Administrative Report for 2009-2010

Report of the Executive Vice President

Dr. W. Ron DeHaven, Executive Vice President and CEO, provided leadership for the Association in overseeing implementation of the AVMA strategic plan, maintaining the Association’s core competencies, strengthening alliances with other associations and agencies, and overseeing the 140 professionals that comprise the Schaumburg IL and Washington DC AVMA staff.

The AVMA strategic plan was implemented under the guidance of the Executive Board, the Executive Vice President, and a team of five senior staff members appointed as strategic goal managers. The five strategic goals were thoroughly reviewed with an assessment of each objective and tactic. The review determined that certain tactics and objectives were accomplished and other tactics and objectives needed to be adjusted due to changes in the environment or resources that may affect the accomplishment of specific tactics or objectives. Changes to the strategic plan were recommended and approved by the Executive Board at its April 2010 meeting.

Advocacy—AVMA, through its members and leaders, is committed to be a leading force and advocate on veterinary-related issues in local, state, federal, and international legislation and regulation.

The AVMA maintains a strong presence in Washington DC. The AVMA Governmental Relations Division has over 70 items on its legislative agenda and has been diligently working on behalf of the profession on Capitol Hill. The Veterinary Services Investment Act enjoys strong bipartisan support in both the House and the Senate. This legislation would create a new competitive grant program to relieve veterinary shortage situations and support veterinary services. The USDA is accepting applications for the Veterinary Medicine Loan Repayment Program and should have veterinarians in the program in fall 2010. To date, Congress has appropriated close to $10 million for this important program. The AVMA Congressional Advocacy Network has grown to over 7,000 members, and the AVMA Political Action Committee continues to grow and assist the AVMA in achieving its legislative goals. Working with our volunteer entities, the AVMA provided input on numerous regulatory issues including pharmaceutical waste, National Animal Identification System, Risk Evaluation and Mitigation Strategies for Certain Opioid Drugs, and Listing the Boa Constrictor, Four Python Species, and Four Anaconda Species as Injurious Reptiles. In 2009, our State Legislative and Regulatory Affairs Department (Communications Division) tracked over 1,300 state bills and regulations relevant to veterinary medicine, and is tracking close to 1,000 state bills and regulations in 2010.

Veterinary Workforce—Veterinary workforce, infrastructure, and resource needs are identified and solutions developed in collaboration with key stakeholders to ensure that national veterinary needs, including those with global implications, are met.

The AVMA/AVMF joint effort in conjunction with funding from industry partners has succeeded in establishing the Food Animal Veterinarian Recruitment and Retention Program (FAVRRP), a much needed student debt relief program for veterinarians who commit to four years of employment in food animal veterinary medicine. The FAVRRP pilot phase was launched April 1, 2010 and the recipients of the initial pilot phase will be announced during the 2010 AVMA Annual Convention. The USDA Veterinary Medicine Loan Repayment Program (VMLRP), for which the AVMA has provided valuable and insightful input, started accepting applications April 30, 2010 and plans to announce its recipients in September of this year. Other efforts by the AVMA to address the veterinary workforce shortage include AVMA working with Congress to change the compensation for federal veterinarians, introducing legislation to make the VMLRP tax-exempt, and to establish a grant program to assist states in supporting, augmenting, developing, and implementing programs to address the unique veterinary workforce needs of each state. In addition, the AVMA has continued to work with other health professions and organizations to find solutions to the veterinary workforce shortage. The AVMA One Health Initiative, which began in 2006 and engaged multiple stakeholders, has evolved into an independent One Health Commission. The AVMA will continue its leadership efforts with its seat on the new One Health Commission Board of Directors, which held its first meeting August 14, 2009.

Education—The AVMA will advance the quality of veterinary medical education globally.

The AVMA has been actively engaged in the North American Veterinary Medical Education Consortium (NAVMEC) to help ensure that veterinary medical education continues to meet the changing needs of society into the future. NAVMEC is the most comprehensive effort ever undertaken to coordinate the efforts of veterinary education, accreditation, and licensing to create a workforce that is prepared to address society’s greatest needs. Two of three national stakeholder meetings have been held this year. The Consortium has evaluated societal needs over the next 10 to 20 years and studied appropriate graduate competencies to meet those needs as well as veterinary curricula and educational models capable of preparing students for expanded roles in society. The final NAVMEC meeting will study how best to ensure the new educational models can be accommodated by accreditation and licensure. A final report is expected this fall. The Council on Education completed a highly successful joint accreditation site visit to Murdoch University Faculty of Veterinary Medicine last fall that included veterinary accreditors from Europe, Australia, and South Africa. The AVMA COE Standards of Accreditation were used as the basis for evaluation for the site visit.
Another meeting of the International Accreditors Working Group will be hosted at AVMA Headquarters this fall to evaluate the potential benefits of conducting future joint visits.

Economic Growth—The veterinary profession’s economic growth and sustainability is evaluated and strengthened within all segments.

This goal is being addressed in several major components. First, the AVMA is enhancing its economic research program. This includes expanding access to study results by making available electronic versions of its research reports, including more detail on the productivity and profitability of veterinary practice, and discussing with the National Commission on Veterinary Economics Issues ways to foster greater access to economic statistics and best practice management information. Second, the AVMA is working diligently on development of a Web-based veterinary practice search engine to enable the public to more easily identify and locate veterinary services. It is anticipated that the veterinary practice locator program will be launched to the public in early 2011. Third, discussions are taking place on how to more effectively leverage the talents and skills of the veterinary technician workforce to strengthen veterinary services to the public. In particular, discussions involve an alliance between AVMA and the National Association of Veterinary Technicians in America (NAVTA).

Animal Welfare—AVMA is a leading advocate for, and an authoritative, science-based resource on animal welfare.

Education, scientific preeminence, and stakeholder outreach were once again prominent themes for 2009–2010. The AVMA-AAVMC Joint International Symposium on Animal Welfare Education and Research, “Swimming with the Tide,” was held November 9–11, 2009 at Michigan State University. The symposium featured an international lineup of more than two dozen expert speakers who presented information on the role of the veterinary profession in animal welfare education, research, and advocacy. Proceedings from the event are available as DVDs and refereed papers published in the spring 2010 issue of the Journal of Veterinary Medical Education. As follow-up to the event, the AVMA will lead a collaborative effort to develop a model curriculum for the study of animal welfare in colleges/schools of veterinary medicine. To address related gaps in continuing education, multiple lectures on various topics were delivered around the country at state, regional, allied group, and specialty meetings. Work on an updated version of the AVMA Guidelines on Euthanasia also continues. More than 70 experts in 11 technique- and species-focused areas are engaged, and they expect to have a final draft for stakeholder comment available in early 2011. In addition, the AVMA Animal Welfare Committee critically reviewed and updated numerous existing policies and created new policies, including one on the use of taser for animal control. At the state and federal levels, the Animal Welfare Division provided content analysis for public policy proposals on care standards for companion and food animals, cosmetic (e.g., ear cropping and tail docking) and management procedures (e.g., devocalization, declawing, castration, dehorning, and use of training tools and tethers), nonhuman primate ownership and use, pet trusts, breed-specific legislation, orders of protection for animals and reporting of abuse, unwanted horses, management of feral/wild animals, pet lemon laws, mandatory spay/neuter, provision of service dogs for disabled veterans, and euthanasia. On the international level, the AVMA initiated work with the USDA toward the establishment of a joint OIE Collaborating Center for Animal Welfare within the United States. OIE Collaborating Centers operate as centers of research, expertise standardization, and dissemination of techniques within their sphere of competence and place expert consultants at the disposal of the OIE.

Budget—In January 2010, for the first time in AVMA history, the Executive Board approved a revised budget in response to emerging concerns that income would be sharply less than budgeted. Dues income remained strong, but experience was demonstrating that classified advertising revenue was likely to be $1.3 million less than budgeted for 2010. The Executive Board, in conjunction with senior staff, worked diligently to further reduce costs across AVMA divisions and programs. Notable reductions in 2010 included no staff raises (savings of $288,000), reduced UBIT taxes accompanying reduced classified advertising revenue (savings of $500,000), $200,000 savings in lower cost paper for publication of scientific journals, and $175,000 reduction in communications advertising expenses. Numerous other cost-cutting measures reduced total budgeted 2010 expenses by $1.9 million, compared with the 2009 budget, resulting in a $27.6 million budget with a projected surplus of $876. As of May 25, 2010, the Association has $23 million in reserves, compared with $21.8 million in 2009 and $28.8 million in 2008.

Senior staff and the Executive Board developed a balanced budget for fiscal year 2011. At its April 9–10, 2010, meeting, the AVMA Executive Board approved a $29.5 million budget with a projected $1.7 million surplus. The budget projects $1.8 million more in expenses than in the final 2010 budget. The HOD-approved a 2011 dues increase, which will generate an estimated $3.5 million and will enable AVMA to plan and maintain resources in three key critical areas:

• First, it will enable AVMA to continue to achieve excellence in its core competency program areas such as scientific journal publishing, accreditation and certification, convention management, scientific activities, and association management in all membership services.
• Second, the additional income will enable AVMA to achieve its strategic goal to advance its leadership nationally and internationally.
• Finally, the additional income is necessary to maintain the financial reserves of the Association. It is vital that the AVMA maintain an appropriate reserve balance so it
is prepared for unforeseen economic challenges to the Association and the profession in years to come.

OFFICE OF THE EXECUTIVE VICE PRESIDENT

Eleven personnel, including two veterinarians, staff the Office of the Executive Vice President (OEVP). The OEVP is composed of the Executive Vice President, who serves as the Chief Executive Officer of the Association, the Assistant Executive Vice President, the Associate Executive Vice President, the Corporate Relations Director, General Counsel, Human Resources, and executive support staff. The Executive Vice President is responsible for the administration and day-to-day management of the Association, employs and may terminate the employment of members of the staff necessary to perform the work of the Association, manages and directs all functions and activities of the Association, and performs such other duties as may be specified by the Executive Board. Additionally, the Executive Vice President is responsible for supervision of the other operational staff divisions and departments within the Association structure. Responsibilities of the OEVP 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 OEVP serve as staff support for these groups:

- Executive Board
- Board of Governors
- House Advisory Committee
- House Reference Committees #1 and #4
- Judicial Council
- Insurance Liaison Committee
- Audit Committee
- Bylaws Committee
- Credentialing Committee
- Governance Performance Review Committee
- AVMA 20/20 Vision Commission

An OEVP staff member also serves as an ex-officio trustee on the AVMA Group Health and Life Insurance Trust.

INFORMATION TECHNOLOGY DIVISION

The role of the IT Division is to provide the personnel and resources to actively support the daily operations of the AVMA to ensure efficiency, accuracy, and stability. IT works with divisions to better understand their business needs and to ensure that organizational and divisional goals are being met. IT has a strong commitment to moving the organization forward with ongoing development projects involving new applications and new technologies. The Division currently has a staff of 12 individuals who effectively support the AVMA in the following areas:

IT Services and Support—IT staff manage the AVMA network consisting of file storage, sharing servers, program servers, user rights and security, email use and security. (over 14 servers, 130+ users, 60+ printers and peripherals). The Division maintains network security with the administration of firewall, anti-virus software and security patches, and handles the installation, upgrade, and configuration of hardware and software for users. Staff provides support for all meeting technology needs which include: scheduling and assigning loaner laptops, scheduling Internet conferences (GoToMeeting), assisting with conference calls, providing support with all technological needs in the 2nd floor Conference Center, and all conference rooms within the building. IT staff also oversee and support the phone system, voicemail system, mobile devices, Lyris Listserv/Newsletters, and SharePoint.

AVMA Help Desk—Staff provides guidance on technical- and computer-related issues on a daily basis for AVMA Headquarters, the Governmental Relations Division in Washington DC, and AVMA volunteer leaders. IT responds to issues including troubleshooting and maintenance of desktops, laptops, printers, and peripherals; and when necessary, assessing and escalating issues to other IT areas for resolution. Staff also develop documentation, procedures, and guidelines in the use of software applications and provides training to staff in the use of hardware, desktop software, phones, and voicemail systems.

Programming and Development—IT provides development solutions to meet the needs of the organization. The Division handles the administration and support for all Association databases including the primary Association database (Aptify) and is the lead technical expert and developer 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 association databases and with 3rd party resources.

Data Management and Operations—IT oversees the planning and coordination of all activities relating to AVMA informational databases to ensure integrity of the data. It manages key operations for other Divisions including: membership record operations, annual dues invoice billing, journal fulfillments, PAC data transfers, convention data pulls and registration verifications, online data transactions and exchanges as well as BPA file management, 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 verifying the integrity of the data received for AVMA programs and services.

This year the IT Division completed its work in establishing a private vs public separation of the AVMA’s current network structure and performed several hardware and
software upgrades for key operational staff in the Graphic Design and Online Services area. SharePoint was successfully utilized for all fall and spring committee/council meetings this year and serves as a venue for agenda materials and pertinent meeting documents, the AVMA travel calendar, and leadership listservs. The upgrade process for the AVMA Association Management System, Aptify, was launched. The new version of Aptify provides full e-commerce potential, better analytical and reporting tools, and is better positioned to integrate easily with other technologies and social networking platforms. The Division implemented a mechanism/method for project planning and prioritization for IT-related projects in order to help establish a common view of AVMA priorities, build consensus and a greater alignment among Divisions, and assist in the overall project management process.

**ANIMAL WELFARE DIVISION**

The Animal Welfare Division (AWD) comprises five staff members (Director, two Assistant Directors, an Animal Welfare Scientist, and an Administrative Assistant).

The AWD monitors the science, ethical frameworks, and social trends affecting human-animal interactions and assists the AVMA in proactively addressing issues related to animal well-being and the human-animal bond. The Division provides scientific analyses of issues; supports the entities that develop AVMA policy on animal well-being, the human-animal bond, and euthanasia; and implements approved policies.

The AVMA animal welfare-related strategic goal is the “AVMA is a leading advocate for, and an authoritative, science-based resource on animal welfare.” The overarching Animal Welfare Principles guide the Division and its assigned entities in their approach to animal welfare issues.

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

- Strategic planning, with a focus on meeting the Association’s animal welfare goal
- Environmental scanning and issue identification
- Authoritative source development
- Backgrounders (comprehensive literature and information reviews)
- 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 (World Organization for Animal Health) animal welfare initiative
- Relationships/liaisons (e.g., academia, industry, advocacy organizations, government)
- Presentations, symposia, and workshops
- Education for veterinary students, graduate veterinarians, those in the animal use industries, policy makers, and the public

In 2009-2010, the Animal Welfare Division served as primary staff support for:

- The Animal Welfare Committee
- The Committee on the Human-Animal Bond
- The Panel on Euthanasia (and its associated Working Groups)
- House Reference Committee #2

**Strategic Planning**—A substantial part of the activities of the AWD are directed in fulfillment of the AVMA strategic goal for animal welfare, and that goal’s four objectives, which were recently revised to reflect the accomplishments and expanded priorities of the association: expand and promote AVMA science-based knowledge on animal welfare; engage AVMA leaders to empower AVMA to become a resource and advocate on animal welfare; strengthen AVMA’s position as a primary resource for the veterinary profession and key stakeholders about animal welfare; and engage the broadest possible base of stakeholders, nationally and internationally, and advocate AVMA positions on animal welfare. As such, an AVMA staff team, lead by the director of the AWD and comprising members of that Division, as well as members from the Governmental Relations, Communications, and Education and Research Divisions, has been reinvigorated to review, revise, and develop new tactics in fulfillment of the goal and objectives established by AVMA leadership. Current tactics recommended by the animal welfare team include: development of a searchable animal welfare/human-animal bond-specific bibliographic database; environmental scanning (veterinary and public audiences); securing member input on animal welfare-related policies; reconvening the Panel on Euthanasia; a quarterly e-newsletter to keep members abreast of the range of animal welfare-related issues being addressed; securing member and student support of fundamental animal welfare science and ethics concepts, and awareness of current issues; training leadership in engagement strategies and tactics; development of Web pages to assist veterinarians with identification and reporting of animal neglect/abuse/cruelty; development of a model animal welfare curriculum for colleges/schools of veterinary medicine; presentation of animal welfare educational forums and symposia; revision of the Veterinarian’s Oath to acknowledge the veterinarian’s role in promoting good animal welfare; redesign of animal welfare Web pages to allow improved access to information and development of a knowledge-based electronic community; development of presentations on animal welfare-related topics for incorporation in the Legal Outreach Program; adapting the format and delivery of animal welfare-related information to underserved demographic groups; development of model laws/regulations/guidelines for legislators, regulators, state veterinary medical associations, and other stakeholders; and establishment of an OIE Collaborating Center for Animal Welfare in cooperation with USDA-APHIS/Animal Care and Veterinary Services. Some tactics are already being
implemented as described elsewhere in this report.

