THE EXECUTIVE VICE PRESIDENT

AVMA volunteer leaders and professional staff worked in partnership over the past year to implement sound strategies to deliver meaningful service and benefits to membership.

The Executive Board maintained prudent fiscal oversight for the Association budget and investment reserves. Fiscal year 2012 ended strongly with $31,967,160 in income and $30,620,877 in expenses, resulting in a $1.4 million surplus, thereby replenishing reserve funds while enabling several major initiatives in 2013. The 2013 budget shows a net income of $828,566, before other Executive Board approved expenses of $1,122,410 from Reserves. The 2014 budget was approved by the Executive Board in April, 2013 and continues to reflect a prudent and strategic perspective on meaningful member programs and services, with budgeted income expected to exceed expenses.

AVMA staff is an extraordinary group of professionals located in the Schaumburg, IL and Washington, DC offices. There are currently 149 budgeted staff positions that include three newly created positions to establish the Veterinary Economics Division: Director, Statistical Analyst, and Administrative Assistant. Positions have also been added to membership services, meeting planning, information technology, and governmental relations. These numbers do not include four additional staff positions anticipated in 2013/2014 for managing social media/member engagement, economics analysis, Myveterinarian.com, and database analysis.

AVMA leadership made substantial progress towards achieving the 2012-2015 Association Strategic Plan. This work was in addition to delivering important services in the Association core competency areas and strengthening many important alliances with other associations and agencies. This report provides highlights of key objectives and tactics that have been completed or are in progress.

The strategic plan has five goals:
• Strengthen the Economics of the Veterinary Medical Profession
• Catalyze a Transformation of Veterinary Medical Education
• Promote Animal Welfare
• Advance Scientific Research and Discovery
• Enhance Membership Participation and Engagement

Strengthen the Economics of the Veterinary Medical Profession
The economics goal has two primary initiatives:
1. The veterinary medical profession’s economic growth and profitability are improved within private veterinary medical practice.
2. Veterinary employment opportunities are identified and solutions developed to effectively balance the needs of society with the supply of veterinarians.

The following activities have been accomplished:
• The AVMA Veterinary Economics Strategy Committee, established in 2012, and the Veterinary Economics Division, established in 2013, are critically-important elements of the AVMA plan to strengthen the economics of the veterinary medical profession. The Veterinary Economics Strategy Committee held three meetings in 2012 and quickly assumed oversight for several areas of work, most importantly an analysis of the US veterinary medical workforce supply and demand.

• The AVMA initiated a series of collaborative meetings in 2012 with the Association of American Veterinary Medical Colleges (AAVMC) to identify economic issues and develop strategies to achieve solutions. Representatives of the two associations developed three initial program areas as follows:
veterinary workforce analysis, incurring and managing educational debt, and successful transitions from student to practice associate. Teams were developed for each program area, and projects are on target to be completed in 2013.

- Key activities to date have included advocacy at the federal level to advance AVMA’s small business legislative agenda in 2012 and 2013; expanding the reach of MyVeterinarian.com in 2012 to over 13,000 practices to enable greater visibility and awareness of practices and services; and the 2012 and 2013 Association reports on benchmark statistics on veterinary compensation and business financial data.

- In 2012, the AVMA completed transition of the National Commission on Veterinary Economic Issues’ (NCVEI) website to AVMA ownership and operation. In 2012, the Veterinary Economics Strategy Committee completed a review and inventory of all key resources and calculators on the website. For 2013, the committee and economics staff will finalize its decisions on the best strategy to provide a central web-based resource for the profession on economics. The NCVEI website provides a solid base on which to build this new economics resource.

- Regarding enhancement of the veterinary medical workforce, AVMA hired IHS Global Insight in June 2012 to conduct a veterinary supply-demand study and develop a forecasting model of the US veterinary workforce. A Workforce Advisory Group was established to provide oversight and insight to the study. The final study report was completed in April 2013 and submitted to the Executive Board as information during its April 18, 2013 meeting. Also, the Executive Board received as information the report of the Workforce Advisory Group that included eleven 11 and recommendations based on the IHS final study report. Both reports were published at the AVMA website immediately after the Executive Board meeting, and a press teleconference was held April 23, 2013. Follow-up webinars and presentations are planned to further distribute the study findings.

- In August 2012, AVMA established a staff position within the Office of the Executive Vice President entitled Associate Director for International and Diversity Initiatives to advance, in part, AVMA’s objectives to promote and nurture increased diversity, inclusion, and cultural competency within the Association and the veterinary profession. Diversity, inclusion and cultural competency are key components to addressing the veterinary medical workforce to meet future societal needs. This position will foster programs to develop and maintain informational pieces on diversity, inclusion and cultural competency, regular outreach to desired diverse groups, and to work with other associations such as AAVMC and SAVMA to ensure veterinary students have a greater degree of, and appreciation for, diversity and inclusion.

**Catalyze a Transformation of Veterinary Medical Education**

The education goal is as follows:

In collaboration with AAVMC and other organizations, the AVMA promotes the development of a sustainable and affordable educational model that graduates competent veterinarians who meet the practice, scientific, global, societal, and workforce needs of the 21st century.

The following activities have been accomplished:

- In cooperation with the AAVMC, the AVMA Council on Education received the NAVMEC Report and appropriate background information for consideration as part of the ongoing review process for the standards of accreditation. In response:
Standard 9, Curriculum was revised to include a requirement to provide opportunities throughout the curriculum for students to gain an understanding of the influences of different cultures on the delivery of veterinary medical services. As part of the accreditation process, the colleges are now required to describe opportunities provided for students to learn how different cultural and other influences (e.g., ethnic origin, socio-economic background, religious beliefs, educational level, disabilities and other factors) can impact the provision of veterinary medical services.

Standard 9, Curriculum was revised to include a requirement to promote knowledge, skills, values, attitudes, aptitudes, and behaviors necessary to responsibly address the health and well-being of animals in the context of advancing technologies. As a part of the accreditation process, colleges are now required to describe the resources available to students for improving their skills in evaluating information relevant to veterinary medicine from all media sources.

As part of the accreditation process, the colleges are now required to report curricular and extracurricular opportunities available for students to develop leadership skills.

AVMA collaborated with AAVMC to form a joint task force to study the existence of financial aid resources and information about financial obligations management and develop a national resource on this information. The near-future outcome is a centralized web-based clearinghouse of substantial financial aid information from all available sources and financial management information that will be available for all veterinary medical students and early career veterinarians.

AVMA developed a “Successful Graduate Initiative” to develop guidelines for the profession on transitioning from veterinary student to practice associate. AVMA launched this program by sponsoring a facilitated discussion forum in August, 2012 at the AVMA Convention with 30 invited participants that included ten veterinary college deans, ten companion animal practice owners, and ten early career veterinarians who are practice associates. Workgroups were formed and outcome guidelines are in development.

AVMA supported a Veterinary Career Fair and identified a speaker (Dr. Kay Russo, a recipient of the AVMA/AVMF Food Animal Veterinarian Recruitment and Retention Program) to speak to high school and early college students interested in the veterinary profession at the AAVMC Annual Meeting in March 2013 in Washington, DC, in order to develop and promote student diversity initiatives. Also, the AVMA participated in the AAVMC Iverson Bell Symposia in 2012 and 2013 (both national and regional) and promoted and reported on the symposia to AVMA members through AVMA online and other resources (eg, JAVMA News).

Promote Animal Welfare
The animal welfare goal has three primary initiatives:
1. Increase Utilization of Veterinary Services
2. Promote Veterinarians as Authorities and Advocates for Animal Welfare
3. Advocate Oversight of Veterinary Medical Procedures

The following activities have been accomplished:
• The AVMA is a leader of the Partners for Healthy Pets, an unprecedented coalition of professional associations and animal health industry partners that have contributed their resources to improve the health of pets. The mission of the Partners for Healthy Pets is to ensure that pets receive the preventive healthcare they deserve through regular visits to the veterinarian. An entire suite of web-based practice tools and resources are now free and widely available to the profession. The tools
focus upon addressing those things that research indicates are needed to reduce the barriers to pet owners obtaining preventive healthcare. These include implementing preventive healthcare guidelines, communicating the value of an annual exam, reaching pet owners through internet marketing and social media, developing feline friendly practices, and developing and implementing preventive healthcare payment plans. A multimillion dollar direct-to-consumer campaign promoting the importance of preventive care to pet owners will launch in July, 2013.

• The Steering Committee on Human-Animal Interactions (SCHAI) was established in September 2012 to foster a better understanding of the characteristics of the different types of human-animal relationships encountered by veterinarians practicing within the profession, to promote the veterinarian’s role in supporting good human-animal relationships, and to communicate expectations for those relationships outside of the profession. The Steering Committee replaces the former Committee on the Human-Animal Bond.

• AVMA significantly enhanced its programs to heighten public awareness of animal health and disease and appropriate animal care, ensuring that veterinarians are highly visible and consistently viewed as the authority on animal-related issues. Public education and outreach that promote veterinarians as leaders and authorities on animal welfare is a cornerstone of the AVMA communications strategy. AVMA uses a variety of communication vehicles and approaches to educate the public about the critical role veterinarians play in all aspects of animal health and welfare. Efforts are substantial, ongoing, and a regular part of Association activities.

• AVMA developed continuing education sessions at the AVMA Convention and other conferences addressing animal welfare topics affecting various species and animal uses. Continuing education is important to positioning veterinarians as authorities and advocates for good animal welfare. Sessions were offered in 2012 and are planned for the 2013 and 2014 AVMA Conventions. Day-long programs were also developed and provided at the Southwest Veterinary Symposium and North Carolina State Veterinary Association annual meeting in September and November 2012, respectively.

• Animal welfare-focused symposia are being developed to provide continuing education and discussion opportunities. Two symposia have been approved. “Can You Hear Me Now? The Conversation” is a summit on intra-professional communication about animal welfare and will be held in November 2013. An international symposium on euthanasia, depopulation and slaughter, with plenary sessions and multiple species- and practice-specific sessions is anticipated to be conducted in early 2014.

• AVMA continues to expand the successful veterinary division of the Animal Welfare Intercollegiate Judging and Assessment Contest. This educational contest enhances understanding of welfare issues affecting animals, affords veterinary medical students an opportunity to practice their animal welfare assessment and presentation skills, teaches ethical reasoning, and encourages objective assessment of animal welfare on the basis of scientific theory and data. In 2013, the AVMA will assume responsibility as the coordinating organization for the entire contest, including its undergraduate, veterinary, and graduate student divisions.

• In late 2011 the AVMA initiated a new quarterly e-newsletter on animal welfare for distribution to the profession, other stakeholders, and the public. While its primary goal is the provision of information, it also assists the AVMA in delivering a consistent and unified message on animal welfare. Prepared by Animal Welfare Division staff, with significant contributions from volunteers serving on the AVMA
Animal Welfare Committee, the newsletter is a key means for keeping AVMA leadership and members abreast of the range of issues being addressed internally by AVMA and externally by various stakeholders, and to share AVMA policy-guided responses to those issues.

- AVMA created a new online tool for obtaining member input on the Association’s professional policies. While all AVMA professional policies are open at all times for comment, policies currently under review by AVMA volunteer entities are identified as such. This policy review and input tool provides a substantial opportunity for members to provide information and feedback to the AVMA. The tool was initiated with animal welfare policies in 2010, and effective January 2013, has been extended to all AVMA professional policies.

- The AVMA Guidelines for the Euthanasia of Animals has been thoroughly updated by a team of more than 60 volunteers and staff and was published in February 2013. Two companion reports are under development, the AVMA Guidelines for the Humane Slaughter of Animals (expected completion in November 2013) and the AVMA Guidelines for the Depopulation of Animals (anticipated to be completed in 2014).

- The AVMA Public Policy Symposium, held in conjunction with the Southwest Veterinary Symposium in September 2012, provided an ideal platform for the development and implementation of sessions on legislative and regulatory strategy for scope of practice issues, as well as opportunities for discussion of other animal welfare-related legislation being proposed around the country. Programs such as this are critically important to professional advocacy at the state and national levels as the AVMA works to promote its legislative agenda and support state and allied veterinary associations with proactive approaches to legislative and regulatory activity.

Advance Scientific Research and Discovery

The scientific research and discovery goal is as follows: AVMA supports the promotion and appropriate funding of veterinary scientific research and discovery to ensure the advancement of veterinary medical knowledge.

The following activities have been accomplished:

- The AVMA policy on “Research Priorities: American Veterinary Medical Association/Association of American Veterinary Medical Colleges” was completely revised by the Council on Research to reflect current issues and agendas. This policy is used as a basis for communication to legislators, governmental and foundational funding agencies, and the public for the purpose of advocacy for increased animal research funding as well as to educate on the significant contribution the veterinary community can have towards the improvement of both animal and human health. A synopsis of the revised AVMA research priorities was included in a 2013 AVMA brochure distributed to legislators and regulators at various conference and meetings.

- To advance scientific research, a biomedical research landing page has been developed and published on the AVMA website. This outreach focuses on the critical role veterinary education and research plays in maintaining and advancing the infrastructure and status of animal health in the US. Plans are currently in progress for the development of content for the public pages of the AVMA website that discuss the responsible use of animals in research and the role of veterinarians in that process, with the goal of educating the public about the importance of biomedical research and advocating for increased funding for research.
- AVMA is a founding member of Supporters of Agricultural Research (SoAR), a non-partisan science-based coalition that works with policymakers and the public to educate about why modern research policy and competitive grant strategy modeled on the National Institutes of Health is essential for achieving national research priorities. Working with this coalition is an ongoing core function of the AVMA to advocate for increased funding.

- The Council on Research (COR) is sponsoring a day-long symposium entitled “Genes to Genomes” at the 2013 AVMA Convention as part of its annual “Breakthroughs in Clinical Research” symposium. Each year focuses on a different topic, with the purpose of providing attendees, who are largely clinical practitioners, with research information that is useful to enhancing the delivery of high-quality veterinary services either immediately or in the very near future.

- The AVMA supports and promotes the One Health Commission’s goals to develop, implement, and sustain an integrated strategy for improved public health based on the principles of One Health, to create national and international awareness of the power of One Health, and to illustrate the value of One Health through demonstration projects. An AVMA representative is serving as vice-chair of the One Health Commission Board of Directors.

- The AVMF received $250,000 in 2012 from AVMA to establish a business plan and infrastructure to develop the Animal Health Network (AHN). Development, promotion, and maintenance of the AHN is intended to establish the perpetual funding of merit-based, competitively-awarded, quality research focused on national priorities in companion animal and equine health. The AVMF, with support of the COR, has expended its own resources to successfully start the species-specific pilot component of the AHN, the Cat Health Network (CHN). Money distributed through that program was used to study the role that genetic variation plays in many important diseases in cats, such as hypertrophic cardiomyopathy, polycystic kidney disease, and feline infectious peritonitis.

- The Merial-NIH National Veterinary Scholars Symposium is now firmly established as a premier research meeting for veterinary biomedical research and graduate research training. This very successful symposium provides an opportunity for veterinary students to learn about the field of biomedical research. The positive experience of participating in structured summer research programs and the symposium encourages many of the students to pursue a career in research after completing veterinary school. The AVMF/AVMA contribute $10,000 toward symposium expenses and sponsors the Young Investigators Award (YIA) Competition, with the COR involved in the final award winner selection and distribution of another $10,000 in prize money.

- To further support increased exposure of veterinary students to the value of research, a liaison relationship was established and a representative of the Student AVMA attends meetings of the AVMA COR. This valuable liaison activity serves to transfer information of importance related to student research between students and the Council.

Enhance Membership Participation and Engagement

The membership participation and engagement goal is as follows: The AVMA enhances participation and engagement of its membership through the creation of a culture of inclusion, transparency, and community.

The following activities have been accomplished:
• A Task Force on AVMA Governance and Member Participation was established by AVMA in 2012 to evaluate the current governance structure and determine if the current structure will meet the future needs of the membership, profession, and the Association. The review includes the Executive Board, House of Delegates, and other entities including councils, committees, task forces, commissions, and trusts. The task force report, anticipated in June 2013, will include a future vision of the AVMA governance that considers the qualities of governance as outlined by the AVMA 20/20 Vision Commission.

• AVMA established an Early Career Development Committee (ECDC) in 2012 to engage recent graduates at a much greater level. Specifically, the ECDC was developed to strengthen the value of membership, programs and services, and develop early career veterinarians as future leaders therefore increasing their participation in councils, committees, and task forces of the AVMA. Recruitment of recent graduates to this initiative was very successful, and nine outstanding veterinarians were added to this new committee and an online community of over 150 early career veterinarians. The new Assistant Director position for Recent Graduate Initiatives, created in 2012 in the Membership and Field Services Division, is responsible for the implementation of the recent graduate programs, development of the online veterinary community of recent graduates, and supporting the Early Career Development Committee.

• At the 2012 AVMA Convention, a special reception was held to welcome first time convention attendees. This very well attended reception was fun, relaxing, and provided a synopsis of the CE programming, a demonstration of MapIt, and an overview of special events. First time attendees also were able to ask questions, meet Convention volunteer leaders and staff, and converse with their peers.

• The AVMA Veterinary Leadership Conference mission is to develop leaders for the benefit of the individual and the veterinary profession. In 2013, attendance was opened for registration to all AVMA members, and the conference was highly successful with participation of over 500 registrants.

• AVMA launched the new Compass Mentoring Pilot Program in October 2012. The kick-off event in Wallingford, CT, was a huge success with over 20 recent graduates and an equal number of experienced veterinarians volunteered to serve as mentors. There was a reception and dinner, and three round-table discussions: debt management, work/life balance, and career path navigation. The concept and design were developed by the AVMA Future Leaders first class. Funding was provided by the AVMA and the Connecticut Veterinary Medical Association (CVMA), along with additional funding from Pfizer Animal Health.

• In August 2012, AVMA launched its new website following a year-long intensive redesign process. With considerable member input, AVMA made significant enhancements to the website to improve online experience. The new “My AVMA” section of the website allows AVMA to deliver content tailored exactly to members’ interests; the AVMA Knowledge Base is a new system that allows members to organize in one place the AVMA’s thousands of resources on a single topic, discipline or species, including everything from AVMA policies and press releases to backgrounders and brochures. These are just a few of the highlights along with improved site navigation and search capabilities, automated links to related content, mobile-friendly display, more print-friendly pages and rotating featured content on our home page.
AVMA created a new online system for membership input on professional policies of the AVMA. This feature is open only to AVMA members and SAVMA members. Members can sign up to receive email alerts about changes and proposed changes to AVMA policies that are up for review as part of the standard five-year review cycle. Members are provided a notice of request for comment, text of the current policy, important background for the policy, a description of the type of information sought, and a deadline. This policy review and input system provides members with a greater voice in impacting AVMA policies about veterinary medicine.

AVMA’s reach and engagement continued to increase on social media channels. The number of Facebook followers on the main AVMA page (AVMAvets) increased 28% from 24,307 in November 2012 to 31,068 in March 2013. Over the same period, Twitter followers on the @AVMAvets feed grew 17% to 16,007, and our presence on Google Plus grew 33% to 1,123 followers. To date, AVMA videos have been viewed 318,239 times on YouTube, and YouTube channel subscribers increased to 1,045 subscribers in March 2013. Currently, Animal Health SmartBrief e-newsletter has 33,347 subscribers.

In April 2012 AVMA completed a Needs Assessment Survey of 2,900 members that provided critical information to guide future strategic planning with the purpose to increase perceived value and relevance of AVMA membership to our members. While members are in alignment with AVMA’s overall strategic goals, there are several opportunities for the Association to meet the emerging – and varying – expectations that members have for the AVMA. In some cases, there is opportunity to improve the awareness and usage of existing programs, and in other cases the Association will need to explore how it can address needs that are not yet being fulfilled. By doing so, AVMA can address the more personal reasons that veterinarians have for membership in the AVMA, and ensure that overall member satisfaction grows and that the organization remains vital and relevant to its members.

As evidenced by the summary points above, it has been a busy, productive year for the association. As AVMA recognizes and celebrates its many contributions to the profession, animals, and the public over its 150 year history, we are singularly focused on creating the “new AVMA” and how the Association can bring value to current and future members.

THE OFFICE OF THE EXECUTIVE VICE PRESIDENT
Twelve personnel, including three veterinarians, staff the Office of the Executive Vice President (O EVP). The O EVP is composed of the Executive Vice President, who serves as the Chief Executive Officer of the Association, the Assistant Executive Vice President, who serves as the Deputy Chief Executive Officer, and the Associate Executive Vice President, who serves as the Chief Operating Officer. Other O EVP members include the Corporate Relations Director, General Counsel, Human Resources Director, Associate Director of International and Diversity Initiatives, and executive support staff. The Executive Vice President is responsible for the administration and day-to-day management of the Association. This includes overseeing the staff, directing the divisions and departments within the Association structure and performing such other duties as may be specified by the Executive Board. Responsibilities of the O EVP include, but are not limited to, activities involving the AVMA Executive Board, House of Delegates, Judicial Council, Human Resources, and the AVMA Annual Convention.

Personnel in the O EVP serve as staff support for these groups:
• Executive Board
• Board of Governors
• House Advisory Committee
• House of Delegates
• House of Delegates Reference Committees #1 and #4
• Judicial Council
• Insurance Liaison Committee
• Audit Committee
• Bylaws Committee
• Nominations Committee
• Governance Performance Review Committee
• Committee on International Veterinary Affairs
• Ad hoc Committee on Executive Board Governance and Operation

The Associate Executive Vice President also serves as an ex-officio trustee on the AVMA Group Health and Life Insurance Trust and the AVMA Professional Life Insurance Trust.

**ANIMAL WELFARE DIVISION**

The Animal Welfare Division (AWD) comprises five staff members, including a director, two assistant directors, one animal welfare scientist, and one administrative assistant.

The AWD is charged with monitoring the science of human-animal interactions and assisting the AVMA in proactively addressing issues related to animal welfare and the human-animal bond. These issues come into play when animals are used for companionship, biomedical research, education, food and fiber production, work, recreation, and exhibition. The AWD interacts with a variety of stakeholders, including governmental and nongovernmental organizations (veterinary and nonveterinary), educators, industries that use or provide services for animals, the public and the media. The overarching Animal Welfare Principles guide the AWD and its assigned entities in their approach to animal welfare issues.

Activities in which the AWD is currently involved include, but are not limited to:

- Strategic planning, with a focus on meeting the Association’s “Promote Animal Welfare” goal
- Environmental scanning and issue identification
- Authoritative source development
  - Backgrounders (comprehensive literature and information reviews)
  - Guidelines, standards, and educational documents
- Service on advisory bodies
- Manuscript review for field-specific journals
- Federal, state, and local issue support (e.g., scientific and regulatory review, advocacy)
- International standard-setting via the OIE and ISO animal welfare initiatives
- Relationships/liasons (e.g., academia, industry, advocacy organizations, government)
- Presentations, symposia, and workshops
- Education for veterinary students, graduate veterinarians (including accredited veterinarians), veterinary support staff, those in the animal use industries, policy makers, and the public
• Development of practically implementable programs to support good animal welfare in a variety of populations and environments

In 2012-2013, the AWD Served as primary staff support for the:

• Animal Welfare Committee (AWC)
• Steering Committee on Human-Animal Interactions (SCHAI)
• Panel on Euthanasia (POE)
• Panel on Depopulation (WGD)
• Panel on Humane Slaughter (PHS)
• Model Animal Welfare Curriculum Planning Group (MAWCPG)
• Task Force on the American Journal of Veterinary Research (TFAJVR)
• House of Delegates Reference Committee 2

Entity Revision—The Committee on the Human-Animal Bond was replaced by the SCHAI, which is charged to: 1) foster a better understanding of the characteristics of the different types of human-animal relationships encountered by veterinarians practicing within the profession and 2) promote the veterinarian’s role in supporting good human-animal relationships and communicating expectations for those relationships outside of the profession. The SCHAI comprises four members with broad perspective and expertise within the human-animal interactions field. These individuals represent the three aspects of the human-animal bond as follows: two experts on the impact on the animal (domestic and nondomestic; how human-animal attachment type/strength impacts the animal’s well-being), one expert on the impact on the human (how human-animal attachment type/strength impacts the well-being of people), one expert on human-animal attachment (an expert on key theories of attachment, bonding and/or interconnectivity among species). After an initial meeting in January 2013, the SCHAI is hard at work developing a strategic plan directed toward its charge.

New Entity—The AWD assumed responsibility for administrative support of the TFAJVR. This task force is charged to: 1) develop a process to evaluate the quality and direction of the AJVR, 2) determine whether the AJVR is meeting the needs of its intended audiences, specifically the US veterinary research community (AJVR authors and reviewers, and faculty of colleges/schools of veterinary medicine), AVMA member readership, and AVMA members overall, and 3) make recommendations regarding the mission, scope, and quality of the AVJR. Membership includes the 2012-2013 Chair of the AVMA Executive Board, two additional members of the 2012-2013 Executive Board, one member representing the Council on Research, and two members representing academia. As part of its deliberations, the TFAJVR has initiated two surveys with assistance from an independent market research firm to query the journal’s audiences about what they would like the AVJR to “be” and to assess how well the AJVR is delivering on those expectations.

Policy Reviews Conducted by AWD-Supported Entities—The AWC reviewed and made recommendations, and the Executive Board took the indicated actions, regarding existing policies on the following topics: AVMA Animal Welfare Principles (reaffirmed), Ear Cropping and Tail Docking of Dogs (reaffirmed), Humane Transport of Equines (reaffirmed), Electroimmobilization (reaffirmed), Trapping and Steel-jawed Leghold Traps (reaffirmed), Therapeutic Medications in Non-racing Performance Horses (reaffirmed endorsement), Use of Horses in Urban Environments (reaffirmed endorsement), Safety Testing (revised), Castration and Dehorning of Cattle (revised), Declawing Captive Exotic and Wild
Indigenous Cats (revised), and Removal or Reduction of Teeth in Nonhuman Primates and Carnivores (new policy that supercedes policies on Removal or Reduction of Teeth of Dogs as a Method of Reducing Bite-Related Injuries and Removal or Reduction of Canine Teeth in Captive Nonhuman Primates and Wild [Indigenous] Carnivores).

The following policies were transferred, via resolution, from the Executive Board to the House of Delegates and the indicated actions were taken: Canine Devocalization (revisions approved) and Livestock Handling Tools (new policy was amended and approved).


Review of the following policies is underway by the SCHAI: Human-Animal Bond (definition); Use of Human-Animal Interactions Terminology; Companion Animal Care Guidelines; Guidelines for Animal-Assisted Activity, Animal-Assisted Therapy and Resident Animal Programs; Wellness Guidelines for Animals in Animal-Assisted Activity, Animal-Assisted Therapy and Resident Animal Programs; and Service Animals.

As part of the policy review and development process, AWD staff updated existing and created new backgrounders on topic of interest. These backgrounders are made publicly available on the animal welfare web pages at https://www.avma.org/KB/Resources/Reference/AnimalWelfare/Pages/Animal-Welfare-Backgrounders.aspx

Actions on Additional Recommendations from AWD-Supported Entities—The following actions were taken by the Executive Board on additional recommendations from the indicated entities: AVMA membership in the Scientists’ Center for Animal Welfare (AWC, approved), SCHAI editorial leadership for a Pets and People book series to be developed as a collaborative effort with the Human-Animal Bond Research Initiative (HABRI) and Purdue University Press (SCHAI, approved), and AVMA participation in an Institute for Laboratory Animal Research (ILAR) roundtable on Science and Welfare in Laboratory Animal Use (OEVP [AWD], approved).

State, National and International Standards for Animal Care—During 2012-2013, the AWD and its entities provided content analysis for animal welfare- and human-animal bond-related legislative and regulatory proposals for state veterinary medical associations, allied associations, and the Department of State Legislative and Regulatory Affairs. Among topics addressed were regulation of high-volume breeders and retailers of dogs and cats, pet purchase protections, animal abuse registries, standards for care of farmed animals, private ownership of wild/exotic animals, restrictions on methods used to obtain images of animal care in various facilities and requirements for reporting images depicting abuses (i.e., “ag-gag” proposals), and establishing offices of animal welfare within state agencies.

At the national level, the AWD and its entities provided similar support for the Governmental Relations Division. Legislative proposals that were considered addressed the use of gases for euthanasia of shelter animals; the use of compound 1080 and sodium cyanide for pest control; dogs serving in the military; training dogs to assist veterans with post-traumatic stress disorder; amendments to the Horse Protection
Act (soring); animal fighting; internet sales of dogs and cats; horse slaughter; federal requirements for housing and care of laying hens; restrictions on the use of Great Apes in research; and the designation of birds, rats and mice as ‘animals’ under the Animal Welfare Act. In addition, AWD staff reconciled comments and prepared AVMA responses to Federal Register notices on incidents involving animals during air transport, codification of existing policy on animal testing, nondiscrimination on the basis of disability in air travel, and licensing exemptions for retail pet stores.

