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The NAVC Wins Hermes Creative Awards and ASAE Gold Circle

Communication materials for 2013 NAVC re-branding, NAVC.com re-launch, the NAVC Conference and other programs received numerous awards in 2014 for creative excellence.

GAINESVILLE, FL — The year 2013 was a major year of growth and transition for the non-profit association North American Veterinary Community (NAVC). Its marketing team worked steadfastly to communicate its new programs and services with the goal of increasing participation. These efforts were recently honored with several HERMES AWARDS from the Association of Marketing & Communication Professionals, as well as a Gold Circle Award from ASAE: The Center for Association Leadership.

Hermes Creative Awards is an international competition for creative professionals involved in the concept, writing and design of traditional materials and programs, including emerging technologies. There were more than 5,500 entries from around the globe for 2014. The NAVC is proud to be in the winner's circle with major players such as Lockheed Martin, Coca-Cola, Mattel, etc. The association was awarded honors in these categories:

- **Gold:** (21 percent of all entries <https://enter.hermesawards.com/gold/>)
 - **Advertising/Magazine:** NAVC Brand Ad in *Clinician's Brief* - only 20 other Gold winners in this category
 - **Website Overall/Association:** NAVC.com - only eight other Gold winners in this category
- **Platinum:** (15 percent of all entries <https://enter.hermesawards.com/platinum/>)
 - **eNewsletter:** Only three other Platinum winners in this category
 - **Integrated Marketing/Company Branding:** NAVC Rebrand - only seven other Platinum winners in this category
- **Honorable Mention:** (11 percent of all entries)
 - **Advertising/Direct Mail Piece:** NAVC Conference 2015 Early Registration Flyer
 - **Publications/Catalog:** NAVC Conference 2015 Preliminary Program Guide

In addition, the NAVC won a **2014 AWAE Gold Circle Award (GCA)** for its **THINK BIG!** NAVC Conference 2014 campaign in the ASAE's Convention/ Meetings Marketing Campaign category. According to the ASAE website, this competition "identifies excellence, innovation and achievement in association/nonprofit marketing, membership, communications and component relations programs."

The NAVC's internal marketing communications staff of three collaborated with Think Creative, Inc. — an outside marketing firm based in Orlando, Florida. Meghan Golden, the NAVC's Vice President of Customer Experience, said, "We're so proud of our internal and external marketing team members. I cannot say enough about their tireless commitment. The sheer volume of work we were able to produce in

2013 is hard to comprehend, but to do so with the highest level of creativity, design and messaging is outstanding.”

Tom Bohn, NAVC Chief Executive Officer, added, “We’re very excited to have earned honors in not just one major competition, but two. What’s more amazing is that the HERMES AWARDS included more than 5,500 entries from around the globe and we’re in the winner’s circle with major players.”

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About the NAVC

Founded in 1982 and headquartered in Gainesville, Florida, the North American Veterinary Community (NAVC) is a non-profit organization that provides world-class professional development for the global veterinary healthcare community. The organization's largest educational initiative, the annual NAVC Conference, hosts more than 16,000 attendees and 350 speakers from more than 70 countries each year. Other educational offerings include NAVC VetFolio — its year-round online CE platform for the entire veterinary healthcare team, NAVC Expeditions, NAVC Institute and NAVC *Clinician's Brief*, the official journal of the NAVC and one of many industry journals under the NAVC umbrella. The NAVC's international conference partners include the Asian Pacific Veterinary Conference (APVC), the Latin American Veterinary Conference (LAVC) and Southern European Veterinary Conference (SEVC). Visit NAVC.com for more information.