Policy Reviews Conducted by AWD-Supported Entities—Existing policies—The AWC reviewed and made recommendations to revise existing policies on the following topics: animal abuse and animal neglect; removal or reduction of teeth of dogs as a method of reducing bite-related injuries; disabled livestock; ovariectomy in cattle; docking of lambs' tails; swine castration; tail docking and teeth clipping of swine; layer hen housing systems; beak trimming of poultry; induced molting of layer chickens; and “Twisty cat” breeding (rescinded, because policy no longer needed). The Committee on the Human-Animal Bond (CHAB) reviewed and recommended reaffirming existing policies on the following topics: pet loss support services; compensatory values for animals beyond their property value; dangerous animal legislation; nonhuman primates as assistance animals; ownership versus guardianship; definition of the human-animal bond; use of human-animal interactions terminology; and the IAHAIO Geneva and Prague declarations.

New policies—A new policy was adopted, based on AWC recommendation, on the use of electro-muscular disruption devices (EMDDs) on animals† and a new policy was endorsed, based on CHAB recommendation, on the International Association of Human-Animal Interaction Organizations’ (IAHAIO) Rio Declaration on Pets in Schools.

AWD staff conducted scientific reviews and created backgrounders on policy topics designated by a † above. In addition, backgrounders were updated or created on the dehorning/disbudding of cattle and management practices performed on piglets (includes information about teeth clipping, tail docking, castration and identification).

Securing AVMA Member Input on Policy—Via memorandum, the AWC, AWD, and Staff Leadership Team requested Executive Board consideration of whether direct input should be more actively solicited from AVMA members during the process of policy development. The memorandum included two possible methods by which input on policy might be obtained. Subsequent to discussion, the OEVP submitted a recommendation to the Executive Board asking for approval to move forward with a Federal Register-type process for securing member input on policy, which was approved. An online submission process for comments has recently been implemented, using several animal welfare policies currently under consideration as test cases. AVMA members are provided with the existing policy or proposed topic for a policy, background on the policy, and a brief description of the type of information being sought, and a due date for comments. A summary and feedback on information received from AVMA members will be provided in the form of a status report when a final decision is made regarding a particular policy.

Establishing Public Policy to Ensure Animal Well-Being—During recent months, ballot initiatives have been used to introduce care standards for various species (e.g., livestock, dogs) in several states. While such initiatives are available as an alternative to the traditional legislative process and are praised and used for facilitating direct public input, they are poorly designed for addressing complex issues in that they are narrow in their mechanism of effect, limit the amount of information that can be provided to the deciding public, and offer minimal opportunities for expert input. Recognizing this, in January 2010, the AWC, State Advocacy Committee, and Animal Agriculture Liaison Committee jointly forwarded, and the Executive Board approved, a recommendation to create a policy titled Establishing Public Policy to Ensure Animal Well-Being. The new policy recommends a more effective approach toward establishing public policy on animal care, including the use of standard-setting bodies established through regular legislative and regulatory processes that include opportunities for appropriate stakeholder engagement. Within days of its approval, a slightly modified version of the new policy was adopted by attending state legislators at the 2010 State Agricultural and Rural Leaders Conference.

State, National, and International Standards for Animal Care—During 2009-2010, the AWD provided content analysis for animal welfare- and human-animal bond-related legislative and regulatory proposals and ballot initiatives for state veterinary medical associations, allied associations, and the Department of State Legislative and Regulatory Affairs. Topics addressed included care standards for companion and food animals, anti-cruelty provisions, cosmetic (e.g., ear cropping, tail docking) and management procedures (e.g., devocalization, declawing, castration, dehorning, use of training tools and tethers), pet trusts, breed-specific legislation, orders of protection for animals in households affected by domestic violence, reporting of animal abuse, unwanted horses, management of feral/wild animals (e.g., cats, pythons, alligators), pet lemon laws, mandatory spay/neuter, and euthanasia.

At the national level, the AWD and its entities provided similar support for the Governmental Relations Division. Topics included farm animal confinement housing, housing and exercise standards for dogs covered under the Animal Welfare Act, dog bite injury prevention, private ownership of primates, use in research and the retirement of nonhuman primates, Class B dealers, slaughter of unwanted horses, and provision of service dogs for disabled veterans.

Division staff collated and reconciled comments, and prepared the AVMA response to a Federal Register request for input on animal welfare recommendations made by the National Organic Standards Board’s Livestock Committee. And, at the request of USDA-APHIS/Veterinary Services staff, assisted in preparing a response to a guideline and questionnaire on farm animal welfare legislation in selected trading partner countries of the European Union. Comments
were also prepared on the animal welfare-related recommendations made by the Pew Foundation National Commission on Industrial Farm Animal Production, which were included in the AVMA’s response to the Foundation’s final report.

At the international level, AWD staff, in cooperation with the AWC, prepared extensive comments on behalf of the AVMA in response to the following chapters in the Terrestrial Code offered for review by the OIE: updates on killing of animals for disease control purposes, slaughter of animals, stray dog population control, transport of animals by air, transport of animals by land, and use of animals in research and education; and new chapters on animal welfare and beef cattle production systems and animal welfare and broiler chicken production. In addition, comments were prepared for an updated chapter in the Aquatic Code addressing slaughter of farmed fish for human consumption and on a new chapter addressing welfare of farmed fish during transport.

Joint AVMA-AAVMC Animal Welfare Symposium—During its June 2008 meeting, the Executive Board approved a joint recommendation from the AVMA-AAVMC Joint Committee and the AWC to conduct an animal welfare symposium that would focus on animal welfare decision-making and delivery of animal welfare-related education to veterinary professionals. Conducted November 9-11, 2009 at Michigan State University, “Swimming With the Tide: Animal Welfare in Veterinary Medical Education and Research,” featured an international line-up of expert speakers who presented information on the role of the veterinary profession in animal welfare education, research and advocacy to a full auditorium (>225 attendees).

Veterinarians and animal scientists explained how animal welfare decisions in the United States and around the world are informed by science, ethics, public perception, and even the words used to express why we treat animals the way we do. Insights were offered on how foreign and international regulating bodies handle animal welfare standards. Communication, networking, and public policy experts discussed approaches to effective networking and advocacy.

Papers from the AVMA-AAVMC Symposium were published in the spring 2010 issue of the Journal of Veterinary Medical Education, which has been made open-access. Detailed information about the program, biographical information for speakers, and copies of the speakers’ PowerPoint points and poster presenters’ abstracts are available by visiting the AVMA Web site at www.avma.org/awsymposium. Recorded proceedings are also available.

Development of Model Animal Welfare Curriculum for Colleges/Schools of Veterinary Medicine—As a follow-up activity to the AVMA-AAVMC animal welfare symposium, during its April 2010 meeting the AVMA Executive Board approved a recommendation that AVMA lead a collaborative effort to develop a model curriculum for the study of animal welfare in colleges/schools of veterinary medicine. Authorization was given to host planning meetings to allow further development of the concept with subject experts and key stakeholders.

While the discipline of animal welfare is not wholly absent from veterinary curricula, it was made abundantly clear by speakers, panelists and attendees at Swimming With the Tide that instruction in animal welfare science and ethics in colleges/schools of veterinary medicine is currently insufficient, unsystematic, and disconnected in its delivery. Faculty and students within colleges of veterinary medicine have echoed this concern, individually and during meetings of the NAVMEC.

A Planning Group will be convened to create the plan to guide the process. The Planning Group is expected to comprise six to ten subject experts plus representatives of key partner organizations (AVMA, USDA, Canadian Veterinary Medical Association). Because animal welfare is a global issue, and because valuable experience is available from other countries where curricula are in development or have been implemented, one to two individuals from outside the United States are also expected to participate. Anticipated components of the project include: identification of essential topic areas and time budgets (to incorporate flexibility for discrete courses and integration into existing curricula); module development and/or identification of existing courses/materials that fulfill various components; examination of methods of delivery (e.g., resident faculty, visiting/adjunct faculty, distance-learning approaches); and identification of sources for fiscal support of model development, including direct costs and personnel. A significant amount of financial support for the Planning Group is being provided by the American Veterinary Medical Foundation.

Student Animal Welfare Judging Competition—With the assistance of a grant from Glaxo-Smith-Kline (GSK), the AVMA once again sponsored and the AWD coordinated the veterinary division of the 9th Annual Intercollegiate Animal Welfare Judging/Assessment Contest. Sponsorship allowed the provision of trophies for winners, reimbursement of judging expenses for the veterinary division of the contest, and grants to facilitate the travel of 20 of 39 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 21-22, 2009 at Michigan State University. Species included in team and
individual scenarios were sheep, goats, white-tailed deer, and laboratory rats.

**AVMA Web Pages on Animal Welfare and the Human-Animal Bond**—The AWD has continued to update and expand sections of the AVMA Web site dedicated to animal welfare and the human-animal bond. The animal welfare section can be found at [http://www.avma.org/issues/animal_welfare/default.asp](http://www.avma.org/issues/animal_welfare/default.asp) and the human-animal bond section can be found at [http://www.avma.org/issues/human_animal_bond/default.asp](http://www.avma.org/issues/human_animal_bond/default.asp).

A part of these updates is a collaborative project with the American Society for the Prevention of Cruelty to Animals (ASPCA) to produce Web-based educational materials for AVMA members on identifying and addressing animal neglect, abuse, and cruelty, and understanding relationships between animal abuse and domestic violence. At completion, content will include, but not be limited to, the following: clear definitions of animal neglect, abuse, and cruelty; guidelines for practitioners to assist in identifying signs of animal neglect and abuse (e.g., typical presentations of neglect and abuse, specific warning signs [in the history and on physical examination] of possible neglect or abuse, client and patient behavioral trademarks, animal abusive crimes [e.g., dog fighting, sexual predation]); evidence-based guidance regarding the likelihood of neglectful or abusive situations existing in the household of animals seen in their practices; assistance in deciding when to educate and when to report; requirements for reporting (e.g., by state, identification of appropriate authorities) and information on associated personal and professional liabilities; a model reporting policy for veterinary hospitals; information on collecting and documenting evidence (i.e., veterinary forensics); advice on serving as an expert witness and presenting courtroom testimony; clear information regarding what is and is not known about connections between animal abuse and violence toward people; and references and reading lists. The first phase of the project is expected to be complete by fall 2010 and will take the form of an easily searchable and comprehensive resource providing requirements for reporting animal abuse and domestic violence by state, as well as contact information for related agencies.

**OIE Collaborating Center**—In November 2009, the Executive Board approved exploring a partnership between the USDA-APHIS and AVMA to establish a joint OIE Collaborating Center for Animal Welfare within the United States. OIE Collaborating Centers are defined as centers of expertise in a specific designated sphere of competence relating to the management of general questions on animal health and welfare issues. They have as their mandate to: operate as a center of research, expertise standardization and dissemination of techniques within their sphere of competence; propose or develop any procedure that will facilitate harmonization of international regulations applicable to the surveillance and control of animal diseases; and place expert consultants at the disposal of the OIE. In addition they may: provide scientific and technical training for personnel from OIE member countries and territories; organize scientific meetings on behalf of the OIE; coordinate scientific and technical studies in collaboration with other laboratories or organizations; and publish and disseminate any information in their sphere of competence that may be useful to OIE member countries and territories. In their designated field of competence, OIE Collaborating Centers provide their expertise internationally. To date, three such Centers have been designated as addressing animal welfare: MAF Biosecurity New Zealand (a bi-national Center with participation from a number of institutions within New Zealand and Australia), Instituto Zooprofilattico Sperimentale dell’Abruzzo e del Molise ‘G. Caporale’ (Italy), and Universidad Austral de Chile (a bi-national OIE Center with participation from another institution in Uruguay).

AWD staff met with staff from USDA-APHIS Animal Care and Veterinary Services to create a basic plan for the Center, including the identification of other appropriate partners (e.g., academic and research institutions). Next steps include finalizing that plan and drafting an application for submission to the OIE.

**Panel on Euthanasia**—For decades the AVMA has periodically convened a 10- to 13-member Panel on Euthanasia and issued a corresponding report. To ensure the report remains current and robust, in 2006 the Executive Board determined the Panel should be convened at least once every ten years to review all literature that scientifically evaluates methods and potential methods of euthanasia. The Executive Board also decided that during interim years, requests for inclusion of new or altered euthanasia procedures or agents would be directed to the AVMA Animal Welfare Committee (AWC).

Per Executive Board directive, and consistent with tactics established for the animal welfare goal of the AVMA Strategic Plan, in 2008 the AWC developed a process for reconvening the Panel that included the establishment of Working Groups (based on the current sections of the report [i.e., techniques and species-specific applications]), whose Chairs make up the Panel. Selected for their expertise, the more than 70 individuals making up the Working Groups are responsible for thoroughly evaluating their section of the document (including a literature review with assistance provided by AWD staff), identifying problems with existing information and/or gaps in information, and drafting appropriate recommendations. Each Working Group Chair collaborates with the Chairs of other Working Groups (i.e., the Panel) to create the comprehensive Guidelines. The Panel also includes an ethicist, who provides feedback to all of the Working Groups, as well as to the Panel. Working Groups convene electronically, with three in-person meetings authorized for members of the Panel. After meeting electronically in December 2009, the Panel held the first of its face-
to-face meetings in April 2010. Opportunities for stakeholder comment have been built into the process, which is expected to yield a final product for review by the Executive Board in April 2011. To ensure there is a consistent pool of advisors to respond to questions about the Guidelines, the Panel will be retained as an advisory body after this update of the Guidelines has been completed.

Presentations, Liaisons, and Advisory Committee Service—During 2009-2010, 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 participated in several media events. 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, and as AVMA liaisons to the National Council on Pet Population Study and Policy, and the Federation of Animal Science Societies’ Scientific Advisory Committee on Animal Care, Use, and Standards.

Awards—The AWD coordinated activities for the following AVMA awards: Animal Welfare Award, Humane Award, and the Bustad Companion Animal Veterinarian of the Year Award.

FINANCE AND BUSINESS SERVICES DIVISION

The Finance and Business Services Division is responsible for the financial and accounting functions of the AVMA. Duties include financial statement and budget preparation, payroll processing, invoicing/accounts receivable, disbursements, and financial analyses. The Business Division staff performs accounting functions using Great Plains Accounting software, which 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 so that they can review their division financial activities and compare against budgeted line items as well as historical data. The staff of the Division coordinate the year-end audit and prepare necessary worksheets and account reconciliations to ensure an accurate and timely audit.

The AVMA Treasurer oversees the management and investment of all AVMA funds. The Director of the Finance and Business Services Division purchases approved investments as the Investment Policy allows, that includes 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- or mid-term operations. The Investment Consultants work in cooperation with the Treasurer, Executive Vice President, and Director of the Division. All investments are made following the investment policy established by the Executive Board.

The Division is also responsible for financial statement preparation, accounts payable, and payroll processing 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 provides staff support to the:
• House of Delegates Reference Committee #4
• Executive Board Reference Committee A - Budget and Financial Review Committee

The Budget and Financial Review Committee meets once a year to thoroughly review and draft the budget for the next calendar year. The budget process includes input from staff, the Division Director, the Executive Vice President, the Treasurer, and the Budget and Financial Review Committee. The budget process develops the budget for presentation to the Executive Board and the House of Delegates.

COMMUNICATIONS DIVISION

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

The Division is responsible for many AVMA ongoing projects and programs, including Animal Health SmartBrief, AVMA Health News Bytes, AVMA@work, The Advocate, the 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 2009-2010, the Communications Division provided primary staff and administrative support to the AVMA/ASVM/A Joint Committee and the State Advocacy Committee.