With respect to international activities, AWD staff reconciled responses and prepared the AVMA’s comments to the USDA on revised and new animal welfare-related chapters in the OIE Terrestrial and Aquatic Animal Health Codes. For 2012-2013 these included comments on revisions to the following chapters: “Introduction to the Recommendations for Animal Welfare,” “Animal Welfare and Beef Cattle Production Systems,” “Use of Animals in Research and Education,” “Slaughter of Animals,” and “Killing of Animals for Disease Control Purposes”; and comments on the following new chapters: “Animal Welfare and Broiler Production Systems” and “Animal Welfare and Dairy Cattle Production Systems.” In addition, AWD staff represented the AVMA on the US Working Group considering the proposed ISO Technical Specification for animal welfare.

Strategic Planning—The animal welfare-related strategic goal within the 2012-2015 Strategic Plan, “Promote Animal Welfare,” has three subgoals: (a) “increase utilization of veterinary services,” (b) “promote veterinarians as authorities and advocates for animal welfare,” and (c) “advocate oversight of veterinary medical procedures.” A substantial part of the activities of the AWD are directed in fulfillment of the subgoals and their objectives, and an Animal Welfare Strategic Goal Team (lead by the director of the AWD and an Executive Board liaison, and comprising members of the Animal Welfare, Communications, Governmental Relations, and Publications Divisions, as well as the Office of the Executive Vice President) continues to work on related tactics.

Tactics currently underway for subgoals (a) (e.g., Partnership for Preventive Pet Healthcare, Catalyst and (c) (e.g., development of materials for the public on the importance of veterinary oversight of veterinary medical procedures, promote model language from existing laws and develop new language providing for veterinary oversight of procedures targeted by non-veterinary groups) are described in more detail in the Office of the Executive Vice President’s and Communications Division’s sections of the Administrative Report. Progress on tactics for subgoal (b) is detailed below.

Objective 1 of subgoal (b) is “Advocate for animal welfare education to be an essential component of veterinary curricula and continuing education.” The following tactics are among those developed in fulfillment of this objective:

Model animal welfare curriculum—Authorized in April 2010, the Model Animal Welfare Curriculum Planning Group (MAWCPG) is charged with creating a model curricular resource for the study of animal welfare in colleges/schools of veterinary medicine. The Planning Group comprises 11 subject experts, plus representatives of key stakeholder organizations (AAVMC, USDA, and Canadian VMA). The MAWCPG has convened its two authorized meetings, completed a related survey of welfare-related offerings at colleges/schools of veterinary medicine, developed core competencies supported by essential topic areas, and continues its work on finalizing a report of the survey for publication as well as a white paper describing its findings and recommendations.

Continuing education sessions at the AVMA Convention—2013 represents the third year the AWC, with the assistance of the AWD, coordinated three days of animal welfare-related programming for the 2012 AVMA Convention.
Intercollegiate animal welfare judging and assessment contest—The AVMA sponsored, and the AWD coordinated, the veterinary division of the 12th Annual Intercollegiate Animal Welfare Judging/Assessment Contest. AVMA support allowed provision of trophies for winners, reimbursement of judging expenses for the veterinary division of the contest, and grants of up to $400 to assist with travel expenses for veterinary students participating in the contest. An educational tool for enhancing understanding and awareness of issues affecting animals used for human purposes (e.g., agriculture, research, companionship), the contest affords students an opportunity to practice their animal welfare assessment skills and present their findings to an expert panel of veterinarians and scientists in a logical and persuasive manner. The contest teaches ethical reasoning, encourages objective assessment of animal welfare on the basis of scientific theory and data, promotes critical thinking, and improves communication skills.

This year's contest was held November 17-18, 2012 at the University of Guelph. Team and individual scenarios included veal calves, laying hens, laboratory mice and companion animal veterinary clinics. Students from nine different veterinary colleges and schools participated in the contest. By carefully managing expenses, the AVMA facilitated travel for 25 of the 31 veterinary students participating in the contest.

Objective 2 of subgoal (6) is “Promote the AVMA’s Principles of Animal Welfare to the profession, other stakeholders, and the public to provide a consistent and unified message on animal welfare.” The following tactics are among those developed in fulfillment of this objective:

National Veterinary Accreditation Program animal welfare modules—The AWD worked cooperatively with faculty from the Animal Behavior and Well-Being Group at Michigan State University to complete the first of two modules addressing animal welfare and its assessment for the National Veterinary Accreditation Program. Design for online presentation was coordinated under a pre-existing arrangement between USDA and Iowa State University. Content development for the second module has been completed and is undergoing review by USDA.


E-newsletter—Distributed approximately quarterly, Welfare Focus offers a feature article on an animal welfare topic of current interest, as well as updates on AVMA science-based advocacy (including animal welfare-related legislative and regulatory proposals), upcoming animal welfare-related meetings, and reports from the AWD and the entities it supports. Inaugurated in April 2011, themed articles to date have addressed urban-reared poultry, the human-wildlife interface, transport of rescued dogs across state lines, unwanted horses and horse slaughter, feline friendly handling, and livestock handling. AVMA members can opt-in to receive the newsletter via e-mail or can visit the AVMA animal welfare web pages to view current and archived issues.

Objective 3 of subgoal (b) is “Lead initiatives that advance AVMA's policies on animal welfare issues.” The following tactics are among those developed in fulfillment of this objective:
Secure AVMA member input on policy—On the basis of a successful animal welfare effort, the opportunity for members to submit comments on policy was extended to all AVMA policies in January 2013.

AVMA guidelines on humane killing (euthanasia, depopulation, slaughter)—During the process of revising the AVMA Guidelines on Euthanasia, the Panel on Euthanasia (POE) determined that euthanasia, depopulation and slaughter/harvest are different activities conducted in different environments with correspondingly different expectations/requirements for how animals are appropriately handled. As such, the POE opted to separate these issues and to create a series of reports addressing the specifics of each. The 2013 update of the AVMA Guidelines for the Euthanasia of Animals has been completed and the document was published online on February 26, 2013. The AVMA Guidelines for the Humane Slaughter of Animals have been drafted for a planned 2013 release. The AVMA Guidelines for the Depopulation of Animals are under development for a planned 2014 release.

Reaching UP—Reaching UP is a direct-service, one health-focused program being developed to assist underserved populations of people and animals through thoughtful management of companion animal populations and zoonotic disease control. Initiated via an existing effort for which improvements and a transition to AVMA oversight was sought, this program is being financially supported by the AVMF and is expected to transition fully to AVMA/AVMF responsibility in 2013.

Objective 4 of subgoal (b) is “Develop and implement public information campaigns that promote veterinarians as leaders and authorities on animal welfare.” The following tactic is among those developed in fulfillment of this objective:

Production of webinars, videos, and collateral materials—Audience-targeted materials, including backgrounders, factsheets and videos were created on the following topics in 2012-2013: tail docking of dogs (updated backgrounder), canine devocalization (updated backgrounder), castration of cattle (updated backgrounder), dehorning and disbudding of cattle (updated backgrounder), tail docking of cattle (updated backgrounder), use of beta agonists (backgrounder), dog bite risk and prevention (backgrounder), sow housing (backgrounder) and swine castration (backgrounder). AVMA videos on tail docking of lambs and transportation of companion animals are in development for release in 2013. With the concurrence of the AWC, AWD staff also worked collaboratively with members of the Animal Care Committee of the Federation of Animal Science Societies (FASS) to initiate a joint FASS-AVMA webinar series. To date, webinars on sow housing and piglet castration have been completed, and webinars addressing tail docking in multiple species and laying hen housing are under development.

Presentations, media inquiries, liaisons and advisory committee service—During 2012-2013, AWD staff provided numerous presentations for state veterinary medical associations, allied groups, state and federal legislators and staff, governmental agencies, corporations, nongovernmental organizations, and students in colleges/schools of veterinary medicine, and responded to numerous media inquiries. Staff members also served as members of the animal welfare committees of various state and allied organizations, on scientific advisory committees for industry and nongovernmental organizations, editorial boards, and as AVMA liaisons to the Federation of Animal Science Societies’ Animal Care Committee, the Unwanted Horse Coalition, the Scientists’ Center for Animal Welfare, and the ILAR roundtable on Science and Welfare in Laboratory Animal Use.

Awards—The AWD assisted in coordinating activities for the following AVMA awards: Animal Welfare Award, Humane Award, and the Bustad Companion Animal Veterinarian of the Year Award.
Division Specific Websites, Newsletters and Publications


COMMUNICATIONS DIVISION

The Communications Division is responsible for media relations, professional and public affairs, marketing, electronic communications, and state legislative and regulatory affairs. As a result, the Communications Division works closely with all other AVMA divisions to help develop and implement effective member service, marketing, and communications initiatives.

The Division is responsible for many AVMA ongoing projects and programs, including www.avma.org, AVMA Animal Health SmartBrief, AVMA Health News Bytes, AVMA@work, AVMA Now news, Pet Exchange section of WebMD, National Pet Wellness Month, National Pet Week, Pet Dental Health Month, National Dog Bite Prevention Week, the Executive Resource Center, Newslink and State Legislative Updates.

During 2012-2013, the Communications Division provided primary staff and administrative support to the AVMA/American Society of Veterinary Medical Association Executives (ASVMAE) Joint Committee, the State Advocacy Committee, the Task Force on AVMA Model Veterinary Practice Act, and the Task Force on Governance and Member Participation.

Electronic Communications

The Electronic Communications Department focused largely on the three-phase rollout of the Association’s new website, continued website improvements and content creation outside of the redesign project, continued improvement to the AVMA member e-newsletters and alerts, and use of website analytics.

Website Redevelopment and Enhancement—The new AVMA.org website was unveiled at the AVMA Annual Convention in San Diego in August 2012, with a wide range of new features and functionality available. These included:

- Personalized content for AVMA members only, customizable to match each member’s specific interests
- Ability to browse content according to the animal/species, discipline, or topic to which it pertains
- New, updated platform for the NOAH member-only discussion forum
- Mobile-friendly template
- Home-page news stories and alerts that update automatically
- New section offering AVMA Policy Updates on the home page
- New Practice Management section
- Improved website search engine
• New “Public Resources” section where AVMA members can direct their clients to find high-quality information about animal care and veterinary medicine that is written specifically for a public audience.
• Intuitive navigation and website organization that was designed with direct input from AVMA members.
• What Members Are Talking About – a view on currently-active NOAH discussions

The August 2012 launch marked the end of the first of three development phases for the new website. The website redevelopment project continued through the end of April 2013, and additional website improvements were carried out during the year. These included:
• A revised and updated salary calculator to help members benchmark their earnings against those of veterinary colleagues.
• Online commenting forum that allows AVMA members and SAVMA members to tell association leaders their opinions about all AVMA professional policies year-round.
• Updated Member Directory giving members easier access to information that helps them network and connect with their AVMA colleagues.
• Newly rebuilt Meetings/CE Calendar to help members quickly find CE opportunities
• An interactive Wildlife Decision Tree to help veterinarians determine what to do when someone brings in a sick or injured wild animal
• Further enhancements to website search
• New online application/update system for VMAT team members
• New functionality allowing AVMA-hosted button widgets to be embedded in other websites
• An interactive timeline commemorating the AVMA’s 150th anniversary
• An archive of career-oriented webcasts produced by the Veterinary Career Center
• New section to host AVMA Now, a members-only video news show.
• Display of interactive infographics, with widget functionality to allow them to be embedded into other websites.

Website Engagement—With the launch of the new website, one of the most important initiatives that Electronic Communications undertook, working hand-in-hand with the Marketing Department was an effort to expand communication with members about the many resources available at AVMA.org, including but not limited to the site’s new advanced functionality. An extensive, multichannel marketing plan was developed and implemented for this purpose, and members increasingly began seeing print and digital advertising, newsletter articles, emails, and many other communications designed to ensure they are aware of the benefits available to them through AVMA.org.

Newsletters / E-mail Communications—E-newsletters and e-mail alerts continued to be a major focus for the Electronic Communications Department (ECD) as the Association continued to expand and improve its use of emails to communicate with members. The ECD began sending election-related email alerts to members eligible to vote in contested AVMA leadership elections, and also began more regular email communications with those members who asked for information on volunteer opportunities, AVMA policy changes, and other special topics.

Social Media—Social media continued to be a major focus for the Association and the ECD. A key focus was the revitalized NOAH discussion forum at AVMA.org, which launched on a new platform when the new AVMA.org was unveiled in August 2012. The new platform offers important new functionality not previously available, and provides a forum where AVMA members can “meet” with each other and AVMA volunteer leaders and staff to discuss important issues, including those directly related to the work of the
AVMA. ECD spearheaded the drafting of a plan to expand the use of NOAH, taking into account all internal audiences and member groups, requirements for training, marketing/publicity, important issues facing the Association and the veterinary profession, and other factors. This effort will continue into the 2013 association year.

**Reporting and Analytics**—The ECD continued to improve the Association’s use of website analytics. A key focus of the website redesign was building new analytics mechanisms to improve access to specific data needed to ensure that members get the best possible use from AVMA.org. ECD, the Information Technology Division, and external vendors worked together to implement new traffic analysis methods.

**Marketing Department**

The AVMA Marketing team focuses on four key areas: event and product marketing; member marketing and outreach; market research and planning; and public awareness and education. In addition, the three-person design services team housed within the Marketing Department, supports print and digital design needs throughout the Association.

**Event and Product Marketing—AVMA Annual Convention**—The Marketing staff collaborates closely with the Convention and Meeting Planning Division and the Convention Management and Program Committee (CMPC) to develop and implement marketing plans for the AVMA Annual Convention. These plans encompass strategic direction on how to communicate with potential attendees, including recommended messages and tactics designed to maximize registration.

The 2012 convention in San Diego was the culmination of nearly nine months of marketing activity. Various tactics were employed including direct mail, including a Save-the-Date brochure and an 80+ page Convention Preview poly-bagged with the March issue of *JAVMA*, email promotions, *JAVMA* ads and ads in external publications, and Google advertising targeting veterinary technicians. The Marketing team also produced many of the materials used onsite in San Diego, including the final program book, materials for the AVMA Pavilion in the Exhibit Hall, and numerous signage and print materials.

Not long after the 2012 convention ended, work began on marketing for the 2013 convention. A tagline “Second the none. In more ways than one” was selected to play off the moniker of “The Second City” by which Chicago is known, and a style guide with visual elements was created to use in all promotions. In addition to the staple of marketing activities, the Department has begun adding more multi-media to the marketing mix, including podcasts featuring high-interest speakers at the Convention, videos highlighting the convention host city and events, and animations. Also new for 2013 is the addition of the AVMA Annual Convention Facebook page. By establishing its own social media presence separate from the main AVMA social media accounts, we are able to engage in more frequent and deeper conversations about the convention. Just three months after launching the page, it had nearly 900 followers and continues to grow. These engagement strategies are crucial to building awareness of the convention among potential attendees.

The Marketing Department also supports the Veterinary Leadership Conference, with ads in *JAVMA* and SmartBrief, design and production of all print materials, email promotions, and web page updates.

**Product/Program Marketing**—The Marketing team provided guidance to a variety of AVMA divisions on the promotion of new and existing products, programs, and services. Highlights include the re-launch of the AVMA website, the Veterinary Career Center (VCC) and *JAVMA* classifieds integration, MyVeterinarian.com, the AVMA 150th anniversary, newly published market research reports, and the AVMA Animal Hospital educational video game.
AVMA Website—The launch of the redesigned AVMA.org website in August 2012 provided the opportunity for AVMA to communicate to members about the new functionality and better experience they would find on the site, and to remind members about the robust content available. Marketing developed the tagline “Connect. Discover. Explore,” and continues to use it to promote the website as a leading resource for members. A contest, the Website Warrior Scavenger Hunt, was held asking members to search for eight specific resources on the website and submit answers via an online form to be entered into a prize drawing — nearly 1,400 members participated. As an incentive to participate, a competition among veterinary colleges was added. The University of Minnesota College of Veterinary Medicine had the most alumni and students complete the scavenger hunt and received a $500 donation to their scholarship fund. Other website promotions include demonstrations at the AVMA Convention and the North American and Western Veterinary Conferences, ads in JAVMA and external veterinary publications, member emails, promotion through social media, and online advertising through Google AdWords.

Market Research Reports—The 2012 US Pet Demographic Sourcebook was published in November 2012, and the 2013 issues of the AVMA Report on Veterinary Compensation and AVMA Report on Veterinary Practice Business Measures were published in February 2013. These reports generate a high interest among AVMA members and other professionals that have a need for data on pet populations, pet owner demographics, and compensation of veterinarians. Marketing provides some of the key information on the AVMA website free-of-charge for members. A multi-channel marketing plan was executed for both sets of reports that included a mix of JAVMA ads, online banner advertising on DVM360.com and in SmartBrief, and a direct mail campaign to libraries and previous purchasers.

Veterinary Career Center (VCC)—On January 1, 2013, JAVMA job classifieds merged with VCC, offering job posters a way to simultaneously post jobs in the JAVMA classified section and on the VCC. A marketing plan was implemented to create awareness of this new partnership, which included a direct mail piece and email marketing to previous VCC and JAVMA job posters, promotion through AVMA @Work, and product and services updates through email to opted-in members. VCC continues to conduct free career-related webinars, aiding in its perception as a top resource for veterinary related careers. A webinar landing page was created so previous webinars can be downloaded and upcoming webinars promoted. Updates to the VCC webpages were conducted in spring 2013 to help promote the VCC/JAVMA integration and create a more user-friendly site for both job seekers and employers.

In addition, AVMA continues its ongoing VCC promotional efforts including a direct mail promotion to veterinary practice managers and online advertising through AVMA Animal Health SmartBrief. VCC maintained its presence at the North American and Western Veterinary Conferences, utilizing a new brochure and new card highlighting student externship opportunities developed by the Marketing staff.

MyVeterinarian.com—MyVeterinarian.com increased public outreach in 2012 through various marketing programs, with the goal to expand website visitors and overall traffic. During 2012 and 2013, a marketing campaign to the public was implemented, which included a partnership with Amazing Pet Expos. MyVeterinarian.com sponsored ten Pet Expos throughout the US, which included an exhibit booth at the Expos in Chicago, San Francisco, and Los Angeles. An online marketing campaign was also launched that included Google advertising, Facebook advertising, and banner advertising on CatChannel.com, DogChannel.com, and DogHeirs.com. Google Analytics, the website metrics program, showed a significant spike in number of new visitors and referral traffic that coincided with these promotions. In addition, a Widget was developed that allows people to search MyVeterinarian.com directly from a third-party website that has incorporated the widget into its website. In addition to providing more exposure,
increased widget placement and links back to MyVeterinarian.com assist with the site’s search engine rankings. Expanded placement of the widget will continue throughout 2013.

Advocacy, Advertising, and the Fellowship and Externship Programs—To assist the Governmental Relations Division (GRD) in increasing the number of qualified applicants to the fellowship and externship programs, the Marketing Department created a plan and graphic theme that expanded program visibility and positioned it in a new way. The campaign included a website update, mailing effort, inclusion in JAVMA classified and on the VCC, and external online advertising. The result was an increase in the number of applicants for both programs.

In addition, the Marketing Department assists the GRD with advocacy advertising. In the second half of 2012, the Association focused on general awareness ads in the print edition of the National Journal to cement its position as an authority on topics including animal health and welfare, and beyond. In 2013 a revamped strategy was introduced combining print and digital advertising. For the first half of the year, the advertising will correlate to the items on the AVMA legislative agenda that are under discussion within the current Congress. An electronic campaign in March focused on APHIS, exceeded last year’s click through rate and the average click through rate for all National Journal ads.

Member Marketing and Outreach—Working with various configurations of the AVMA booth, Marketing staff managed the scheduling, shipping, staffing and materials for the AVMA booth at professional events in 2012 and 2013. In addition to the AVMA Annual Convention, AVMA was represented at the Veterinary Leadership Conference, North American Veterinary Conference, Western Veterinary Conference, the Association of American Veterinary Medical Colleges Career Fair, the Pre-Veterinary Club meeting, and SAVMA Symposium. While meeting with hundreds of members and their staff, and with students, booth representatives answered questions about AVMA, conducted services demonstrations. Further representatives distributed client education materials, AVMA annual convention materials, and classroom and children’s materials. In 2013, AVMA debuted a newly designed booth promoting the Association’s 150th anniversary. At the booth, staff distributed commemorative items, including calendars, lapel pins, license plate frames, temporary tattoos and digi-cleans, to members and other veterinary team members.

AVMA Logo Redesign—The Executive Board directed the Marketing Department to pursue development of a new AVMA logo to convey a refreshed, updated image of the AVMA and ensure that the Association mark displays a bold presence, especially when represented in context of other veterinary associations and animal health companies, and that it works well across a variety of platform.

To that end, focus groups were conducted among members in February to better understand how the AVMA should best position itself and what attributes a logo should express. This information was provided to the AVMA Design Services team to use in developing concepts that will be narrowed, refined, and tested in research with members at and following the 2013 AVMA Annual Convention.

AVMA 150th Anniversary—To celebrate the AVMA 150th Anniversary, the Communications Division collaborated with staff across the organization to develop and implement celebratory activities for members and to use the anniversary as an opportunity to promote the veterinary profession to the public.

The Design Services team designed a 200+ page coffee table book that featured content written by the Publications Division. The book is available for purchase through the online AVMA Store. Marketing efforts were conducted to promote the book to members, libraries, historical organizations, and other interested parties.
The Products and Services Catalog and online AVMA Store—These feature AVMA’s brochure series, classroom materials, research reports and other items offered for sale. The print catalog is included with all orders and distributed at tradeshows, providing high visibility of AVMA products.

Client Education - AVMA Educational Brochures and Veterinary Practice Resources—The AVMA educational brochures are a source of revenue for the Association as well as a popular, downloadable feature on the AVMA website. Two new titles have been added to the selection: *Your Pet’s Healthy Weight* and *Preventing Zoonotic Diseases*. All client education brochures are available for bulk purchase in English and Spanish. In addition, work has begun on other foreign language translations of the most popular titles.

Beyond brochures, AVMA continues to develop new resources for members, most in response to requests for specific materials. One example is the "Pet’s Age Faster than People" poster that illustrates how quickly pets age compared to people and reiterates the importance of preventive healthcare exams.

Public Awareness/Education - AVMA Animal Hospital—With funding from the American Veterinary Medical Foundation (AVMF), the AVMA partnered with a video game development company to create an educational video game titled “AVMA Animal Hospital.” AVMA Animal Hospital is a time management game geared toward middle school students (grades 6-8), where players work as a veterinarian to diagnose and treat animals as they arrive. During gameplay, the players learn about each of the ailments, diagnostics, and treatments. AVMA Animal Hospital will be available on the AVMA website, Apple App Store for iPhone and iPad and on Android platforms. The video is scheduled for completion in May 2013.

Marketing for the video game will include handouts and a demo of the game at the National Science Teachers Association conference April 2013. In addition, direct marketing to middle school science teachers, online submission to curriculum resources and websites, social media engagement, and promotion through AVMA publications will be used to advertise the availability of the game.

Classroom Materials—The AVMA offers a variety of classroom materials organized by grade level for easy access by visiting parents and teachers. It includes grade-specific PowerPoint presentations on veterinary careers that serve as tools for veterinarians who visit classrooms. Additional career materials include a hyperlinked map of the veterinary colleges throughout the world and a revamped classroom poster to highlight the different accomplishments of veterinarians and the importance of veterinarians in human and animal health.

The Marketing team continued to increase the visibility of the Association and of veterinary medicine through its activities with two significant, non-veterinary organizations. The Marketing staff participated in the national conventions of the FFA National Career Show and the National Sciences Teachers Association national convention. Through this outreach AVMA has reinforced its image as the preeminent, science-based resource for information on animal health and welfare, and emphasized the importance of the veterinary profession in animal, human and environmental health.

**FFA National Career Show**—The 2012 FFA national convention was held in October 2012 in Indianapolis, with more than 50,000 students, advisors and teachers in attendance. For the fifth consecutive year, AVMA organized a cluster of 8 veterinary related booths comprised of allied associations such as bovine and swine as well as veterinary schools. For the second time, AVMA partnered with the Virginia-Maryland Regional College of Veterinary Medicine to bring a veterinary truck to the show for attendees to tour, creating an even higher interest among the students and providing an
easy conversation opener with this audience. In addition, AVMA presented two, veterinary led student workshops that were attended by more than 150 students each, and again served as sponsor of the veterinary proficiency award. AVMA also continues to offer three $1,000 scholarships through the FFA to qualified students.

National Science Teachers Association (NSTA) - For the 11th consecutive year, AVMA exhibited at the NSTA National Convention which was held in April in San Antonio. The purpose of AVMA’s participation is to expose K-12 science teachers to AVMA resources and to gain insight to their needs as educators. The AVMA educational materials and booth illustrate the far-reaching impact of veterinary medicine and the breadth of career opportunities that exist within the profession. In 2012, AVMA transferred most of its print materials for educators onto USB drives that were distributed. Because of the positive response from the teachers, AVMA continued this in 2013 and expanded the materials provided.

The audience is eager to utilize AVMA classroom resources as well as other AVMA information regarding animal-related issues and public health.

Market Research and Planning—Association market research is managed within the Marketing Department. The multitude of studies conducted (economic, public, veterinary needs) provide pertinent information to the AVMA and the profession. Blending findings from various studies, the profession is better understood and strategic approaches to Association marketing efforts are developed.

The Pet Demographic Study, which is a highly anticipated study conducted every five years among US households, was conducted in 2012. A press conference and a CE session, releasing preliminary data from the study, were held at the 2012 AVMA Annual Convention. Information released at the press conference was featured in major publications and news media outlets. The full analysis of the study was conducted in the third quarter of 2012 and the expanded and colorized version of the US Pet Ownership and Demographic Sourcebook was made available for sale in the fourth quarter. Articles pertaining to the sourcebook will be reported in JAVMA.

During the third and fourth quarter of 2012, the Biennial Economic Survey was analyzed and the two publications pertaining to the results were produced: The 2013 AVMA Report on Veterinary Practice Business Measures and the 2013 AVMA Report on Veterinary Compensation were available for sale in February 2013. Information from the two reports will be reported in JAVMA in the second half of 2013.

The Graduating Senior Survey is conducted annually each spring among fourth-year veterinary students. This study obtains information regarding employment choices, internships, salary, debt, and benefits from graduating seniors. In 2013, in cooperation with the Economics Division, additional questions were added to the survey to help AVMA better understand the situations faced by veterinary students and recent graduates. Results from the survey are reported back to the membership in JAVMA articles prepared by market research staff. The data from this study is highly anticipated and widely used by the veterinary schools.

In addition to the hallmark research studies mentioned above, AVMA conducted several ad-hoc studies to help provide direction on initiatives.

- Governance concept survey, which enabled AVMA members to provide feedback on various governance structures being evaluated
- Annual survey of attendees, exhibitors, and speakers at the Convention and VLC to gain insight on how the two events can improve
• Committee on Disaster and Emergency Issues survey to determine the membership’s level of disaster preparedness and involvement in local and state emergency preparedness and response activities
• A focus group among AVMA members to evaluate positioning statements that will be utilized to aid in the AVMA logo redesign.
• AVMA eCommunications survey to evaluate member preferences and needs for electronic communication.

Graphic Design—The Graphic Design area was reorganized in 2012 and renamed Design Services. Design services staff provide creative print and interactive design solutions for promotional materials, for *JAVMA* and *AJVR*, as well as strategic and creative problem-solving support for all of the AVMA Divisions. The team now consists of a dedicated Production Designer for *JAVMA News*, which has greatly improved workflow and end product, and a New Media Specialist/Senior Graphic Designer, who brings new interactive media projects to life. A Design Services Manager oversees day-to-day activity and monitors workload and design quality.

In 2012, the Design Services team managed and produced *AVMA: 150 years of Education, Science and Service*, the 150th anniversary book. Other notable accomplishments include a redesigned *AJVR* cover, production of the first animated promotion for the 2013 Convention, introduction of the first tablet version of the Convention Program, and the AVMA logo redesign.

Media Relations Department
The Media Relations Department provides internal and external outreach to membership, industry, legislators, the public, the media, and leadership. Print, audio, video, social media, electronic press releases, Skype, and newsletters are among the tools used daily by the Media Relations team. Outreach during the past year has expanded significantly through the use of social media tools to enhance and expand traditional methods of interacting with journalists. Online communications tools, such as the AVMA’s *YouTube channel*, *Animal Health SmartBrief*, *AVMA Health News Bytes*, *AVMA@Work* and a web-based press room, which features audio news releases and AVMA-produced video, make AVMA content come alive. To effectively communicate the AVMA message to the public, members, and veterinarians, Media Relations works with every AVMA division to identify topics, issues, and research (as well as individual member efforts) and communicate them to the media, the public, and influencers both nationally and internationally.

Articles for newspapers, magazines, newsletters, websites and targeted audiences such as industry press and children’s publications, are constantly being developed. These efforts include features distributed to newspapers across the country via syndicates, news features and magazine articles targeted toward specific publications, and newsletter articles that are e-mailed to state association directors to be reproduced in newsletters. Articles are written by media relations staff, for not only AVMA and state association newsletters, but for newsletters produced and distributed by health care industry leaders.

Many of these articles are informative in nature, serving to promote the AVMA while informing the reader on a subject of interest, such as behavioral issues. Others are designed to motivate the reader to take action on a particular AVMA political position.

