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The North American Veterinary Community Launches *Today's Veterinary Business*

ORLANDO, FL — March 2, 2017 – The North American Veterinary Community (NAVC) announced today the launch of *Today's Veterinary Business*, an official publication of the NAVC. *Today's Veterinary Business* is the only publication focused solely on the business side of the veterinary practice. The target audience is practice owning veterinarians, practice managers and corporate veterinary personnel.

Today's Veterinary Business will provide information and resources designed to help veterinarians and office managers improve the financial performance of the practice, allowing them to increase the level of care provided to pets. "Given our experience with *Veterinary Advantage*, which became a part of the NAVC in January, we had a clear understanding of the need at the practice level for a dedicated financial publication," said Tom Bohn, CAE, Chief Executive Officer of the NAVC. "We are very excited about the potential of *Today's Veterinary Business* and feel it is a perfect fit in our mission of providing world-class continuing professional development for the global veterinary healthcare community."

Today's Veterinary Business will cover topics relating to practice management, leadership, financial metrics, marketing and communication strategies, retailing and merchandising, and industry news analysis. "The response from the industry has been very enthusiastic, and we have attracted top editorial talent, as well as an extraordinary advisory board," said Chris Kelly, Publisher of *Today's Veterinary Business*. "Our first print issue will be available in August, and we have a suite of related digital products scheduled for release over the next twelve months."

"Adding *Today's Veterinary Business* to our family of publications is a strategic move that gives us another platform to reach a new audience. The addition of a business journal allows for a broader reach to animal health professionals, which we are very excited about," said Laura C.S. Walker, Senior Vice President of Sales & Publishing at NAVC.

ABOUT THE NAVC

Founded in 1982 and headquartered in Gainesville, Florida, with offices in Orlando, Florida, the [North American Veterinary Community](#) (NAVC) is a non-profit organization providing world-class professional development to the global veterinary healthcare community. Its largest initiative, the annual [NAVC Conference](#), hosts more than 17,000 attendees each year. Other offerings include [VetFolio](#), an online CE platform in conjunction with [AAHA](#); the [NAVC Institute](#); the [Veterinary Innovation Council](#); the newly launched [Industry Services Division](#); its official journals, [Veterinary Advantage](#), [Today's Veterinary Practice](#), [Today's Veterinary Technician](#); and the newest educational offerings: [NAVC Live](#) and [NAVC Discovery](#). Visit [NAVC.com](#) for more details.

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