Electronic Communications—The Electronic Communications Department continued its work to improve the Association’s use of electronic media. The department undertook a wide range of projects to improve communication with members and the profession. Key initiatives during the year included a multi-divisional effort to make AVMA e-mail communications broadly available to members; preparatory work toward revitalizing the AVMA Web site, www.avma.org; and re-evaluation of vendor contracts to ensure the Association has the best tools to achieve its
Web Site Improvements—A major initiative for the Electronic Communications Department (ECD), undertaken at the direction of the Executive Board, was a formal planning process to launch the next-generation AVMA Web site. The department spearheaded a multi-divisional task force that put together a business plan for the new Web site with input from AVMA members, leaders, staff, and current Web site visitors. The task force then conducted an elaborate requirements-gathering process, involving all AVMA divisions, to define the Association’s needs for a content management system to power the new site.

While planning was underway for the next-generation Web site, the department continued to make enhancements to the current Web site. Projects undertaken (and implemented in collaboration with other AVMA departments/divisions and governance entities) in 2010 included:

- Establishment of an Intranet area for House of Delegates members to view all Council and Committee meetings.
- Development of a Federal Register-type area to solicit and collect public comment on animal welfare policies.
- Addition of a critical issues survey form to the AVMA Web site (at http://www.avma.org/about_avma/governance/strategicplanning/scan/default.asp) to allow Association members to identify what they consider to be the most critical issues facing the veterinary profession.
- Creation of an “externship locator” on the Web site where veterinary students can look for externships (http://www.avma.org/vcc/studentExternships/).
- Creation of interactive slideshows on the Web site, including a new dedicated layout that allows the AVMA Journals to produce photo slideshows in connection with JAVMA News stories (http://www.avma.org/onlnews/photos/).
- Creation of a new “I Am AVMA” section (http://www.avma.org/iamavma/) to allow members to tell their own stories about the value of AVMA membership.
- Work with SAVMA student leaders to create two new sections for the SAVMA Web site: dedicated areas for students interested in international student exchange opportunities (http://www.avma.org/savma/ieo/) and the annual SAVMA One Health Challenge (http://www.avma.org/savma/onehealth/default.asp).
- Creation of new discussion groups on the NOAH discussion forum.
- Addition of sharing functionality to allow Web site users to easily share links to AVMA web pages on their social networks such as Facebook, LinkedIn, or MySpace.
- And a variety of other improvements to enhance functionality and usability of the AVMA Web site, including more prominent links to our social media and other Web sites, and incorporation of the AVMA main Twitter feed to provide real-time 24/7 updates on the AVMA home page.

Newsletters/E-mail Communications—E-newsletters and e-mail alerts were also a major focus for the ECD as the Association moved to make all e-mail communications available to all members. Previously sent only to volunteer leaders, the Association e-newsletters offer a wealth of information about AVMA work and the profession. In order to make these available on an opt-in basis to all AVMA members, the ECD led a multi-divisional task force that re-evaluated all Association e-mail and e-newsletter offerings, greatly broadened the types of communications offered, and created a one-page sign-up form on the AVMA Web site to allow all members to quickly and easily begin receiving newsletters and information alerts. This new subscription form also incorporated the entire array of legislative action alerts offered by the AVMA-CAN, allowing members a one-stop sign-up for all AVMA e-mail communications through the AVMA Web site. Since the new e-mail subscription form was posted on the AVMA Web site (at http://www.avma.org/myavma/email_subscriptions/) in November 2009, thousands of AVMA members have begun receiving newsletters and e-mail alerts from the Association. Another e-mail initiative undertaken during the 2010 Association year was the creation and launch of new e-mail products, including a new e-newsletter for the Publications Division. The JAVMA In This Issue newsletter delivers an expanded Table of Contents for every JAVMA issue to the e-mail inboxes of more than 9,000 AVMA members who have asked to receive these notifications. A variety of other new e-mail services were also initiated during the year, including alerts that inform members about volunteer opportunities with the Association, AVMA policy change and related announcements, and information about the Annual Convention. These alerts are sent only to members who have requested them.

The ECD initiated a review of AVMA bulk e-mailing functionality to determine if an upgrade is needed to enable better production and management of the revitalized e-mail communications program. A multi-divisional team defined the bulk e-mail requirements and examined available software to improve efficiency and efficacy of AVMA newsletters and other member e-mail communications.

Social Media—it is difficult to open a newspaper or listen to a TV or radio newscast without encountering something about social media. In a year when Facebook topped 400 million users and the micro-blogging service Twitter reached a user volume of 50 million tweets, or messages, sent in a single day, the AVMA was not left behind. The Association launched a Facebook group that quickly drew in more than 1,000 members and created five different feeds on Twitter, including a feed of general information from and about the Association (http://twitter.com/avmavets). The Association’s five Twitter feeds (to date) are:

- @AVMAvets - AVMA general information: http://twitter.com/AVMAvets
- @AVMACAN - Congressional Advocacy Network:
The Association expanded its use of the photo-sharing Web site Flickr during the year, using it to create photo sets to share images of the 2009 Public Policy Symposium and 2009 Animal Welfare Symposium, create slideshows of those events for use on the AVMA Web site, solicit public participation in Pet Dental Health Month through the “Pearly White Pets” photo-sharing campaign, and help the Publications Division publish photos that had to be left out of its print publications due to space considerations. For the second consecutive year, the department also set up a Flickr photo group to encourage attendee involvement in photo sharing related to the AVMA Annual Convention. The department moved SAVMA-related photo galleries to Flickr to reach more student members, while also reducing Web site production time.

The ECD worked to help affiliate groups make better use of social media, presenting a session on social media best practices at the 2010 Veterinary Leadership Conference and working with the Department of Professional and Public Affairs to create a social media primer to help AVMA leaders navigate the basics of social media usage.

**Analysis and reporting**— The ECD made strides during the year to improve Association use of Web site analytics. After implementing new Web site traffic analysis software in 2009 to track usage data on the AVMA Web site and related sites, the department began in 2010 to distribute monthly analytics reports to all AVMA division directors. These show overall usage patterns for the Web site as a whole, and also include targeted performance reports for each division director, to show traffic and usage in the areas of the Web site for which the divisions are responsible. By providing access to these reports to each division, the Department has begun to enable content creators to improve the quality of the respective Web site areas.

**Webcasting**—The ECD undertook the production of Webcasts for other AVMA divisions in 2010. At the request of the Office of the Executive Vice President, the department produced two webcasts aimed at educating volunteer leaders on the roles of all participants in AVMA entities.

**Governmental Relations**

Governmental Relations Communications continues to aggressively advance the AVMA strategic goal of advocacy and to increase visibility of GRD, the Association, and the profession both nationally and internationally. The past year has been a year of continued growth for the department, with substantial gains made in grassroots outreach and electronic communications for advocacy.

**Grassroots**—In coordination with Governmental Relations Division, GRD Communications began directing the strategy and operations of the Association grassroots advocacy program.

Since March 2009, the AVMA Congressional Advocacy Network (AVMA-CAN), membership has more than doubled, with more than 7,100 veterinarians and supporters currently part of the network. Outreach and member recruitment campaigns were executed in print (JAVMA) and in person at veterinary conferences such as the North American Veterinary Conference, the Western Veterinary Conference, and the SAVMA Symposium. In addition to broadening the member pool, AVMA-CAN has significantly increased the engagement level between Network members and Congress. To learn more about CAN members, Marketing Research developed and launched a survey of CAN members in March 2010. Response to the survey was overwhelmingly positive, and the information will be used in the development of new programs and outreach materials.

**Congressional Testimony and Communication**—The AVMA testified last year on animal identification systems, and AVMA communications drafted the testimony for the hearing and directed subsequent communications related to the hearing. Additionally, Congressional outreach initiatives were launched in the past year to educate Members of Congress on key issues and legislation. The Communications Division led the design, printing, distribution, and Congressional awareness of the AVMA response to the Pew Report. Follow-up communication outreach through podcasts, online materials, and electronic information were distributed to support the report.

In March 2010, Governmental Relations Communications played a crucial role in the success of the Congressional briefings held by the AVMA on the issue of antibiotic use in animals. GRD Communications provided and coordinated all communications outreach to Congressional staff members before, during, and after the briefing, including release of videos of the briefing via Facebook and Twitter.

**Electronic Communications**—AVMA Governmental Relations Communications continue to use electronic communication innovatively and effectively and has acted as a model for state veterinary medical associations and other health associations. In addition to maintaining existing Web sites, blogs, and electronic vehicles, GRD Communications launched several new electronic properties in the past year.

Last spring, in a dynamic collaboration between Communications, Governmental Relations, and Information Technology Divisions, the AVMA Government Action Center was launched. This Web site within a Web site brings Cap-
wiz political database technology to the AVMA Web site and allows members to contact their Congressional representatives and respond to important action alerts. The Capwiz site has acted as a hub and drawing point for other electronic outreach projects that were developed in the past year. The AVMA-CAN Facebook page, which currently has more than 2,200 “fans,” has connected advocates and kept them engaged on legislative issues. The AVMA-CAN Twitter Feed, launched in January 2010, provides additional outreach to and engagement through the social network.

In April 2010, a new application was added to the AVMA-CAN Facebook page that allows visitors to respond to an AVMA action alert and contact Congress directly through Facebook – without ever leaving the site. The application makes the user experience simple and fun, and allows for the possibility of viral marketing. The application can also be added to other Facebook pages, including those of state and allied groups.

Governmental Relations Communications continues to maintain two blogs, www.KeepOurFoodSafe.org, an interactive advocacy site dedicated to food-related issues, and www.ExternsontheHill.com, a blog that allows GRD Externs to recount their experience in Washington and speak to their peers on legislative issues of importance to veterinary medicine. The AVMA Advocate, a monthly e-newsletter, in which GRD staff detail ongoing advocacy efforts, continues production to very positive response. Working with Media Relations, GRD Communications continues to produce “Chew on This,” a podcast series focused on food-related issues and the veterinary profession. The podcasts, delivered via iTunes and www.AVMAmedia.org, allow us to not only provide direct and correct information to consumers, but also to continue branding the Association and the profession as active leaders in food safety. Recent podcasts have discussed quantitative risk assessment of antimicrobial resistance, farm animal welfare, and Congressional food safety initiatives.

Print and Advertising—Working with Marketing, GRD Communications developed effective and visually compelling printed pieces in the past year. New brochures were created materials for both the GRD Student Externship Program and the Congressional Science Fellowship program. Updated brochures are currently being developed for AVMA-CAN.

Working with Marketing and Media Relations, GRD Communications continues to release advocacy advertising in Washington DC publications. Last year, six full-page, four-color, issue-specific ads ran in The National Journal, a prestigious publication that reaches a coveted audience of decision-makers. Six new ads will be released in The National Journal in 2010. A separate campaign of six full-page four-color ads, focusing on the Veterinary Services Investment Act, ran in the Congressional Quarterly, a daily news publication that is considered “must read” by Capitol Hill staffers. The AVMA also purchased and placed online advertising on the www.TheHill.com and www.RollCall.com, Web sites for two of the leading political news publications in Washington.

Media Relations—The AVMA continues to hold a strong presence in local and national media on advocacy issues. Working closely with Media Relations, GRD has advanced legislative goals through the news media, speaking as an expert to print and broadcast journalists from trade and general interest publications, ranging from the St. Louis Times Dispatch to Feedstuffs to CNN. Media training for GRD assistant directors is ongoing, and the assistant directors will continue to be strategically leveraged as subject matter experts to media outlets.

Marketing—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 graphic design department housed within marketing supports any graphics needs throughout the Association.

Event and Product Marketing—The Marketing staff collaborated with the Convention Division and the Convention Management and Planning Committee to develop and implement marketing plans for the AVMA Annual Convention, including creative direction and tactical execution. For 2009, tactical components included a city guide, preliminary program, various postcards, as well as email and Web site components. Marketing research conducts a post-convention survey of attendees and non-attendees to provide valuable strategic information to leaders and staff. Exhibitors and speakers are also surveyed and the feedback helps staff create a convention that is attractive to these key groups. Coupled with an ongoing retrospective analysis of registration patterns, the Association’s convention marketing efforts have become more effective and quantitatively-based and will continue to evolve in this manner.

Product/Program Marketing—The marketing team provided guidance to a variety of AVMA divisions on the marketing and promotion of new and existing products, programs, and services developed by the Association. This includes ongoing promotion of the Veterinary Career Center, the 2010 Products and Services Catalog, the new “I am AVMA” member recruitment and retention campaign, and the 2009-2010 Student AVMA brochures.

The Veterinary Career Center (VCC) was heavily promoted at both the North American and the Western Veterinary conferences. The campaigns designed for those promotions included a direct mail piece to registrants of both conferences designed specifically to drive traffic to the VCC demos at the AVMA exhibit booth. Once there, the attendee received a one-on-one demonstration of the VCC and its capabilities and was entered in a raffle. This campaign yielded a significant amount of traffic at both shows.

The 2010 Products & Services Catalog was expanded
by four pages to accommodate new titles and commonly-requested information on national observances. Approximately 10,000 catalogs are distributed at tradeshows and as part of the fulfillment package included in any product order at AVMA ships. The Membership and Field Services Division also includes them in information requests. The catalog is updated annually to reflect the newest client information brochures and latest pricing on products.

The 2009-2010 Student AVMA brochures featured the theme “Finding Your Way,” and focused on different choices and options open to students throughout veterinary school. It also highlighted various ways in which students could take advantage of the benefits offered by the AVMA and SAVMA, such as applying for an externship or attending the AVMA Annual Convention to meet future colleagues. This brochure generated positive feedback from veterinary schools and students, and was a useful tool for SCAVMA Presidents when speaking with students about the benefits of membership.

Membership Marketing—in addition to conducting market research, the marketing team also provides analysis of the information gleaned, especially when combined with data included in the Association database. On an on-going basis, this information is mined, analyzed, and interpreted for valuable information regarding AVMA members, the profession, and the state of veterinary medicine. In 2009, membership data was gathered and analysis begun to help determine future trends related to gender, species focus, and other key variables. A report is expected in late 2010.

In 2010, AVMA executed a campaign to help motivate members to update their AVMA profile in the Association database, which includes contact information, practice type, species focus, etc. Having up-to-date member information is critical to statistics widely used by both the AVMA and other organizations, such as the US Census Bureau. The information is also necessary for marketing and communication purposes. Finally, but perhaps most importantly, current data is helpful during a disaster such as hurricane Katrina.

Member Outreach—working with various configurations of the AVMA booth, marketing staff managed the scheduling, shipping, staffing, and materials for the AVMA booth at professional veterinary events throughout 2009 and into 2010. In addition to the AVMA Annual Convention, AVMA was represented at the American Association of Bovine Practitioners, the American Association of Equine Practitioners, the North American Veterinary Conference, the Western Veterinary Conference, and the SAVMA Symposium. Staff at the booth distributed thousands of pieces of literature and met with hundreds of AVMA members and their staff. Visitors are able to take samples of AVMA printed materials, view AVMA online services, and ask staff questions about the benefits of AVMA membership.

In 2010, the AVMA debuted a new booth featuring the “I am AVMA” campaign at the North American Veterinary Conference. The new booth reinforces the benefits of membership, and was well-received by the members. In using the “I am AVMA” campaign as the booth theme, AVMA provides a coordinated message at tradeshows where the booth is exhibited, through ads in JAVMA, and at the membership area of the AVMA Web site. Luggage tags promoting the campaign were also distributed, inviting members to share their story online.

Veterinary Staff Online Education Courses—The AVMA continued to offer online courses for veterinary hospital staff through VetMedTeam, utilizing the AVMA staff training handbooks as textbooks. Three courses have been offered for several years, including “Client Satisfaction: the Other Half of Your Job,” “Telephone Courtesy and Client Service,” “Your Professional Image and Beyond Customer Service: Keeping Clients for Life.” In 2009 AVMA ended print publication in favor of online downloads. The 2010 year-to-date sales of the online versions of the books indicate that these are popular.

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

The Biennial Economic Survey was distributed to a large sample of AVMA members in the 2nd quarter of 2010, and data from the responses will be captured in two publications—The Report of Veterinary Compensation and The AVMA Report on Veterinary Practice Business Measures that will be available in the 4th quarter of 2010. The 2010 study included new questions to help the AVMA gain an understanding of any financial impact related to the completion of internships, as well as questions that gather diversity measures to enable a clearer picture of the profession.