Media Outreach/Story Placement—Media Relations members work directly with local, national and international reporters to assist them with articles related to veterinary medicine. Interviews with expert

The AVMA held a press conference during the 2012 Annual Convention, highlighting results of the 2012 Edition of the US Pet Ownership & Demographics Sourcebook. The press conference resulted in a front page story and infographic in USA Today. A series of press releases to promote the specific findings of the Sourcebook were distributed over the next eight months. Each of these releases contained an emphasis on the importance of preventive veterinary care. This series of press releases has resulted in hundreds of media stories, including on-air interviews of AVMA leadership on news radio and NPR stations from coast to coast and newspaper articles, including the Chicago Tribune, Huffington Post, WNEW CBS, USA Today, NPR in the Pacific Northwest, Baltimore Business Journal, Wyoming Public Radio, the St. Louis Post-Dispatch, WBUR Boston, WBBM Chicago, The Atlantic Magazine, ABC News, WKAX TV Vermont, and the AP among other news sources. A press release was crafted and distributed to targeted cities and states mentioned in the Sourcebook. These localized releases resulted in hundreds of print, television news, electronic media, and radio media stories nationwide.

Convention—Media Relations hosts an onsite press room at the annual AVMA convention. Press releases highlighting convention programming are broadly distributed before, during, and after the annual convention. During the 2012 AVMA Convention in San Diego, the press room registered more than 50 local and national members of the media, garnering coverage in local and national markets. The Room was the site for a press conference on the Partnership for Healthy Pets and the release of the 2012 US Pet Ownership and Demographic Sourcebook.

Dog Bite Prevention Campaign—Once again, the AVMA partnered with the US Postal Service, American Academy of Pediatrics, American Society of Plastic Surgeons, American Society of Maxillofacial Surgeons, and American Society for Reconstructive Microsurgery during May to promote the National Dog Bite Prevention public education campaign. The pet, consumer, and health media received a joint press release issued by the co-sponsors and used that as the basis for many stories. A podcast, video news release, and in-depth prevention video were distributed to media across the country and posted to the AVMA Media Library, on the AVMA YouTube channel, and distributed as part of the public education campaign. A bilingual coloring book, produced by the Communications Division, was used in dog bite prevention campaigns across the country.

Podcasts—In 2012 AVMA Media Relations staff continued the production of its two podcast series: AVMA Animal Tracks, featuring weekly interviews with AVMA members discussing pet health and wellness issues aimed at educating pet owners, and Chew on This, a bimonthly podcast that focuses on food safety. Both podcasts are available on the AVMA website through an RSS feed and can be downloaded through Apple iTunes. In addition, Media Relations staff worked with staff in Marketing and the Convention and Meeting Planning Services Division to develop a separate series of podcasts to highlight sessions and increase attendance at the AVMA Convention.

Video Production—In-house video production has become a major component of the outreach program. Communications staff write, direct, and edit videos for distribution on www.Youtube.com, the AVMA media library, and DVDs. When appropriate, press releases link directly to videos.
In the past year, the Association has produced videos on dog bite prevention, summer and winter hazards, exotic pets, traveling with your pet, pet preventive healthcare, rabies, dogs in parked cars, cat and dog adoption, pet fish and birds, amphibians and reptiles as pets, holiday hazards, vaccinations and microchip identification. AVMA videos are used by other websites as part of their programming, and footage from AVMA videos is used by television stations in conjunction with their news stories.

In addition, the “Best of AVMA-TV,” a compilation of 25 videos on subjects ranging from brushing your pet’s teeth to parasite control was re-formatted and made available to AVMA members on DVD for use in clinic reception areas, waiting rooms, classrooms, and in community education programs. The DVD also includes ten “quick-tip” segments that offer viewers advice on pet care, adoption, training, and socialization to name a few.

**AVMA@Work**—AVMA@Work, the AVMA monthly e-newsletter designed to update members about key Association news and programs, has shown steady and marked growth since it was launched in October 2007. More than 63,000 AVMA members receive AVMA@Work and it averages an approximate 25% open rate each month. The online version of AVMA@Work functions as an interactive blog and allows readers to comment on content and to view the comments of others.

Through the AVMA@Work blog, we are able to post breaking news immediately, inform our members about important Association business such as Executive Board elections, and seek input on a myriad of topics ranging from strategic planning to animal welfare. Several AVMA staff members from across the divisional spectrum now post regularly on the AVMA@Work, representing the Animal Welfare, Scientific Activities, Communications, Governmental Relations, and Membership divisions, as well as the Office of the Executive Vice President.

**Animal Health SmartBrief**—2012 marked the third year of AVMA’s partnership with SmartBrief, Inc., to produce and distribute Animal Health SmartBrief, a daily compendium of news articles. Animal Health SmartBrief provides more than 33,000 subscribers with the latest news relevant to the veterinary profession, as well as business tips and the latest news from the AVMA. The brief, which is supported by advertising, brought in more than $35,000 in revenue for the AVMA in the last fiscal year.

**AVMA Health News Bytes**—AVMA Health News Bytes is a monthly digest of ongoing research in the field of comparative medicine that helps highlight some of the remarkable research achievements at our nation’s 28 colleges of veterinary medicine. Health News Bytes is sent electronically each month to more than 3,500 subscribers, about 350 of whom are human health reporters from national media outlets. The remainder of the subscribers are AVMA members who opted in to receive the digest. Health News Bytes continues to be a valuable tool for helping the AVMA and its accredited colleges/schools garner media attention in both print and broadcast markets. Even as staffing cuts have increased at American news outlets over the past year, the number of AVMA Health News Bytes recipients remains on par with our original numbers. Our monthly open rate for Health News Bytes is about 35%.

**Newsletter Articles**—Media Relations regularly submits articles to newsletters across the country. These submissions are often to smaller veterinary associations in an effort to keep members of that association informed about some of the larger, federal lobbying efforts of the AVMA Governmental Relations Division, and also to industry newsletters to inform the public about AVMA partnerships, public outreach campaigns and scientific endeavors.
AVMA Online Press Room—Content in the Online Press Room has increased significantly during the past year. In addition to all AVMA press releases and public statements, sorted by date and subject, visitors can find a photo gallery of images that reporters may find useful, including photographs of AVMA leaders and board members, veterinarians and animals. Staff is constantly expanding and improving the media library, and, as a result, it has more than tripled in size. New categories of photographs have been created, including large and small animal veterinarians. Photo shoots at clinics, farms and teaching facilities are continually adding to this gallery. Speeches given by AVMA leaders are also posted on the Press Room site, and a collection of suggested story ideas for reporters, including photographs and background materials, has been created. These materials are updated regularly in order to keep the Press Room current.

Radio News Releases—An integrated public relations campaign featuring a multi-media tour and audio news releases was launched in spring 2012. The spring campaign focused on National Pet Week and responsible pet ownership. The summer campaign featured summer pet care tips and the fall/winter campaign focused on holiday pet safety tips. MyVeterinarian.com was mentioned in each as a resource for additional information.

Each of these campaigns featured an Audio news release in English and Spanish, a press release in English and Spanish, and radio, television, and blog interviews featuring 56 veterinarians from across the US.

Together these interviews garnered more than 142 million audience impressions, 4 million unique monthly web views, and 49 million radio impressions.

Department of Professional and Public Affairs
The Department of Professional and Public Affairs (DPPA) regularly interacts and collaborates with every department in the Communications Division as well as all other divisions to ensure the accuracy and relevancy of information and products produced by the AVMA.

Over the past year, DPPA staff assisted in the development of talking points, presentations, and speeches for AVMA leadership and representatives attending local and national meetings. Staff also provide bimonthly updates, for use by leadership, on AVMA activities on behalf of the profession.

DPPA staff monitor and moderate the AVMA NOAH discussion boards. DPPA staff is also involved in the Communications Division discovery team, which evaluates incoming communications projects for strategy, effectiveness, and implementation formats.

DPPA staff develop content and provide resources for the AVMA website home page and for many landing pages within the AVMA website. Over the past year, a number of resources were developed or updated in cooperation with other AVMA divisions, including FAQs for veterinarians and pet owners about compounding. Other pages, such as pet food and product recall pages, and home page alerts are regularly monitored and updated.

Working with Media Relations and other Communications staff, DPPA assists in identifying topics and interviewees for the Animal Tracks, and Chew on This podcast series. Staff also provides information and media interviews to both industry and national press on various subjects. National media coverage of canine parvovirus and influenza outbreaks, chicken jerky treat illnesses, and other issues resulted in numerous interviews with print, TV, and online media.
DPPA staff initiated campaigns such as “why you need a veterinarian on your zombie apocalypse survival team” and Dr. Aspros’ clearance of Santa’s reindeer for flight, which provided fun opportunities for the AVMA to promote veterinary medicine to the general public. DPPA staff represented the AVMA in exhibit halls at several meetings, including WVC and the SAVMA Symposium.

Environmental scanning is an important component of DPPA responsibilities. Active participation in several message boards on the Veterinary Information Network (VIN) has facilitated communication with veterinarians and AVMA/VIN members. DPPA staff perform regular reviews of DHS, ProMed, BioMed Central, Equine Clinicians’ Network, and AAEP e-newsletters and electronic publications for content relevant to AVMA and veterinary medicine. Social media scanning via Facebook, HootSuite, and social media alert systems is also critical. When a potential issue or crisis is identified, the matter is investigated and an appropriate response is initiated, usually in conjunction with another AVMA division. Weekly environmental scanning reports are provided to the Executive Board, OEVP, and Staff Leadership Team.

The DPPA plays a major role in developing and maintaining the AVMA presence in social media. The AVMA currently has seven Twitter feeds. The DPPA, in cooperation with the Electronic Communications Department, maintains three of the feeds. The AVMA Facebook fan page continues to attract veterinarians and the public, and topped 25,000 fans this year (more than 300% growth in one year). The number of followers on Twitter and Facebook continues to grow, as does engagement with followers. Numerous other social media outlets are monitored. DPPA staff is heavily involved in the social media outreach surrounding the AVMA Convention.

DPPA staff provides content guidance and on-air presence for a new AVMA news product, “AVMA Now.” This product is a biweekly, members-only video intended to keep AVMA members current on news, events, and hot topics in the profession and at the Association.

During the multi-year AVMA website redevelopment process, DPPA staff continued to work closely with the Electronic Communications and IT Services teams to provide feedback and input on the site and new developments.

**State Legislative and Regulatory Affairs Department**

The State Legislative and Regulatory Affairs (SLRA) Department provides assistance to AVMA constituent organizations and engages various stakeholders in state legislative outreach. The 2012 legislative cycle was again a busy one, with more than 150,000 bills introduced and 40,000 adopted.

Animal-related legislative agendas include various animal welfare issues, increased penalties for animal cruelty crimes, potential non-economic damage allowances, regulation of commercial dog and cat operations, pet lemon laws, pet trusts, inclusion of pets in domestic orders of protection, and proposed taxes on veterinary services. Veterinary medicine continues to be challenged by non-veterinarians who seek to gain more authority to work independently, especially in the area of livestock reproductive services, equine teeth floating, and canine teeth cleaning. Increasingly, pharmacy issues such as compounding, inclusion of veterinarians in prescription monitoring programs, and mandatory prescriptions are attracting the interest of state legislatures and agencies.

There is also an uptick in state legislation introduced to prohibit non-therapeutic uses of antibiotics in livestock feed. Legislation addressing videotaping or recording suspected acts of livestock animal abuse and obtaining access to an animal facility by false pretenses has been considered and at times approved in several states during the past 12 months.
On the issue of emotion-based damages in animal litigation, AVMA joined the Louisiana and Texas VMAs in filing briefs with courts in those states to oppose expansion of liability in measuring the compensatory value of a pet. Both the Texas Supreme Court and the Louisiana Court of Appeals issued rulings in line with AVMA’s position. The AVMA assisted the Texas VMA with paying some of its legal expenses in its case, which due to unusual circumstances, exceeded the original estimate by a significant amount.

Legislative/Regulatory Tracking and Reporting—In 2012 AVMA continued using Congressional Quarterly’s StateTrack for electronic monitoring of state legislation and regulatory agency action impacting veterinary medicine. AVMA also utilizes Westlaw for legal research, a subscription it shares with the Office of the General Counsel. Staff is pleased with the quality, enhanced capability, and customer service provided by the two vendors.

The SLRA Department tracked and distributed to state VMAs more than 1,800 bills and regulations related to the practice of veterinary medicine in 2012. In the first three months of 2013, the Department had already sent approximately 800 alerts to state VMAs. SLRA has contracted with a former state VMA executive director, to provide assistance in legislative tracking and analysis during the busiest months of the year.

Further, the SLRA Department responds to about 200 questions and/or requests per year from state VMAs, legislators, regulators, AVMA staff, AVMA members, and the public.

Each month, AVMA prepares a State Legislative Update that identifies, summarizes, and reports on selected 50-75 measures pending around the country deemed to have significant impact on the profession. The update is sent monthly to the Executive Board, House of Delegates, State Advocacy Committee, state and allied VMAs, AVMA staff, and any member who opts in. This information is forwarded to numerous other sources, including government and media. The subscription list for the Update is approximately 2,400, including AVMA members who are interested in legislative news. In December 2012 SLRA prepared, distributed, and posted a state legislative report covering last year’s legislative sessions.

Assisting Veterinary Medical Associations—In addition to tracking and reporting, the SLRA Department provides comprehensive, hands-on assistance to state VMAs on request. This assistance includes providing AVMA positions, issue papers, and other supporting material such as information related to experience in other states. Other actions include analysis of legislative language for impact to veterinarians, legislative drafting, writing letters to legislators/executive branch, facilitating development of coalitions, and providing strategic advice and legal research.

A few recent examples of AVMA activity in conjunction with state VMA efforts on significant measures include:

- Assisted the Arkansas VMA with analysis of how a “right to work” bill may impact the ability of teeth floaters and other non-veterinarians to work on animals independently
- Provided Oregon VMA with advice on use of the term “sentient beings” in an animal cruelty bill
- Joined amicus briefs and otherwise collaborated with Texas and Louisiana VMAs in opposing claims in court cases asking awards for emotion-based damages
- Reviewed not-for-profit delivery bill drafts in Alabama and South Carolina for those state VMAs
- Drafted message points at the request of Connecticut VMA in opposition of a bill to create “animal advocates” in family court cases
- Participated in a planning meeting of the Chicago VMA in anticipation of introduction of a proposed ordinance to restrict the ability of retail establishments to sell pets to the public
- Provided the Oklahoma VMA with relevant AVMA policy that addresses bills introduced to authorize the opening of horse processing plants and legalizing the production and sale of horse meat; assisted state legislator with AVMA views on these issues
- Addressed a Wisconsin VMA concern about the state pharmacy board treating phenylpropanolamine as a Schedule V monitored drug, resulting in prompt contact with the DEA
- Advised Wisconsin VMA on the advantages and disadvantages of having the veterinary examining board within the Department of Agriculture as opposed to another state agency
- Assisted Maine VMA in analyzing various issues raised by proposed legislation to expand emotion-based damages in cases involving intentional or criminal conduct
- Provided state VMAs in Louisiana, Minnesota, and Ohio with talking points and materials used successfully in other states to defeat proposed taxes on veterinary services.

**Outreach to Veterinary Medicine** - One of the top priorities for SLRA Department staff remains networking with AVMA constituent organizations and learning about their legislative issues and needs. Staff participate in the annual meeting of the American Society of Veterinary Medical Association Executives as well as its fall, winter and spring meetings. The assistant director is a member of the ASVMAE Board of directors.

Department staff presented state legislative updates at the American Veterinary Medical Law Association annual meeting, Washington DC lobby day of SAVMA, New England Veterinary Leadership Conference, and via webinar to ASVMAE members.

The assistant director of the department served as one of two primary staff consultants to the Task Force on the AVMA Model Veterinary Practice Act, a document that provides guidance to state legislators and regulators on how to regulate the practice of veterinary medicine. At its 2012 winter and summer meetings, the House of Delegates approved the Task Force recommended revisions.

SLRA Department staff hosted the most recent Public Policy Symposium in Dallas in September 2012. A record number of attendees, about 100, participated in sessions covering many issues, including:
- Scope of Practice
- Antimicrobial Use and Resistance
- Wildlife Issues Faced by the Veterinary Profession
- Not-for-Profit Shelters and Government Subsidized Care
- Animal Welfare and Livestock Care Regulations
- Pharmacy Issues such as Prescription Legislation, Pharmacy Regulation, and Drug Availability
- State and Federal Funding of Veterinary Colleges and Research Initiatives.

The symposium also featured the latest changes in AVMA policy and a panel discussion on advocacy tools for veterinary medical associations. In addition, the AVMA offered a four-hour media training session to ten symposium attendees who registered for this special program.

Staff is working with the State Advocacy Committee and the Convention and Meeting Planning Division in planning the 2014 AVMA Public Policy Symposium.

Staff continues to develop background talking points for AVMA leaders attending state and regional veterinary meetings.
Outreach to Public Policy Decision Makers—AVMA continues to increase its profile with state policy makers. In August 2012, the AVMA once again exhibited at the National Conference of State Legislators in Chicago. The conference attracted more than 5,000 attendees. Several members of the Illinois and Chicago VMAs helped SLRA Department staff its booth, which was visited by legislators and legislative staff from across the country. Staff spoke with several legislators about the AVMA model bill on companion animal breeders and retailers, and provided copies to those interested in introducing similar bills in their states. The conference was a great chance to interact with legislators and get the word out about issues important to AVMA members and state VMAs.

For the 8th year in a row, staff participated in the State Agricultural and Rural Leaders (SARL) annual meeting held in 2012 in Washington, DC. It was a well-attended meeting, with nearly 150 state legislators and more than 100 private and industry representatives. The meeting included a briefing on Capitol Hill from Senate Agriculture Committee staff and House Energy Committee staff. The group attended a briefing at the White House, where speakers included key White House staff, as well as USDA Secretary Tom Vilsack.

Staff plan to attend the next SARL meeting, which is scheduled for June, 2013. SLRA staff also plan to participate in upcoming meetings of the Council of State Governments and American Association of State Veterinary Boards. In December 2013, AVMA will attend a conference sponsored by the Nonhuman Rights Project, a group aiming to win “personhood” legal rights for some animals. SLRF staff is interested in learning more about various legal theories likely to be used and states that may be targeted for this type of court action.

The increased interaction with key policy makers is gaining AVMA valuable visibility. Evidence includes an increase in the number of calls to our office from legislators and regulators, the use of the AVMA State Legislative Update by organizations such as SARL and Council of State Governments, and increased website traffic on the state advocacy pages.

Outreach to Legal Profession—The Legal Outreach Program (LOP) was approved as a permanent program in 2009. The LOP allows the AVMA to bring a veterinary perspective on important animal and veterinary law issues to law schools, bar associations and veterinary schools. The majority of the presentations have focused on non-economic damages and pet guardianship; however other animal law topics, including animal abuse reporting and livestock housing standards, have become more popular. The Department created a new landing page for the LOP on the state advocacy section of the AVMA website.

In 2012, the AVMA presented at the following law schools and bar associations:

- DuPage (Illinois) County Bar Association
- Georgia State Bar Association
- Louisiana State Bar Association
- DePaul University College of Law
- Emory University School of Law
- Northern Illinois University College of Law
- Pepperdine University School of Law
- Stetson University College of Law
- William and Mary School of Law
Future events are currently being coordinated for the Chicago and New Jersey Bar Associations.

**Creating Advocacy Tools**—The advocacy materials posted on the VMA Executive and State Advocacy sections of the AVMA website continues to grow and improve, a critical part of the AVMA’s ability to provide timely information to state VMAs and others regarding state legislation and regulation.

In 2012, the state advocacy pages attracted 70,724 visits from 47,304 unique visitors. This represents an increase in traffic of 4% in one year, 24% in two years, and an astonishing 80% in three years.

Over 1,000 individuals are subscribed to receive the Executive Resource Center Newsl ink each month, highlighting resources posted on this microsite for leaders of constituent organizations.

Staff has developed and posted on its website materials designed to assist state VMAs with scope of practice challenges, including a public relations brochure developed by the Iowa VMA, a comparison of veterinarians’ educational/training qualifications with those of non-veterinary animal care providers, and a sample questionnaire that state VMAs can use to survey members regarding the availability of veterinarians in the state to perform certain procedures currently being proposed to be performed by non-veterinarians. A bill analysis and an example of an illegal practice reporting form was also posted.

Staff also researched existing laws and selected several models that can be used or further developed to assist VMAs in advocating for responsible veterinary oversight over therapies and procedures being considered for independent practice by non-veterinary groups. Examples include chiropractors, physical therapists, lay equine dentists, and livestock reproductive technicians. Staff maintains sample legislative bills to distribute on an as-needed basis with appropriate context.

**Other Activity**—Responding to a request from the Judicial Council, staff contacted state VMA executive directors about considering changing overly restrictive laws in how veterinarians can use or advertise their degrees or the fact they are veterinarians even if not licensed in that state.

The American Board of Veterinary Specialties (ABVS) requested assistance in reaching out to state VMAs in states that do not have laws defining who can claim to be a veterinarian specialist. Working with several members of ABVS, staff developed and sent a memorandum to 30 state VMAs, promoting AVMA-developed language that can be adapted for legislation or administrative rule.

The Department continues to improve and update other portions of the website—the legislative issues section is continuously updated as laws and regulations are adopted. In addition, both members of the department are registered bloggers on AVMA@work and have posted throughout the year on topics ranging from the bill of the week to governors’ proclamations to honor AVMA’s 150th anniversary.

SLRA staff provide legal research and writing services to the Office of General Counsel, including crucial support on developing a legal backgrounder on not-for-profit organizations providing low-cost or subsidized veterinary care, and how states regulate the use of the term “veterinarian” and advertising their veterinary degrees.

**THE CONVENTION AND MEETING PLANNING DIVISION**

**2012 AVMA Annual Convention**—The 2012 AVMA Annual Convention was held August 3–7, 2012 in San Diego, California and attracted a total attendance of 8,751. Overall attendance was slightly higher
than 2011 in St. Louis, Missouri (8,676) which included 797 attendees from the Poultry Science Association partnership.

The Convention Management and Program Committee (CMPC) met twice over the course of the year and once via conference call to discuss the current convention and to plan for future Conventions. The Institutional Animal Care and Use Committee met once face-to-face and twice via conference call.

**Continuing Education**—The 2012 convention education program offered over 1,100 hours of CE programming with an average of 58 attendees in each session. In addition to the regular CE programming, the Interactive Lab program offered 19 veterinarian labs and two veterinary technician labs. Veterinary technicians were able to attend both labs in their section as well as 11 of the veterinarian labs.

New this year was the Technician Student/New Grad Boot Camp. This all day off-site CE event enhanced technician skills to prepare for taking the Veterinary Technician National Exam. Also included in the CE program was the unveiling of the day-long Partners for Healthy Pets symposium and the USDA APHIS NVAP Renewal Modules series. The Partners for Healthy Pets symposium offered tools to help the healthcare team strengthen their clients’ commitment to providing pets with the preventive healthcare they deserve. The symposium was titled “Together: Tools for Creating Healthier Outcomes.” The USDA APHIS NVAP Renewal Modules series included 16 modules that introduced veterinarians to the new veterinary accreditation program, the importance and benefits of being an accredited veterinarian, and the duties and responsibilities of accredited veterinarians.

Nine companies offered a total of 11 Sunrise CE Sessions either on Sunday or Monday morning. These sponsored sessions allow exhibitors an opportunity to provide information on their latest products, services, research, and development initiatives. Twenty-four Practice Tips and two Lunchtime Connections were again offered for attendees to continue learning over the lunch break. Eleven Hot Topics were offered throughout the program covering a wide range of topics. In addition, five sponsored symposia, including the Diversity Symposium, were offered in 2012.

The Computer Learning Center (CLC) offered 14 computer-based courses to enhance attendee computer and technical skills with hands-on learning in a computer lab setting. Included was a series of three EXCELlent Epidemiology workshop sessions, an expansion from 2011.

Again this year, AgriTalk broadcast its radio show live from the AVMA exhibit hall in San Diego. The show was well received and initial plans are underway to repeat the broadcast in 2013.

**Income & Registration**—The 2012 AVMA Annual Convention realized net income over expenses of $984,480. Registration fees were the same as in 2011—AVMA member fees were $475 in advance, $525 pre-convention, and $575 onsite. International attendees who were members of a national veterinary association were eligible to register at the AVMA member rate. Non-member fees were $700, $750, and $800. Spouses, children under 18, and guest fees were $25, $30, and $35 respectively. Veterinary Technician fees were $225, $250, and $275. Veterinary students continued to receive complimentary registration if submitted prior to the preconvention deadline. Students registering onsite were charged a $75 registration fee. Exhibitor badge fees for those exhibitors exceeding their allotment and non-commercial exhibitor badges were $325 each. Exhibit badges were discounted $25 if the company’s booth personnel booked rooms within the AVMA hotel block.
**Special Activities and Events**—The California and San Diego VMAs hosted the Welcome Center at the San Diego Convention Center. The area provided attendees with lounge seating to take a break and catch up with colleagues while mingling with VMA volunteers.

New in 2012 was the ‘First-Time Attendee Reception.’ The event provided attendees with a place to meet colleagues and fellow first-time attendees, mingle with the CMPC, and AVMA staff and leadership. First time attendees were provided with tips on maximizing their convention experience. Over 450 first-timers attended and reported in a follow-up survey that the event was valuable and recommended it continue to be offered.

The 2012 AVMA Opening Session was held in the San Diego Convention Center on Friday, August 3. Hill’s Pet Nutrition, Inc. continued its sponsorship of the program, which included a keynote presentation by Joan Embrey, whose primary mission is to raise animal awareness and wildlife conservation. AVMA’s Got Talent 2011 winner, Kelley Marchbanks, sang the national anthem. The event was emceed by TV star Jay Thomas.

A steel drum band welcomed attendees to the grand opening of the exhibit hall complete with a ribbon cutting ceremony. The exhibit hall passport program was a convention favorite for many attendees with multiple opportunities to earn prizes. A mariachi band with Flamenco dancers entertained attendees at the Saturday evening exhibit hall reception. In addition several breaks and lunch opportunities occurred in the exhibit hall throughout the convention to help drive attendees to exhibitors.

The AVMA Concert, sponsored by Merial, featured Smash Mouth on Saturday evening. The concert is a convention highlight, especially for many of the children that participated on stage.

A Night on the Midway was held Sunday featuring self-led tours, commemorative photos, simulated flight adventures, music and dancing on the flight deck, snacks, and an event ending fireworks show sponsored by Bayer.

The Executive Board met on Wednesday, August 1 followed by dinner at the San Diego Zoo. The night included a tour of the zoo, a close up with the camels, dinner, and awards ceremony.

Sporting events included a golf outing and the Trails for Tails 5K run/walk along the San Diego bay. Both convention attendees and local community members woke early Sunday morning to show their support for the AVMF animal welfare programs and local animal shelters. Over 50 runners ran with their dogs and nearly 500 runners and over 20 volunteers participated in the event.

The AVMF continued its Our Oath in Action project at San Diego animal shelters to refresh and refurbish those shelters in need. The Foundation also hosted An Evening on the USS Midway—the event served over 1,150 attendees.

Several events were held specifically for technician attendees including a Mexican Fiesta on Monday evening, lunches on Saturday and Sunday, and a rejuvenation station where complementary refreshments were provided.

**Business Meetings and Alumni Receptions**—In addition to the convention educational program and convention center activities, the Convention and Meeting Planning Division (CMPD) coordinates the logistics of AVMA business meetings, and for 30+ affiliated groups that meet in conjunction with the AVMA during the convention.
The installation of the 2012 AVMA President was held during the President's Installation Luncheon on Tuesday, August 6—his term became effective at the close of the San Diego Convention. The Student AVMA and Auxiliary to the AVMA also conducted business prior to the start of the Annual Convention.

The AVMA Professional Liability Trust, AVMA Group Health and Life Insurance Trust (GHLIT), Student Auxiliary to the AVMA, AVMA Political Action Committee (PAC), and AVMF were among the Associated Groups holding business meetings, educational programs, member forums, and social events at the 2012 AVMA Annual Convention.

Alumni Receptions hosted by veterinary colleges and schools were held during the evening of Monday, August 6 throughout San Diego. These functions provided an excellent opportunity for convention attendees to network with fellow alumni and meet new graduates.

**Exhibit Hall**—The 2012 Exhibit Hall included 303 commercial and non-commercial exhibiting companies with a total of 47,200 square feet occupied. Previous year comparisons are noted below.

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**Future AVMA Annual Conventions**
- July 19—23, 2013 Chicago, Celebrating 150 years
- July 25—29, 2014 Denver
- July 10—14, 2015 Boston
- August 5—9, 2016 San Antonio

**2013 Veterinary Leadership Conference**—The 2013 Veterinary Leadership Conference (VLC) was held Thursday, January 3 through Sunday, January 6 at the Westin Michigan Avenue in Chicago. The mission of the VLC is to develop leaders for the benefit of the individual and the veterinary profession.

Pfizer (now Zoetis) sponsored the overall 2013 Conference. The AVMA PAC held its board meeting in conjunction with the VLC and provided lunch for Emerging Leaders interested in learning more about the AVMA PAC. They also held a silent wine auction with wines provided by many of the state VMAs.

