Studies Committees.” This policy advocates that a committee of clinical veterinarians, rather than an IACUC committee, have oversight of clinical research studies in which animal care is not altered from that which is indicated for their condition.

Our commitment to research also led us to Washington, D.C., in March 2015 to meet with Capitol Hill staff so that we could advocate on our members’ behalf in the following areas:

• Increased funding for programs in the Farm Bill, including the Agriculture and Food Research Initiative (AFRI), the National Animal Health Laboratory Network and the Veterinary Services Grant Program. Increased funding for AFRI, in particular, was stressed as being the major source available for funding competitive, investigator-initiated funding for agriculture animal health research.

• Increased funding for the National Institutes of Health, stressing that many naturally occurring diseases in animals are good models of similar diseases in people and therefore can serve to inform the medical community.

• Support for President Obama’s request for $1.2 billion toward the study of antimicrobial resistance.

• Passage of the Veterinary Medicine Loan Repayment Program Enhancement Act.

During our meeting in Washington, volunteers and staff met with a variety of high-level governmental staff to further the AVMA’s research agenda. During our meeting with Dr. Sonny Ramaswamy, director of the USDA’s National Institute of Food and Agriculture (NIFA), he reported that NIFA had heard “loud and clear” from the veterinary community about the need for emphasis on “animal health” research efforts, as opposed to “animal science” research efforts – a variation in message that the AVMA Council on Research has advocated for several times over the last couple of years.
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Moving Ahead

As we listened, learned and refocused during the past 18 months of our Strategy Management Process, our members were instrumental in shaping the AVMA’s future. Critical to navigating that future is a new Vision Statement, a new set of Core Values and a new Goal that our members helped us create. These elements, along with our new Mission Statement, are the cornerstones of a future at the AVMA that will allow us to better meet your needs. In the months ahead you also will see and experience our new branding effort. This transformative initiative is much more than a new logo or words; it’s a reflection of how we will conduct our business for those who matter most – our members.

Our Vision

The American Veterinary Medical Association’s vision is to be the trusted leader in protecting, promoting and advancing a strong, unified profession that meets the needs of society.

Our vision is a forward-looking statement that envisions our place in the veterinary universe 10 years from now. We will pursue our vision through our core values, which help us develop our culture, our brand, our business strategies and – most importantly – our level of service to you, our members. Our core values are the overarching principles by which we will conduct our business.

Our Core Values are focused on the AVMA being:

**Ethical:** We act with integrity, honesty and respect.

**Inclusive:** We represent and support a diverse community of veterinarians with unique perspectives.

**Science-based:** We lead with science, providing trusted and evidence-based information, and promote research to improve the health and well-being of animals and humans.

**Animal-focused:** We support veterinarians in their stewardship of animal health and welfare and their role in promoting public health.

**Member-centric:** We are accountable to the needs of our members.

**Supportive:** We invest in the development of our staff and volunteer leaders.

**Fiscally responsible:** We practice prudent financial decision-making and accountability.

**Efficient:** We continuously assess and improve our delivery of products and services.

**Innovative:** We promote creativity and embrace change.
Our Goal

Ultimately, our goal is to grow member value in the AVMA by increasing members’ satisfaction across all segments of the profession.

Driving us toward our goal is our core promise of advancing the shared interests of the entire veterinary profession through the strength and diverse perspectives of our more than 86,500 members. Our depth of member representation, strong base of resources, financial strength and infrastructure in terms of staff and volunteers puts us in a unique position to be an effective advocate for the profession.

As we implement our 2015-2017 Strategic Plan by focusing our resources on what matters most to our members, we will continue to measure and evaluate our success while refining our ability to listen and learn from our members, and to adapt to our changing environment along the way.

We will be flexible and adjust the plan according to changing needs, but we will remain committed to our mission, our vision, our core values and our goal.

Making a Difference

We have shared with you through this 2014-2015 AVMA Year in Review an overview of how the AVMA works for our members in a variety of arenas using an array of resources. We aim to Protect, Promote and Advance the veterinary profession in everything we do.

Through the hard work of our volunteers and staff members, we strive to serve you – our members – with professionalism, dedication and pride. Likewise, we recognize that you are dedicated to the profession, the Veterinarian’s Oath and the animals and people you serve.

Together, we can all make a difference.

Together, we can help make the veterinary profession stronger for both today and tomorrow, leaving the profession better than how we found it for those whose caring hands have yet to touch and contribute to the work we love.