The Graduating Senior Survey is conducted annually among fourth-year veterinary students. This study obtains information regarding employment choices, salary, debt, and benefits among graduating seniors. In 2010 additional questions were added to help understand why an increasing percentage of students are pursuing internships. Results from the survey are reported back to membership in JAVMA articles. The data is also widely used by all of the veterinary colleges.

Each year, the Convention Attendee Survey is conducted to provide key measurements regarding the AVMA Annual Convention. In addition, the Exhibitor Survey and the Speaker Survey are also utilized to gain a broader measurement of success of the convention.

In fall 2009, the results of the AVMA Animal Welfare Public Perceptions Study were presented to the Animal Welfare Division. Results of the study will be utilized by the
Public Awareness/Education—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 National Science Teachers Association and the Future Farmers of America National Agriculture Career Show. Through this outreach, the AVMA reinforced its image as the preeminent, scientifically-based resource for information on animal health and welfare, and emphasized the importance of the veterinary profession in environmental and public health.

Future Farmers of America (FFA) National Agriculture Career Show—The 2009 FFA national convention was held in October in Indianapolis and attracted more than 50,000 members, advisors, teachers, exhibitors, and others. For the third consecutive year, marketing staff organized a cluster of ten booths at the Career Show, manned by representatives from various veterinary associations such as swine and bovine, and several schools of veterinary medicine. In addition, the AVMA hosted two career workshops presented by an AVMA member to an audience of more than 200 high school students at each workshop. In 2009, the AVMA sponsored a proficiency award in veterinary medicine that was introduced in September 2008. The award program had high participation, with 31 national level award contenders advancing through the local and state competitions. For the inaugural year AVMA leadership served as judges of the national competition at the FFA convention and selected the national winner who was presented with a plaque and cash award.

National Science Teachers Association (NSTA)—For the eighth consecutive year the AVMA exhibited at the 2010 NSTA national convention which was held in March in Philadelphia. The purpose of AVMA participation is to expose science teachers in grades K-12 to AVMA resources and to gain insight into their needs as educators. In 2010 AVMA introduced its new public booth designed to quickly and visually illustrate the far-reaching impact of veterinary medicine and the breadth of career opportunity that exist within the profession. To make it easier for the thousands of teachers attending the show, booth staff pre-packaged materials frequently requested by teachers into Teacher Kits. The Teacher Kits were very successful and visitors to the booth were eager to learn about AVMA career and classroom materials and its role as a teaching resource for information on animal-related issues and public health.

National Pet Wellness Month—At the Annual Convention the AVMA partnered with Fort Dodge Animal Health to create a display promoting the stages of pet wellness (create a plan, twice-a-year wellness exams, disease prevention, and pet insurance) and distribute materials at the AVMA booth. The promotion introduced the fourth stage, pet insurance, and reminded veterinary professionals of the upcoming National Pet Wellness Month celebrated in October 2009. The purpose of this effort is to raise awareness of the pet aging process, disease prevention, and the importance of twice-a-year wellness exams for cats and dogs. The program Web site, www.npwm.com, features information on zoonotic diseases, pet aging, prevention options, and downloadable materials for veterinary hospitals.

Obesity Awareness and Prevention Program—As part of the Alliance for Healthier Pets, the AVMA and Hill’s Pet Nutrition partnered for the third year in 2010 to encourage veterinarians and pet owners to improve pets’ weight management. A new PSA and information were added to www.PetFit.com and posted on AVMA TV and YouTube. New podcasts on the topic of obesity were produced and aired on AVMA Animal Tracks, the podcast series aimed at the pet owning public and broadcast on iTunes.

National Pet Week—National Pet Week was celebrated during the first full week of May in 2010. Classroom activities for teachers in grades one through four are available year-round and downloadable at www.petweek.org with links to other AVMA brochures and career materials that are located on the AVMA Web site, www.avma.org.

“Pets Need Dental Care, Too” Campaign—In 2010 the AVMA and the American Veterinary Dental Society, the American Veterinary Dental College, the Academy of Veterinary Dentistry, the Academy of Veterinary Dental Technicians, the Veterinary Oral Health Council, and Hill’s Pet Nutrition cosponsored the “Pets Need Dental Care, Too” campaign during February — National Pet Dental Health Month. The campaign’s mission is to increase pet owner awareness of the need for regular, professional pet dental care and to provide veterinarians with a variety of materials to celebrate the campaign in their hospitals and communities. An instructional video on how to brush a pet’s teeth was produced by the Communications Division and received rave reviews from the public, media, and members. The campaign Web site, www.petdental.com, was enhanced with new information and graphics and is available throughout the year for access by the public and veterinary hospital staff.

AVMA Educational Brochures—The AVMA educational brochures are a source of revenue for the Association as well as a popular, downloadable feature on the AVMA Web site. Titles are available for purchase in bulk quantity and available in English and Spanish. In 2010 all titles were completely updated and redesigned. Four additional titles were added to the series: Diabetic Pets, Senior Pets, Selecting an Amphibian, and Selecting a Fish. The AVMA brochures are featured at the AVMA booth and purchased by
members and non-members for distribution to clients, to students during school visits, and at community events.

Classroom Materials—The “educators” area of the AVMA Web site hosts a variety of classroom materials organized by grade level for easy access by visiting parents and teachers. In 2010, grade-specific PowerPoint presentations on veterinary careers were added to the Web site and serve as a tool for veterinarians visiting classrooms with a ready-made presentation and script. Links were also added to the Vet School Admission 101 document providing information and guidance for students seeking admission to veterinary school. This area will eventually include links to other organizations that have produced classroom lessons and/or activities that reinforce the AVMA messages on animal health and careers in veterinary medicine.

Children’s Book Series—The AVMA continued its partnership (now in its sixth year) with Soundprints, an award-winning publisher and distributor of children’s books. The books are targeted at children from preschool to second grade and are approved for accelerated reader programs. Packaged with a plush toy and downloadable audio link, Pet Tales brings the AVMA name and logo into classrooms, libraries, and homes around the country, increasing the Association’s visibility with parents, teachers, and children. In 2010, one new title was approved and is in production, scheduled for availability in fall 2010.

Graphic Design—The Graphic Design Department is housed within Marketing, and manages the design and layout for AVMA publications such as JAVMA, AJVR and the AVMA Bulletin. The team also provides creative design for print and promotional materials, as well as strategic and creative support for all AVMA divisions. In 2010, the Graphic Design Department branched beyond print material to support digital and interactive media such as Facebook and Twitter, Web banner advertising, and an interactive DVD. Throughout 2010 and beyond the team anticipates incorporating multi-media with increasing frequency into the support that it provides.

Media Relations—The Media Relations Department provides internal and external outreach to membership, industry, the public, media, and leadership.

The Media Relations Department has expanded its outreach during the past year, using many new social media tools to enhance and expand its traditional methods of outreach. Online communications tools, such as AVMA TV, Animal Health SmartBrief, AVMA Health News Bytes, AVMA@Work, and a Web-based press room, which features audio news releases and newly produced video features, have been teamed with more traditional outreach activities such as press releases and media calls. To communicate the AVMA message to the public, members, and veterinarians, Media Relations works with every division within the AVMA to identify topics, issues and research, as well as the efforts of individual members that might be of interest to the media, the public, and thought-leaders and decision-makers, both nationally and internationally.

Articles for newspapers, magazines, newsletters, Web sites and targeted audiences such as industry press and children’s publications are constantly being developed. These efforts have included 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 state newsletters. Newsletter articles are written by media relations staff, for not only AVMA and state association newsletters, but for newsletters that are 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—in addition to providing online tools, research, and press releases to the media, the Media Relations Department works directly with local and national reporters to assist them in completing articles on issues related to veterinary medicine. These efforts include conducting interviews and setting up interviews between reporters and noted veterinarians and AVMA leaders, fielding telephone calls, and answering questions. In 2009, AVMA staff tracked thousands of AVMA mentions in the media. This included many high-profile placements, including CNN, FOX News, CBS Evening News, NBC Nightly News, ABCNews.com, National Public Radio, The Wall Street Journal, New York Times, Washington Post, and USA Today.

In October 2009 Media Relations staff worked with other AVMA staff to develop some of the first press releases and public resources detailing the spread of H1N1 influenza to pets—first ferrets, then cats and dogs. These resources created an extraordinary amount of traffic to the AVMA Web site and generated scores of calls from media looking for more information and experts to interview. These calls led to AVMA mentions in national and local television and print media. Stories picked up by major wire services such as Reuters and The Associated Press ran in hundreds of newspapers across the country.

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 2009 AVMA Convention in Seattle, the press room registered more than 50 local and national members of the media, and garnered coverage in print, radio, and television—locally as well as nationally.
Dog Bite Prevention Campaign—The AVMA partnered with the United States 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 as the basis for many stories. A podcast and video news release were posted on the AVMA Media Library and distributed as part of the public education campaign. A new bilingual coloring book was produced by the Communications Division for use in dog bite prevention campaigns across the country.

Podcasts—In 2009, Media Relations staff continued the production of two podcast series: AVMA Animal Tracks, featuring 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 Web site and through an RSS feed and can be downloaded through an MP3 player on Apple iTunes.

Video Production—The Communication Division continued development of its in-house video production. Staff members are now writing, directing, and editing videos for distribution on www.AVMATV.org, the AVMA Media Library at www.AVMATV.org, and also on DVDs.

In the past year, the Association has produced videos on parasites, disaster preparedness, zoonotic diseases, obesity, household poisons, parasites, pet trusts and estate planning, veterinary workforce shortages, and one that teaches viewers how to brush their dog’s teeth. Other Web sites have begun running the videos as part of their programming.

Videos are being produced in collaboration with the publication of articles in the JAVMA. For example, Media Relations produced a video featuring Dr. Saul Wilson, one of the first graduates of the Tuskegee veterinary school, to coincide with the JAVMA publication of the history of the Tuskegee veterinary program.

A training video for new volunteer leaders was produced detailing what to expect and what will be expected of them as members of councils, committees, and task forces. This video was distributed on DVD and is accessible over the Internet on www.avmatv.org.

In videos produced twice a month, targeted toward the public and featuring AVMA Executive Vice President, Dr. Ron DeHaven addresses relevant current events and issues in veterinary medicine. Issues include everything from pet health food safety to zoonotic disease and the veterinary workforce shortage. These videos have been well received and have been quoted in publications like the Angus Journal.

AVMA@Work—AVMA@Work, the AVMA e-newsletter to members, has shown steady and marked growth since it was launched in October 2007. The subscriber base has grown to more than 8,300 with an average of about 40% of recipients opening the document on a monthly basis. The online version of AVMA@Work, allows readers to comment on content and to view the comments of others. It has been very successful with several comments being posted each month from readers who have an opinion about items contained in AVMA@Work.

AVMA News Bytes/Animal Health SmartBrief—2009 marked the fourth and final year of AVMA News Bytes, a daily compendium of news articles relevant to the profession compiled and distributed by Media Relations staff. Because of the labor-intensive nature of the production process, the AVMA teamed up with SmartBrief, Inc., a firm which produces similar types of news summaries for more than 100 professional societies and nonprofits, to develop a publication to succeed News Bytes. Animal Health SmartBrief, which debuted in January 2010, continues to provide subscribers with the latest news relevant to the veterinary profession, as well as business tips, and the latest news from the AVMA. While Media Relations staff continue to have content oversight, handing production to SmartBrief has freed up more than five hours in daily staff time. In addition, SmartBrief, which is supported by advertising and costs the AVMA nothing to produce, has the capacity to become a profit center for the AVMA.

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. Sent electronically each month to more than 350 human health journalists around the country, 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. Since Health News Bytes became available to the general AVMA membership in 2009, interest in the product has increased significantly. There are now more than 2,000 subscribers to Health News Bytes, with the vast majority – about 1,700 subscribers – coming from general AVMA membership. Just like AVMA@Work, the monthly open rate for Health News Bytes is about 40%.

Syndicated News Articles Distributed Across the Country—The Communications Division has contracted with a syndication service to distribute short, general interest feature articles that are picked up by newspapers, blogs, Web sites, and other media outlets across the country. In the past year the AVMA has covered a wide variety of is-
sues including pet dental health, the large animal veterinary shortage, disaster preparation, student loan repayment programs, and the Petfit Challenge, and reached hundreds of thousands of readers. These articles also provided a level of cross-selling by pointing the reader to the AVMA Web site for additional information.

In addition, Media Relations stayed on the leading edge by distributing companion videos with almost every syndicated news release distributed in 2009. Many of these videos were placed on blogs and media Web sites.

**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**—Media Relations provides a number of key services to media through its online presence. All AVMA press releases and public statements are posted in the Press Room, sorted by date and subject. In addition, the Press Room also offers 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. Media relations now has an array of AVMA-owned photographs of veterinarians at work in clinics, on farms and in industrial situations that will help journalists present the profession in a positive light. In addition, Media Relations has also begun in-house photo shoots at clinics, farms, and teaching facilities to produce more photography for this gallery, which is also used by the Marketing Department. Speeches given by AVMA leaders are also posted on the Press Room 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**—National radio news releases were produced and distributed featuring Drs. Bernadine Cruz (“Holiday Safety”), Lyle Vogel (“How Safe is Our Food?”), Charles Rupprecht (“World Rabies Day”), Heather Case (“Planning for Disasters”), Kevin FitzGerald (“Dog Bite Prevention”) and Greg Hammer (“Pet Obesity”). The radio news releases were prerecorded and up-linked for satellite distribution. In each instance, the news releases were down-linked by radio stations nationwide and broadcast more than 12,000 times and heard by more than 40 million listeners. In addition, each veterinarian who recorded a news release was also featured in a one-on-one, live radio interview on their respective news release topic.

**Correspondence with Radio Stations**—Monthly, Media Relations sends out a specially designed electronic postcard to radio stations to encourage continued use of AVMA “evergreen” audio news releases and public service announcements. These postcards include scripts that can be used free of charge by radio announcers. The postcard also includes links to the AVMA Media Library where dozens of recorded news releases, public service announcements and features are available for download and broadcast.

**Department of Professional and Public Affairs**—The Department of Professional and Public Affairs (DPPA) regularly interacts and collaborates with all other departments in the Communications Division to ensure the accuracy and relevancy of information and products produced by the Division. In addition, the Department is involved in collaborative efforts with other AVMA divisions.

DPPA staff assisted in the development of talking points for AVMA representatives attending local and national meetings. Staff also provides monthly updates on AVMA activities on behalf of the profession – these updates include a bullet-point list, a two-page narrative document summarizing the highlights of the activities, a PowerPoint presentation, and a two-page sheet with visual representations of AVMA services and benefits. Multiple PowerPoint presentations and speeches were prepared for use by the AVMA President, Executive Vice President, and Executive Board members at local, national, and international meetings.

In cooperation with the Marketing Department, all AVMA client education brochures were updated and redesigned. Two new brochures were generated—Diabetic Pets and Geriatric Pets. Other cooperative efforts with the Marketing Department include content and artwork review for Soundprints books and artwork review for a public outreach campaign currently in development. A new dog safety coloring book, *Doggie Do’s and Don’ts*, was produced and released for Dog Bite Prevention Week in May. DPPA staff is also involved in the Communications Division “Discovery Team,” which evaluates incoming communications projects for strategy and implementation.

Two reference guides were developed for public outreach efforts. A document about disease risks for hunters and their dogs was very well-received, and a similar document is in production for an outdoor enthusiast audience (including disease risks to human, dogs and horses). A reference guide about disease risks associated with dog parks and dog gatherings has gained national media attention and very positive feedback. A portion of this document is the result of a collaborative effort with AAHA, ACVIM, AVSAB and the ACVB.

In response to public requests for information about cleaning your home after a parvovirus infection, DPPA staff
is working with AAHA and ACVIM to produce a consensus document with recommendations for cleaning the household and protecting future pets from parvovirus infection.

DPPA staff develop the content and provide resources for the AVMA home page and for many landing pages on the AVMA Web site. Landing pages developed and maintained during this association year include H1N1, Teva Animal Health ketamine recall, World Rabies Day, and amphibian- and reptile-associated Salmonella infection.

Additional videos were added to AVMA.tv.org, our Web-based tactical channel, as well as the AVMA YouTube.com channel. We continue to receive good feedback on the videos.