Several business meetings were held in conjunction with VLC by both AVMA related groups (Task Force on Governance and Member Participation, Future Leaders, Partners for Health Pets, Veterinary Medical Assistance Teams) and associated groups (Southwest Veterinary Leadership Conference, American Society of Veterinary Medical Association Executives, American Association of Bovine Practitioners).

The VLC Planning Committee met onsite at the 2012 VLC and once a month via conference call excluding the months preceding Convention and the VLC.

**VLC Attendance**—564 (an increase of 32 from 2012)

**VLC Schedule**—The 2013 schedule was arranged to allow all attendees to participate in the Friday afternoon Governance Dialog. The Emerging Leaders Networking event on Thursday evening was an interactive reception with current and emerging leaders discussing relevant veterinary issues. On Sunday,
additional time for the Mini Veterinary Leadership Experience was added to the schedule. Three concurrent workshops (as opposed to two in past years) were repeated twice and geared toward the state VMA attendees.

The Friday program consisted of a President/President Elect Forum, an Emerging Leaders/New Delegate Orientation, a Governance Dialog, Executive Board Meeting, House Advisory Committee Meeting, Welcome Reception and Exhibits. Exhibitors at the VLC were the AVMA PAC, GHLIT, AVMA Professional Liability Insurance Trust, and the AVMF.

The Saturday program consisted of a breakfast, opening session, three morning and afternoon workshops, the HOD Regular Winter Session, the Mini VLE, District Caucuses, Networking Lunch, ASVMAE Membership Luncheon, Reference Committee meetings, and PAC Wine Auction Reception. The event ended with a breakfast, a closing session and the Mini VLE on Sunday.

Survey Results—Below are the Overall Key Findings of the survey that went out to attendees.

- Attendance: 64.5% of attendees had attended the VLC prior to the 2013 conference. While the primary reason given for attending the conference was to attend the HOD session (37.5%), learn more about becoming a leader in organized veterinary medicine was mentioned by 28.5% of the respondents, and meet with other leaders was given by 18.1% of attendees.

- Keynote Presentation: Most attendees (92.6%) viewed the keynote presentation. The keynote speaker presentation received a rating of (6.1) which was similar to the (6.3) rating in 2012. Many positive comments were made such as “excellent speaker” and “inspiring and motivating.”

- Closing Address: Nearly seven of ten attendees were present at the closing address. The closing speaker ratings were much higher in 2013 (5.9) compared to 2012 (4.6). Comments such as “excellent speaker” and “good information” were made as well as many other positive comments.

- Governance Dialog: Nearly nine out of ten (89.2%) attendees were present at the Governance Dialog. This session received a low mean rating of 3.3. 74.8% of attendees made comments about the session and most were negative.

- Overall Rating/Recommend: Of those who responded, 88.2% were very or somewhat satisfied with the VLC, which is significantly lower than in 2012 (96.0%). The percentage who would recommend the VLC was also lower in 2013, 89.0% compared to 94.6% in 2012.


2012 State Public Policy Symposium—The 2012 State Public Policy Symposium was held September 21 – 22, 2012 at the Fairmont Dallas in conjunction with the Southwest Veterinary Symposium. The CMPD supported the State Advisory Committee and support staff in managing all logistical aspects of the meeting attended by almost 100. The schedule included two general sessions, nine breakout workshops, and a breakfast and dinner.

2012-2013 Meetings in the AVMA Conference Center—There are over 100 meetings booked in the AVMA Conference Center from July 2012 – June 2013.

EDUCATION AND RESEARCH DIVISION

The Education and Research (E&R) Division is staffed by ten personnel, including four veterinarians (a Director and three Assistant Directors), a veterinary technician (an Assistant Director), a technical writer,
an ECFVG Coordinator, an ECFVG Testing Coordinator, a Technician Education Coordinator, and an administrative assistant. Division staff support eight entities including two councils, four committees, one commission, and one board. Support includes agenda and correspondence development; research; guidance and facilitation of meetings; preparation of minutes, reports, and surveys; maintenance of records, policies, and procedures; and implementation of approved policy. Education and Research Division staff also manage 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.

During the 2012-2013 Association year, the Education and Research Division served as staff support for the following entities:

**Council on Education (COE)**—The Council is the accrediting agency for veterinary medical education in the US and Canada. The Council is recognized by both the federal government through the US Department of Education (USDE) as well as by the Council on Higher Education Accreditation (CHEA), a non-governmental organization that sets standards for educational accrediting entities. The COE currently accredits 46 veterinary colleges (28 in the USA, five in Canada, five across Europe, four in Australia, one in New Zealand, one in Mexico, and two in the West Indies). The current list of AVMA COE-accredited veterinary schools and colleges is available at: www.avma.org/education/cvea/colleges_accredited/colleges_accredited.asp.

During the 2012-2013 Association year, the Council:
- Conducted 13 comprehensive site visits, one consultative site visit, and one focused site visit
- Reviewed annual reports from 34 accredited colleges.
- Reviewed four of the eleven standards of accreditation for validity and reliability.

Education and Research staff supporting the COE actively participated in meetings with the following groups to ensure currency with best accreditation practices:
- Association of Specialized and Professional Accreditors (ASPA)
- The CHEA
- US Department of Education, National Advisory Committee on Institutional Quality and Integrity

Following thorough review, USDE renewed recognition of the COE as the accrediting body for veterinary medical education for 12 months, at which time the Council shall submit a compliance report.

**Council on Research (COR)**—The AVMA Bylaws charge the COR to recommend, coordinate, evaluate, monitor, and promote veterinary medical research. An Assistant Director serves as staff consultant to the COR and is supported in these endeavors by an administrative assistant. During the 2012-2013 Association year, the COR pursued its charge through the following activities:
- Reviewed AVMA polices related to research and recommended appropriate updates to the Executive Board. Of particular note, the COR completely revised the policy "Research Priorities of the AVMA" to reflect current research issues and agendas related to veterinarians and veterinary medicine.
- Represented the AVMA and American Veterinary Medical Foundation (AVMF) at the 12th Annual Merial-NIH National Veterinary Scholars Symposium held in August 2012 at Colorado State University and served as a judge for the AVMA/AVMF-sponsored Young Investigators Award held in conjunction with the Symposium.
• Collaborated with the AVMF to support Association and Foundation research goals, which included writing a memo of support to the Executive Board recommending the appropriation of $250,000 to establish staff and a business plan for the Animal Health Network (AHN). The AHN is intended to serve as a source of research funding for studies involving horses, dogs, and cats and is a progression of the Institute for Companion Animal and Equine Research (ICAER) – a concept that originated from the Council on Research in 2003.

• Maintained AVMA liaison relationships with the Association for Assessment and Accreditation of Laboratory Animal Care International (AAALAC), American Association for Laboratory Animal Science (AALAS), National Association for Biomedical Research (NABR), and National Coalition for Food and Agricultural Research (NC-FAR).

• Selected recipients for the 2013 AVMA Lifetime Excellence in Research Award, AVMF/AKC Career Achievement Award in Canine Research, and AVMF/Winn Feline Foundation Research Award.

• Organized the “Breakthroughs in Clinical Research—Discovering the Medicine We Practice Tomorrow” symposium to be held at the AVMA Annual Convention in Chicago, IL in July 2013 and planned the “Breakthroughs in Clinical Research—Endocrinology” symposium for the 2014 AVMA meeting in Denver, CO.

• Contributed to the development of AVMA comments submitted in response to Federal Register notices from the US Department of Health and Human Services and US Department of Agriculture.

• Continued work to fulfill objectives related to the AVMA Strategic Goal: Advance Scientific Research and Discovery by:
  o Developing a Biomedical Research landing page on the AVMA website which will be expanded with the intent to educate and advocate for the importance of research affecting animal and human health
  o Developing research content for the public portion of the AVMA website that will educate and advocate for the importance of research affecting animal and human health and will educate on the role of veterinarians in the responsible conduct of research involving animals.
  o Explored and laid the groundwork in concert with the AVMA Convention and Meeting Planning Committee for incorporation of the Merial/NIH Summer Veterinary Scholars Symposium at a future AVMA convention
  o Developing in concert with the AAVMC a database tool that will allow veterinary students and veterinarians interested in pursuing graduate programs or fellowships to search for suitable available opportunities

American Board of Veterinary Specialties (ABVS)—The ABVS establishes and evaluates criteria for determining whether a proposed specialty fills a recognizable need and represents a distinct area of specialization in veterinary medicine, monitors AVMA-recognized veterinary specialty organizations for compliance with ABVS standards, and serves to promote specialty veterinary medicine. An Assistant Director serves as staff consultant to the ABVS and is supported in these endeavors by an administrative assistant.

The Board reviewed annual reports and five-year reviews from each recognized specialty organization to ensure established procedures for credentialing and examination are fairly administered. The current list of AVMA-recognized veterinary specialty organizations, totaling 22, is available on the ABVS web site: www.avma.org/education/abvs/default.asp.

The ABVS received 2 new petitions for consideration as veterinary specialties under the umbrella of existing veterinary specialty organizations. A petition was received for the recognition of Shelter Medicine as a specialty within the American Board of Veterinary Practitioners, and a petition was received for the
recognition of Equine Veterinary Dentistry as a specialty within the American Veterinary Dental College. Currently, these petitions are open for public comment and any comments received will be forwarded to the petitioning organizations to address in their final, full petition for recognition to be submitted in the fall.

Committee on Veterinary Technician Education and Activities (CVTEA)—The CVTEA is the accrediting body for veterinary technician programs in the US.

- The AVMA has a policy of mutual recognition with the veterinary technician accrediting body in Canada.
- CVTEA accredits 209 veterinary technology programs in the US as of November 2012. This includes 189 two-year and 20 four-year programs. Nine programs are delivered by distance learning.
- There are 139 veterinary technology programs on full accreditation, 63 on provisional accreditation, 5 on probationary accreditation, and 2 on terminal (voluntary closure) accreditation.
- 49 site visits completed in 2012. Of those, 20 were new programs seeking provisional accreditation.
- The current list of accredited technology programs is available at https://www.avma.org/ProfessionalDevelopment/Education/Accreditation/Programs/Pages/vettech-programs-all-programs-list.aspx

Educational Commission for Foreign Veterinary Graduates (ECFVG)—The ECFVG administers an assessment process to certify the educational equivalence of foreign graduates of non–AVMA/COE-accredited veterinary schools to allow such graduates to meet state- and federally-mandated educational prerequisites for licensure and employment, respectively. An Assistant Director manages the program and facilitates Commission meetings and program oversight, and is supported in these endeavors by an administrative assistant. The ECFVG Coordinator and ECFVG Testing Coordinator serve full-time to administer the certification program on a day-to-day basis. Program administration involves registering and re-registering candidates into the program; registering candidates for the Basic and Clinical Sciences Examination (BCSE; Step 3 in the certification program) and Clinical Proficiency Examination (CPE; Step 4); reporting BCSE and CPE scores; coordinating BCSE and CPE development and administration with the AVMA’s test vendor (Prometric), examination site, coordinators, and numerous volunteer subject matter experts; communicating with candidates and other stakeholders; and maintaining the candidate database and ECFVG website.

Education and Research Division staff supporting the ECFVG continues to stay abreast of modern systems and annually participates in continuing education programs offered through the Institute for Credentialing Excellence to ensure the Commission acts in accordance with certification-industry best practices.

Current program statistics indicate that:

- Between January 1, 1973 and December 31, 2012, 5,454 ECFVG certificates have been awarded.
- During 2012, 252 graduates of approximately 70 different non–AVMA/COE-accredited veterinary schools in more than 30 different countries have earned ECFVG certificates. Of those 252 graduates, 50 are native-born US citizens.
- During 2012, 301 new program applications were accepted; 41 from native-born US citizens and 260 from native-born citizens of other countries.
- During 2012, the CPE, which is the 3-day, hands-on assessment of clinical veterinary medical skills used in the fourth and final step of the certification program, was administered 23 times across 6 approved sites to 224 candidates taking the full exam and 447 retaking one or more sections.
- During 2012, 11 volunteer subject matter experts participated in item writing, item review, and form review for the BCSE.
• During 2012, 17 volunteer subject matter experts participated in the BCSE job analysis task force.
• During 2012, E&R staff and ECFVG members facilitated three on-site evaluations of CPE sites and three CPE examiner training sessions.
• Between January 1 and April 1, 2013, 82 new candidates enrolled in the ECFVG program. Of these, 7 are native-born US citizens.
• As of April 1, 2013, 1,445 candidates are enrolled in the certification program, of which 159 are native-born US citizens. Of these, 1,445 enrolled candidates, 875 have not yet completed the English language assessment (ECFVG Step 2), BSCE (Step 3), and/or CPE (Step 3); whereas, 570 have completed Steps 1-3 but not yet completed the CPE.

A job analysis study for the Step 3 Basic and Clinical Science Exam (BCSE) was conducted in June 2012 to identify knowledge and task/skills statements that are important to the work performed by recent graduates (within two years) of an AVMA-accredited veterinary school. Further, the data collected was used to improve test specifications used to develop the BCSE.

The results of the study support the following:
• All of the knowledge and task/skills statements that were verified as important through the survey provide the foundation of empirically derived information from which to develop test specifications for the Basic and Clinical Science Examination.
• Evidence was provided in this study that the comprehensiveness of the content within the knowledge and task/skill domains was adequately to well covered.
• The process utilized and all of the information that resulted from the analysis supported the development of the test specifications.

In summary, the study, which used a multi-method approach to identify the knowledge and tasks/skills that are important to the work performed by recent graduates (within two years) of an AVMA-accredited veterinary school, helped define test specifications for the Basic and Clinical Sciences Examination.

AVMA/Association of American Veterinary Medical Colleges (AAVMC) Joint Committee—The Joint Committee serves as a conduit for sharing information, challenges, and opportunities between AVMA and AAVMC leadership.

AVMA/National Association of Veterinary Technicians in America (NAVTA) Executive Board Liaison Committee—The AVMA/NAVTA Executive Board Liaison Committee serves as a conduit for sharing information, challenges, and opportunities between AVMA and NAVTA leadership; meets once a year in conjunction with the AVMA Convention, and may meet in conjunction with an AVMA Executive Board meeting in Schaumburg, as needed.

Council on Education Candidate Qualifications Review Committee (CQRC)—CQRC is charged to develop and maintain a qualification review process for candidates for election to the Council on Education. This includes establishment and publication of COE candidate-qualifications review criteria.
• The CQRC evaluated and approved the qualifications of three COE nominees in 2013.

THE FINANCE & BUSINESS SERVICES DIVISION
The Finance and Business Services Division (FBSD) is responsible for the financial and accounting functions of the AVMA. Duties include financial statement and budget preparation, payroll processing, invoicing/accounts receivable, and disbursements and financial analyses. Division staff perform
accounting functions using software that is fully integrated with the association management software. Monthly financial statements are distributed to the Executive Board and managerial staff. Financial analyses are prepared as required and the Division provides an electronic detailed listing of all income and expense accounts to division directors for review of financial activity and comparison against budgeted line items and historical data. Division staff coordinate the year-end audit and prepare all materials to ensure an accurate and timely audit.

The AVMA Treasurer oversees the management and investment of all AVMA funds. The FBSD Director purchases investments as the Investment Policy allows, including US Government Securities and Certificates of Deposit. In addition, AVMA uses Investment Consultants and Fund Managers for a portion of the AVMA funds that are not required for short-term or mid-term operations. The Investment Consultants work in cooperation with the Treasurer, Executive Vice President, and FBSD Director. All investments are made in keeping with the investment policy established by the Executive Board. The Division is also responsible for the financial statement preparation, accounts payable, and payroll processing and prepares audit materials for the American Veterinary Medical Foundation.

The Division operates the mailroom, secures liability and other forms of Association insurance, and acquires equipment, furniture, and supplies. Division responsibility also includes overseeing the facilities management and maintenance of the AVMA buildings in Schaumburg IL and Washington DC.

The Division serves as staff support for House of Delegates Reference Committee #4, and Executive Board Reference Committee A—Budget and Financial Review Committee. The Budget and Financial Review Committee meets annually to review and draft the budget for the next calendar year. The budget process includes input from staff, the FBSD Director, the Executive Vice President, the Treasurer, and the Budget and Financial Review Committee. The approved budget process develops the budget for presentation to the Executive Board and the House of Delegates.

GOVERNMENTAL RELATIONS DIVISION
The AVMA Washington, DC office houses the Governmental Relations Division (GRD) and the AVMA Washington DC Conference Center. The GRD includes nine full-time staff positions, a Government Relations consultant, and a consultant PAC Manager

The GRD advocates Association policies and positions on federal legislative and regulatory issues that influence animal and human health and advance the veterinary medical profession. Working with colleagues in the AVMA Schaumburg, Ill. office, the AVMA GRD staff has clear regulatory and legislative issue responsibilities for which they are accountable.

The GRD provides staff support to the AVMA Political Action Committee (AVMAPAC) Policy Board and the Legislative Advisory Committee (LAC). The GRD also provides consultative support to other committees, councils, or task forces as requested. The GRD administers two AVMA programs—the AVMA Fellowship Program, and the AVMA GRD Veterinary Student Externship Program.

Tools—The division monitors legislation and regulations promulgated by federal agencies that could impact the profession. The GRD staff utilizes several “tools” both in Washington, DC and at the grassroots level in the states and congressional districts. These tools help to advance legislative and regulatory initiatives and to defeat those initiatives that are detrimental to the profession and to small businesses.
• The GRD Director and Assistant Directors are registered lobbyists and conduct visits to congressional members and staff as required to advance the AVMA legislative agenda.

• Coalitions allow for small organizations to have a stronger unified political voice to work collectively either for or against legislation and regulations. The AVMA is an active member of several coalitions such as the Animal Agriculture Coalition, Small Business Coalition for Affordable Healthcare, and the Pet Health Consortium.

• The AVMA utilizes the expert services of CM Government Relations to assist the GRD in advancing the AVMA legislative and regulatory agenda.

• The AVMAPAC collects personal contributions from AVMA member veterinarians. These contributions are combined to make up the PAC fund, which plays a critical advocacy role by supporting candidates for congressional office who support veterinary issues or who are willing to listen to and consider the AVMA viewpoint. The contributions to federal candidates are often delivered by PAC donors and AVMA members in the candidates' home state/district. This is an effective way for veterinarians to get involved in the political process and help support the profession on Capitol Hill. The AVMA utilizes the services of NTDC, Inc. to manage AVMAPAC.

• The AVMA Congressional Advocacy Network (AVMA-CAN) recruits AVMA members and other volunteers through outreach and educational programs. AVMA-CAN members serve as local links to veterinary medicine for legislators. The AVMA-CAN Government Action Center allows AVMA members and the public to track legislation affecting the veterinary profession with legislative alerts and updates, read summaries of key bills, find out how their respective legislators are voting, and how they can make a difference through the AVMA-CAN.

**AVMA Federal Legislative and Regulatory Agenda**—The AVMA Executive Board sets an aggressive, well-defined federal legislative and regulatory agenda. This agenda is set by working within the AVMA volunteer governance system of councils and committees. The AVMA LAC assists the Executive Board in formulating AVMA policies and positions on federal legislative and regulatory proposals. The AVMAPAC Policy Board helps advance the legislative agenda by contributing to candidates for the US House and Senate who support AVMA policies and promote the Association’s legislative agenda. The AVMA GRD staff work cooperatively with appropriate AVMA Schaumburg staff members to develop and implement strategy to advance the AVMA agenda.
### 112th Congress (2011-2012)

**Appropriations**

AVMA prioritizes some programs administered by the USDA agencies as “active pursuits of passage” and other programs as “support passage” with coalition partners (this is not an exhaustive list of all “support” programs).

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**AVMA Position:** Active Pursuit of Passage

### Animal Welfare/Human Animal Bond Issues


Amends the Animal Welfare Act to prohibit any person from knowingly attending an animal fighting venture or causing a minor to attend such a venture. Sets civil and criminal penalties for violation.

**Status:** H.R. 2492 was introduced 7/11/11 and referred to the House Committee on Agriculture, Subcommittee on Livestock, Dairy, and Poultry, and in addition to the House Committee on the Judiciary, Subcommittee on Crime, Terrorism, and Homeland Security. Language similar to H.R. 2492 has been incorporated into H.R. 6083, the Federal Agriculture Reform and Risk Management Act of 2012. S. 1947 was introduced 12/6/11 and referred to the Senate Committee on Agriculture, Nutrition, and Forestry. S. 1947 passed the Senate by voice vote with an amendment on 12/4/12. Language similar to S. 1947 has been incorporated into S. 3240, the Agriculture Reform, Food and Jobs Act. Language similar to H.R. 2492 has been incorporated into H.R. 6083, the Federal Agriculture Reform and Risk Management Act of 2012.

**AVMA Position:** Active Pursuit of Passage

**H.R. 2966/S. 1176, The American Horse Slaughter Prevention Act of 2011**

Amends the Horse Protection Act to prohibit the shipping, transporting, moving, delivering, receiving, possessing, purchasing, selling, or donation of horses and other equines to be slaughtered for human consumption; gives the Secretary of Agriculture the authority to detain for examination, testing, or taking of evidence, any horse at any horse show, horse exhibition, or horse sale that the Secretary has probable cause to believe is sore or headed to slaughter for human consumption; and, to raise the authorization of appropriations from $500,000 to $5,000,000.
**Status:** H.R. 2966 was introduced 9/19/11 and referred to the House Committee on Energy and Commerce, Subcommittee on Commerce, Manufacturing, and Trade, and in addition to the House Committee on Agriculture, Subcommittee on Livestock, Dairy, and Poultry. S. 1176 was introduced 6/9/11 and referred to the Senate Committee on Commerce, Science, and Transportation.

**AVMA Position:** Active Pursuit of Defeat

**H.R. 6388, Horse Protection Act Amendments**

This bill amends the Horse Protection Act (HPA) to designate additional unlawful acts, strengthen penalties for violations, improve USDA enforcement, and for other purposes. Specific provisions include:

- Defines “action device” to include any boot, collar, chain, roller, or other device that encircles or is placed upon the lower extremity of the leg of a horse; clarifies that the term “management” includes the sponsoring organization and the event manager; creates a penalty structure that requires horses to be disqualified for increasing periods of time based on number of violations (from 180 days to 3 years);
- Requires USDA to license, train, assign and oversee inspectors enforcing the HPA; makes the actual act of soring illegal or directing another person to cause a horse to become sore; prohibits use of action devices on any limb of Tennessee Walking Horses, Spotted Saddle horses, or Racking horses at horse shows, exhibitions, sales or auctions; also bans weighted shoes, pads, wedges, hoof bands, or other devices that is not strictly protective or therapeutic in nature; increases civil and criminal penalties for violation; also allows for periods of time banned from participating in shows, exhibitions, sales or auctions for one or more violations; allows for permanent disqualification for violators on their third or higher violation.

**Status:** H.R. 6388 was introduced 9/13/12 and referred to the House Committee on Energy and Commerce, Subcommittee on Commerce, Manufacturing, and Trade.

**AVMA Position:** Active Pursuit of Passage

**S. 1281, The Horse Transportation Safety Act of 2011**

Amends title 49 of the United States Code, to prohibit the transportation of horses in interstate commerce in a motor vehicle (except a vehicle operated exclusively on rail or rails) containing two or more levels stacked on top of one another. The legislation also sets forth civil penalties for persons who knowingly violate such prohibition.

**Status:** S. 1281 was introduced 12/6/11 and referred to the Senate Committee on Commerce, Science, and Transportation.

**AVMA Position:** Active Pursuit of Passage

**H.R. 198, Veterans Dog Training Therapy Act**

Directs the Secretary of Veterans Affairs to carry out a pilot program for assessing the effectiveness of addressing post-deployment mental health and post-traumatic stress disorder symptoms through a therapeutic medium of service dog training and handling for veterans with disabilities. Requires such program to be carried out at Department of Veterans Affairs (VA) medical centers that can provide training areas for such purposes.

**Status:** Introduced 1/6/11, referred to Committee on Veterans’ Affairs, Subcommittee on Health.

**AVMA Position:** No Action

**H.R. 835/ S. 707, Puppy Uniform Protection and Safety (PUPS) Act**

Amends the Animal Welfare Act to require licensing and inspection of dog breeders who sell more than 50 dogs per year directly to the public. In addition, the legislation requires that dogs in commercial breeding facilities have appropriate space and opportunity for daily exercise.

**AVMA Position:** Support

**H.R. 943, K-9 Companion Corps Act**
Establishes a grant program to encourage the use of assistance dogs by certain members of the Armed Forces and veterans with certain recognized disabilities.

**Status:** Introduced 3/8/11, referred to Committee on Armed Services, Subcommittee on Readiness with subsequent referral to the Committee on Veterans’ Affairs, Subcommittee on Disability Assistance and Memorial Affairs.

**AVMA Position:** Support

**H.R. 1154, Veterans Equal Treatment for Service Dogs (VETS) Act**
Restricts the Secretary of Veterans Affairs (VA) to prohibit the use of service dogs in or on any VA facility or property or property that receives VA funding.

**Status:** H.R. 1154 was introduced 3/17/11 and referred to the House Committee on Veterans’ Affairs, Subcommittee on Health.

**AVMA Position:** Support

**H.R. 1513/S. 810, The Great Ape Protection and Cost Savings Act of 2011**
Prohibits the conducting of invasive research on great apes, the use of federal funds to conduct invasive research on great apes, and the breeding of great apes for the purpose of conducting invasive research. It also requires permanent retirement of all federally-owned great apes to suitable sanctuaries. The AVMA is concerned that there is no funding mechanism for the long-term care of animals that will be placed into permanent retirement and that research focused on improving the health and welfare of affected species that is currently being conducted in zoological settings may be hindered.

**Status:** H.R. 1513 was introduced 4/13/11 and referred to the House Committee on Energy and Commerce, Subcommittee on Health. S. 810 was introduced 4/13/11 and referred to the Senate Committee on Environment and Public Works. Senate Subcommittee on Water and Wildlife legislative hearing held 4/24/12. Ordered to be reported favorably by committee with amendment 7/25/12.

**AVMA Position:** Nonsupport

**H.R. 1733/S. 886, The Interstate Horseracing Improvement Act of 2011**
Amends the Interstate Horseracing Act of 1978 to prohibit the use of performance-enhancing drugs in horses on race-day in races subject interstate off-track wagering. Requires host racing associations to implement policies that prohibit the use of performance-enhancing drugs, bans horses from racing that are under the influence of performance-enhancing drugs, and requires the use of accredited labs and testing regimes. Lays out civil penalties and suspensions from racing for violators. The AVMA is concerned with the overly-broad definition of performance-enhancing drug in this legislation, as well as the lack of authorization of appropriations for conducting required provisions.

**Status:** H.R. 1733 was introduced 5/4/11 and referred to the House Committee on Energy and Commerce, Subcommittee on Commerce, Manufacturing, and Trade. S. 886 was introduced 5/4/11 and referred to the Senate Committee on Commerce, Science, and Transportation.

**AVMA Position:** Nonsupport

**H.R. 2210, Sportsmanship in Hunting Act of 2011**
This bill would amend the federal criminal code to prohibit knowingly (1) transferring, transporting, or possessing a confined exotic animal for purposes of allowing the killing or injuring of that animal for
entertainment or for the collection of a trophy; (2) making available a computer-assisted remote hunt. Defines "confined exotic animal" as a mammal of a species not indigenous to the United States that has been held in captivity for the majority of its life or a continuous period of one year.

**Status:** H.R. 2210 was introduced 6/16/11 and referred to the House Committee on the Judiciary, Subcommittee on Crime, Terrorism, and Homeland Security.

**AVMA Position:** No Action

**H.R. 2256, The Pet Safety and Protection Act of 2011**
Amends the Animal Welfare Act to list permissible sources of dogs and cats used by research facilities to include dogs and cats obtained: (1) from a licensed dealer, (2) from a publicly owned and operated pound or shelter that meets specific requirements, (3) by donation from a person who bred and raised the dog or cat and owned it for not less than one year, or (4) from a research facility licensed by the Secretary of Agriculture. Prohibits dealers from selling or otherwise providing any research facility with random source dogs or cats unless specified requirements are met.

**Status:** H.R. 2256 was introduced 6/21/11 and referred to the House Committee on Agriculture, Subcommittee on Livestock, Dairy, and Poultry.

**AVMA Position:** Nonsupport

**H.R. 2997/S. 1729, Superfund Common Sense Act**
Amends the Comprehensive Environmental Response Compensation and Liability Act of 1980 (CERCLA) to exclude manure from the definition of "hazardous substance" and "pollutant or contaminant" for purposes of such Act. Defines "manure" to mean: (1) digestive emissions, feces, urine, urea and other excrement from livestock; (2) any associated bedding, compost, raw materials or other materials commingled with such excrement from livestock; (3) any process water associated with such items; and (4) any byproducts, constituents, or substances contained in, or originating from, such items or any emissions relating to such items. Amends the Superfund Amendments and Reauthorization Act of 1986 to exempt from notification requirements releases associated with manure.