DPPA staff continue to be actively involved in the selection of stories for Animal Health SmartBrief. Staff also interact with the Media Relations Department to provide information and media interviews on various subjects. National media coverage of the unwanted horse/horse slaughter issue, the economic crisis’ impact on pets, canine parvovirus outbreaks, and H1N1 resulted in numerous interviews with print, TV, and online media.

The Healthy Pets Exchange, a community on WebMD, is the result of collaboration between the AVMA and WebMD. The Exchange launched on February 26, 2009. More than 20 AVMA members have volunteered to serve as Guest Experts and interact with the community, providing advice and guidance on pet health.

DPPA staff represent AVMA at the booth in the Exhibit Hall of several meetings each year, including SAVMA, NAVC, and the National Science Teachers Association.

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, and AAEP email newsletters and electronic publications for content relevant to AVMA and veterinary medicine. When a potential issue or crisis is identified, the matter is investigated and an appropriate response is initiated.

The DPPA plays a major role in developing and maintaining the AVMA presence in social media. The AVMA currently has 5 Twitter feeds. The DPPA, in cooperation with the Electronic Communications Department, maintains 3 of these 5 feeds. An AVMA Facebook group page was launched in November 2009, and an AVMA fan page is in progress. Numerous other social media outlets are monitored.

State Legislative and Regulatory Affairs—The department provides state legislative and regulatory assistance to AVMA constituent organizations. The past year was another eventful one for veterinary medicine in state capitols. Several issues continued to dominate animal-related legislative agendas, including scope of practice issues, potential non-economic damage allowances, many animal welfare issues, as well as proposed taxes on veterinary services. An emerging issue was the proposed regulation of commercial dog operations, with 30 states considering over 90 bills on this topic last year.

Legislative/Regulatory Tracking and Reporting—In 2009, the department electronically tracked, and as a consequence sent 1,311 legislative and regulatory alerts to state veterinary medical associations. In addition, the department responded to 167 questions and/or requests from VMAs, AVMA staff, and AVMA members, as well as the public.

Bills in 27 states carried over from 2009 to 2010. All state legislatures, except for Montana, Nevada, North Dakota, Oregon, and Texas met in 2010 for at least a portion of the year. In the first three months of 2010 department staff prepared and distributed 875 legislative and regulatory alerts to state VMAs and responded to 61 requests for legal or legislative research.

Each month department staff prepare a State Legislative Update that identifies, summarizes, and reports on 50-75 selected measures pending around the country that are deemed to have a significant impact on the profession nationally. The update is sent to the Executive Board, House of Delegates, State Advocacy Committee, state and allied VMAs, and select AVMA staff. This information is being forwarded to numerous other sources, including government and media. The subscription list for this newsletter has reached 1,300 individuals, including many AVMA members who are interested in legislative news. In December 2009 a state legislative summary report covering the 2009 legislative sessions was distributed.

Assisting Veterinary Medical Associations—In addition to tracking and reporting, the Department of State Legislative and Regulatory Affairs provides comprehensive hands-on assistance to state VMAs, when requested. This assistance includes supplying AVMA positions, issue papers, and other supporting material, such as information relating to situations and solutions experienced by other states. Other tasks 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. The number and frequency of legal and legislative research questions from state VMAs has continued to increase in recent years.

Some recent examples of the department’s activities completed in conjunction with state VMA efforts on significant measures include:

- Assisting the Illinois State VMA with proposed practice act revisions, including critical provisions relating to animal husbandry exemptions from the definition of veterinary medicine.
- Assisting the Vermont VMA with information about states that tax veterinary services.
• Advising the Mississippi VMA with drafting language for that state’s animal cruelty law.
• Providing the Oklahoma VMA with background information and advice in its effort to stop equine lay dentists from winning independent authority to practice. AVMA also wrote a letter to the governor urging a veto and encouraged other state VMAs to call the governor with the same message.
• Advising Wisconsin VMA about the regulation of complementary and alternative therapy providers and various regulatory options utilized by other states.
• Writing a letter to the Nevada governor and other key officials asking for reinstatement of funding for the position of State Veterinarian, which was eliminated in the governor’s budget.
• Assisting the Tennessee VMA with drafting language to revise the practice act so that it covers artificial insemination of livestock.
• Assisting the Iowa VMA by compiling a 50-state survey of laws regarding who can perform pregnancy diagnosis in animals.
• Working with the DC VMA and the AVMA GRD to oppose a proposed ordinance that would have prohibited the use of permethrin and propoxur in flea and tick products manufactured or sold in the District of Columbia.
• Providing advice to the Ohio and Missouri VMAs on ballot initiatives filed in those states that proposed the regulation of animal agriculture and commercial dog operations.

Outreach to Constituent Organizations—One of the top priorities for department staff remains networking with AVMA constituent organizations to learn about their legislative issues and needs. Staff participated in the annual meeting of the American Society of Veterinary Medical Association Executives (ASVMAE) in November 2009 in Tampa, as well as an April 2010 ASVMAE symposium on animal welfare in Denver. The department also planned and hosted an orientation program in October 2009 attended by five executive directors.

Staff participated in the Heartland Veterinary Conference (Milwaukee) and the Veterinary Leadership Conference (Chicago), and presented for the third year via Webinar, to students enrolled in the Virginia-Maryland Regional College of Veterinary Medicine public policy course.

Public policy Webinars for constituent organizations on equine dentistry and state veterinary loan repayment programs were also presented.

2009 State Public Policy Symposium—The department planned and hosted a symposium designed specifically for state and allied veterinary medical associations. The symposium was held in November 2009 in Tampa, called “Wrestling Alligators: Exploring Strategies and Overcoming Challenges in State and Local Advocacy.” The event attracted over 80 representatives from national, state, and allied veterinary associations.

The program began with a panel consisting of State Rep. Bill Heller (Fla. Dist. 52), Cynthia Smoot (WTVT TV, Tampa) and Phil Hinkle (former mayor and commissioner of Haines City, FL and current executive director of the Florida VMA). The panelists shared their many years of experience and expertise to advise veterinarians on how to best make their views known to elected officials and the media. Concurrent sessions followed, covering grassroots advocacy techniques, use of Capwiz technology and using social media for advocacy campaigns.

For the rest of the symposium, participants broke into small groups to discuss various current policy issues facing veterinary medicine:

- Livestock Housing and Animal Welfare
- Pharmacy Issues: Internet Pharmacies, Prescription Monitoring, and Vaccination Liability
- The Latest on Non-Economic Damages and the AVMA Legal Outreach Program
- Regulating Non-Veterinarian Animal Care Providers
- The Unwanted Horse Problem: What Now?
- Regulation of Companion Animals: Commercial Kennels, Mandatory Sterilization, and Microchipping
- Designing an Effective State Loan Forgiveness Program
- Disposal of Pharmaceutical Hazardous Waste: Are Veterinarians Affected?
- Disaster Preparedness and the New Veterinary Medical Assistance Teams

Session facilitators prepared summaries for the topics, which were distributed to meeting participants and state VMAs following the symposium.

Outreach to Public Policy Decision Makers—AVMA continues to increase its profile with state policy makers. Department staff accompanied AVMA president, Dr. Larry Corry, and the Animal Welfare Division director, Dr. Gail Golab, to the State Agriculture and Rural Leaders (SARL) Summit, an event designed for state agriculture legislative committee chairs. It was held in Orlando in January 2010. This was an opportunity for legislative leaders from agricultural and rural areas across the US to share ideas and offer input on policies and legislation related to agriculture and rural development, including veterinary medicine. Approximately 125 legislators and their staff attended. At this meeting SARL passed its own resolution based directly on a recently-enacted AVMA policy, which urges state legislatures to adopt legislation creating livestock care standards boards, or authorizing existing agencies, for the purpose of establishing standards governing the care and well-being of livestock and poultry, rather than using ballot initiatives to establish animal care standards.

Department staff represented AVMA at the annual meeting of the National Conference of State Legislatures in July 2010 in Philadelphia. Staff and members staffed an AVMA exhibit and interacted with hundreds of state legisla-
tors and staff. The AVMA joined 300 other exhibitors at the conference and generated a great deal of booth traffic. The AVMA donkey and elephant stress toy giveaways were popular and offered a natural segue to conversations with the attendees. Staff also placed a map at the front of the booth noting states that have adopted a loan repayment program. The map attracted large amounts of attention from state legislators. In addition, a local rescue dog was brought in one day, which also attracted people to visit the booth.

For the first time Department staff attended meetings of the American Association of Veterinary State Boards in September 2009 (Minneapolis) and National Association of State Departments of Agriculture in October 2009 (Birmingham).

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

Outreach to Legal Profession—The Executive Board approved making this program permanent, which allows AVMA to make presentations on various legal topics at law schools and bar associations. The topic of noneconomic damages has produced the most interest, although animal abuse reporting is recently generating interest as well. Staff prepared and distributed over 20 speaker packets and held a Webinar orientation session for speakers.

Since the program’s inception in early 2009, AVMA has presented at the Massachusetts Bar Association, University of Wisconsin Law School, Colorado Bar Association, DePaul University College of Law, Michigan State University College of Law and College of Veterinary Medicine, Duke University School of Law, Hofstra University Law School, John Marshall Law School, Hamline University School of Law, Boston University Law School, University of Maryland Law School/ Maryland Bar Association, Cornell College of Veterinary Medicine, Minnesota Bar Association, Indiana State Bar Association, Northwestern Law School, Santa Clara University School of Law, the University of Chicago (Animal Law Week and Animal Law Course). Presentations are planned for the American Bar Association (Annual Meeting) and Lewis & Clark Animal Law Conference.

Creating Advocacy Tools—The number of advocacy materials posted on the Executive Resource Center (ERC) and the State Advocacy part of the Web site has grown in the past year. The hard copy files of background and supporting materials have grown as well. All of this has improved AVMA’s ability to provide timely information to state VMAs and others regarding state legislation and regulation. Over 500 individuals are subscribed to receive the ERC Newslink each month, highlighting resources posted on the ERC section of the AVMA Web site monthly.

The number of visits to the state advocacy Web pages has also increased. For March 2010, the first month that we can compare year to year, the number of page visits increased by 53% and the number of page views increased by 24% over March 2009.

There are 17 state VMAs that subscribe to the Capwiz system currently. In 2005, AVMA staff facilitated and coordinated the group purchase of grass roots advocacy software designed to enhance the ability of state associations to communicate with legislators and mobilize members for action. The system, known as “Capwiz,” is managed by state VMAs individually.

Other Activities—Department staff provide primary professional support to the State Advocacy Committee. In this role, staff has assisted the committee with significant projects such as developing a national legislative agenda for state VMAs, drafting protocols for AVMA state-level involvement, drafting model dog welfare legislation, revising the AVMA microchipping policy, and submitting recommendations to the Executive Board to create task forces to review the AVMA Model Veterinary Practice Act, and the feasibility of a national database of hazardous waste ingredients in products used in veterinary clinics.

As part of an effort to improve access to legislation involving veterinary medicine, in 2009 the Department launched a new portion of the AVMA Web site, which allows members and the public to view significant legislation that is either pending or has been adopted in the current legislative session. This portion of the site can be found under state resources and will be updated on a continuous basis every two weeks.

The Department continues to improve and update other portions of the Web site as well. Improvements and updates have been made to several of the issue areas as well as a new article on domestic orders of protection that include pets. These articles continue to generate a significant amount of attention from both AVMA members and the public, and are continuously updated as new laws pass each year.

CONVENTION AND MEETING PLANNING DIVISION

2009 AVMA Annual Convention—The 146th AVMA Annual Convention was held in Seattle July 11-14, 2009 and attracted a total attendance of 9,488. This was nearly 2,000 attendees ahead of the 2008 Convention held in New Orleans and was the second highest number of veterinarians, at 4,321. In addition to the 1,000 hours of CE programming, the Interactive Lab program offered 15 DVM labs and five veterinary technician labs.

Six companies offered Sunrise CE Sessions, Sunday through Tuesday morning before the start of the regular educational schedule. These sponsored sessions allow exhibitors an opportunity to provide information on their latest products, services, and research and development initiatives. “Practice Tips” and “Brown Bag Lunchtime Learning” sessions were again offered for attendees to continue
learning over the lunch break. The Computer Learning Center (CLC) drew capacity participation in many of the 15 computer-based courses offered to enhance attendee computer and technical skills with hands-on learning in a computer lab setting. Thirteen sponsored symposia, including the Veterinary Diversity Symposium, were offered in 2009.

The Global Health Summit was one highlight of the educational content offered at the 2009 AVMA Annual Convention. This outstanding program included presentations on the Bill and Melinda Gates Foundation’s Approach to Livestock, a panel discussing the opportunities for global partnerships in veterinary medicine, and educating veterinarians to become global leaders.

Due to the downturn in the economy, there was concern regarding attendance for Seattle; however, the numbers held strong. The 2009 AVMA Annual Convention realized net income over expenses of $428,236. Registration fees for AVMA members were $400 in advance, $450 pre-convention, and $500 onsite. International attendees who were members of a national veterinary association were eligible to register at the AVMA member rate. Non-member fees were: $600, $650, and $700. Spouses, children under 18, and guest fees were: $10, $15, and $20. Veterinary Technician fees were: $200 (advance), $225 (pre-convention), and $250 (onsite). Veterinary students continued to receive complimentary registration if submitted prior to the pre-convention deadline. Students registering onsite were charged a $75 registration fee. AVMA Business Sessions; and House Advisory Committee, Executive Board, and House of Delegates meetings preceded the Annual Convention.

The installation of the 2009 AVMA President, Dr. Larry Corry, took place at the President’s Installation Luncheon on Tuesday, July 14 and his term became effective at the close of the Seattle Convention. The Student AVMA and Auxiliary to the AVMA also conducted business prior to the start of the Annual Convention.

The 2009 AVMA Opening Session was held in the Washington State Convention Center on Saturday, July 11th. Hill’s Pet Nutrition, Inc. continued its sponsorship of the program, which included a keynote presentation by the world famous Pike Place Market Fishmongers. The group delivered a light-hearted and entertaining presentation on the value of teamwork and leadership, and ways to improve quality of life.

The Convention began with the Fort Dodge Comedy Kick-Off event featuring comedians John Pinette, and Kevin Fitzgerald, a renowned veterinarian. Bayer Animal Health hosted the “Bayer Bash” Saturday evening, which included locally inspired food and entertainment indicative of the Pacific Northwest. The AVMA Concert Series, sponsored by Merial featured artist Natasha Bedingfield on Sunday evening.

Twenty-seven Alumni Receptions hosted by veterinary colleges and schools were held during the evening of Monday, July 13 throughout the AVMA headquarters hotel. These functions provided an excellent opportunity for convention attendees to network with fellow alumni and meet new graduates.

Seattle convention sporting events included a golf outing, sporting clays competition, and a 5K run/walk for those attendees looking for an “active” start to their morning.

The AVMF continued its Voluntourism Projects in Seattle animal shelters to refresh and refurbish those shelters in need. The Foundation also hosted a first class event “Teatro Zinzanni” to recognize and thank AVMF contributors.

The 2009 Exhibit Hall included 201 commercial exhibit companies with a total of 38,400 square feet occupied. There were 29 non-commercial, veterinary related groups occupying 2,600 square feet also present within the exhibit hall. The AVMA Professional Liability Insurance Trust, AVMA Group Health and Life Insurance Trust, Student Auxiliary to the AVMA, and American Veterinary Medical Foundation were among the 42 Associated Groups holding business meetings, educational programs, member forums, and social events at the 2009 AVMA Annual Convention.

Future AVMA Annual Conventions
- July 31-August 3, 2010—Atlanta, Georgia
- July 16-19, 2011—St. Louis, Missouri
- August 4-7, 2012—San Diego, California
- July 26-29, 2014—Denver, Colorado

EDUCATION AND RESEARCH DIVISION

The Education and Research Division is staffed by ten personnel, including four veterinarians, a technical writer, an ECFVG Coordinator, an ECFVG Testing Coordinator, a Technician Education Coordinator, and two administrative assistants who provide support to 11 councils, committees, commissions, boards, and task forces. Support includes agenda development; research; staff guidance; correspondence; and preparation of minutes, reports, surveys, and recommendations. Education and Research Division staff also manage the accreditation programs for veterinary medical and veterinary technician education and the educational equivalency certification program for graduates of nonaccredited veterinary schools.