**Status:** H.R. 2997 was introduced 9/21/11 and referred to the House Committee on Energy and Commerce, Subcommittee on Environment and the Economy, and in addition to the House Committee on Transportation and Infrastructure, Subcommittee on Water Resources and Environment. The Subcommittee on Environment and the Economy held a hearing on 6/25/2012. S. 1729 was introduced 10/18/11 and referred to the Senate Committee on Environment and Public Works.

**AVMA Position:** Support

**H.R. 3359, Traveling Exotic Animal Protection Act**
This bill would amend the Animal Welfare Act (AWA) so that no exhibitor may allow for the participation of an exotic or wild animal (including a non-human primate) in an animal act if that animal had traveled in a mobile housing facility in the previous 15 days. The law shall not apply to accredited zoos and aquariums with certain restrictions; a university, college, laboratory or other facility registered pursuant to section 6 of AWA; animals to be used for film, television or advertising; or rodeos.

**Status:** H.R. 3359 was introduced 11/3/11 and referred to the House Committee on Agriculture, Subcommittee on Livestock, Dairy, and Poultry.

**AVMA Position:** Nonsupport

**H.R. 3704, Downed Animal and Food Safety Protection Act**
This bill would amend the Humane Methods of Slaughter Act of 1958 to require that all nonambulatory livestock in interstate and foreign commerce be immediately and humanely euthanized when such livestock become nonambulatory. Allows for disease testing of such nonambulatory livestock prior to humane euthanasia.
Status: H.R. 3704 was introduced 12/16/11 and referred to the House Committee on Agriculture, Subcommittee on Livestock, Dairy, and Poultry.
AVMA Position: Nonsupport

H.R. 3798/S. 3239, Egg Products Inspection Act Amendments of 2012
Amends the Egg Products Inspection Act to provide a uniform standard for the housing and treatment of egg-laying hens. Provisions in the legislation include: a phase-in of required floor space and adequate environmental enrichments (known as enriched colony housing); a prohibition on feed- and water-withdrawal induced/forced molting; sets the level of acceptable air quality as not more than 25ppm of ammonia; requires the use of euthanasia methods deemed “acceptable” by the AVMA; sets labeling definitions that indicate the type of housing that the egg-laying hens were provided during egg production; and a phase-in for conversion of production percentage of hens [industry-wide] that must be housed according to new standards.
Status: H.R. 3798 was introduced 1/23/12, referred to the House Committee on Agriculture, Subcommittee on Livestock, Dairy and Poultry.  S. 3239 was introduced 5/24/12 and referred to the Senate Committee on Agriculture, Nutrition, and Forestry.  Legislative hearing held 7/26/12.
AVMA Position: Support

H.R. 4103/S. 2134, Canine Members of the Armed Forces Act
This bill would amend 10, United States Code, to provide for certain requirements relating to the retirement, adoption, care, and recognition of military working dogs (MWDs). Specifics of the bill: change the classification of MWDs from equipment to ‘canine members of the armed forces’; allows for transfers of retired MWDs not suitable for adoption; requires Secretary of Defense to establish and maintain a system to provide for veterinary care of retired MWDs; allows for the contract of such system of veterinary care to be awarded to a private non-profit entity; establishes standards of care such system of veterinary care must meet; lays out who shall pay for the costs of the system of veterinary care, which does not allow for the use of federal funds; and directs the Secretary of Defense to create a decoration or other appropriate recognition for MWDs that are killed in action or perform an exceptionally meritorious or courageous act in service to the US.
Status: H.R. 4103 was introduced 2/28/12 and referred to the House Committee on Armed Services, Subcommittee on Readiness.  S. 2134 was introduced 2/27/12 and referred to the Senate Committee on Armed Services.
AVMA Position: No Action

H.R. 4214, Compound 1080 and Sodium Cyanide Elimination Act
Amends the Toxic Substances Control Act (TSCA) to prohibit the use, production, sale, importation, or exportation of sodium fluoroacetate (known as Compound 1080). Prohibits the use of sodium cyanide in a predator control device. Subjects a violator of either such prohibition to a fine, imprisonment for not more than two years, or both.
Status: H.R. 4214 was introduced 3/20/12 and referred to the House Committee on Energy and Commerce, and in addition to the House Committee on the Judiciary, Subcommittee on Crime, Terrorism, and Homeland Security.
AVMA Position: Nonsupport

H.R. 4306/S. 1324, Captive Primate Safety Act
This bill amends the Lacey Act Amendments of 1981 to add nonhuman primates to the definition of “prohibited wildlife species” for purposes of the prohibition against the sale or purchase of such species in interstate and foreign commerce. The bill makes it unlawful for a person to import, export, transport, sell, receive, acquire, or purchase a live animal of any prohibited wildlife species in interstate or foreign commerce.
commerce (i.e., for pet trade purposes). Sets forth exceptions to such prohibition, including, under certain conditions, for: (1) transporting a nonhuman primate to or from a veterinarian; (2) transporting a nonhuman primate to a legally designated caregiver as a result of the death of the preceding owner; and (3) transporting a single primate of the genus Cebus that was obtained from and trained by a charitable organization to assist a permanently disabled individual with a severe mobility impairment. The exception for the use of nonhuman primates as service animals conflicts directly with the AVMA policy on Nonhuman Primates as Assistance Animals, and indirectly with the AVMA policy on Private Ownership of Wild Animals.

**Status:** H.R. 4306 was introduced 3/29/12 and referred to the House Committee on Natural Resources, Subcommittee on Fisheries, Wildlife, Oceans, and Insular Affairs. S. 1324 was introduced 7/5/11 and referred to the Senate Committee on Environment and Public Works. Ordered to be reported favorably by committee without amendment 6/21/12.

**AVMA Position:** Nonsupport

**S. 1838, VA Service Dog Training Pilot Program**
This bill directs the Secretary of Veterans Affairs to commence a three-year pilot program to assess the feasibility and advisability of using service dog training activities as components of integrated post-deployment mental health and post-traumatic stress disorder (PTSD) rehabilitation programs at Department of Veterans Affairs (VA) medical centers to positively affect veterans with such symptoms and to produce specially trained service dogs for veterans. Requires consideration of VA medical centers in rural or highly rural states. Makes veteran participation voluntary. Requires the Secretary to: (1) collect program data to determine its effectiveness, as well as the advisability of expanding the program to additional VA medical centers; and (2) report annually to Congress for the duration of the pilot program.

**Status:** S. 1838 introduced 11/9/11 and referred to the Senate Committee on Veterans’ Affairs.

**Legislative hearing held 6/27/12.**

**AVMA Position:** No Action

**H.Res. 220, National Animal Rescue Day Resolution**
Expresses support for the designation of the first Saturday in October as “National Animal Rescue Day” to create awareness, educated humans of the importance of adoption, and create a humane environment for any pet, including the importance of spaying and neutering of animals, and encouragement of animal adoptions throughout the United States.

**Status:** H.Res. 220 was introduced 4/12/11 and referred to the House Committee on Oversight and Government Reform.

**AVMA Position:** No Action

**H.Res. 736, Expressing Opposition to Gas Chambers**
Expresses: (1) disapproval of the use of gas chambers to euthanize shelter animals, and (2) support for the enactment of state laws requiring the use of euthanasia by injection with sodium pentobarbital as the standard method of euthanasia for all animal shelters. Encourages states to allow licensed shelters to purchase necessary euthanasia drugs, subject to appropriate training and certification.

**Status:** H.Res. 736 was introduced 7/19/12 and referred to the House Committee on Agriculture, Subcommittee on Livestock, Dairy, and Poultry.

**AVMA Position:** No Action

**Aquaculture**

**H.R. 520/ S. 229, Amends the Federal Food, Drug and Cosmetic Act to require labeling of genetically-engineered fish.**
Amends the Federal Food, Drug, and Cosmetic Act to deem a food to be misbranded if it contains genetically-engineered fish unless the food bears a label stating that it contains genetically-engineered fish.

**Status:** H.R. 520 was introduced 2/08/11 and referred to Energy and Commerce, Subcommittee on Health. S. 229 was introduced 1/31/11 and referred to Committee on Health, Education, Labor and Pensions.

**AVMA Position:** Nonsupport


Amends the Federal Food, Drug, and Cosmetic Act to deem genetically-engineered fish to be unsafe under provisions related to new animal drugs and adulterated food.

**Status:** H.R. 521 was introduced 2/15/11 and referred to Committee on Energy and Commerce, Subcommittee on Health. S. 230 was introduced 1/31/11 and referred to Committee on Health, Education, Labor and Pensions.

**AVMA Position:** Nonsupport

H.R. 2373, National Sustainable Offshore Aquaculture Act of 2011

This bill would establish a regulatory system for sustainable offshore aquaculture in the United States exclusive economic zone; authorized the Secretary of Commerce to determine appropriate locations for, permit, regulate, monitor, and enforce offshore aquaculture in the exclusive economic zone; requires the Secretary of Commerce to issue regulations for permitting of offshore aquaculture in the exclusive economic zone that prevent impacts on marine ecosystem and fisheries or minimize such impacts to the extent that they cannot be avoided; establishes a research program to guide the precautionary development of offshore aquaculture in the exclusive economic zone that ensures ecological sustainability and compatibility with healthy, functional ecosystems.

**Status:** H.R. 2373 was introduced 6/24/11 and referred to the House Committee on Natural Resources, Subcommittee on Fisheries, Wildlife, Oceans, and Insular Affairs.

**AVMA Position:** Nonsupport

S. 1717, Prevention of Escapement of Genetically Altered Salmon in the United States Act

This legislation is purported to prevent the escapement of genetically altered salmon by prohibiting the sale of genetically altered salmon. The legislation would make it unlawful for a person to (1) ship, transport, offer for sale, sell, or purchase genetically altered salmon or other marine fish, or a product containing genetically altered salmon or other marine fish, in interstate or foreign commerce; or (2) have custody, control, or possession of, with the intent to ship, transport, offer for sale, sell, or purchase genetically altered salmon or other marine fish, or a product containing genetically altered salmon or other marine fish, in interstate or foreign commerce.

**Status:** S. 1717 was introduced 10/17/11 and referred to Committee on Commerce, Science, and Transportation.

**AVMA Position:** Nonsupport

**Environmental/Conservation Issues**

**H.R. 892/S. 471, Stop Asian Carp Act**

Requires the Secretary of the Army to study the feasibility of the hydrological separation of the Great Lakes and Mississippi River Basins. The study must be completed within 18 months of enactment.

**Status:** H.R. 892 introduced 3/3/11, referred to Committee on Transportation and Infrastructure, Subcommittee on Water Resources and Environment; with subsequent referrals to Committee on Natural Resources, Subcommittee on Water and Power, and Subcommittee on Fisheries, Wildlife, Oceans, and

**AVMA Position:** Support

**H.R. 50, Multinational Species Conservation Funds Reauthorization Act of 2011**


**Status:** H.R. 50 introduced 1/5/11, referred to Committee on Natural Resources, Subcommittee on Fisheries, Wildlife, Oceans, and Insular Affairs. Legislative hearing held 7/28/2011.

**AVMA Position:** Support

**H.R. 1760, Great Ape Conservation Reauthorization Amendments Act of 2011**

Authorizes appropriations to carry out the Great Ape Conservation Fund for FY12-FY17. Amends the Great Ape Conservation Act of 2000 to allow the awarding of multi-year grants. Requires the Secretary of the Interior to convene a panel of experts to identify the greatest needs and priorities for the conservation of great apes.

**Status:** H.R. 1760 introduced 5/5/11, referred to Committee on Natural Resources, Subcommittee on Fisheries, Wildlife, Oceans, and Insular Affairs. Legislative hearing held 7/28/2011.

**AVMA Position:** Support

**H.R. 1761, Marine Turtle Conservation Reauthorization Act of 2011**

Authorizes appropriations to carry out the Marine Turtle Conservation Fund for FY12-FY17. Expands marine turtle conservation assistance under the Marine Turtle Conservation Act of 2004 to include the United States and its territories.

**Status:** H.R. 1761 introduced 5/5/11, referred to Committee on Natural Resources, Subcommittee on Fisheries, Wildlife, Oceans, and Insular Affairs. Legislative hearing held 7/28/2011.

**AVMA Position:** Support

**H.R. 1558/S. 838, Hunting, Fishing, and Recreational Shooting Act**

This bill would amend the Toxic Substances Control Act to exclude from the definition of "chemical substance" for purposes of such Act: (1) any component of any pistol, revolver, firearm, shell, or cartridge the sale of which is subject to federal excise tax, including shot, bullets and other projectiles, propellants, and primers; and (2) any sport fishing equipment the sale of which is subject to federal excise tax and sport fishing equipment components.

**Status:** H.R. 1558 was introduced 4/14/11 and referred to the House Committee on Energy and Commerce, Subcommittee on Environment and the Economy.  S. 838 was introduced 4/14/2011 and referred to the Senate Committee on Environment and Public Works.

**AVMA Position:** Nonsupport

**H.R. 1828/S. 893, Feral Swine Eradication and Control Pilot Program Act of 2011**

This bill authorizes the Secretary of the Interior to provide financial assistance to Louisiana to pay the federal share of the cost of a pilot program to: (1) study the damage to wetlands in Louisiana caused by feral swine, and (2) develop methods to eradicate or control feral swine and to restore damaged wetlands. Requires the Secretary to ensure that the pilot program uses the knowledge and expertise gained through activities carried out under the Coastal Wetlands Planning, Protection and Restoration Act and the Nutria Eradication and Control Act of 2003. Limits: (1) the federal share of total pilot program costs to 75%, and (2) the amount of the federal financial assistance that may for used for administrative expenses to 10%.


**Status:** H.R. 1828 was introduced 5/11/11 and referred to the House Committee on Natural Resources, Subcommittee on Fisheries, Wildlife, Oceans, and Insular Affairs. S. 838 was introduced 5/5/2011 and referred to the Senate Committee on Environment and Public Works. Ordered to be reported favorably without amendment by committee on 9/21/11.

**AVMA Position:** Support

**H.R. 1829/S. 899, Nutria Eradication and Control Act of 2011**

This bill amends the Nutria Eradication and Control Act of 2003 to revise the nutria eradication program by authorizing the Secretary of the Interior to provide financial assistance to Delaware, Louisiana, Maryland, North Carolina, Oregon, Virginia, and Washington (currently only to Maryland and Louisiana). Establishes the goals of such Program as: (1) eradicating nutria in Maryland; (2) eradicating or controlling nutria in Louisiana, Delaware, North Carolina, Oregon, Virginia, and Washington; and (3) restoring wetlands damaged by nutria. Authorizes appropriations for FY2012-FY2016. Requires the Secretary and the National Invasive Species Council to develop long-term nutria control or eradication programs to: (1) significantly reduce and restore nutria damaged wetlands in Delaware, Oregon, North Carolina, Virginia, and Washington; and (2) promote voluntary, public-private partnerships to eradicate or control nutria and restore nutria-damaged wetlands in such states.

**Status:** H.R. 1829 was introduced 5/11/11 and referred to the House Committee on Natural Resources, Subcommittee on Fisheries, Wildlife, Oceans, and Insular Affairs. S. 899 was introduced 5/5/2011 and referred to the Senate Committee on Environment and Public Works. Reported favorably with amendment by committee on 11/15/11.

**AVMA Position:** Support

**H.R. 2546, Medical Waste Management Act of 2011**

This bill would amend the Solid Waste Disposal Act to: (1) revise the definition of "medical waste"; (2) require the Administrator of the Environmental Protection Agency (EPA) to promulgate regulations listing types of medical waste; and (3) require the Administrator to conduct a medical waste management program to protect human health and the environment from medical waste and promulgate regulations on tracking, labeling, packaging, storing, handling, monitoring, and disposing of medical waste. Requires generators of medical waste to: (1) provide waste transporters with written assurance that the generator has complied with labeling, packaging, and storage requirements and a manifest form for transporting such waste; (2) register with the Administrator; and (3) provide the Administrator with the names of all waste transporters.

**Status:** H.R. 2546 was introduced 7/14/11 and referred to the House Committee on Energy and Commerce, Subcommittee on Environment and the Economy.

**AVMA Position:** Nonsupport

**H.R. 3074, Cormorant Management and Natural Resources Protection Act**

This bill would amend the Migratory Bird Treaty Act to delegate States the authorities of the Secretary of the Interior under that Act with respect to cormorants. Management plans for control of cormorant populations will be submitted to and approved by the Secretary of the Interior. Requires the Secretary of the Interior, with the consultation of APHIS and the National Aquaculture Information Center, to conduct educational and information activities for aquaculture facilities to help improve their efforts to prevent cormorant from consuming aquatic species raised in aquaculture facilities.

**Status:** H.R. 3074 was introduced 10/3/11 and referred to the House Committee on Natural Resources, Subcommittee on Fisheries, Wildlife, Oceans, and Insular Affairs. Subcommittee legislative hearing on 3/29/12.

**AVMA Position:** No Action
S. 3208/H.R. 3510, Multinational Species Conservation Funds Semipostal Stamp Reauthorization Act
This bill would reauthorize the Multinational Species Conservation Funds Semipostal Stamp Act of 2010 for 4 additional years, and allow for 5 stamp depictions, including an African or Asian elephant, a rhinoceros, a tiger, a marine turtle, or a great ape.

Status: H.R. 3510 was introduced 11/29/11 and referred to the House Committee on Oversight and Government Reform, and in addition to the House Committee on Natural Resources, Subcommittee on Fisheries, Wildlife, Oceans, and Insular Affairs. S. 3208 was introduced 5/21/12 and referred to the Senate Committee on Homeland Security and Governmental Affairs.

AVMA Position: Support

H.R. 4122/S. 3547, Big Cats and Public Safety Protection Act
This legislation would amend the Lacey Act to clarify provisions enacted by the Captive Wildlife Safety Act, to further the conservation of certain wildlife species. The bill would prohibit private possession of big cats except at certain facilities, such as accredited zoos. It requires any persons who currently possess big cats to register those animals with USDA in order to keep the cats they currently own. The bill would also outlaw the breeding of any big cat except at accredited zoos and research and educational institutions. Violators of the law could have their animals confiscated along with any vehicles or equipment used to aid in their illegal activity, and could face penalties including fines as much as $20,000, and up to five years in jail.

Status: H.R. 4122 was introduced 3/9/12 and referred to House Committee on Natural Resources, Subcommittee on Fisheries, Wildlife, Oceans, and Insular Affairs. S. 3547 was introduced 9/13/12 and referred to the Committee on Environment and Public Works.

AVMA Position: Nonsupport

S. 357, Wildlife Disease Emergency Act of 2011
Authorizes the Secretary of the Interior to declare a wildlife disease emergency and to coordinate rapid response to those emergencies. Establishes in the Treasury a Wildlife Disease Emergency Fund. Directs the Secretary of the Interior to establish a Wildlife Disease Committee to assist in increasing the level of preparedness needed to address emerging wildlife diseases.

Status: S. 357 was introduced 2/15/11 and referred to the Senate Committee on Environment and Public Works. Subcommittee on Water and Wildlife legislative hearing held 4/24/12. Ordered to be reported favorably by committee with amendment 7/25/12.

AVMA Position: Support

S.Res. 132, Recognizing and Honoring Zoos and Aquariums in the United States
Recognizes US zoos and aquariums and commends their employees and volunteers. Calls for continued support for accredited zoos and aquariums and their conservation, education, and recreation programs.


AVMA Position: Support

H.R. 511, Amends Title 18 USC to prohibit the importation of various injurious species of constrictor snakes.
Amends the federal criminal code to prohibit the importation of various species of constrictor snakes.

Status: H.R. 511 introduced 1/26/11, referred to Committee on the Judiciary, Subcommittee on Crime, Terrorism, and Homeland Security. Committee mark-up held 2/28/12, ordered to be reported amended by voice vote.
**AVMA Position:** No Action

**H.Res. 284, Honoring Wild Horses and Burros Resolution**
Recognizes wild horses and burros as living symbols of the western development area. Honors the 16th birthday of Cloud, a wild stallion.

**Status:** H.Res. 284 was introduced 5/26/11 and referred to the House Committee on Natural Resources, Subcommittee on National Parks, Forests and Public Lands. On 9/1/11 it was recalled by the full committee.

**AVMA Position:** No Action

**Farm Bill reauthorization from 2013-2017**
9-month Extension of the 2008 Farm Bill passed as part of the American Tax Relief Act of 2012

**H.R. 6083, Federal Agriculture Reform and Risk Management Act of 2012**
**S. 3240, Agriculture Reform, Food and Jobs Act**

**Status:** The President signed H.R. 8 into law on January 2, 2013, which extends for 9-month the 2008 Farm Bill. Constraints on the crowded legislative calendar, along with rancorous political infighting over the “fiscal cliff” in combination with numerous differences between the bills (S. 3240 and H.R. 6083) led to inaction on a new 5-year reauthorization. The Federal Agriculture Reform and Risk Management Act of 2012 (H.R. 6083) was marked up and passed (35-11) by the House Agriculture Committee on 7/12/12. H.R. 6083 cut $35 billion from nutrition and farm programs over a decade. The Agriculture Reform, Food and Jobs Act (S. 3240) was passed by the full Senate (64-35) on 6/21/12. S. 3240 cut $23 billion over 10 years.

**AVMA Position:** Active Pursuit of Passage

**Food Safety**

**H.R. 4296/S. 496, Catfish Inspection Repeal**
This bill repeals a provision of the Food, Conservation, and Energy Act establishing an inspection and grading program for catfish and other species of farm-raised fish shellfish.

**Status:** H.R. 4296 was introduced 3/29/12 and referred to the House Committee on Agriculture, Subcommittee on Livestock, Dairy, and Poultry. S. 496 was introduced 3/7/11 and referred to the Senate Committee on Agriculture, Nutrition, and Forestry.

**AVMA Position:** No Action

**S. 1157, Foodborne Illness Reduction Act**
Requires the Secretary of Agriculture to provide retail establishments with information describing recalled meat, poultry, eggs, and related food products, to require the retail establishment to communicate the recall information to consumers, requires the Food Safety Inspection Service of the Department of Agriculture to protect against certain foodborne illnesses, and for other purposes.

**Status:** S. 1157 was introduced on 6/8/11 and referred to Senate Committee on Agriculture, Nutrition, and Forestry.

**AVMA Position:** Nonsupport

**H.R. 3553, Genetically Engineered Food Right to Know Act**
The legislation amends the Federal Food, Drug, and Cosmetic Act (FFDCA), the Federal Meat Inspection Act, and the Poultry Products Inspection Act to deem a food misbranded if it contains or was produced with a genetically engineered material unless its labeling contains statements meeting specified requirements. The legislation also requires the periodic testing of such foods transferred along a chain of distribution to assure accuracy of labels, subject to specified exceptions.
**Status:** H.R. 3553 was introduced on 12/09/11 and referred to the House Committee on Energy and Commerce Subcommittee on Health, and the Agriculture Committee.

**AVMA Position:** Nonsupport

**H.R. 1830/ S. 1955, To Authorize The Interstate Traffic of Unpasteurized Milk and Milk Products That Are Packaged For Direct Human Consumption**

The legislation would prohibit any federal department, agency, or court from taking any action that would prohibit, interfere with, regulate, or otherwise restrict the interstate traffic of milk, or a milk product, that is unpasteurized and packaged for direct human consumption based on the determination that solely because the milk or milk product is unpasteurized, it is adulterated, misbranded, or otherwise in violation of federal law.

**Status:** H.R. 1830 was introduced on 5/11/11 and referred to the House Committee on Energy and Commerce Subcommittee on Health. S.1955 was introduced on 12/7/11 and referred to Senate Committee on Health, Education, Labor, and Pensions. **AVMA Position:** Nonsupport

**Pharmaceutical Issues**

**H.R. 965/ S. 1211, Preservation of Antibiotics for Medical Treatment Act**

Amends the Federal Food, Drug, and Cosmetic Act to purportedly preserve the effectiveness of medically important antibiotics used in the treatment of human and animal diseases.


**AVMA Position:** Active Pursuit of Defeat

**H.R. 1406, Fairness to Pet Owners Act**

Imposes new stipulations on veterinary prescriptions. The bill requires a veterinarian to 1) write a prescription whether or not he/she will dispense the product; 2) provide a written disclosure notifying clients that they may fill prescriptions at the veterinary clinic or at an off-site pharmacy; and 3) verify a prescription electronically or by other means consistent with applicable State law.

**Status:** H.R. 1406 was introduced on 4/6/11 and referred to Committee on Energy and Commerce Subcommittee on Health.

**AVMA Position:** Active Pursuit of Defeat

**H.R. 2182/ S. 1734, Generating Antibiotic Incentives Now Act**

Provides incentives for the development of qualified infectious disease products.

**Status:** H.R. 2182 was introduced on 6/15/11 and referred to House Committee on Energy and Commerce Subcommittee on Health. S. 1734 was introduced on 10/19/11 and referred to the Senate Committee on Health, Education, Labor and Pensions.

**AVMA Position:** Support

**H.R. 1925/ S. 507, Prescription Drug Abuse Prevention and Treatment Act**

Provides for increased Federal oversight of prescription opioid treatment and assistance to States in reducing opioid abuse, diversion, and deaths. Veterinarians seeking licensure by DEA would be impacted specifically by the “Section 4 Practitioner Education” provision. To be registered to prescribe or otherwise dispense methadone or other opioids, a practitioner would have to comply with the 16-hour training requirement at least once during each 3-year period.

**Status:** H.R. 1925 was introduced on 5/13/11 and referred to House Committee on Energy and Commerce Subcommittee on Health and House Judiciary Subcommittee on Crime, Terrorism and
Homeland Security. S. 507 was introduced on 3/8/11 and referred to the Senate Committee on Health, Education, Labor and Pensions.

**AVMA Position:** Nonsupport

**H.Res. 98**
Expresses the Sense of the House of Representatives that the Commissioner of the Food and Drug Administration should give the greatest weight in making critical policy decisions to readily available hard science data, including evidence from the natural sciences, physical sciences, and computing sciences.

**Status:** H.Res. 98 was introduced on 2/17/11 and referred to Committee on Energy and Commerce Subcommittee on Health.

**AVMA Position:** No Action

**Public Health Issues**

**H.R. 2405/ S. 1855, Pandemic and All-Hazards Preparedness Reauthorization Act of 2011**
The legislation amends the Public Health Service Act to revise and reauthorize appropriations for public health preparedness activities, including activities related to (1) tracking the initial distribution of federally purchased influenza vaccine in an influenza pandemic, (2) state and local public health and medical preparedness and response, (3) improving hospital surge capacity, (4) expanding the capabilities of the Centers for Disease Control and Prevention (CDC) to respond effectively to bioterrorism and other public health emergencies, and (5) the operations of the National Disaster Medical System.

**Status:** H.R. 2405 was introduced on 6/28/11 and referred to the House Committee on Energy and Commerce and the Homeland Security Committee. S. 1855 was introduced on 11/10/11 and referred to the Senate Committee on Health, Education, Labor, and Pensions. H.R. 2405 passed 12/6/11 and was referred to the Senate. S. 1855 passed 3/7/12 and was referred to the House.

**AVMA Position:** Support

**H.R. 2557, To Provide for the Establishment of the Tick-Borne Diseases Advisory Committee**
The legislation would require the Secretary of Health and Human Services (HHS) to establish the Tick-Borne Diseases Advisory Committee to advise the Secretary and the Assistant Secretary for Health regarding the manner in which they can: (1) ensure interagency coordination and communication and minimize overlap regarding efforts to address tick-borne diseases; (2) identify opportunities to coordinate efforts with other federal agencies and private organizations addressing such diseases; (3) ensure interagency coordination and communication with constituency groups; (4) ensure that a broad spectrum of scientific viewpoints is represented in public health policy decisions and that information disseminated to the public and physicians is balanced; and (5) advise relevant federal agencies on priorities related to Lyme and tick-borne diseases.

**Status:** H.R. 2557 was introduced on 7/15/11 and referred to the House Committee on Energy and Commerce Subcommittee on Health.

**AVMA Position:** Nonsupport

**S. 1381, Lyme and Tick-Borne Disease Prevention, Education, and Research Act of 2011**
The legislation would provide for the expansion of federal efforts concerning the prevention, education, treatment, and research activities related to Lyme and other tick-borne diseases, including the establishment of a Tick-Borne Diseases Advisory Committee.

**Status:** S. 1381 was introduced on 7/18/11 and referred to the Senate Committee on Health, Education, Labor, and Pensions.

**AVMA Position:** Nonsupport

**S. 1673, Safeguarding American Agriculture Act of 2012**
The legislation amends Title IV of the Homeland Security Act of 2002 to authorize activities related to (1) identifying career paths for agriculture specialists, (2) providing opportunities to acquire education, training, experience, and assignments, (3) developing a plan to more effectively recruit and retain qualified customs and border protection agriculture specialists, (4) providing equipment support, and (5) establishing an interagency rotation program with USDA Animal and Plant Health Inspection Service.

**Status:** S. 1673 was introduced on 10/6/11 and referred to the Senate Committee on Homeland Security and Governmental Affairs. On 11/26/12, the legislation was reported to the Senate with an amendment in the nature of a substitute by the Committee and placed on the Senate Legislative Calendar.