In 2009-2010, the Education and Research Division served as staff support for:
- Council on Education; the accrediting entity for veterinary medical education
- Council on Research
- American Board of Veterinary Specialties
- Committee on Veterinary Technician Education and Activities; the accrediting entity for veterinary technician education
- Educational Commission for Foreign Veterinary Graduates; the oversight entity for the educational equivalency certification program for graduates of nonaccredited veterinary schools
GOVERNMENTAL RELATIONS DIVISION
The AVMA Washington DC office houses the Governmental Relations Division (GRD) and the AVMA Washington DC Conference Center. The GRD includes eight full-time staff positions, as well as a governmental relations communications manager position and grassroots coordinator position, which are part of the Communications Division.

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 office, the AVMA GRD staff has clear regulatory and legislative issue responsibilities.

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 regulation 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 business.

Lobbying—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—Coalitions allow for small organizations to have a stronger unified political voice to work collectively either for or against legislation and regulation. 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.

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

Political Action Committee—The AVMAPAC collects personal contributions from AVMA member veterinarians. These contributions 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.

Grassroots Activity—The 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 Congressional Advocacy Network.

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 Legislative Advisory Committee assists the Executive Board in formulating AVMA policies and positions on federal legislative and regulatory proposals. The AVMA Political Action Committee 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.

111th Congress—AVMA Legislative and Regulatory Agenda.

Active Pursuit of Passage – A high priority application of AVMA human resources was expended to pass or adopt the following bills or regulations:

- Appropriations for:
  - Veterinary Medical Loan Repayment Program ($6 million)
  - Animal Health and Research/Section 1433 Formula Funds ($10 million)
  - Animal Traceability Systems for Animal Disease ($14.2 million)
  - Centers of Excellence ($15 million)
  - Report language request for the National Veterinary Accreditation Program in the Agriculture Appropriations bill ($5 million)
  - Report language request for Food, Agriculture and Veterinary Defense in the Homeland Security Appropriations bill ($1 million)

- Humane Methods of Slaughter Act Amendment
- Legislation to Address the Issue of Unwanted/Retired Horses
• H.R. 305, the Horse Transportation Safety Act
• H.R. 355, Recognizing May 17-23, 2009 as National Dog Bite Prevention Week
• Equity in Federal Veterinary Pay
• Food Animal Residue Avoidance Databank
• National Research Support Project-7/Minor Use Animal Drug Program
• Pet Health Insurance as an Eligible Benefit for Treatment under Section 125 of the IRS Code (cafeteria plan)
• Small Business Health Plan Legislation
• H.R. 3763 & R. 2345, Exemption of Veterinarians from the Red Flags Rule
• S. 1709/H.R. 3519, Veterinary Services Investment Act
• National Veterinary Medical Service Act (P.L. 108-161) implementation
• Veterinary Medicine Loan Repayment Program Tax Exemption
• H.R. 2999, Veterinary Public Health Workforce and Education Act
• Congressional Resolution – Vet 2011
• Veterinary Corps Officer Accession from Lieutenant to Captain

Active Pursuit of Defeat – A high priority application of AVMA human resources was expended to defeat the following legislation:
• H.R. 503/S. 727, the Prevention of Equine Cruelty Act
• H.R. 1549/S. 619, Preservation of Antibiotics for Medical Treatment Act
• H.R. 2460/S. 1152, the Healthy Families Act
• Possible amendment: Senate Food Safety Bill—Elimination of Dangerous Drug Residue Risks in Equines

Support – Though not a high priority, the AVMA supported and monitored the following bills or regulations with a low priority application of AVMA human resources:
• Funding for NAHLN and NAHLNTox
• H.R. 3266/S. 1495, Wounded Warrior K-9 Corps
• H.R. 2480/S. 3610, Truth in Fur Labeling Act of 2009
• H.R. 388/S. 197, Crane Conservation Act of 2009
• H.R. 411/S. 529, Great Cats and Rare Canids of 2009
• H.R. 556, Southern Sea Otter Recovery and Research Act
• H.R. 1454 Multinational Species Conservation Funds Semipostal Stamp Act of 2009
• S. 510, FDA Food Safety Modernization Act of 2009
• H.R. 1332, Safe Food Enforcement, Assessment, Standards, and Targeting Act of 2009
• H.R. 1150 Laboratory Surge Capacity Preparedness Act
• S. 1269 Food Safety Rapid Response Act
• S. 425 Food Safety and Tracking Improvement Act
• S. 1693, Safe Food for Schools Act of 2009/H.R. 4590, School Meat Safety and Standards Act
• S. 1381, Small Business Tax Relief
• S. 1402/H.R. 1552, Small Business Jump Start Act
• Alternative Minimum Tax (AMT) Reform

No Action – This means that the AVMA makes no recommendation on the bill or regulation and the AVMA does not have a position on the bill or regulation. The Governmental Relations Division staff will continue to monitor the legislation and advise the LAC should the legislation’s status change.
• H.R. 2455 International Whale Conservation and Protec-
Veterinarians in Congress—Senator John Ensign, DVM (R-NV) is in his second term in the Senate. Senator Ensign currently serves on the following committees: Budget; Commerce, Science and Transportation; Finance; Homeland Security and Government Affairs; and Rules and Administration.

Congressman Kurt Schrader, DVM (D-5-OR) is in his first term in the US House of Representatives. Congressman Schrader currently serves on the following committees: Agriculture; Small Business; and Budget. Congressman Schrader is also the Chairman of the House Small Business Subcommittee on Finance and Tax.

AVMA Congressional Advocacy Network—The AVMA Congressional Advocacy Network (AVMA-CAN) is the principle means by which AVMA members have been helping 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 more than doubled, with more than 7,100 veterinarians and supporters. AVMA-CAN members stay connected to the AVMA through the effective use of electronic communications vehicles such Web sites, blogs, and social networks such as Twitter Feed and Facebook. See the Communications Division section for more information about AVMA-CAN.

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 toward the solution of social problems.

The 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. 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 2009-2010 Congressional Science Fellows are Dr. Melinda Cep, Dr. Orville (Stic) Harris, and the Executive Branch Fellow is Dr. Kim Rock. Dr. Cep, a Virginia-Maryland Regional graduate, secured a position in the office of Representative Rosa DeLauro (D-3-CT) where she works on issues related to agriculture, food safety, public health, as well as some appropriations issues. Dr. Harris, a University of Georgia graduate, works in the office of Senator Al Franken (D-MN) where he serves as the Health Fellow on healthcare, public health and prevention issues. Dr. Rock, a Michigan State University graduate, is assigned to the Africa Bureau of the US Agency for International Development (USAID) working on issues related to the prevention and control of zoonotic diseases including avian influenza and food security.

Funding for the Executive Branch Fellow in 2010-2011 was eliminated in the FY 2010/2011 budget. However, the funding for the third fellow position was restored in the FY 2011-2012 budget.

In April 2010, two veterinarians were selected from a pool of 24 highly-qualified applicants to serve as the 2010-2011 Congressional Science Fellows. Dr. Terry Kane, a graduate of the University of Illinois, and Dr. Kathryn Simmons, a Virginia-Maryland Regional College of Veterinary Medicine graduate, will begin their Fellowships in August 2010.

AVMA GRD Veterinary Student Externship Program—The AVMA-GRD Veterinary Student Externship Program provides third- and fourth-year veterinary students the opportunity to experience the development of public policy concerning regulatory and legislative activities of importance to veterinary medicine. Externs are expected to perform and participate in issues and events that support the work of the AVMA. 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 the process.

During the four-week externship 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 for the Externs on the Hill blog, discussing their externship and the issues they are covering while in Washington.

In the 2009 calendar year the GRD provided nine veterinary students the opportunity to observe the veterinary profession from an “Inside the beltway perspective.” The students who participated in the 2009 GRD Veterinary Stu-
dent Externship Program are: Melissa Austin (University of Missouri); Kirk Breuninger (University of Pennsylvania); Derek Calhoon (Cornell University); Katie Leech Ebers (Mississippi State University); Tyler Foreman (Texas A & M University); Nancy Greewald (University of Minnesota); Orville Harris (University of Georgia); Virginia Kiefer (University of Minnesota); and Elizabeth Nunamaker (Purdue University).

The GRD received applications for the 2010 externship program from 22 highly-qualified students across the country. The students selected to participate in the 2010 GRD Veterinary Student Externship Program are: Anthony Bartels (Colorado State University); Amanda Bisol (University of Pennsylvania); Van Brass (Florida State University); Tristan Colonius (Louisiana State University); Rachel Cumberbatch (Purdue University); Valarie Eisenbart (University of Illinois at Urbana); Rebecca Steers (Tufts University); Jessika Uden (Iowa State University); Jason Wood (University of California); and Kelvin Urday (University of Missouri).

SAVMA Legislative Visit—Following up on the SAVMA legislative visit in March 2009, 62 veterinary students from various colleges and universities came to Washington DC in February 2010 for the second annual SAVMA legislative visit. AVMA Vice President Gary Brown joined the students in a two-day event designed to enhance awareness of the importance of advocacy. During this event, the students learned about the legislative process and met with members of Congress to help advance the AVMA legislative agenda. The students participated in a town hall session led by Dr. Brown to answer questions about the AVMA and Executive Board. The students also participated in mock visits, which prepared them for visits with Members of Congress; learned about the legislative process from a panel of beltway insiders; and were briefed on the major AVMA issues by the GRD staff. Feedback from attendees has been extraordinarily positive, with 100% of the attendees responding in a survey that they were "very satisfied" with the event.

MEMBERSHIP AND FIELD SERVICES DIVISION

The Membership and Field Services (MFS) Division provides management and administrative support in three key areas for the Association: membership operations, student outreach, and veterinary professional and career services. Membership operations include recruitment and retention of AVMA members, application processing, gathering complete and up to date member information, direct member assistance through phone calls and emails, monitoring and evaluating member benefit programs, and outreach to state veterinary medical associations and allied organizations represented in the House of Delegates. Student outreach includes campus visits to veterinary schools, support for 29 Student Chapters of the AVMA and three Associate schools, and advising the Student American Veterinary Medical Association. Veterinary professional and career services include oversight for the Veterinary Career Center and Veterinary Career Network, developing career resources such as the Working Diagnosis and Student Externship Locator, and responding to member career-related questions. Most importantly, MFS 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.

The Division also provides staff support to the Council on Veterinary Service, the Member Services Committee, the recently created Task Force on AVMA Programs for Students and Recent Graduates, and an MFS staff member serves as an ex-officio trustee to the AVMA PLIT.

Online Member Resources—Directory—The AVMA member resource directory is now available online through the AVMA Web site at www.avma.org. The online format offers ease of access to information, allows for the most current information to be available, and saves the Association nearly $400,000 in production and shipping costs. The Member Resource Directory is broken into sections that include information and current links to the AVMA, state and allied veterinary organizations, government agencies, veterinary schools, veterinary technician resources, and includes a searchable member-only online membership directory.

The Veterinary Practice Resource Center (VPRC)—The Veterinary Practice Resource Center was launched in 2008 and is located in the My AVMA section of the AVMA Web site. This online resource was created to compile information commonly needed in practice and help direct the user to appropriate resources. Topics of interest include licensing and accreditation, administration and human resources, medical and ethical issues, governmental agencies, livestock industry resources, import/export and interstate travel, and general resources. The information contained within the VPRC is continuously monitored and revised by the MFS.

Contact and Professional Information Updates—The AVMA has long been the most comprehensive source of information about veterinarians and the veterinary profession because a large percentage of veterinarians in the US belong to the Association. In 2006 a new member classification system was introduced along with a corresponding online tool that allowed members to update their personal contact and veterinary professional information. After nearly four years of utilization the AVMA has made improvements to this online resource, which has increased the ease of updating personal information and decreased the time required to do so. It is easily accessible in the My AVMA section of the AVMA Web site to members at www.avma.org. In addition to allowing members to easily keep their contact information and preferences current, they may indicate areas of interest and employment, (see Table 5), provide
Vaccinations 

Demographic information, select journal subscription and email preferences, opt in or out of a variety of AVMA informational choices, as well as grant permission for his/her member information to be published in the online AVMA Directory.

**Veterinary Clinic Locator**—In 2008 the AVMA Executive Board approved funding for the development of an online clinic locator. This tool is in the final stages of development and will allow veterinary practices to be listed by services offered, species treated, veterinarians at the practice, as well as highlight AVMA member veterinarians and include more detailed information on other fully searchable criteria. This project is a key tactic of one of the five strategic goals of the AVMA, Economic Growth. The objective of the searchable clinic locator database is to help increase the demand for veterinary services by providing the public with an easy searchable means of locating a veterinarian who provides services needed or desired.

**Dues Payment**—Members were once again able to renew their membership online between October 2009 and March 2010. For the first time, in 2010 AVMA members were initially notified via email of the option to renew their membership online. The combination of email notices and mailed invoices continued throughout the renewal period and successfully reduced the number of paper invoices mailed, increased online processing of dues, and kept operating costs below budget. By the end of March 2010 24% of renewals were completed online, an increase from 17% in 2009. 1,035 veterinary clinics also took advantage of re-registering costs below budget. By the end of March 2010 24% of renewals were completed online, an increase from 17% in 2009. 1,035 veterinary clinics also took advantage of renewing multiple AVMA memberships in one easy online step, which was a significant increase over the 701 clinics in 2009.

The online dues payment page on the AVMA Web site also links to the Web pages for online contributions to the AVMA PAC and the American Veterinary Medical Foundation, and includes an option to update member contact and professional information.

**Membership Recruitment and Retention**—AVMA membership increased to 80,116 members at the end of 2009. The increase is due to a retention rate of 97.6% of the members from the previous year and a net gain of 1,441 members, or 1.8%, over last year’s total (Tables 1 and 2). Of the 3,692 new members, 2,479 were new graduates of schools with student chapters (Table 3). During 2009, honor roll status was awarded to 377 members. Membership losses included 382 deaths, and 1,869 members who were dropped from membership due to resignation or nonpayment of dues. The AVMA continues to maintain a market share of US veterinarians close to 84%. Further analysis of membership is reported by state (Table 4) and professional activity (Table 5).

As of the March 31 deadline to renew AVMA membership for 2010, 94% of the 2009 membership had renewed. There are numerous efforts throughout the year that focus on that remaining 6% who have not renewed and are as follows:

- AVMA and the National Association of Federal Veterinarians (NAFV) cooperated in a recruitment campaign that targeted federal veterinarians, yielding ten new members for AVMA and allowing the NAFV to meet the requirement for continued representation in the AVMA House of Delegates.
- A Convention Campaign targeted nearly 2,000 non-member and former members who register for convention
- A Convention Registrant Campaign targeted non-member and former members who register as a speaker for convention
- The Veterinary Career Center Campaign continues to target non-member and former members utilizing the AVMA resource
- AVMA GHLIT & PLIT Insurance Campaign targeted non-member and former members who enjoy the member benefit of PLIT, GHLIT, or both
- ECFVG Campaign Targeting ECFVG applicants interested in AVMA membership

There are also additional recruitment campaigns that include efforts to recruit recent graduates who did not receive automatic conversion to AVMA membership and those from schools without a Student Chapter of the AVMA.

**Member Benefits and Services**—AVMA member benefits include the full range of AVMA activities described throughout this report. All Association programs advance and promote the veterinary profession to the benefit of every member.

In addition to the professional and policy functions, the AVMA provides a variety of direct business services for its members. Using the collective bargaining power of its total membership, the Association has negotiated the best possible rate for quality services available to individual AVMA members. These programs are provided to members without cost to the AVMA. Detailed information about each of the programs can be found online at: www.avma.org/services. Membership Division staff review and evaluate proposals; facilitate partnership agreements; and monitor programs for quality, value, and service. In addition to providing low rates to participating members, several of these programs generate royalties to the AVMA. Current AVMA affinity programs include:

- AVMA MasterCard, VISA, and American Express
- Financial Services—Bank of America (through its subsidiary, Banc of America) provides financial products and services for members short-term and long-term needs.
- Bank Card Processing Services—Bank of America provides highly competitive pricing structures for a credit...
card and debit card transaction-processing program for AVMA members, which include a royalty-sharing agreement with participating/partnering state veterinary medical associations based on transaction volume.

- Lands’ End Apparel and Products—AVMA members may purchase quality logo’d apparel and save 10% on product and logo fees by purchasing through the AVMA Lands’ End-specific AVMA Company E-store or phone number.
- Relocation Services—AVMA continues its relationship with Atlas Van Lines to provide AVMA members a discounted rate of 61% on interstate moves, along with a royalty paid to the AVMA based on net charges.
- Auto Rental Agencies—Discount car rental rates are provided to AVMA members year-round by Alamo and National car rental agencies.
- Degree/Certificate Framing Services—The veterinary degree or AVMA membership certificate can be framed at a 10% discount for members. There are several frame styles available and the AVMA logo will be imprinted on the mat.

**Mailing List Rentals**—In 2003, the AVMA entered into an agreement with InFocus, an association list management firm, to market and administer the AVMA private mailing list rental service. As part of this agreement, the AVMA retains complete and final approval of all mailing list rental requests, which are granted on a case-by-case basis by staff after a thorough review of the materials to be mailed. Organizations are not permitted to use AVMA member record data to create, update, or maintain their own databases. However, the AVMA will provide one set of printed mailing labels and up to four sets of electronic labels per year, germaine to that state association, specialty college, or allied group upon request and at no charge to each state VMA and allied group represented in the House of Delegates, and to specialty colleges recognized by AVMA. Staff continue to work closely with InFocus to improve the marketing of this resource. Email addresses and/or telephone numbers are never included with mail list information. Members may choose to not have their information shared on any mail list rentals by going online to the Member Information Update area and selecting that option.

Correspondence from AVMA on matters important to veterinary medicine may be sent by email. Members are encouraged to go online to the Member Information Update area to select their email preferences and to keep email and address information current.

**Veterinary Career Center**—The AVMA Veterinary Career Center (VCC) (www.avma.org/vcc) is a premier, online, professional job-placement and career-services site for veterinary professionals and support staff. Thousands of jobs and resumes for the veterinary profession have been posted since its inception online in October 2001. The VCC accepts listings for all areas of veterinary medicine, including private practice, academia, industry, technician, hospital managers, and staff, and assists veterinarians and veterinary students with career and educational resources. Job seekers post resumes free of charge, which can be viewed by employers who have a current paid job listing posted at the site. Job search agents can be set up to easily connect jobs and candidates based on criteria selections. Employers have a choice of 30-, 60-, and 90-day job packages for either veterinary or non-veterinary positions. Externships and internships can be posted free of charge. Other job enhancements or multiple job packages are available for an additional cost. Paid job listings include resume access for no additional charge. User support is provided by AVMA staff as well as by Boxwood Technologies, the vendor of the site. AVMA staff closely monitor the site to ensure appropriate jobs are posted and candidates are qualified to apply.

Efforts are underway to expand job postings into non-traditional areas in industry. Contact with office manager groups and HR departments of businesses that may hire veterinarians is planned for 2010. These efforts will make them aware of the site and allow AVMA to post additional varied job opportunities. Social networking options are being considered to increase awareness of the service and to increase job listing exposure in this very popular format.

There continues to be significantly increased numbers of qualified candidates registered on the site making it a valuable service for job seekers as well as employers who are looking for staff for their businesses. The numbers of views and applications for each job continues to grow and job numbers have stabilized as the economy shows slight improvement. The site is among the top three sites visited on the AVMA Web site and continues to be a valuable asset to the profession and AVMA.

In spring 2010 a new externship locator Web site was linked to the VCC to make searching for student externships easier and centralized. This new tool allows the user to search for externships by state, school, special interest, or veterinary organization. The launch of the student externship locator was announced in multiple formats including a press release, inclusion in Smartbrief, the Journal of the AVMA, and various e-newsletters, which proved to quickly make it one of the most visited sites in April 2010.

The VCC provides continuous availability online as well as on-site services at the AVMA Annual Convention, North American Veterinary Conference, and Western Veterinary Conference.

The Veterinary Career Network (VCN) was launched in 2006. It is a partnership program with the state veterinary medical associations, veterinary schools and colleges, and the allied veterinary associations, which allows a shared posting of job positions and resumes. There are currently 50 partners in VCN—six state VMAs and two veterinary schools joined the VCN in 2009. Partner organizations get the member benefit of wide exposure for jobs posted and access to an ever growing applicant pool. They also share revenue resulting from the job postings, based on applica-
tions for their jobs.

**AVMA Student Services**—The MFS Division provides ongoing support and advice to the Student AVMA (SAVMA); which includes the Student Chapters of the AVMA (SCAVMA), the Student Associates of the AVMA (SAAVMA), which are the student organizations at Ross, St. George's, and St. Matthew's; and Student Associate members from around the globe at schools that do not have a SCAVMA or SAAVMA. Each year MFS Division staff work closely with the AVMA Vice President to serve as SAVMA Advisors, provide policy issue advice, coordinate association management programs, and provide business session support. Additionally staff process over 12,000 student membership records, fulfill student journal subscriptions, produce brochures outlining the details of the student organizations, and recognize achievements of individual students, chapters, and organizations on a national level.

Each year the AVMA sustains programs to maintain communication with students. These programs include annual visits to the 32 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. School visits are divided among an MFS Division Assistant Director, who is a veterinarian, and the AVMA Vice President. These visits provide an important communication link between each chapter, SAVMA, and the AVMA by educating students about the organizations, sharing specific member benefits, and creating contact for on-campus student officers and faculty advisors. These visits 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 of organized veterinary medicine.

**SCAVMA Faculty Advisor–Student Leader Conference**—The 24th SCAVMA Faculty Advisor–Student Leader Conference was held in Schaumburg IL on September 11-12, 2009 with 28 of the 29 Student Chapters of the AVMA represented during the two-day event. This annual conference is held with the goals of providing support to the Student Chapters of the AVMA, encouraging the networking of 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 the AVMA Vice-President, multiple discussions on AVMA student involvement, numerous breakout sessions, and chapter improvement discussions. Over 71 attendees utilized the entire 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 efforts to provide attendees with fleece vests incorporating all three organization logos. The event continues to be a success with attendance reaching nearly 100% as well as creating 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 this conference is a vital mechanism for chapters in developing and implementing programs to better serve their members.

Invited conference attendees include a faculty advisor and student officer (traditionally the president) from each student chapter, the AVMA Vice President, six SAVMA officers, and the SAVMA President’s Advisor. Plans are underway for the 25th conference which will once again be held at AVMA Headquarters on September 17-18, 2010.

**Student Chapters of the AVMA (SCAVMA)**—The AVMA is the parent organization for the 29 Student Chapters of the AVMA. All 28 US veterinary schools have a student chapter with an additional chapter located at Atlantic Veterinary College, University of Prince Edward Island. The AVMA has consistently visited each Student Chapter during the academic year by dividing visits among the AVMA Vice-President and AVMA staff. AVMA staff visited the following schools during the 2009-10 academic year: Auburn University, University of California-Davis, Colorado State University, University of Georgia, Iowa State University, Kansas State University, University of Minnesota, Ohio State University, Oregon State University, University of Pennsylvania, Cummings School of Veterinary Medicine at Tufts University, Washington State University, Ross University, and St. George’s University. (Schools visited by the AVMA Vice President are listed in the Vice President’s report).

Each year, the AVMA recognizes those schools that have 100% of their graduating class who become AVMA members. During the 2010 SAVMA Educational Symposium the AVMA presented eleven schools with plaques recognizing their accomplishment for 2009 (Atlantic Veterinary College, Auburn University, University of Florida, Iowa State University, Louisiana State University, Mississippi State University, North Carolina State University, Oklahoma State University, Texas A & M University, Washington State University, University of Wisconsin). Additionally, four schools had only one member of their 2009 graduating class that did not join the AVMA. For 2009, of the 2,573 graduates of schools with SCAVMA Chapters, 2,479 became AVMA members resulting in an overall graduation conversion rate of 96.3%.

**Student AVMA Activities (SAVMA)**—The SAVMA is the national organization collectively representing all of the Student Chapters of the AVMA and student associate members throughout the world. Started in 1969, SAVMA consists of an Executive Committee and a House of Delegates (HOD). The HOD is composed of two representatives from each of the SCAVMAs and associate schools with greater than 80% of the student body as associate members in SAVMA. This organization meets in conjunction with
the AVMA Annual Convention and again at the SAVMA Student Educational Symposium. The SAVMA President and President-elect represent the entire organization and have voting privileges in the AVMA HOD.

SAVMA highlights for the past year include the continued coordination of Student Chapters hosting the One Health Challenge, a SAVMA Student Educational Symposium at the University of Wisconsin, and numerous student representatives on AVMA councils, committees, and task forces.

The One Health Challenge of 2009 was Obesity Awareness and was spearheaded by the newly approved SAVMA Executive Committee position, Global & Public Health Officer. This position was officially changed from an ad hoc officer position to a full officer position of the SAVMA Executive Committee, by the SAVMA HOD during the 2010 SAVMA Educational Symposium. This student, along with help from many others, worked to connect the Student Chapters of the AVMA, veterinary colleges, and the public in an effort to raise awareness about the obesity problem in pets as well as people. A major help in connecting all of these groups is the new online SAVMA One Health Challenge area located on the AVMA Web site under the Student AVMA section. This area has information on the history of the challenge, an event calendar so students can see what other chapters are doing, and a planning guide to help SAVMA members plan future events.

Another SAVMA Student Educational Symposium took place in 2010, hosted by the University of Wisconsin in Madison. The two-year planning process culminated in over 1,000 student attendees from across the country and around the world during this three-day conference. The Symposium began with an evening networking event for SAVMA Presidents, SAVMA Officers, Delegates, and the Symposium Planning Committee. It was followed by numerous educational lectures, interactive wet labs, and athletic/academic competitions. Some highlights of this year’s educational lectures were a full day lecture series devoted to Disaster Preparedness in Veterinary Medicine. Also, this year the SAVMA Multicultural Student Outreach Committee’s Annual Diversity Forum was transformed into an all day lecture series on Diversity in Veterinary Medicine. The second annual AVMA Town Hall meeting at SAVMA Symposium allowed students to ask questions of AVMA Leadership and learn how the AVMA is addressing issues that face the veterinary profession. Participants included AVMA Executive Board members and AVMA Staff.

One of the most coveted SAVMA awards is the Teaching Excellence Award (TEA) selected during the SAVMA Symposium. The 2010 SAVMA TEA award recipient was Dr. Mark Freeman of Ross University. In addition to the TEA award the SAVMA Committee on Communications has developed a new Community Outreach Excellence Award. The inaugural winner was Dr. Michael Moyer of the University of Pennsylvania. The recipients will be presented with their awards during the 2010 AVMA Annual Convention in Atlanta.

The University of California-Davis will host the next SAVMA Student Educational Symposium which is scheduled to take place March 24-26, 2011. After a bid presentation during this year’s Symposium, Purdue University was selected to host the SAVMA Student Educational Symposium in 2012.

SAVMA maintains numerous liaison and committee representations on AVMA councils, committees, and associated entities such as the GHLIT and NCVEI, and is working to establish future student connections. For the 2009-10 academic year, SAVMA appointed student delegates and officers to represent SAVMA at meetings of the AVMA House of Delegates, Executive Board, Veterinary Leadership Conference, Animal Welfare Committee, Committee on the Human-Animal Bond, Member Services Committee, Legislative Advisory Committee, Political Action Committee, Task Force on Veterinary Internships, SCAVMA Faculty Advisor/Student Leader Conference, the International Veterinary Student Association (IVSA), the Association of American Veterinary Medical Colleges (AAVMC), the American Association of Veterinary State Boards (AAVSB), the National Commission on Veterinary Economic Issues (NCVEI), and AVMA GHLIT.

This past March the following students were installed as the new SAVMA Executive Committee officers who will lead the organization in 2010-11: Aaron Gibbons (Washington State University), President; Jennifer Lu (Oklahoma State University), Secretary; Brian Zulauf (Oregon State University), Treasurer; Garrett Stewart (Kansas State University), Information Technology Officer; Deirdre Murdy (Western University of Health Sciences), International Exchange Officer; and Christopher Koivisto (North Carolina State University), Global & Public Health Officer. University of Illinois won the bid to host The Vet Gazette with Robin Hansen installed as The Vet Gazette Editor. Joseph Esch (The Ohio State University) was elected as President-Elect and Rayne Johnson (Purdue University) was elected as International Exchange Officer-Elect.

The MFS Division provides staff support to the:

- Council on Veterinary Service
- Member Services Committee
- Task Force on AVMA Programs for Students and Recent Graduates

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 Web site, in the news section of the JAVMA and research news section of the AJVR, and in the 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 eight 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 AVMA Ed—the AVMA online continuing education service—and the AVMA Collections online monograph series; three advertising associates who coordinate display and classified advertising in the journals; six news editors and reporters; three administrative staff members; and a librarian and library technical assistant.

Staff Changes—In April 2009, longtime AVMA editor-in-chief Dr. Janis Audin passed away. Dr. Kurt Matushek, associate editor, was promoted to the editor-in-chief position in August 2009. Also in 2009, three new assistant editors were hired—Drs. Aasha Sinha, James Reinbold, and Rosemarie Seymour—to fill open positions created by the departures of Drs. Kim Sprayberry in 2008 and Carla Morrow in 2009, and the death of Dr. Audin.

Dr. Sinha came to the AVMA after having spent several years in academia and private practice. She graduated from veterinary school at the University of Sydney in 1990; completed an internship in equine medicine and surgery at Kansas State University and a residency in equine surgery at The Ohio State University; and held appointments at the University of Prince Edward Island, University of Pittsburgh School of Medicine, North Carolina State University, and The Ohio State University College of Medicine. She is board-certified by the American College of Veterinary Surgeons.

Dr. Reinbold graduated from the University of Missouri-Columbia College of Veterinary Medicine in 2003 and spent three years in small animal, mixed animal, and large animal practices in Missouri and Iowa. He then returned to academia to pursue a doctoral degree at Kansas State University. He is currently working to fulfill requirements for board certification by the American College of Veterinary Clinical Pharmacology.

Dr. Seymour is a 2000 graduate of the Cummings School of Veterinary Medicine at Tufts University and was awarded a doctorate in molecular biology and biochemistry by the University of Maine in 2008. She worked for a mixed animal practice in Vermont before joining a laboratory in Maine in 2001. There, Dr. Seymour received National Institutes of Health-funded research training for veterinarians as well as an NIH Mentored Clinical Scientist Award.

Journal of the American Veterinary Medical Association—Mean circulation of the JAVMA during 2009 (volumes 234 and 235) was 75,595. This represented a 1.6% increase, compared with mean circulation during 2008 of 74,386, and was consistent with increases in circulation seen over the past five years. For the past three years, members have represented 97% of all JAVMA subscribers, nonmembers have represented 2%, and students have represented 1%.

A total of 814 manuscripts were submitted to the JAVMA during 2009 for consideration for publication, including 595 scientific manuscripts (original studies and clinical reports) and 219 feature articles. This was a substantial (17%) increase in the number of submissions, compared with the 694 manuscripts submitted during 2008. Total number of manuscripts submitted to the JAVMA has increased 49% since 2000. Only 34% of the scientific manuscripts submitted to the JAVMA during 2009 were accepted for publication, with the remainder rejected or withdrawn by the authors. This was a slightly lower acceptance rate than in previous years but consistent with acceptance rates for 2004 and 2005.

Two new features debuted in the Veterinary Medicine Today section of the JAVMA during 2009. The “Pathology in Practice” feature premiered in the April 15 issue and is published in cooperation with the American College of Veterinary Pathologists. This feature is designed to provide readers with clinically relevant information relating to the practice of veterinary pathology, focusing on the evaluation and interpretation of clinicopathologic abnormalities or gross pathologic lesions and associated histopathologic or cytologic findings. Articles focus on interesting cases in which such findings were integral to the diagnosis of the disease or condition. The feature is intended to be a learning exercise and is modeled after the “What Is Your Diagnosis?” feature, providing readers with the history and clinical and gross findings for a case and challenging them to formulate potential differential diagnoses. Thirteen reports were published in this feature during 2009.