**AVMA Position:** Support

**Research Issues**

H.R. 403/H.R. 1417, Battlefield Excellence through Superior Training (BEST) Practices Act
Amends Title 10 USC to require the Secretary of Defense to use only human-based methods for training members of the Armed Forces. H.R. 403 would apply to training for the treatment of severe combat and chemical and biological injuries. H.R. 1417 would apply only to training for the treatment of severe combat injuries.

**Status:** H.R. 403 introduced 1/24/11, referred to Committee on Armed Services, Subcommittee on Military Personnel. H.R. 1417 introduced 4/7/11, referred to Committee on Armed Services.

**AVMA Position:** Nonsupport

S. 2274 Foundation for Food and Agriculture
Directs the Secretary of Agriculture (USDA) to establish the Foundation for Food and Agriculture Research (FFAR) to: advance USDA's research mission by supporting agricultural research focused on addressing key problems of national and international significance; and foster collaboration with agricultural researchers from the federal government, institutions of higher education, industry, and nonprofit organizations. The bill directs the Foundation to: award grants to, or enter into contracts or cooperative agreements with, scientists and entities to advance Foundation goals; identify and coordinate existing and proposed federal research and development programs relating to Foundation purposes; identify unmet and emerging agricultural research needs; facilitate technology transfer and information release to the agricultural research community; and promote the development of the next generation of agricultural research scientists.

**Status:** S. 2274 was introduced on 3/29/2012 by Sen. Pat Roberts (R-KS) and referred to the Senate Agriculture Committee. S. 2274 has been incorporated into the Senate's 2012 Farm Bill, the Agriculture Reform, Food and Jobs Act (S. 3240) which passed in that chamber by a vote of 64-35 on June 21, 2012. S. 2274 was incorporated as a provision in S. 3240, Agriculture Reform, Food and Jobs Act.

**AVMA Position:** Support

H.R. 2359, Safe Cosmetics Act of 2011
This bill would amend title VI of the Federal Food, Drug, and Cosmetic Act to ensure the safe use of cosmetics. Relevant sections would require non-animal alternative testing methods to be used where practicable and “equivalent or superior in scientific quality to the animal testing method.” Additionally, this legislation would require the FDA to publish a listing of alternative testing methods one year after the passage of the Act and to update the list every three years.

**Status:** H.R. 2359 was introduced 6/24/11 and referred to the House Committee on Energy and Commerce, Subcommittee on Health, and in addition to the Committee on Education and the Workforce, Subcommittee on Workforce Protections.

**AVMA Position:** Nonsupport

**Primary Contact:** Dr. Whitney Miller
H.R. 2959/S. 1561, The Charitable Agriculture Research Act
Amends the Internal Revenue Code to: (1) allow a tax deduction for a charitable contribution to an agricultural research organization directly engaged in the continuous active conduct of agricultural research, and (2) make prohibitions against expenditures to influence legislation applicable to such organizations.

**Status:** H.R. 2959 introduced 9/15/11 and referred to the House Ways and Means Committee. S. 1561 introduced 9/15/11 and referred to the Senate Finance Committee.

**AVMA Position:** Support

S. 847, Safe Chemicals Act
This bill would amend the Toxic Substances Control Act to ensure that risks from chemicals are adequately understood and managed. Relevant sections instruct the Administrator of the EPA to take action to minimize the use of animals in testing chemical substances or mixtures. Encourages funding research and validation studies to reduce, refine, and replace the use of animal tests. Establishes an 'Interagency Science Advisory Board on Alternative Testing Methods' to be composed of members from identified government entities and non-governmental organizations. The purpose of the advisory board will be to provide independent advice and peer review to Congress and the EPA on minimizing the use of animals in testing chemical substance or mixtures. Directs the EPA to develop a strategic plan to promote the development and implementation of alternative test methods and testing strategies to reduce the use of animals. Gives Administrator power to adapt or waive certain animal testing requirements.

**Status:** S. 847 was introduced 4/14/11 and referred to the Senate Committee on Environment and Public Works. Legislative hearing held 11/17/11. Ordered to be reported favorably by committee with amendment 7/25/12.

**AVMA Position:** Nonsupport

Small Business Agenda
Sales Tax Fairness
H.R. 2701/S. 1452, Main Street Fairness Act was introduced 7/25/11 and referred on 8/25/11 to the House Committee on the Judiciary Subcommittee on Courts, Commercial and Administrative Law. S. 1452 introduced on 7/29/11 and referred to the Senate Finance Committee.

S. 1832, Marketplace Fairness Act was introduced 11/9/11, referred to the Senate Finance Committee.

H.R. 3179, Marketplace Equity Act was introduced 10/24/11, referred to the House Committee on the Judiciary Subcommittee on Courts, Commercial and Administrative Law.

**Status:** Congress adjourned without passing legislation to rectify the unfair price advantage that online retailers have over bricks-and-mortar businesses. AVMA supported legislation to give states the authority to manage their sales tax laws while closing the loophole which prohibits states from requiring remote sellers to collect sales and use taxes owed on purchases from out-of-state vendors. The loophole created an uneven playing field for bricks-and-mortar retail businesses that face a price disadvantage and it led to budget shortfalls for states as sales taxes go uncollected.

**AVMA Position:** Support

H.R. 4032 Help Entrepreneurs Create American Jobs Act / S. 2088 Small Business Start-up Support Act
H.R. 4032/S. 2088 would amend the Internal Revenue Code to make the increase (from $5,000 to $10,000) in the tax deduction for the start-up expenditures of an active trade or business permanent (currently, limited to taxable years beginning in 2010).

**Status:** H.R. 4032 was introduced on 2/15/2012 by Rep. Hank Johnson (D-GA-4th) and referred to the House Ways & Means Commerce Subcommittee on Health. S. 2088 was introduced on 2/9/2012 by Senator John Rockefeller (D-WV) and referred to Senate Committee on Finance.

**AVMA Position:** Support
Reform or Repeal Alternative Minimum Tax (AMT)
Among the many provisions contained in H.R. 8, the American Tax Relief Act of 2012, was a permanent fix for AMT which attempts to ensure that anyone who benefits from certain tax advantages pays at least a minimum amount of tax. AMT provides an alternative set of rules for calculating a tax payer’s income tax.

Status: H.R. 8, the American Tax Relief Act of 2012 was signed by President Obama on January 2, 2013.
AVMA Position: Support

H.R. 682, Dependent Care FSA
Amends IRC to increase the contribution limits to dependent care flexible spending accounts and to provide for a carryover of unused dependent care benefits. The legislation would allow a maximum annual benefit of $3,750 ($7,500 for married couples filing a joint tax return) for a dependent care flexible spending arrangement; and allow a carryover of unused dependent care benefits in tax-exempt cafeteria plans and flexible spending arrangements into the next plan year. Currently employers determine the limits on FSA contributions, although a provision in the Patient Protection and Affordable Care Act (PPACA) will cap annual FSA contributions at $2,500 beginning in 2013, with adjustments for inflation thereafter. An FSA impacts taxable income -- if an employee earns $50,000/year and contributes $4,000 to an FSA for health-care expenses, they reduce their taxable income to $46,000. At a 25% marginal tax rate, that will save $1,000 in income taxes. As of 2010, about 33 million US workers, or 20%, used FSAs.

Status: Introduced 2/11/11, referred to Committee on Ways and Means.
AVMA Position: Support

H.R. 1004, Medical FSA Improvement Act
Removes the “use it or lose it” provision requiring flexible spending account (FSA) participants to spend their entire contribution before their plan’s deadline or forfeit the remaining funds to their employer; replaces the requirement to forfeit unused funds with the ability to cash-out remaining funds and pay any applicable taxes on the amount withdrawn; eliminates the requirement that FSA participants obtain a doctor’s prescription in order to use their accounts to pay for OTC medications, such as allergy medicine and cough syrup. This rule is a burden for consumers and physicians, since additional office visits are required to get an OTC medication prescription.

Status: Introduced 3/10/11, referred to Committee on Ways and Means.
AVMA Position: Support

H.R. 1137, Small Business Credit Card Act
Amends the Truth in Lending Act to provide coverage for credit cards issued to small businesses. It extends the protections previously codified by the US Congress to the credit cards used by America’s small-business owners.

Status: Introduced 3/16/11, referred to Committee on Financial Services.
AVMA Position: Support

H.R. 1180, Small Business Startup Savings Accounts Act
Amends the IRC to establish small business start-up savings accounts; businesses with 500 or fewer employees will be eligible to open a savings account; contributions to the account would be capped at $10,000 per year and the total value of these accounts at any one time would be capped at $150,000. As long as the money is used within five years of the first distribution, account holders do not have to worry about fees or penalties. Account holders could use the funds for the costs of business creation or
expansion, such as the purchase of equipment or facilities, marketing, training, incorporation or accounting costs.

**Status:** Introduced 3/17/11, referred to Committee on Ways and Means.

**AVMA Position:** Support

**S. 364, Small Business Savings Account**
Amends the IRC to provide for tax preferred Small Business Savings Accounts to pay for trade or business expenses, including operating capital, the purchase of equipment or facilities, marketing, training, incorporation, and accounting fees. Allows annual contributions to such accounts up to $10,000. Sets forth rules for the tax treatment of contributions to and rollovers from such accounts, similar to rules governing IRAs.

**Status:** Introduced 2/16/11, referred to Committee on Finance.

**AVMA Position:** Support

**S. 493/H.R. 1425, SBIR/STTR Reauthorization Act**
Amends the Small Business Act to reauthorize the Small Business Innovation Research (SBIR) and Small Business Technology Transfer (STTR) programs of the Small Business Administration (SBA) among other things.

**Status:** S. 493 introduced 3/4/11, referred to Committee on Small Business and Entrepreneurship. 3/9/11 reported with amendments and without written report. 5/4/11 passed by a vote of 52-44. H.R. 1425 introduced 4/7/11, sequentially referred to the Committee on Science, Space, and Technology, and in addition to the Committees on Small Business and Armed Services. Reported 5/26/11 as amended by the Committee on Science, Space and Technology H. Rept. 112-90, Part 1. 7/1/11 reported as amended by Small Business H. Rept. 112-90, Part 2. 7/1/11 placed on the union calendar.

**AVMA Position:** Support

**H.R. 1628, Plastic Bag Tax**
Amends IRC to require retailers to pay a $0.05 excise tax on each disposable carryout bag provided to a consumer (exempts reusable bags). Allows a refund of such tax for retailers who establish a disposable carryout bag recycling program. Establishes a Disposable Carryout Bag Trust Fund to support land and water conservation.

**Status:** Introduced 4/15/11, referred to Committee of Ways and Means; and Committee on Natural Resources.

**AVMA Position:** No Action

**Veterinary Workforce Issues**

**S. 1053, Veterinary Services Investment Act**
Establishes a matching grant program to develop, implement, and sustain veterinary services. Requires a qualifying entity to carry out programs that 1) would bolster the availability of veterinary services in geographic areas designated by the US Department of Agriculture’s (USDA), 2) support private veterinary practices engaged in public health activities, or 3) support practices of veterinarians who are participating in or have successfully completed a specified service requirement (i.e., VMLRP or other state veterinary medicine loan repayment program). Makes such grants available for: 1) assistance for establishing/expanding veterinary practices or establishing mobile veterinary facilities; 2) veterinarian, technician, and student recruitment; 3) attending training programs in food safety/food animal medicine; 4) establishing/ expanding accredited education, internship, residency, and fellowship programs; 5) assessing veterinarian deficit situations; and 6) continuing education and extension, including veterinary telemedicine and other distance-based education.
**Status:** Introduced 5/24/11, referred to Committee on Agriculture. S. 1053 was incorporated as a provision in S. 3240, Agriculture Reform, Food and Jobs Act. The House Agriculture Committee has attached similar language to H.R. 6083 Federal Agriculture Reform and Risk Management Act of 2012.

**AVMA Position:** Active Pursuit of Passage

**H.R. 3886, Wildlife and Zoological Veterinary Medicine Enhancement Act**
This bill aims to expand the workforce of veterinarians specialized in the care and conservation of wild animals, develops educations programs focused on wildlife and zoological veterinary medicine; created new funded positions for wildlife and zoo clinical and research veterinarians; creates a loan repayment program to help limit the amount of educational debt of veterinary medical students that go into wildlife or zoological medicine; provides incentives to study and practice wildlife and zoological veterinary medicine; helps schools and colleges of veterinary medicine develop pilot curricula to train students in health management of wildlife in their natural environment and in captivity; expands the number of educational and training programs in wildlife and zoological medicine for veterinary students.

**Status:** H.R. 3886 was introduced 2/2/12 and referred to the House Committee on Agriculture, Subcommittee on Livestock, Dairy, and Poultry, and in addition to the House Committee on Natural Resources, Subcommittee on Fisheries, Wildlife, Oceans, and Insular Affairs.

**AVMA Position:** Support

**Veterinary Corps Officer Accession from Lieutenant to Captain**
Currently, all active duty veterinarians entering the Army Veterinary Corps are commissioned into the corps at the rank of Captain. Army Reserve Veterinary Corps officers, however, are commissioned at the rank of First Lieutenant unless they get credit for years in veterinary medicine after graduation (approx. 5-7yrs; requirement may vary). Physicians commissioned as Army Medical Corps officers enter active duty or the reserves at a rank of Captain. First Lieutenants are expected to perform the same duties and responsibilities as Captains in the United States Army Reserve Veterinary Corps; however, they do not have the same authority to carry out these tasks. Additionally, military pay is related to rank, which is consistent with the AVMA GRD’s current federal equity in pay initiative.

**AVMA Position:** Active Pursuit of Passage

**Equity in Federal Veterinary Pay Equity**
There is an increasing need for highly trained veterinarians in federal employment. Veterinarians in Federal service are on the front lines of the nation’s homeland security efforts. At the present time, Federal agencies lack sufficient incentives to recruit and retain the best and brightest veterinarians. The government needs to keep and attract new veterinarians. To do so, it must improve compensation packages for federally employed veterinarians. More than 25% of Federal veterinarians will qualify for retirement in the next five years. The Office of Personnel Management level the playing field for federal agencies employing veterinarians by establishing specialty pay rates on par with other medical personnel, providing professional development opportunities including leadership training and continuing education, and board certification.

**Status:** GRD staff is working closely with the National Association of Federal Veterinarians (NAFV) in seeking administrative and legislative solutions to rectify inequities.

**AVMA Position:** Active Pursuit of Passage

**Veterinary School/Educational Issues**
S. 518, Veterinary Medicine Loan Repayment Program Enhancement Act
Amends IRC to make loan repayment awards disbursed under section 1415A of the National Agricultural Research, Extension, and Teaching Policy Act of 1977 (7 USC 3151a) exempt from gross income and employment taxes.
Status: Introduced 3/9/11, referred to Committee on Finance.

AVMA Position: Active Pursuit of Passage

H.R. 525, Veterinary Public Health Amendments Act
Adds veterinary public health as an eligible grantee for public health workforce grants (authorized by Section 5206 of PL 111-148), and makes veterinarians studying public health eligible for Public Health Workforce Loan Repayment Program to assure an adequate supply of public health professionals in federal, state, local, and tribal public health agencies.


AVMA Position: Active Pursuit of Passage

H.R. 4170 Student Loan Forgiveness Act of 2012
The bill would cap the interest rates on federal student, including interest rate on Direct Consolidation Loans, at 3.4%. It would reduce the Public Service Loan Forgiveness requirement to 5 years from its current 10 years. It creates a new “10-10 standard” for student loan forgiveness. It allows certain borrowers to consolidate their private education loans as Direct Consolidation Loans, provided the private loans were made on or before the date of this Act's enactment.

Status: H.R. 4170 was introduced on 3/8/2012 by Rep. Clarke Hansen (D-MI-13) and referred to the Committee on Education and the Workforce, as well as the Committees on Foreign Affairs, and Armed Services.

AVMA Position: Support

H.R. 2028, Private Student Loan Bankruptcy Fairness Act of 2011
Amends the federal bankruptcy code to remove qualified educational loans as an exception to discharge from bankruptcy.

Status: H.R. 2028 was introduced 5/26/11 and referred to House Committee on the Judiciary Subcommittee on Courts, Commercial and Administrative Law on 7/11/2011.

AVMA Position: No Action

S. 1102, Fairness for Struggling Students Act of 2011
Revises federal bankruptcy law with respect to the exemption from the exception to discharge in bankruptcy for certain educational loans if excepting such debt from discharge would impose an undue hardship on the debtor and debtor's dependents; limits such exemption to the existing ones for: (1) an educational benefit overpayment or loan made, insured, or guaranteed by a governmental unit or made under any program funded in whole or in part by a governmental unit; and (2) an obligation to repay funds received from a governmental unit as an educational benefit, scholarship, or stipend; repeals the current exemption for: (1) any loan made under any program funded in whole or in part by a governmental unit or nonprofit institution; and (2) any other qualified education loan incurred by an individual debtor on behalf of the taxpayer, the taxpayer's spouse, or any dependent, including indebtedness used to refinance a qualified education loan. (Thus makes both kinds of loans nondischargeable in bankruptcy.)

Status: S. 1102 was introduced on 5/26/11 and referred to the Senate Judiciary Committee.

AVMA Position: No Action

113th Congress (2013-2014)

Animal Welfare and Human Animal Bond Issues

Horse Transportation Safety Act
The 112th Congress introduced the Horse Transportation Safety Act as a stand-alone bill (S. 1281), which included similar language as several of the surface transportation reauthorization bills (H.R. 7 and S. 1950). This legislation would amend title 49 of the United States Code by prohibiting the transportation of horses in interstate commerce in a motor vehicle (except for vehicles that are operated exclusively on rail or rails) containing two or more levels stacked on top of one another. The AVMA has a position of Active Pursuit of Passage on this legislation and has been engaged with Congress for many years to try to get it passed. Unfortunately, none of the bills including this language were passed in the 112th Congress, but AVMA expects that it will be reintroduced as legislation in the 113th Congress.

**Primary Contact:** Dr. Whitney Miller

**H.R. 1094/S. 541 Safeguard American Food Exports (SAFE) Act of 2013**

This legislation amends the Federal Food, Drug, and Cosmetic Act to prohibit the sale or transport of equines (horses and other members of the equidae family) or their parts (including flesh, meat, and viscera), or the importing or exporting of equines or their parts into or out of the United States, by any person who knows or should have known that such equines are to be slaughtered for human consumption as food.

**Status:** H.R. 1094: Introduced 3/12/2013 and referred to the House Committee on Energy and Commerce, and in addition to the House Committee on Agriculture. S. 541: Introduced 3/12/2013 and referred to the Senate Committee on Health, Education, Labor, and Pensions.

**Primary Contact:** Dr. Whitney Miller

**H.R. 366/S. 666 Animal Fighting Spectator Prohibition Act**

This bill would amend the Animal Welfare Act to prohibit knowing attendance at an animal fight or causing a minor to attend an animal fight. Imposes criminal and civil penalties for violation.

**Status:** H.R. 366: Introduced 1/23/2013 and referred to the House Committee on Agriculture, and in addition to the House Committee on the Judiciary. S. 666: Introduced 4/8/2013 and referred to the Senate Committee on Agriculture, Nutrition, and Forestry

**Primary Contact:** Dr. Whitney Miller

**Egg Products Inspection Act Amendments of 2012**

As a result of an agreement between the United Egg Producers and the Humane Society of the United States, the 112th Congress introduced the Egg Products Inspections Act Amendments of 2012 (H.R. 3798 and S. 3239). The bill amends the Egg Products Inspection Act by providing a uniform national standard for the housing and treatment of egg-laying hens. If passed, these standards would be the first, on-the-farm animal care standards that have ever been mandated at the federal level. The bill is extremely controversial and many other animal producer groups sought to defeat it. The AVMA had a position of Support for the legislation in the 112th Congress, based on the Association’s current policies and available science on layer-hen housing.

The Senate Committee on Agriculture held a hearing on this bill in July 2012. The Senate offered the bill as an amendment to its version of the Farm Bill, but it did not get selected for consideration. The bill did not move in the House.

AVMA expects that the Egg Productions Inspection Act Amendments will be reintroduced early in the 113th Congress.

**Primary Contact:** Dr. Whitney Miller

**H.R. 1518 Prevent All Soring Tactics (PAST) Act**
This legislation would amend the HPA to designate additional unlawful acts, strengthen penalties for violations, improve USDA enforcement, and for other purposes. Specific provisions include:

- Defines “action device” to include any boot, collar, chain, roller, or other device that encircles or is placed upon the lower extremity of the leg of a horse.
- Clarifies that the term “management” includes the sponsoring organization and the event manager.
- Creates penalty structure that requires horses to be disqualified for increasing periods of time based on number of violations. (from 180 days to 3 years)
- Requires USDA to license, train, assign and oversee inspectors enforcing the HPA.
- Makes the actual act of soring illegal or directing another person to cause a horse to become sore.
- Prohibits use of action devices on any limb of Tennessee Walking Horses, Spotted Saddle horses, or Racking horses at horse shows, exhibitions, sales or auctions. Also bans weighted shoes, pads, wedges, hoof bands, or other devices that is not strictly protective or therapeutic in nature.
- Increases civil and criminal penalties for violation. Also allows for periods of time banned from participating in shows, exhibitions, sales or auctions for one or more violations.
- Allow for permanent disqualification for violators on their third or higher violation.

**Status:** Introduced 4/11/2013 and referred to the House Committee on Energy and Commerce

**Primary Contact:** Dr. Whitney Miller

### Appropriations Issues

**Fiscal Year 2013 Appropriations**

The 113th Congress has given itself until the end of March 2013 to complete its work on the fiscal year 2013 spending bills. It is anticipated that Congress will simply pass another continuing resolution that funds the programs at fiscal year 2012 levels through the end September 2013.

Below is a table that shows the final fiscal year 2012 appropriations from Congress for programs that are important to veterinary medicine. It also shows the House and Senate’s appropriations recommended funding levels for fiscal year 2013 programs, along with AVMA’s requests for those programs.
## FY 2013 Appropriations

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**Primary Contact:** Gina Luke  
**AVMA Position:** Active Pursuit of Passage

## Fiscal Year 2014 Appropriations

President Obama has delayed giving his administration’s annual budget request to Congress until March 2013. AVMA’s focus will be on maintaining funding for the programs and agencies outlined in the chart above.

**Primary Contact:** Gina Luke  
**AVMA Position:** Active Pursuit of Passage

## Farm Bill Reauthorization

### Farm Bill

Passing a new, five-year Farm Bill is a high priority for AVMA. Congress included a nine-month extension of selected farm programs in its fiscal cliff tax package that passed in early January (PL 112-240). The AVMA will double its efforts to ensure that a new competitive veterinary services grant program is established to develop, implement, and sustain veterinary services. The Association will work to bring an increased focus to research programs on: identifying animal drug needs; the generation and dissemination of data for safe and effective therapeutic applications of animal drugs for minor species and the minor uses of such drugs; and that a new foundation for food and agricultural research is founded. AVMA will also work to extend several key programs, namely the Food Animal Residue Avoidance Databank, the Competitive, Special and Facilities Research Grant, the National Animal Health Lab Network, the Animal Health and Disease Research and the Regional Centers of Excellence in Food Supply Veterinary Medicine.

**Primary Contact:** Gina Luke  
**AVMA Position:** Active Pursuit of Passage

## Pharmaceutical Issues

**H.R. 1158 Veterinary Medicine Mobility Act**
This legislation would allow veterinarians and their authorized agents to transport controlled substances for use outside of their registered location.

**Status:** The Veterinary Medicine Mobility Act was introduced by Reps. Kurt Schrader (D-OR) and Ted Yoho (R-FL) on April 12. The bill was referred to the Energy and Commerce and Judiciary committees.

**AVMA Position:** Active Pursuit of Passage

**Primary Contact:** Dr. Ashley Morgan

**Compounding Issues**

Following the 2012 fungal meningitis outbreak as a result of contaminated compounded preparations, Congress, the Food and Drug Administration, and stakeholders have been discussing changes to the oversight of compounding. Veterinarians are users of compounded medications and the AVMA has been engaged in the FDA’s discussions. AVMA provided feedback to the Senate Committee on Health, Education, Labor and Pensions in November 2012, prior to the Senate’s hearing on compounding. AVMA participated in a roundtable discussion with the FDA commissioner and other medical professionals on the use of compounded medications in December 2012. AVMA also submitted comments to the Federal Register in December 2012 that requests feedback on compounding.

The 112th Congress introduced two pieces of legislation related to compounding and the AVMA anticipates that these bills will be reintroduced during the 113th Congress. AVMA is currently reviewing existing compounding policies and determining its strategic actions on this issue.

**Primary Contact:** Dr. Ashley Morgan

**Fairness to Pet Owners Act**

In the 112th Congress, Rep. Jim Matheson (D-Utah) introduced H.R. 1406—the Fairness to Pet Owners Act. This legislation would have imposed new stipulations on veterinary prescriptions. The bill required a veterinarian to: 1) write a prescription whether or not he/she will dispense the product; 2) provide a written disclosure notifying clients that they may fill prescriptions at the veterinary clinic or at an off-site pharmacy; and 3) verify a prescription electronically or by other means consistent with applicable state law. This legislation garnered five co-sponsors, but it did not receive any attention in the committee to which it was assigned—the House Energy and Commerce Subcommittee on Health. AVMA anticipates that legislation like the Fairness to Pet Owners Act will be reintroduced in the 113th Congress.

Had H.R. 1406 become law, the Federal Trade Commission would have been tasked with enforcing its provisions. So, to better understand the pet medications industry and veterinary prescription writing process, the FTC conducted several meetings last year with stakeholders, including a public workshop in October 2012 to examine the issue. More than 700 public comments were submitted to the commission, many from veterinarians. The FTC is collating the information that they gathered during their research and are likely to publish a white paper early in 2013 with their findings and recommendations on the issue.

**Primary Contact:** Dr. Ashley Morgan

**Animal Drug User Fee Act (ADUFA) and Animal Generic Drug User Fee Act (AGDUFA) Reauthorizations**

ADUFA and AGDUFA give the Food and Drug Administration the authority to collect user fees from the animal health industry, which has enabled the agency to accelerate its application review process, without compromising quality, for pioneer and generic new animal drugs. These drug user fee programs expire Sept. 30, 2013. The FDA has completed negotiations with the animal health industry and convened public meetings to hear the public’s views on its proposed recommendations for reauthorization of ADUFA II and
AGDUFA I. The AVMA submitted official comments at both the November 2011 and December 2012 meetings.

AVMA supports user fees for new animal drug applications, but only if the fees are directed toward an enhanced review and approval process of animal drug products. AVMA does not support amendments to the reauthorizations of these bills that would limit or ban the use of drugs in animals, such as provisions seen in the Preservation of Antimicrobials for Medical Treatment Act, or that would require antimicrobial sales or use data collection.

**Primary Contact:** Dr. Ashley Morgan

**H.R. 1150 Preservation of Antibiotics for Medical Treatment Act (PAMTA) of 2013**
To amend the Federal Food, Drug, and Cosmetic Act to preserve the effectiveness of medically important antimicrobials.

The 113th Congressional version of the bill has two changes from previous iterations.

1. The legislation now covers cephalosporins, bringing the total to eight classes of medically important antibiotics that would be banned from so-called non-therapeutic uses (any kind of penicillin, tetracycline, macrolide, lincosamide, streptogramin, aminoglycoside, sulfonamide, or cephalosporin).
2. The measure also clarifies what is considered non-therapeutic “to ensure that any use of medically important antibiotics outside of treatment of a sick animal is not permitted,” according to the sponsor’s office.

**Status:** Introduced 3/14/2013 and referred to the House Committee on Energy and Commerce.

**Primary Contact:** Dr. Ashley Morgan

**Small Business Agenda**

**S. 743/S. 336/H.R. 684 Marketplace Fairness Act of 2013**
The legislation closes a tax loophole that benefits online retailers over local brick-and-mortar stores. The bill exempts small businesses that earn less than $1 million annually from out-of-state sales. “Remote sale” is defined as a sale of goods or services into a state in which the seller would not legally be required to pay, collect, or remit state or local sales and use taxes unless provided by this Act.

**Status:** S. 743 introduced 4/16/2013 with cloture on the motion to proceed to the measure presented in Senate. S. 336 and H.R. 684 introduced 2/14/2013. S. 336 referred to Senate Finance Committee, and H.R. 684 referred to House Judiciary Committee.

**Primary Contact:** Gina Luke

**Veterinary Workforce Issues**

**Veterinary Services Grant Program (formerly Veterinary Services Investment Act)**
The US Senate in the 112th Congress introduced the Veterinary Services Investment Act (VSIA), which is bi-partisan legislation that would establish a competitive grant program to develop, implement and sustain veterinary services. VSIA was incorporated into the Farm Bill as the Veterinary Services Grant Program to bolster the nation’s food safety, public health, animal health and welfare.

**Primary Contact:** Gina Luke

**S. 553/H.R. 1125 Veterinary Medicine Loan Repayment Program Enhancement Act of 2013**
Amends the Internal Revenue Code to exclude from gross income payments under the federal veterinary medicine loan repayment program or any other state loan repayment or forgiveness program that is intended to provide for increased access to veterinary services in such state. VMLRP awards are currently taxed at 39 percent.
**Status:** Both bills introduced 3/13/2013. S. 553 referred to Senate Finance Committee, and H.R. 1125 referred to House Ways and Means Committee.