The other new feature, “What Is The Evidence?” premiered in the November 1 issue and is published in cooperation with the Evidence-Based Veterinary Medicine Association. This feature is intended to help readers develop a practical, evidence-based approach to the practice of veterinary medicine. Articles describe cases in which an evidence-based approach to diagnosis, treatment, prevention, or control of a disease or condition was used. Two reports were published in this feature during 2009.

The 259 manuscripts published in the JAVMA during 2009 included five commentaries, 90 feature articles, and 164 scientific reports. Commentaries included discussions regarding veterinarians’ responsibility to report animal abuse, one health, food animal medicine, and evidence-
based medicine. Feature articles included reports in the “What Is Your Diagnosis?” “Pathology in Practice,” “Diagnostic Imaging in Veterinary Dental Practice,” and “Public Veterinary Medicine: Public Health” features, among others. Five “Zoonosis Update” reports were published, including reports on dog bites, leptospirosis, and filovirus infection. Four “Facts & Figures” reports based on economic surveys performed by the AVMA were published, including reports on veterinarian income and employment of veterinary school graduates. Of the 164 scientific reports that were published in 2009, 60% related to small animals, birds, or exotic animals; 18% related to equids; and 18% related to ruminants, swine, or camelids. The remainder related to wildlife, aquatic animals, or zoo animals or were special reports not related to any specific species. For scientific reports published in JAVMA during 2009, median turnaround time (ie, time from submission to cover date of the issue in which the report appeared) was 11.4 months. This was an increase from the median turnaround time of 9.3 months for manuscripts published during 2008, reflecting the staff changes that occurred during 2009.

Advertising income from the JAVMA continued to be an important source of nondues revenue for the Association during 2009, although the economic downturn adversely affected both display and classified advertising income. Display advertising income for the JAVMA during 2009 was just over $1 million. This was a 15% decrease compared with the $1.2 million in display advertising income for 2008. According to Mark Reynolds, the AVMA’s display advertising representative, this decrease was consistent with, or lower than, decreases seen at other veterinary publications. The persistent poor economy combined with the ongoing consolidation of major animal health companies is expected to continue to adversely affect display advertising income during 2010. However, through the first quarter of 2010, display advertising income was up slightly, compared with the same period for 2009.

Classified advertising income during 2009 was substantially lower than income during 2008. During 2008, a total of 16,206 classified advertisements were published in the JAVMA, accounting for $2.3 million in income. By contrast, only 7,274 classified advertisements were published during 2009, accounting for just over $1 million in income. The weak economy and high unemployment rate likely accounted for most of this decrease. However, the corporate consolidation of veterinary practices has also been an important factor, as corporate veterinary practices have switched from placement of individual classified advertisements for open job positions to placement of display advertisements directing readers to a Web site where all positions for that corporation are listed. Although the JAVMA remains one of the only print options for placement of classified advertisements, it seems unlikely that the Journal will see an increase in classified advertising income in 2010 compared with 2009.

Subscription income for the AVMA journals (ie, income derived from nonmember subscriptions to JAVMA and AJVR, student subscriptions, and members who elect to receive both journals) was just under $475,000 during 2009.

During 2009, the JAVMA completed a survey of its readership; similar surveys had been performed in 2006, 2003, and 2001. The survey was conducted by Readex Research, an independent research company located in Stillwater, Minn. Surveys were mailed to 1,800 individuals selected in a systematic, stratified fashion from the nearly 73,000 JAVMA subscribers located in the United States. The response rate was 56%.

Results indicated that 88% of JAVMA recipients had read at least one of the past four issues, including 46% who had read all four. Only 10% had not read any of the past four issues. Sixty-eight percent of recipients began looking through or reading a typical issue of JAVMA within a week after receiving it, and more than one in four (27%) spent at least an hour reading or looking through a typical issue. Sixty-four percent read or looked through at least a quarter of a typical issue, including 31% who read about half or more of each issue. Overall, 90% of recipients at least skimmed each issue.

In the past 12 months, 75% of recipients had taken at least one action as a result of reading JAVMA. Half (49%) had discussed an item with others; 32% had used or modified an idea; 32% had clipped, copied, or downloaded an article of interest; 25% had saved an entire issue; and 23% had sought further information. Two-thirds (66%) of recipients indicated they or someone else in their business had taken at least one action as a result of seeing classified advertisements in the JAVMA, including 56% who looked at job listings to see who was advertising.

When asked about other veterinary publications they read, 58% of recipients indicated they regularly read (at least three out of four issues) the Compendium on Continuing Education for the Practicing Veterinarian (which continued print publication in 2010), and 54% indicated they regularly read DVM Newsmagazine. No other veterinary publication was regularly read by more than 50% of recipients. When recipients were asked to rate JAVMA compared with other veterinary scientific journals they read, 52% rated it as better or much better than other journals, and only 15% rated it as worse or much worse.

American Journal of Veterinary Research—Mean circulation of the AJVR during 2009 (volume 70) was 6,912. This represented a slight decrease (2.1%) compared with mean circulation during 2008 of 7,063, but circulation has been essentially unchanged since 2007. For the past three years, members have represented approximately 88% of all AJVR subscribers, nonmembers have represented 11%, and students have represented 1%.

The 451 manuscripts submitted to the AJVR during 2009 included 442 original studies and nine review articles. This was a substantial (12%) increase in the number of submissions compared with the 401 manuscripts submitted during 2008, although still fewer than the number submitted
during 2008 (492). Total number of manuscripts submitted to the AJVR has increased 22% since 2000. Only 57% of the manuscripts submitted to the AJVR during 2009 were accepted for publication, with the remainder rejected or withdrawn by the authors. This was consistent with acceptance rates for the past five years.

There were 191 manuscripts published in the AJVR during 2009. The largest number of manuscripts were in the field of anesthesia and analgesia (24), although large numbers of manuscripts were also published in the areas of infectious disease (17); analytic techniques (15); physiology (14); bone, joint, and cartilage (12); and cardiovascular system (11). In keeping with the AJVR’s mission to foster global cooperation in veterinary medical research, 31% of the authors of manuscripts published during 2009 were foreign.

For scientific reports published in AJVR during 2009, median turnaround time (ie, time from submission to cover date of the issue in which the report appeared) was just over 12 months. This was an increase from the median turnaround time of 10.8 months for manuscripts published during 2008, reflecting, as with JAVMA, the staff changes that occurred during 2009.

Display advertising income for the AJVR during 2009 was just over $79,000. This was a 10% decrease, compared with the $88,000 in display advertising income for 2008. Again, the poor economy in combination with the ongoing consolidation of the major animal health companies is believed to account for the decrease in display advertising income during 2009.

News Department—Throughout 2009, the News Department within the Publications Division provided objective, balanced coverage of news and information relevant to veterinarians and the public through a variety of news outlets.

Highlights included ongoing coverage of the National Animal Identification System, as opposition to the program was voiced at public comment sessions and deep funding cuts were made. Other federal initiatives that were covered included the need for student debt relief through funding of the Veterinary Medicine Loan Repayment Program and introduction of the Veterinarian Services Investment Act to establish a competitive grants program to relieve veterinarian shortages. AVMA efforts to exempt veterinarians from the impending Red Flags Rule requiring identification theft prevention programs were reported, along with the repeated enforcement delays. State initiatives that were covered during 2009 included an ultimately unsuccessful measure to tax veterinary services in California and the approval by Ohio voters of an oversight board to establish livestock care standards.

Throughout the year, the News Department worked to provide a veterinary perspective on stories that had received extensive coverage in the mainstream news. Examples include a report on the potential animal impacts of the emergence of the H1N1 flu virus, a perspective on what changes the veterinary profession could expect following the election of Barack Obama, and reports on the implications of the omnibus legislation and stimulus plan for the profession.

The recession was covered extensively throughout 2009, most notably in a series of feature stories about the effects of the economic downturn on small animal, equine, and food animal practices. Each story was accompanied by information from veterinarians about how they were maintaining profitability during these tough times. Other articles examined how veterinary colleges are faring, programs assisting pet owners facing hard times, and how the recession factored into the AVMA Executive Board’s actions, particularly in regard to the Association’s budget.

Animal welfare developments also received a high priority during 2009. Articles reported on revisions to some AVMA policies, the welfare of nonhuman primates at research facilities, and the undertaking of a major egg-laying hen housing study. Many stories dealt with unwanted horses, from new resources to find them homes or provide free vaccines to a request by Congress for a study on the implications that slaughter plant closures have had for horse welfare.

Other topics covered by the News Department included the increase in the number of veterinary graduates entering internship and residency programs, results of AVMA surveys showing an increase in veterinarian incomes from 2005-2007, the movement for rehabilitation to become mainstream practice, and the increased momentum of the pet hospice movement. The creation of the North American Veterinary Medical Education Consortium, spearheaded by the Association of American Veterinary Medical Colleges, was also covered.

Organizational news included the relaunch of the AVMA Veterinary Medical Assistance Teams program, the start of the revision process for the euthanasia guidelines, approval of drug disposal guidelines for veterinarians, creation of a Task Force on Veterinary Internships, recognition of the Reptile and Amphibian Practice specialty under the auspices of the American Board of Veterinary Practitioners, steps toward a business plan for redevelopment of the AVMA Web site, and opening access to the general membership for all AVMA electronic newsletters.

Global issues included an interview with the visiting head of the Afghan Veterinary Association, a feature about volunteers serving in Liberia through Veterinarians without Borders, the development of the Emerging Pandemic Threats program by the U.S. Agency for International Development, and the incorporation of the One Health Commission.

In June 2009, one of the veterinary students chosen for the first year of the AVMA Headquarters Externships program served in the Publications Division, working mostly with the news department. For her primary externship project, Shana Eisenstadt (GA ’12) wrote about the AVMA Veterinary Leadership Experience in Idaho, which she had just
completed.

During the AVMA’s Annual Convention in Seattle, the News Department published four editions of the 146th AVMA Annual Convention Daily News providing attendees with information about the convention itself, the convention city, and Association activities. Each edition was also published on the Association Web site. Coverage included activities of the House of Delegates, award presentations, and the AVMF voluntourism project; previews or reviews of educational sessions and social events; and local attractions. The “Puget Sound Off” feature highlighted attendees’ opinions on a variety of topics, while the “Seattle Snapshots” feature provided a visual diary of the convention.

Online Activities—Two important online projects involving the Publications Division during 2009 were AVMA Ed, the AVMA online continuing education service, and the AVMA Collections, focused collections of articles published in the JAVMA and AJVR on selected topics.

AVMA Ed was officially launched December 1, 2008 with 60 convention courses that had been recorded during the 2008 AVMA Annual Convention in New Orleans and five courses based on studies published in the JAVMA available for purchase. Within the first few months after the program launch; however, numerous complaints were received regarding technologic inadequacies of the program. It was decided to cease marketing of the program, not add new content, reduce the price for current courses, and alter the way convention sessions were recorded. For the 2009 AVMA Annual Convention in Seattle, a recording studio was set up at the convention center, and convention speakers were asked to record their presentations in this studio setting. The resulting recordings were of much higher quality, and AVMA Ed was relaunched November 1, 2009 with 25 new convention courses and the original five JAVMA courses (the original 60 convention courses were archived). Twenty JAVMA courses were added December 29, 2009. The relaunch was marketed through typical marketing vehicles (eg, JAVMA house ads, electronic newsletters, and JAVMA news stories) and through a postcard mailing to members living in states with an upcoming deadline for license renewal. Although there was a substantial increase in revenue and the number of courses sold in December 2009, member usage has been low overall, and the program has not met intended expectations with regard to estimated number of individuals taking courses or projected revenue generated, while continuing to consume a substantial amount of staff time. AVMA staff members have been instructed to undertake a complete review of the program during 2010, including assessing member needs and expectations regarding online continuing education, and to present their findings and recommendations to the AVMA Executive Board.

Two online monographs were added to the AVMA Collections during 2009. The first, released in September, was focused on rabies and included articles on the epidemiology of rabies, prophylaxis, and vaccination. The second was released in December and consisted of all of the Zoonosis Update articles published in the JAVMA since January 2000.

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 2009, the AVMA librarian assisted staff and AVMA members with identifying materials appropriate to various projects they were working on and obtaining 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, the board, councils, and committees 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); preparing an application to the National Endowment for the Humanities for a grant to digitize AVMA print archival material; preparing an application to the National Archives and Records Administration for a grant to make available an index of AVMA-published obituaries from 1877 to the present; supplying articles from the AVMA journals to groups engaged in creating topic-specific programs or projects; 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; and serving as a member of a committee writing standards for academic veterinary medical libraries with individuals from The Ohio State University, Texas A&M University, the University of Saskatchewan, and the University of Montreal. The librarian made presentations to various library groups and library schools to increase visibility of the AVMA and its goals, encourage use of AVMA-created materials by librarians in public and special (eg, law, medical, academic, and corporate) libraries, create an awareness of the interrelatedness of the health and well-being of humans and non-humans, and explain the variety of roles veterinarians play in the present-day veterinary profession.

**SCIENTIFIC ACTIVITIES DIVISION**

The Scientific Activities Division is staffed by seven personnel (five veterinarians and two staff assistants) who support eight councils and committees and one task force. Within this structure, the Division advances the art and science of veterinary medicine by developing policy 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 State Legislative/Regulatory Affairs, Publications Division, Office of the Executive Vice President, Allied Organizations, other AVMA Divisions when requested, and AVMA members.

Entity support includes agenda development through identification of issues that affect the veterinary profession and 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, and preparation of minutes, reports, and recommendations.

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 including 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 Program (VMAT). 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 by the Division, for example: accredited veterinarians, antimicrobial resistance, extralabel drug use, food supply veterinary medicine, aquatic animal medicine, animal disease prevention and control, program diseases and foreign and emerging animal diseases, Public Service Award, vaccines, health certificates/certificates of veterinary inspection, compounding, controlled substances, veterinary drugs, adverse event reporting, therapeutic diets, pesticides, all hazards/all species emergency preparedness and response, veterinary environmental issues, food safety, veterinary medical devices, pharmaceutical issues, prescribing and dispensing, public health, regulatory veterinary medicine, AVMA VMAT, One Health, and zoonotic disease.

In 2009 the One Health Joint Steering Committee (OHJSC) transitioned the work of the AVMA's former One Health Initiative Task Force to a new, independent One Health Commission. The ultimate goals of the Commission are to develop a national strategy for public health based on One Health principles, create national awareness of One Health, and illustrate the value of One Health through demonstration projects. Achieving these goals will require a sustained effort, leadership, and sufficient funding to bring One Health into routine practice worldwide. A tripartite Joint Administration Team, comprising Scientific Activities staff and staff from the American Medical Association and the American Society for Microbiology, provided staff consultation to the OHJSC throughout 2009 as the new Commission was formed and implemented. The One Health Commission was incorporated on June 29, 2009, and its Board of Directors approved the Bylaws on August 14, 2009.

Due to concerns related to the development and transmission of antimicrobial resistance, and the future role of the veterinarian, the Antimicrobial Use Task Force (AUTF) was created in July 2009 by the AVMA Executive Board, at the request of the AVMA House of Delegates. The Task Force was charged to address the role of veterinarians in all uses of antimicrobials, including growth promotion and feed efficiency. The AUTF plans to provide its report to the Executive Board during the June 10-12, 2010 Executive Board meeting, which will then prepare recommendations for consideration by the House of Delegates during the 2010 Annual Session in Atlanta this July. The Task Force is expected to sunset following the 2010 Annual Session.

In 2009-2010, the Scientific Activities Division served as staff support for:

- Council on Biologic and Therapeutic Agents (COBTA)
- Council on Public Health and Regulatory Veterinary Medicine (CPHRVM)
- Animal Agriculture Liaison Committee (AALC)
- Antimicrobial Use Task Force (AUTF)
- Aquatic Veterinary Medicine Committee (AqVMC)
- Clinical Practitioners Advisory Committee (CPAC)
- Committee on Disaster and Emergency Issues (CDEI)
- Committee on Environmental Issues (CEI)
- Food Safety Advisory Committee (FSAC)
- House Reference Committee #5
- House Reference Committee #7

Divisional staff oversee (or serve as) liaisons to approximately 18 national and international organizations of interest. Such liaisons are established by the Executive Board at the recommendation of councils, committees, or task forces.