**Primary Contact:** Gina Luke

**Veterinarians in Congress**—Congressman Kurt Schrader, DVM (D-5-OR) is in his third term in the US House of Representatives. Congressman Schrader currently serves on the Agriculture, Budget and Small Business committees. Congressman Ted Yoho (R-3-FL) is in his first term in the US House of Representatives. Congressman Yoho currently serves on the Agriculture and Foreign Affairs committees.

**AVMA President’s Roundtable**—AVMA President Doug Aspros hosted two President’s Roundtable events in Washington, DC; one in November 2011, and a President’s Roundtable Reception in June 2013. The President’s Roundtable brings together veterinarians in federal regulatory-related positions and in Washington, DC-based organizations to meet with AVMA leaders to discuss issues of mutual interest. The event is attended by veterinarians from federal agencies such as the US Army Veterinary Corp, US Department of Homeland Security, US Department of Agriculture, Centers for Disease Control, Food and Drug Administration, and the National Institutes of Health; as well as veterinarians from nongovernmental organizations such as the National Association of Federal Veterinarians and the Association of American Veterinary Medical Colleges.

AVMA President-elect Clark Fobian and Executive Vice President Ron DeHaven joined Dr. Aspros at the October 2012 luncheon, along with 26 other veterinarians to discuss “One Health and Federal Employment - How do we influence federal agencies to better utilize veterinarians for positions outside of traditional veterinary employment categories?”

**Legislative Fly-ins**—The GRD hosted and arranged legislative fly-in events for the Student American Veterinary Medical Association (SAVMA) and several allied and stakeholder organizations including the American Association of Bovine Practitioners and the American Association of Swine Veterinarians.

The GRD staff uses its expertise and lobbying experience to help these organizations prepare for and effectively execute their legislative fly-ins by scheduling meetings with Members of Congress; providing meeting space at the AVMA Conference Center; and providing legislative updates and briefings on relevant issues. Legislative fly-ins by allied and stakeholder organizations advance AVMA’s advocacy goal to improve veterinary medicine’s ability to lobby effectively at the state and federal levels.

**AVMA Congressional Advocacy Network**—The AVMA Congressional Advocacy Network (AVMA-CAN) is the principle means by which AVMA members help to advance the AVMA legislative agenda. Aggressive, multi-media outreach efforts by the GRD and Governmental Relations Communications staff have resulted in substantial gains in membership participation. Since March 2009, AVMA-CAN membership has increased to more than 10,200 veterinarians and supporters. AVMA-CAN members stay connected to the AVMA through the effective use of electronic communications vehicles such as websites, blogs, and social networks such as Twitter and Facebook.

**AVMA Fellowship Program**—The AVMA Fellowship Program offers selected veterinarians the opportunity to spend one year working as science policy advisors in members of Congress personal offices, congressional committee offices, or federal agencies. Fellows are outstanding representatives of the veterinary profession who demonstrate special competence in an area of veterinary medicine. In addition, they possess a broad professional background and are capable of working on a wide range of policy issues. They exhibit a strong interest in applying scientific knowledge to the public policy making process.
AVMA Fellows are part of a larger, distinguished class of science and engineering fellows under the American Association for the Advancement of Science (AAAS) umbrella. AAAS coordinates fellows from more than 35 participating scientific organizations. Each Fall, a class of over 100 scientists, trained in a spectrum of disciplines ranging from physics, chemistry, or material sciences to the life sciences of medicine, microbiology, agronomy, and the animal sciences arrive in Washington, DC. The opportunity to network with other scientists in Congress and all branches of federal government increases the visibility of veterinarians and veterinary medicine in the public policy arena.

The 2012-2013 AVMA Fellows are:

- Tristan Colonius, DVM, accepted a position in the office of Senator Kirsten Gillibrand (D-N.Y.) where he is working on agriculture, food safety and public health issues. Dr. Colonius is a 2011 graduate of Louisiana State University School of Veterinary Medicine. He is a former AVMA GRD extern, and prior to accepting the AVMA Fellowship, worked for the USDA’s Food Safety Inspection Service.
- Donald Hoenig, VMD, is in the office of Senator Susan Collins (R-Maine) and is working primarily on agriculture, food safety and public health, as well as homeland security and fisheries. Dr. Hoenig is a graduate of the University Of Pennsylvania School Of Veterinary Medicine. Prior to accepting the AVMA Fellowship, Dr. Hoenig was the state veterinarian for Maine. He also served as the state public health veterinarian.
- Kaylee Myhre, DVM, began her Fellowship year in the minority staff office of the House Committee on Foreign Affairs working on a global health portfolio with an emphasis on foreign assistance in food safety and security. After the 2012 Election, she moved to the Senate Committee on Homeland Security and Governmental Affairs. Dr. Myhre is a 2012 graduate of the University Of Minnesota College Of Veterinary Medicine.

The 2013-2014 Fellowship Selection Committee was chaired by Immediate Past President Dr. René Carlson and included Dr. Gussie Tessier, Assistant Editor in the AVMA Publications Division and former AVMA Fellow Dr. Terry Kane. The Selection Committee met on April 13, 2013 at the GRD offices and selected the following three veterinarians for the 2012-2013 Fellowship Program.

- Eric Deeble, will graduate with a VMD in May 2013 from the University of Pennsylvania School Of Veterinary Medicine. Mr. Deeble is a former AVMA-GRD Extern and has worked internationally in China, Africa, and the Near East examining issues of food animal production in low resource communities, the domestic-wildlife disease interface, animal transport, and international market development.
- Nathianial Tablante, DVM, is a 1976 graduate of University of the Philippines. Dr. Tablante is currently an Associate Professor/Extension Poultry Veterinarian at the Virginia-Maryland Regional College of Veterinary Medicine. He has 24 years of experience in poultry health management, epidemiology, and biosecurity and has authored and co-authored numerous articles and educational materials on poultry health, biosecurity, and disease prevention.
- Kate Varela, DVM is a 2012 graduate of the University Of Illinois College of Veterinary Medicine and currently works at a small animal practice in the Chicago area. She is currently completing a Master of Public Health in Health Policy and Administration with a Global Health concentration and is interested in agricultural policy development.

AVMA GRD Veterinary Student Externship Program—The AVMA-GRD Veterinary Student Externship Program provides third- and fourth-year veterinary students the opportunity to spend four weeks in Washington, DC where they learn about development of public policy related to veterinary medicine. Externs
are expected to perform and participate in issues and events that support the work of the AVMA GRD. During their externships, students discover the scope of veterinary medicine in various branches of the government while expanding their understanding of the legislative process and the veterinarian’s role in that process.

While at the GRD, students become familiar with the AVMA legislative agenda, learn to navigate Capitol Hill and the halls of Congress, and accompany members of the GRD staff to hearings, fundraisers, and meetings to become more familiar with the roles of key players in the political process. Externs also gain experience by drafting issue briefs, tracking legislation, gathering information and data important to AVMA issues, meeting with members of Congress, and writing the Externs on the Hill blog, discussing their externship and the issues they are covering while in Washington.

In 2012, the GRD provided ten veterinary students the opportunity to observe the veterinary profession from an “Inside the beltway” perspective:

- Joe Pluhar, Texas A&M University
- Elise Ackley, Louisiana State University
- Kristin Pufpaff, Ohio State University
- Antonio Domino, Cornell University
- Shoshana Sommer, Cornell University
- Eric Deeble, University of Pennsylvania
- Dana Koch, University of Pennsylvania
- Lacy Storm, University of Georgia
- Jessica Watson, Michigan State University
- Rachel Dory, Auburn University

The students selected to participate in the 2013 GRD Veterinary Student Externship Program are:

- Terese Noe, University of Illinois
- Zachary Kern, University of Pennsylvania
- Stacey Bunting, University of Illinois
- Spencer White, University of Illinois
- Kayla Stomack, Michigan State University
- Kalie Pettit, University of Minnesota
- Allison Joe, Purdue University
- McKenzie Steger, Iowa State University
- Tomasina Lucia, Washington State University
- Nicola Painter, University of Pennsylvania
- Seiche Genger, University of Tennessee

**Student AVMA Legislative Visit**—In March 2013, the GRD hosted the fifth annual SAVMA legislative visit which is designed to enhance veterinary students’ awareness of the importance of advocacy. Sixty-five students representing 23 schools participated in the two-day event.

During day one of their visit to Washington, DC students learned about the work conducted at the GRD, federal legislative issues impacting the profession and how they can be effective advocates for the veterinary profession. Day one presenters included AVMA Fellow, Dr. Kaylee Myhre, and former Fellow, Dr. Melinda Cep, who provided a glimpse inside life on Capitol Hill; and Christopher Kush, Soapbox Consulting, who engaged the students in an interactive Capitol Hill strategy session.
On day two, the students went to Capitol Hill for a Q&A session with Representatives and veterinarians Kurt Schrader (D-OR-5) and Ted Yoho (R-FL-3), and then met individually with their members of Congress to discuss two key issues on AVMA's legislative agenda: the Horse Protection Act Amendments and the Veterinary Medicine Loan Repayment Program Enhancement Act. The event concluded with lunch during which the students shared their experiences on Capitol Hill with their colleagues and GRD staff.

INFORMATION TECHNOLOGY DIVISION
The IT Division actively supports the daily operations of the AVMA to ensure efficiency, accuracy, and stability. IT continues to build and maintain a strong infrastructure while maintaining the flexibility to adapt to the ever changing needs of the organization. To remain progressive, IT staff are dedicated to moving the organization forward with ongoing development projects involving new applications and new technologies. The Division is comprised of 15 individuals who effectively support the AVMA in the following areas:

IT Services and Support—IT manages all aspects of the AVMA network including file storage, server setup, user rights, firewall and antivirus software, email administration, Internet and bandwidth utilization, backup and storage solutions, and the upgrade and configuration of hardware and software for users. IT manages SharePoint administration for the AVMA Governance Portal and all backend administration for the listservs. IT also oversees and supports the phone system, voicemail system, video conferencing software, and mobile devices. The Help Desk Staff provide guidance on technical and computer related issues on a daily basis for AVMA Headquarters staff, the Governmental Relations office in Washington DC, and volunteer leaders. They develop user documentation and best practice guidelines in the use of software applications and provide training to staff in the use of hardware, desktop software, and phones. This area of the Division also provides support for all meeting technology needs which includes scheduling and assigning loaner laptops, scheduling Internet conferences (GoToMeeting) and video conferences, assisting with conference calls, providing support for all technological needs in the 2nd floor Conference center, and all conference rooms within the building.

Programming and Development—IT provides project management, business analysis, and development solutions to meet the needs of the organization. The Division handles the administration and support for all Association databases including the primary database (Aptify) and are the lead technical experts and developers for the Aptify system. The IT Division handles development and maintenance of online applications along with any interfaces and data exchanges that occur with internal databases and with 3rd party resources.

Data Management & Operations - IT oversees the planning and coordination of all activities related to AVMA Informational Databases to ensure integrity of the data. IT manages key operations for other Divisions including annual dues invoice billing, journal fulfillments, online data transactions and exchanges, as well as BPA file management just to highlight a few. IT is also responsible for handling all data input related to member records, student updates, dues processing, journal subscriptions, contributions, and committee/council updates. The Division handles all internal data file requests and oversees numerous data exchange procedures with vendors and partners to ensure the smooth transmission of data and to verify the integrity of the data being received for AVMA programs and services.

The IT Division had a very productive Association Year—highlights include:
- Project management, technical guidance, and development expertise for the rebuild and deployment for the three phases of the AVMA website design project. IT assisted with
development, configuration, and coding work needed to ensure the new site provided an efficient and functional web presence. IT managed the implementation for the new website hosting vendor and worked with them to build out the appropriate virtual server configurations needed to support the new platform.

- IT continued to oversee the Business Continuity Planning efforts for the AVMA. Key business functions for the organization were identified, teams and their associated responsibilities defined, and business resumption procedures established.

- Developed a true online/ecommerce system for meeting registrations that included:
  - Public Policy Symposium
  - SAVMA Symposium
  - Veterinary Leadership Conference

- Worked with the Publications and Membership Divisions to help develop the business plan for transitioning classified ads into the Veterinary Career Center. Also managed the development efforts to convert the classified ad information into a readable format for the career center vendor, Boxwood Technologies.

- Assisted the Publications and Education & Research Divisions with the development of Request for Proposals (RFP) for a new online journal hosting vendor and for a new online accreditation system.

- Continued to work with the Convention and Meeting Planning Division to evaluate existing technology platforms, evaluate new vendors, and work towards a standardized solution.

- Handled development and design efforts for a new online application/update system for the Veterinary Medical Assistance Teams.

- Completed several projects to improve the infrastructure:
  - Upgraded GRD phone system (includes 4 digit dialing from Schaumburg)
  - Upgraded bandwidth to Fiber Optic, which more than tripled internet bandwidth capacity
  - Replaced all network patch cabling and long haul cabling with CAT 6, to achieve maximum throughput and the best transmission performance
  - Installed wireless access points throughout the 3rd, 4th, and 5th floors (As more staff utilize laptops and tablets and more meetings are held throughout the building, the network has to be more accessible and efficient)
  - Upgraded both the e-business server software and Association Management System software, Aptify.

To improve project selection and decision making process, IT worked with AVMA staff leadership to develop a model for a centralized project review process for requests having a technology component. An IT Project Advisory team, comprised of Division Directors from IT, Communications, and Membership divisions, in addition to the CEO and CFO was established. The team reviews, prioritizes, and monitors major IT projects from a cross-functional perspective and looks at all projects together, potentially spotting imbalances or identifying ways to package similar requests. With this approach everyone is able to see their IT-related initiatives in a larger context and understand the rationale behind the decisions to proceed with one project over another. This approach provides a fair way to assess all projects and improves the balance of the workload.
MEMBERSHIP AND FIELD SERVICES DIVISION

The Membership and Field Services (MFS) Division provides support in five key areas for the Association: veterinary career services, recent graduate initiatives, student outreach, membership operations and MyVeterinarian.com. In addition, the MFS Division provides administrative support to multiple volunteers in the AVMA involved with the Member Services Committee, Early Career Development Committee, and the Council on Veterinary Services. Most importantly, Division staff work as a team within and across divisions of the AVMA to fulfill these responsibilities and to assist AVMA members both personally and professionally.

**Veterinary Career Services**—The AVMA veterinary career services include the Veterinary Career Center (VCC) ([www.avma.org/vcc](http://www.avma.org/vcc)), the Veterinary Career Network, the Student Externship Locator, and additional online resources to assist with finding employment and employees. The VCC is a premier online, niche professional job-placement and career-services site for veterinary professionals and support staff. Hundreds of jobs and thousands of resumes for the veterinary profession have been posted every year since its inception online in 2001. The VCC accepts listings for all areas of veterinary medicine, including private practice, academia, industry, veterinary technician, hospital manager, and staff. The VCC assists veterinarians and veterinary students with career and educational resources. Career development resources such as résumé and cover letter services and career coaching are also available for a fee.

In November 2012, the *JAVMA* classified job ads and VCC were integrated. Employers can now purchase their *JAVMA* ad online through VCC. Included in the price for the print ad, employers now have a no-word limit online ad on VCC when their print ad appears in *JAVMA* and employers can have their ad appear online immediately for an additional fee. The previous AVMA webpage for *JAVMA* job ads has been removed and the merger has resulted in an expanded variety of jobs on the site including academic positions that can now be easily found by qualified candidates.

Marketing efforts also continued in 2012. Targeted efforts were directed at previous *JAVMA* advertisers and practice managers. Online advertising was expanded in AVMA’s Animal Health Smart Brief and career related webinars initiated. Advertising in Smart Brief yields a good number of views during each ad run which results in increased awareness and utilization of the site.

The number of qualified candidates registering on the site continues to rise, making it a valuable service for job seekers as well as employers who are looking to staff their businesses. The number of views and applications for each job continues to grow and there is an increase in the number of positions available as the economy shows improvement. The VCC is among the top three visited sites on the AVMA website and continues to be a valuable asset. The VCC provides continuous online availability as well as on-site services at the AVMA Annual Convention, North American Veterinary Conference, and Western Veterinary Conference.

<table>
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<th>Year</th>
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<th>Jobs posted</th>
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<td>3180</td>
<td>13958</td>
</tr>
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<td>967</td>
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<tr>
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<td>1045</td>
<td>2493</td>
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</tr>
</tbody>
</table>
The Veterinary Career Network (VCN) was launched in 2005. It is a partnership program with state veterinary medical associations, veterinary and veterinary technician schools and colleges, and allied veterinary associations. This partnership allows for shared posting of job openings and applicant resumes. There are currently 50 partners in the VCN. All organizations involved receive the member benefit of wide exposure for jobs posted and access to an ever growing applicant pool. A campaign to recruit additional organization participation is planned for 2013.

<table>
<thead>
<tr>
<th>TOPIC</th>
<th>DATE</th>
<th># REGISTRANTS</th>
<th># ATTENDEES</th>
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<td>International Opportunities</td>
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<tr>
<td>Communication for Veterinarians</td>
<td>3-6-13</td>
<td>267</td>
<td>117</td>
</tr>
</tbody>
</table>

Career related webinars were offered for the first time in 2012 and included information on careers in FSIS, international opportunities, APHIS Animal Care Emergency Programs, and a presentation on Communication Skills for Veterinarians. Each of the webinars was well attended by veterinarians and all webinars were recorded for future viewing. YouTube houses the recordings and a web page on the VCC to host past and future webinar information is being developed. This new platform will include the previously-recorded webinars and a mechanism to announce future webinars and links register.

The Student Externship Locator, found on the VCC landing page, is a popular tool for students searching for externships as well as for organizations announcing opportunities. The tool allows the user to search for externships by state, school, special interest, and veterinary organization. Externship links are added on a continual basis as they are identified and are updated monthly.

**Recent Graduate Initiatives**—With the continued focus on recent graduates, additional benefits and services in the areas of mentorship, membership, and financial resources are under development. The Early Career Online Community (ECOC) is a closed Facebook group exclusively for AVMA members who have graduated in the past five years and was officially launched on June 15th 2012. The ECOC offers recent graduates a place to connect with peers and receive support on the issues faced during the transition from veterinary student to working veterinarian. The ECOC also serves as an electronic extension of the Early Career Development Committee (ECDC). The group provides an avenue to solicit feedback from a larger pool of recent graduates on initiatives and concerns proposed by the ECDC. During the ECDC in-person meetings, the ECOC is updated hourly and open discussions on the meeting topics transpire. The initial member goal of 100-150 was exceeded with a current member count of 186. Members are actively engaged in discussions and post questions of their own. Since the initial launch, a total of 163 questions/topics have been posted (71 from a staff moderator and 92 from group members themselves). There have been countless “likes” and many comments with most questions averaging 2.5 comments (ranging from 0-17). Additionally, the ECOC helps promote webinars hosted by the VCC and other AVMA benefits.

The total number of recent graduate (five years or less post-graduation) and emerging leader (six-15 years post-graduation) members has continually increased over the past 6 years (Chart 1).
As a percent of membership over the last six years, recent graduates have on average represented 17.85% of membership (with a range of 17.70-18.14%) and emerging leaders have represented 25.49% of membership (with range of 25.00-25.98%) (Chart 2).

**Student Outreach**—The MFS Division provides ongoing support and outreach to the Student AVMA (SAVMA); which includes members of the Student Chapters of the AVMA (SCAVMA), members of the Student Associate organization of the AVMA (SAAVMA), and Student Associate members from around the globe. The AVMA maintains contact with students through numerous programs including annual visits to all 33 schools represented in the SAVMA House of Delegates, the annual Faculty Advisor–
Student Leader Conference, and attending student meetings during the SAVMA Symposium and AVMA Convention. In addition, the AVMA supports students with countless activities including externship programs, individual and chapter achievement recognition, printed and electronic brochure production which outline benefits of membership, and hosting the Online SAVMA Membership Dues System and the Online SAVMA Symposium Registration.

School visits are split among an MFS Division Assistant Director and the AVMA Vice President, who is an elected volunteer. These visits provide an important communication link between each local student organization, SAVMA, and the AVMA by educating students about organized veterinary medicine, sharing specific member benefits, and creating contact for on-campus student officers and faculty advisors. These visits also allow opportunity for communication between the school administration and the AVMA, and promote collegiality and the importance of unity within the veterinary profession through participation and support for organized veterinary medicine. All 28 US veterinary schools have a student chapter with additional chapters located at Atlantic Veterinary College at the University of Prince Edward Island, Ross University School of Veterinary Medicine (SVM) on St. Kitts, St. George's University SVM on Grenada, and University of Glasgow SVM in Scotland. Total SAVMA membership has risen over the last eight years as shown in Chart 3 below.

![Total SAVMA Membership Chart](chart3.png)

Chart 3

The 27th SCAVMA Faculty Advisor–Student Leader Conference was held in Schaumburg, IL on October 12-13, 2012 with representation by 31 of the 32 Student Chapters of the AVMA. Invited conference attendees include a faculty advisor and student officer (traditionally the president) from each student chapter, the AVMA Vice President, six SAVMA national officers, and the SAVMA Presidential Advisor. This goals of this annual conference are providing support to the SCAVMAs, encouraging networking among faculty and student leaders in the profession, and showcasing the efforts and activities of the
AVMA. This year’s event included a Keynote address by Dr. Walter Threlfall, the AVMA Vice-President; a presentation on Partners for Healthy Pets by Dr. Ron DeHaven, the AVMA Executive Vice President; a presentation on personal finance by a representative from Bank of America; along with discussions on how Chapters may better communicate with members and examples of best practices. Over 70 attendees utilized the AVMA Conference Center, one of the largest events held at AVMA Headquarters. The AVMA, Group Health Life Insurance Trust and Professional Liability Insurance Trust once again coordinated funding to provide attendees with an item incorporating all three organization logos, this year each attendee received a Lands’ End jacket. The event continues to be successful with nearly 100% Chapter attendance. Additionally, the event create an opportunity for faculty and student leaders to gain a heightened understanding of their respective Student Chapters, the AVMA, and organized veterinary medicine. Routine evaluation by staff and feedback received from faculty advisor and student attendees indicates that the conference is a vital mechanism for chapters in developing and implementing programs to better serve their members. Plans are underway for the 28th conference which will once again be held at AVMA Headquarters on September 20-21, 2013.

The SAVMA House of Delegates meets twice a year at the AVMA Annual Convention and the SAVMA Educational Symposium. Members of the MFS Division staff and the AVMA Vice President serve as advisors during these meetings and help coordinate the business sessions. During the HOD meetings at this year’s AVMA Annual Convention, MFS staff established a new annual award to recognize schools with 100% SAVMA membership. Student Chapters at Atlantic Veterinary College and Tuskegee University both achieved 100% student membership for the 2011-2012 SAVMA Membership period. The 2013 SAVMA Educational Symposium was hosted by Louisiana State University on March 21-23, 2013. The two-year planning process culminated in over 1,300 student attendees from across the country and around the world. For the first time, AVMA hosted the online registration system for SAVMA Symposium. This was a joint effort between MFS, AVMA IT Division, and Online Services Department to develop a system that fit the needs of students and the Association. During the HOD meetings at this year’s SAVMA Symposium, the AVMA recognized those schools having 100% of the 2012 graduating class as AVMA members. Six schools were recognized for reaching this goal (Atlantic Veterinary College, University of Missouri, North Carolina State University, Tuskegee University, Virginia-Maryland RCVM, and Washington State University). Additionally, nine schools had only one or two members of their 2012 graduating class that did not join the AVMA. At the end of 2012, of the 3,266 graduates of schools with SCAVMA Chapters, 2,903 became AVMA members resulting in an overall graduation conversion rate of 88.9%. US schools have a graduation conversion rate of 95.3% (Table 1). Colorado State University will host the next SAVMA Educational Symposium which is scheduled to take place on March 20-22, 2014.

Membership Operations—The 2013 AVMA member dues increased $10 over the previous year, bringing the yearly dues to $310/year for full paying members. AVMA provides members email and mailed dues reminders and continues to see a shift in the number of members renewing online and with a credit card. The combination of email notices and mailed invoices successfully reduced the number of paper invoices mailed again in 2013, increased online processing of dues, and kept operating costs below budget. By the end of 2012, over 67% of members had renewed their memberships. The shift to online dues payment continues, thereby expediting the renewal process for members and controlling expense to the Association (Chart 4). The primary renewal season ended March 31 with ongoing recruitment efforts for the remainder of the year.
By the end of 2012, AVMA increased its membership to 84,216 members, a growth rate of 1.8% over the 2011 year-end total. Chart 5 reflects membership increases throughout the last five years for the AVMA, highlighting a lower growth rate in 2011 when AVMA dues were increased 20% (or $50).
Although membership dues increased by $10 for 2013, the rate of renewal is comparable to previous
years. Members who renewed their membership in 2013 received a 2013 sticker to place on their 2012
plastic membership card to validate their membership, as well as a set of mailing labels and a benefit
sheet that included a removable ‘veterinarian’s oath’ card.

Members who did not renew their membership for 2013 were dropped from membership on April 1, 2013.
In an effort to obtain insight on why these members did not renew, an email survey was sent the following
day. A postcard survey was mailed to those lacking a valid email address, resulting in feedback and
reinstatements.

Chart 6 provides the 2012 membership breakdown for active members, associate members, affiliate
members, retired members, Honor Roll members, and those members with dues waivers.

![Chart 6]

Recruitment efforts throughout the year successfully brought back former members and attracted many
first time members. Chart 7 below shows response rates for each recruitment campaign that ran in 2012.
The number of membership application submissions continues to increase year-to-year with an average growth of 6%. Chart 8 outlines the increase of application submissions within the last five years.

Further analysis of membership is reported by state (Table 2) and professional activity (Table 3).

**Improving How We Connect with Members**—Several improvements have been made to the New Member Welcome Kit over the last three years. Prior to 2010, the new member kit was a costly packet consisting of 18 pieces of printed material. In 2010, development of a member benefit DVD significantly reduced the cost of postage and printing of the kits.
As the result of a 2010 new member survey, the DVD transitioned further into a series of three email blasts that were designed specifically for new graduates. The emails contain links to web pages with relevant information specifically targeted to the message and the audience. The email blasts were spread out over time for maximum impact. New graduate kits that follow include a welcome letter from the Executive Vice President, a membership certificate, and a benefit sheet outlining member benefits and services to help guide the first year of membership.

New members that join throughout the year immediately receive a welcome email from the Executive Vice President, in addition to receiving a new member kit.

In an effort to effectively communicate to more members, the Membership Division along with the Marketing Department developed a campaign to obtain valid email addresses from AVMA members. The campaign ran in March 2013 targeting over 16,000 members with no valid email address on file. The mailer also encouraged members to update their professional information, including their primary professional discipline, position type, and species contact.

To provide the most optimal service to AVMA members, the Membership Division worked on developing the Member Services & Recruitment Center (MSRC). The MSRC’s first and most important responsibility is to provide exceptional member service to members by phone, email, and mail communications. The MSRC continues to take steps to effectively communicate to members on a daily basis.

Two new email campaigns were implemented in 2013. All new graduates receive a message within three-four months after graduation and again nine-ten months after graduation. These emails highlight AVMA member benefits that may be of interest to recent graduates at that time in their career. This email campaign targets new members with emails featuring different member benefits at three, six, nine, and 12 months after joining the Association. The email blasts are spread out over time for maximum impact. Staff will continue to monitor and measure the open rates for these messages and make adjustments accordingly.

**MyVeterinarian.com – Veterinary Practice Locator**—MyVeterinarian.com is now in the third year of operation. The benefit is a free online resource from the AVMA for veterinarians who want to list their practice online to share its location, the medical services offered, hours of operation, and veterinarians on staff. The project continues to be a key tactic of two of the five AVMA strategic goals, Economic Growth and Membership Engagement. The objective of the MyVeterinarian.com is to provide a tangible benefit for members to help increase the demand for veterinary services by providing the public with an easy searchable means of finding a veterinarian. To date, over 13,500 practices are listed.

AVMA has marketed this resource to the public in several ways. AVMA has reached out to 200+ animal-related resources to provide MyVeterinarian.com at no charge, and has initiated discussions with interested State Veterinary Medical Associations. AVMA has also had several public marketing campaigns, especially concentrated in the fourth quarter of 2012, including advertising on Facebook, Google key words, and 14 public pet expos throughout the country in 2012-13. MyVeterinarian.com has also been regularly advertised in JAVMA, AVMA@work, and the homepage of the AVMA website.

**The Member Services Committee (MSC)** is staffed by the MFS. The purpose of the MSC is to enhance the relationship between the AVMA, its members, and veterinary students. The MSC is charged with promoting diversity, mentorship, wellness, and promoting the value and relevance of AVMA and organized veterinary medicine to AVMA members and acting as an advocate for veterinary student
issues. There are 12 committee members representing different areas of veterinary medicine – students, Honor Roll, large and small animal practitioners, academia, industry, and government.

In 2012 the MSC again selected 15 students to receive externship stipends of $1,000 each. This award is offered to students seeking to broaden their education in diverse areas of veterinary medicine. Ten stipends are awarded for externships in non-clinical practice settings with special emphasis on critically under-served areas of veterinary medicine. Five stipends are awarded for externships in food supply veterinary practice settings. The program was launched in 2005 and has benefited over 100 students since its inception.

As part of its charge to encourage diversity in the AVMA and the veterinary profession, the MSC will fund the attendance of two MSC members at the 2013 Iverson Bell Symposium in Alexandria, VA.

In addition to reviewing those policies for which it has oversight, the MSC focuses its activities through four subcommittees: Student Member Activities, Member Wellness, Member Benefits, and Membership Diversity and Mentoring.

**The Council on Veterinary Service** is composed of ten veterinarians representing all areas of private practice, an academician, and a recent graduate. It meets at AVMA Headquarters twice a year. The Council studies and suggests means for delivery of high quality service to the public and also investigates matters pertaining to the economic and social aspects of veterinary service.

Policies addressed by the Council during the last two meetings included Acclimation Certificates, Remote Consulting, Use of Microchip Registration Databases, Complementary and Alternative Veterinary Medicine, American Kennel Club, Military Veterinary Treatment Facilities and Introduction to Ergonomics. Issues addressed were model owner consent forms, Animal Information Standards and Socialization. The Council was instrumental in the formation of the new policy on Canine Brucellosis and collaborated in the development of the Wildlife Decision Tree. The Council maintains support for liaisons to the American National Standards Institute Accredited Standard Committee Z136 for the Safe Use of Lasers (ANSI ASC Z-136) which produces the American National Standard for Safe Use of Lasers in Health Care document and the National Association of State Public Health Veterinarian’s (NASPHV) Veterinary Infection Control Committee, which helps revise the Compendium on Veterinary Standard Precautions for Zoonotic Disease Prevention in Veterinary Personnel.

**The Early Career Development Committee (ECDC)** was officially established on September 6th, 2012. The AVMA received 46 applicants for the nine positions on the Committee. The ECDC consists of five individuals representing recent graduates (less than five years post-graduation), two individuals representing emerging leaders (five-fifteen years post-graduation), one representative from the American Society of Veterinary Medical Association Executives (ASVMAE), and one faculty advisor from a college/school of veterinary medicine. The ECDC meets at AVMA Headquarters twice a year with several conference calls in between the in-person meetings. The ECDC works with staff to develop resources that will impact AVMA members early in their career, create networking opportunities for individuals early in their career within the ECOC, and actively engage recent graduates to elicit discussion and gather feedback for the AVMA on a real-time basis.

The Committee has chosen to focus on Membership, Mentorship, and Money. For Membership, the ECDC is focused on what benefits the AVMA already offers to recent graduates and how to promote them, in addition to new benefits that could be offered (such as an AVMA mobile application and resources on veterinary internships). The Committee fully supports the Compass Mentoring Program.
Compass has been successful thus far in Connecticut and a kick-off event in Alabama is set to occur in June. The Indiana VMA is currently considering an event in September, with additional interest from two other states to initiate programs in 2014. In regards to Money initiatives, the ECDC is developing a financial planning packet, a series of lectures on finance/debt management to be held at the 2013 AVMA Annual Convention in the Student/Recent Graduate lounge, as well as webinars on finance and the possible development of a business certificate program.

**PUBLICATIONS DIVISION**

The purpose of the Publications Division is to publish peer-reviewed research of importance to the veterinary and biomedical professions, provide news and information relevant to veterinarians across all practice sectors, and inform veterinarians and the public as to the role organized veterinary medicine plays in advancing the profession and promoting animal and human health and well-being.

To fulfill this purpose, the 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 research news section of the *AJVR*, and the *JAVMA* News Bulletin (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 staff, members, and the public through the AVMA library.

The Division consists of nine scientific editors, all of whom are veterinarians and who are responsible for coordinating the peer review process for manuscripts submitted to the journals and substantive editing of accepted manuscripts; eight production staff members involved in all aspects of producing the print and online versions of the journals; two individuals responsible for developing and implementing online professional services, including posting the *JAVMA* News stories online and maintaining the AVMA Collections online monograph series; three advertising associates who coordinate display and classified advertising in the journals and manage journal subscription fulfillment for non-member subscribers; six news editors and reporters; three administrative staff members; and a librarian and library technical assistant.

**Staff Changes**—In January 2013, Drs. Helen Simons and Gussie Tessier were both promoted from assistant editor to associate editor.

**Journal of the American Veterinary Medical Association**—Mean circulation of the *JAVMA* during 2012 (volumes 240 and 241) was 78,465. This represented a 1.6% increase, compared with mean circulation during 2011 of 77,219. For the past five years, members have represented 97% of all *JAVMA* subscribers, nonmembers have represented 2%, and students have represented 1%.

A total of 709 manuscripts were submitted to the *JAVMA* during 2012 for consideration for publication, including 489 scientific manuscripts (original studies and clinical reports) and 220 feature articles. This was a slight (1.4%) decrease in the number of submissions, compared with the 719 manuscripts submitted during 2011. However, total number of manuscripts submitted to the *JAVMA* has increased 24% since 2000.

The 295 manuscripts published in the *JAVMA* during 2012 included seven commentaries, 108 feature articles, and 180 scientific reports. Commentaries included discussions on how the veterinary colleges should respond to current predictions regarding trends in the veterinary workforce, the definition of
humane, veterinary college accreditation, internship quality control, preventing fetal suffering during ovariohysterectomy of pregnant animals, the characteristics of leadership, and whether complementary and alternative medicine is compatible with evidence-based medicine. Feature articles included reports in the “What Is Your Diagnosis?” “Pathology in Practice,” “Diagnostic Imaging in Veterinary Dental Practice,” “ECG of the Month,” and “Anesthesia Case of the Month” features, among others. The three Public Veterinary Medicine: Public Health reports that were published included a study on veterinarian and physician attitudes, knowledge, and practices regarding zoonoses prevention among animal owners with HIV infection or AIDS; a report on rabies surveillance in the United States during 2011; and a report on control of terrestrial animal rabies after oral vaccination of raccoons. Two “Facts & Figures” reports based on economic surveys performed by the AVMA were published, including reports on employment, starting salaries, and educational indebtedness of year-2012 veterinary college graduates, and a report on employment of female and male veterinary college graduates. Special Reports were published on the frequency of use and proficiency in performance of surgical skills expected of entry-level veterinarians, the CATalyst Council’s cat-friendly practice makeover study, Field Epidemiology and Laboratory Training Programs in West Africa, and blinding terminology used in reports of randomized controlled trials involving dogs and cats.

Of the 180 scientific reports that were published in 2012, 65% related to small animals, birds, or exotic animals; 20% related to equids; and 10% related to ruminants, swine, or camelids. The remainder related to aquatic animals or wildlife or were not related to any specific species. For scientific reports published in JAVMA during 2012, median turnaround time (ie, time from submission to cover date of the issue in which the report appeared) was 19 months. This was an increase from the median turnaround time of 16.5 months for manuscripts published during 2011.

Advertising income for the JAVMA continued to be an important source of nondues revenue for the Association during 2012. There was a 2% decrease in display advertising income for the JAVMA during 2012, compared with 2011, with total display advertising income of $1.21 million during 2012 and $1.23 million during 2011.

In contrast to display advertising income, classified advertising income increased during 2012, compared with 2011. During 2011, 3,787 classified advertisements were published, accounting for $632,000 in income, whereas during 2012, 3,594 classified advertisements were published, accounting for $654,000 in income. Throughout 2012, the Publications Division worked with the Membership and Information Technology Divisions to develop an online platform that would integrate the JAVMA classified ads with the online job postings available through the AVMA Veterinary Career Center; the new site was launched at the end of 2012. Integrating these two systems is expected to provide substantial benefits for AVMA members. Employers can now access a single site to post job openings, whether in print or online, and job seekers can use a single site to search for available jobs. Importantly, the site combines the reach of the JAVMA classified advertisements with the value-added services provided through the Veterinary Career Center. Individually, each of these services has developed a commanding position in the veterinary jobs market over the years. Combining them allows the AVMA to solidify its position in the market while providing better service to users.

Subscription income for the AVMA journals (ie, income derived from nonmember subscriptions to JAVMA and AJVR and from members who elect to receive both journals) was $497,000 during 2012, compared with $475,000 during 2011. There were modest increases in nonmember subscription prices for both journals between 2011 and 2012 (from $210 to $220 for JAVMA and from $245 to $255 for AJVR).
**JAVMA 2012 Editorial Audit**—In 2012, a survey of the *JAVMA* readership was performed with the help of an independent survey company. Results indicated a high degree of reader engagement. For example, when recipients were asked to indicate how many of the last four issues they had read, median number of the last four issues read was four, and 68% of recipients indicated they were regular readers of the *JAVMA*, defined as reading at least three of the last four issues (65% of recipients who graduated in 2005 or later). A majority (54%) of recipients reported reading all four of the last four issues (45% of recipients who graduated in 2005 or later), and only 9% (10% of recipients who graduated in 2005 or later) indicated they had read none of the last four issues. Median time spent with each issue was 44 minutes, and 69% of recipients spent at least 30 minutes reading or looking through a typical issue, including 29% who spend an hour or more with each issue. Most (94%) at least skim each issue, including 98% of recipients who graduated in 2005 or later. Most recipients (67%) first begin reading or looking through an issue of *JAVMA* within a week after receiving it, with 18% reading it within a day of receiving it and 8% reading it immediately.

With regard to online use, only 16% indicated that they had ever read *JAVMA* News stories online, with 53% indicating that they never read any *JAVMA* News stories online and 11% indicating that they were not aware that *JAVMA* News stories were available online. For recipients who graduated in 2005 or later, only 18% indicated that they had ever read *JAVMA* News stories online, with 46% indicating that they never read any *JAVMA* News stories online and 13% indicating that they were not aware that *JAVMA* News stories were available online. For recipients who had read news stories online, they read the news online (versus in print) only 19% of the time.

When asked how interested they would be in an online-only version of *JAVMA* (scored on a scale from 1 to 5, where 1 = not at all interested and 5 = very interested), only 22% indicated that they were interested (score of 4 or 5). This increased to 30% for individuals who had graduated since 2005, but was only 7% for individuals who had graduated before 1970. Overall, 59% were not interested (score of 1 or 2) in an online-only version of *JAVMA*. This increased to 78% for individuals who had graduated before 1970, and was 50% for individuals who had graduated since 2005. Overall, results of the 2012 readership survey revealed general satisfaction with the *JAVMA* and did not provide support for major changes at this time. However, they suggested some support for minor changes in content, particularly related to news coverage, and illustrated some opportunities to increase online engagement with journal content.

**American Journal of Veterinary Research**—Mean circulation of the *AJVR* during 2012 (volume 73) was 6,446. This represented a slight decrease (2.6%) compared with mean circulation during 2011 of 6,617. During 2012, members represented approximately 89% of all *AJVR* subscribers, nonmembers represented 9%, and students represented 2%.

There were 411 manuscripts submitted to the *AJVR* during 2012, which was essentially unchanged from the number of manuscripts (418) submitted during 2011. Total number of manuscripts submitted to the *AJVR* has increased 16.1% since 2000.

There were 254 manuscripts published in the *AJVR* during 2012. The largest number of manuscripts were in the fields of anesthesia and analgesia (25), although large numbers of manuscripts were also published in the areas of diagnostic imaging (20), analytic techniques (15), ophthalmology (14), physiology (13), pharmacology (13), oncology (12), musculoskeletal system (12), biomechanics (11), and bone, joint, and cartilage (10).
For scientific reports published in *AJVR* during 2012, median turnaround time (ie, time from submission to cover date of the issue in which the report appeared) was 15.4 months, representing a decrease from the median turnaround time of 16.4 months for manuscripts published during 2011.

**News Department**—In all of its reporting, the News Department strives to provide balanced coverage and objective analysis of developments relevant to AVMA members and the veterinary profession as a whole. In this vein, ongoing concerns over the US veterinary workforce and the student debt load were covered throughout the year. The National Research Council’s long-awaited workforce study was analyzed in depth, the director of the AVMA Veterinary Career Center was interviewed on veterinary workforce trends and job search tips for recent graduates, and the AVMA decision to fund an economic study of the veterinary workforce was announced.

State cuts to higher education and continued expansion of veterinary institutions contrasted with stories about higher debt and lower salaries being a continuing concern for recent graduates. Several students were profiled who received grants from the federal Veterinary Medicine Loan Repayment Program. The hiring of the AVMA’s first manager of recent graduate outreach and an educational epidemiologist was reported.

The adverse effects of the economy on public health agencies were also explored, as budget reductions have forced more than half of all state and territorial health agencies to lay off workers since 2008. News analyses of key studies included surveys on barriers to pet ownership and, from multiple sources, on veterinary visits.

The *JAVMA* News format is conducive to fleshing out pro-and-con arguments on controversial topics, and this year there were several: AVMA’s support for a bill that would establish national standards for treatment of egg-laying hens, an AVMA resolution that would have discouraged the practice of homeopathy, and AVMA adoption of a policy discouraging the feeding of raw or unprocessed animal proteins to cats and dogs.

A new concern that emerged was the Drug Enforcement Administration’s interpretation that veterinarians with ambulatory or mobile practices who routinely carry controlled substances in their vehicles could be violating federal law. Precedent-setting court cases and legislative initiatives were also covered.

Reporters dug below the surface for examples of individuals and entities with new approaches to the profession’s challenges. A story about strained relations between private practitioners and animal welfare organizations that provide veterinary services was accompanied by vignettes about bridges being built in three states.

A detailed AVMA staff report was explored that addressed concerns related to the resources the Association has been spending on global activities. Other international stories included a visit by a delegation of Iraqi veterinarians and creation of the position of AVMA staff director for international and diversity initiatives.

Major small animal news included the release of toolboxes from the new Partners for Healthy Pets program to help practices increase the number of canine and feline preventive-care visits, several cat-friendly practice programs, and new guidelines for CPR in dogs and cats from the veterinary emergency and critical care specialists. Large animal developments included FDA restrictions on use of cephalosporin-class antimicrobials in livestock, a USDA crackdown on soring practices in horses, and retailers pressuring suppliers to end sow gestation stall use.
A revised AVMA Model Veterinary Practice Act, a new online directory to help the public find veterinarians, implications of the Patient Protection and Affordable Care Act for the AVMA Group Health and Life Insurance Trust, creation of an online portal for member input, and results of the AVMA Member Needs Assessment Survey were among many AVMA member-related stories.

And for color, there were feature stories, among them, reports on veterinarians who serve the bucking-bull industry, the use of forensics in the profession, and the US Geological Survey’s National Wildlife Health Center, the “CDC for wildlife.”

Throughout the year, the News Department of the Publications Division provided news and features through the JAVMA and AJVR news sections. In addition, the JAVMA News electronic bulletin offered a synopsis of key stories, with links to the full versions of stories online, and regular tweets alerted followers to news developments. Finally, four editions of the AVMA Annual Convention Daily News were published in San Diego, and each was posted on the AVMA convention website.

AVMA Library—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. During 2012–2013, the AVMA librarian assisted staff and AVMA members with identifying materials for various projects and obtained those materials from the AVMA collection or through interlibrary loan. In addition, the librarian was responsible for filing copyright registration for AVMA-produced materials; administering requests for permission to use AVMA-copyrighted materials; assisting staff and board, council, and committee members in obtaining permission to use non–AVMA-produced materials for AVMA purposes; and assisting members and subscribers in accessing the online versions of the JAVMA and AJVR.

Recent projects include cataloging historical realia (nonprint materials produced by the AVMA or given to the AVMA as gifts); supplying articles from the AVMA journals to groups engaged in creating topic-specific programs or projects (eg, use of assistance animals in hospitals and communication strategies for hearing-impaired veterinarians) and serving as an invited member of the Veterinary Grey Literature Task Force with librarians from Texas A&M University, Kansas State University, Purdue University, Oklahoma State University, Washington State University, and the University of Missouri. The librarian assisted Publications Division staff in locating materials for the AVMA 150th anniversary commemorative book, including obtaining permission for various images used in the book. The librarian made presentations to various library groups and library schools to increase visibility of the AVMA and its goals, to encourage the use of AVMA-created materials by librarians in public and special (eg, law, medical, academic, and corporate) libraries, to create an awareness of the interrelatedness of the health and well-being of humans and non-humans, and to explain the variety of roles veterinarians play in veterinary profession.

SCIENTIFIC ACTIVITIES DIVISION

The Scientific Activities Division is staffed by eight personnel (six veterinarians, one administrative assistant, and one staff assistant) who support eight councils and committees, one steering committee, two task forces, and two programs. Within this structure, the Scientific Activities Division works to advance the art and science of veterinary medicine by developing and advocating policy, particularly to federal regulatory agencies and key international standard setting organizations. The Scientific Activities Division also provides technical support to the Governmental Relations Division, Communications Division (including the State Legislative and Regulatory Affairs Department), Publications Division, and Office of the Executive Vice President and other AVMA divisions upon request as well as allied organizations and AVMA members.
Entity support includes agenda development through identification of issues that affect the veterinary profession and that are within the charges of the assigned councils, committees, and task forces. Support also includes literature searches, information syntheses, analyses of bills and regulations, consultations with experts, staff guidance, correspondence, FAQs, educational pieces, and preparation of minutes, reports, and recommendations. Furthermore, entity support staff provide assistance with communication via blogging, Twitter, and other social media outlets.

A large portion of staff support includes implementation of Executive Board–approved recommendations, including advocacy of established AVMA policy on behalf of the veterinary profession. Supported entities and staff perform functions that relate to vaccines and other biologics, drugs and other therapeutic agents, public health and food safety, animal disease prevention and control, animal agriculture, aquatic veterinary medicine, environmental issues, One Health, and emergency preparedness and response, including coordination and administration of the AVMA Veterinary Medical Assistance Team (VMAT) Program. The staff monitors and participates in a variety of meetings, forums, and conferences that discuss and influence the issues related to Division responsibilities.

Staff members in the Scientific Activities Division represent the AVMA in all matters within the areas assigned to the entities supported Division, including the following:

- Accredited veterinarians
- Adverse event reporting
- All-hazards and all-species emergency preparedness and response
- Animal disease prevention and control
- Antimicrobial resistance
- Aquatic animal medicine.
- AVMA Future Leaders Program
- AVMA Public Service Award
- AVMA VMAT Program
- Controlled substances
- Environmental issues
- Extralabel drug use
- Food safety
- Food supply veterinary medicine
- Health certificates and certificates of veterinary inspection
- One Health
- Pesticides
- Pharmaceutical compounding
- Pharmaceutical issues
- Prescribing, dispensing, and administering drugs, pharmaceutical aids, and devices
- Program diseases and foreign and emerging animal diseases
- Public health
- Regulatory veterinary medicine
- Therapeutic diets
- Vaccines
- Veterinary drugs
- Veterinary medical devices
- Zoonotic disease
The AVMA Steering Committee for FDA Policy on Veterinary Oversight of Antimicrobials was established in November 2010. Its charge is to ascertain US FDA expectations of the veterinary community and limitations in terms of regulatory and statutory authority as the FDA continues to establish policy on the role of veterinarians and veterinary use of antimicrobials, address the advisability and feasibility of various avenues of implementing greater veterinary oversight, be informed by relevant AVMA policies and, where necessary, provide scientific information and rationale, provide information to as well as solicit, consider, and thoroughly analyze feedback from relevant AVMA entities, and advise on potential revisions to existing policy as well as develop and recommend new policies as appropriate to the Executive Board. The Steering Committee will sunset at the end of 2013 unless continued by the Executive Board.

The Task Force on Foreign Veterinary School Accreditation was established in August 2011 and is charged with evaluating the following issues, given the current environment projected over ten years—

- The impact of foreign veterinary school accreditation on the US veterinary profession and the quality of standards for the US veterinary profession.
- The impact of not requiring certification by the Educational Commission for Foreign Veterinary Graduates or the Program for the Assessment of Veterinary Medical Education for graduates of AVMA COE–accredited foreign schools.
- How foreign veterinary school accreditation serves the needs and interests of the public.
- How foreign veterinary school accreditation serves the needs and interests of AVMA members.
- The existence of any international pressure on the AVMA COE to accredit foreign veterinary schools.
- The logistics of accrediting foreign veterinary schools.

The Task Force is also charged with preparing a written informational report of these issues, without prejudice, for submission to the Executive Board. The Task Force will sunset upon receipt of its report by the Executive Board.

The Task Force for Antimicrobial Stewardship in Companion Animal Practice was established in January 2013 and is charged to develop practice guidelines for implementing antimicrobial stewardship in companion animal practice. Upon completion of its charge and no later than 20 months following the date of its first meeting, the Task Force will submit a final summary report and recommendations to the Executive Board. The Task Force will be sunset following receipt of its summary report and recommendations by the Executive Board.

The AVMA is continuing its year-long Future Leaders Program to identify and develop volunteer leaders for the AVMA and other organized veterinary groups. The goal of the program is to provide a one-year program opportunity (starting August 2012) for eight to ten participants who have graduated from veterinary school within the past 15 years to bolster their leadership and problem-solving skills related to organized veterinary medicine. This program will help to further prepare individuals who have demonstrated interest in organized veterinary medicine to be leaders for the AVMA and other veterinary medical associations at all levels. The year-long professionally facilitated program comprises team execution of one focused project impacting the veterinary profession and participation in various leadership and project management training as determined by the team and professional facilitator. The Future Leaders Program participants will hold two in-person meetings (fall 2012 and spring 2013) during the year and will present their final project at the 2013 AVMA Convention in Chicago.
The AVMA VMAT Program consists of four teams of volunteer first responders who serve to ensure high-quality care of animals during disasters and emergencies. When requested by a state, VMATs provide operational assistance (including early assessment of veterinary conditions and need and primary field care to augment overwhelmed local capabilities) in cooperation with and through the state’s animal health authority and local emergency response programs. Before a VMAT can be deployed, the state requesting the team must have a signed memorandum of understanding (MOU) on file with the AVMA. The AVMA currently has MOUs with 13 states. The VMATs also provide training in disaster preparedness and response through lectures, training exercises and hands on training opportunities to animal health authorities, veterinary medical associations, veterinary schools and other relevant organizations. VMAT U, a formal program within VMAT, which standardizes and enhances VMAT’s training curriculum will launch with a series of presentations at the 2013 AVMA Convention. The dedicated volunteers who make up the AVMA VMAT Program help ensure that pets, livestock, zoo animals, and wildlife all receive the care they need during times of crisis.

In 2012 and 2013, the Scientific Activities Division served as staff support for the following entities:
- Animal Agriculture Liaison Committee (AALC)
- Aquatic Veterinary Medicine Committee (AqVMC)
- AVMA Future Leaders Program
- AVMA VMAT Program
- Clinical Practitioners Advisory Committee (CPAC)
- Committee on Disaster and Emergency Issues (CDEI)
- Committee on Environmental Issues (CEI)
- Council on Biologic and Therapeutic Agents (COBTA)
- Council on Public Health and Regulatory Veterinary Medicine (CPHRVM)
- Food Safety Advisory Committee (FSAC)
- House Reference Committee #5
- House Reference Committee #.
- Steering Committee for FDA Policy on Veterinary Oversight of Antimicrobials
- Task Force on Foreign Veterinary School Accreditation
- Task Force for Antimicrobial Stewardship in Companion Animal Practice

The activities of the CEI and CDEI can be found under Reference Committee #5—Legislative and Governmental Matters. The activities of the AALC, COBTA and CPAC, CPHRVM, FSAC, and AqVMC can be found under Reference Committee #7—Scientific Activities.

As a final point, Division staff serve as liaisons or oversee liaisons to approximately 20 national and international organizations of interest. Such liaisons are established by the Executive Board at the recommendation of councils, committees, or task forces.

The Veterinary Economics Division

On January 16, 2013 the AVMA hired Dr. Michael Dicks as the Director of the Veterinary Economics Division. Dr. Dicks holds a PhD in Agricultural Economics from the University of Missouri, as well as a BS in Biochemistry and Animal Science from California Polytechnic State University. Since hired, Dr. Dicks has served as the staff consultant to the Veterinary Economics Strategy Committee (VESC) and the Workforce Study Advisory Group (WAG).
On February 25, 2013 Eileen Hoblit was hired as Administrative Assistant for the Division and to serve as staff assistant to the WAG and the VESC. Ms. Hoblit holds a BS in Business Administration from Roosevelt University and comes with three years of experience supporting the AVMA Education and Research Division and several AVMA entities. AVMA is accepting applications for a statistical data analyst position and has plans to search for an economic analyst in the summer of 2013.

**Workforce Advisory Group**—In 2012 the Workforce Advisory Group was formed to provide expertise for a study that was funded by the AVMA and conducted by the IHS Healthcare & Pharma (IHS) and the Center for Health Workforce Studies (CHWS) to analyze the current and future adequacy of the supply of veterinary medical services and veterinarians. During the 2012-2013 Association Year, the WAG met two times via conference call and two times in-person to assess the data, analytic procedures, and findings of the study.

The final report titled, *2013 US Veterinary Workforce Study*, and the WAG report titled, *Implications of the 2013 US Veterinary Workforce Study and Recommendations for Future Actions* were received as information by the Executive Board on April 18, 2013.

An outcome of the study was the development of the Veterinary Workforce Simulation Model, software that AVMA will continue to enhance and use to provide annual updates on the veterinary workforce. The Economics Division will track information on specific employment sectors and geographic regions so that trends may be analyzed and monitored for future use.

In an effort to spread awareness of the study results and proactively address future workforce issues through various communication vehicles, the AVMA Communications, Economics, and Publications Divisions developed a communication plan that includes disseminating and publishing the executive summary of the final workforce study report in the *Journal of the American Veterinary Medical Association* (JAVMA), press releases, the final report—*2013 US Veterinary Workforce Study*, and the WAG report—*Implications of the 2013 US Veterinary Workforce Study and Recommendations for Future Actions*.

The WAG was sunset upon the Executive Board’s receipt of the workforce study, and the WAG’s initiatives will be carried out by the VESC and Economics Division staff.

**Veterinary Economics Strategy Committee**—The VESC advises the Executive Board on the broad scope of economics issues affecting veterinary medicine. The VESC monitors economic developments in the veterinary profession, recommends ways to collect data for development of strategies to advance the economic goals of the AVMA, identifies networking opportunities for stakeholders and key economic influencers, and recommends helpful tools that the veterinary profession can use to improve business knowledge and financial success. During the 2012-2013 Association Year, the VESC had three face-to-face meetings and pursued its charge through the following activities:

- Managed the *2013 US Veterinary Workforce Study* from start to finish.
- Participated in the outreach plan to disseminate the *2013 US Veterinary Workforce Study* results and the WAG report, *Implications of the 2013 US Veterinary Workforce Study and Recommendations for Future Actions*.
- VESC member, Dr. Scott Spaulding serves as the AVMA Representative on the Association of American Veterinary Medical Colleges’ (AAVMC) Educational Debt Task Force. This group, comprising representatives of the AAVMC, the AVMA, the SAVMA, and the Veterinary Business Management Association (VBMA), was formed by the AAVMC to address economics issues facing the profession.
At its May 2013 meeting, the VESC:
  o Had discussions with the president-elect of the VBMA/SAVMA member about collaborating on meaningful economics programs.
  o Identified three recommendations from the WAG report as priorities including:
    ▪ Recommendation 1. Identify and implement strategies to increase the demand for veterinarians and veterinary services and provide an annual update on the estimated current and projected supply of and demand for veterinarians and veterinary services.
    ▪ Recommendation 5. Research to better understand how demand for veterinary services is related to the overall US economy, consumers' disposable income, and the price of veterinary services. In addition, methods to more directly assess consumer demand for veterinary services and identify factors that influence this consumer demand need to be developed.
    ▪ Recommendation 8. Research should be conducted to compare and contrast the characteristics of clinical practices working at full capacity versus clinical practices with high levels of excess capacity to determine whether initiatives could be developed to enhance capacity utilization in practices with substantial excess capacity.
  • Appointed Dr. Spaulding to serve as the representative on the AAVMC Financial Literacy Working Group, which is a newly-formed subgroup of the AAVMC Educational Debt Task Force. The purpose of this subgroup is to develop a national program which would offer students the financial information and guidance necessary for making informed decisions about their educational programs and career development.
  • Organized the “Educating and Employing Successful Graduates” Forum that was held in conjunction with the 2012 AVMA Convention in San Diego, California. This invitation-only forum was facilitated by a consultant, Ken Andrews, and explored the factors related to the success of a veterinarian’s first year practicing small animal medicine. Roundtable sessions were focused on the following three areas: 1) core competencies of graduates, 2) mentoring programs, and 3) student-to-employment transition. Andrews has facilitated meetings of the three focus groups since then and provided a progress report on October 12, 2012.
  • In 2012 VESC reviewed the National Commission on Veterinary Economic Issues (NCVEI) website that was recently acquired by AVMA, and took inventory of its key resources and calculators. Using this site as a starting point, during 2013 the Committee and Veterinary Economics Division staff will determine the best strategy to provide a central web-based economics resource for the veterinary profession.
  • The VESC has initiated the development of a “Veterinary Practices of the Future” initiative to identify the characteristics for successful clinical practices in the future.