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Contact: Meghan R. Golden

352.244.3731 | mgolden@navc.com

The NAVC Team Adds Leona Perry As Its New Community Manager

GAINESVILLE, FL— The North American Veterinary Community (NAVC) has hired Leona Perry to fill the newly created position of Community Manager. Ms. Perry is an online community developer with extensive project management experience in the areas of developing social communities, message boards, public relations, business development, telecommunications, media and press planning and fundraising.

Tom Bohn, NAVC Chief Executive Officer, stated, “The NAVC is expanding and growing as a year-round global resource for veterinary professionals to enhance their skills through online materials, live events, scholarship programs and community outreach. Leona’s background is ideal for the new role of NAVC Community Manager, and she’ll be instrumental in guiding, building and supporting this growing community resource; the first of its kind. We’re excited to have Leona on our team.”

Ms. Perry was previously the Manager of Community for WebMD for thirteen years, managing and growing traffic in WebMD’s online health community consisting of 104 moderated message boards and more than 500 self-policed and member-created communities. Her duties included directing a staff of moderators, creating annual marketing and promotional plans, forming content and programming strategy designed to engage and retain members and evaluating existing processes and implementing changes to optimize performance. She has served in similar roles with iVillage.com, American Water Ski Educational Foundation, USA Water Ski and Cypress Gardens in Florida.

In her role with the NAVC, Ms. Perry will champion the development and management of the NAVC’s Online Community and Discussion Forums, and will work to deliver the best possible online experience to the entire veterinary healthcare community. She will oversee all technical and system administration aspects of the community and will work closely with the NAVC team to coordinate community postings that fuel the passion to excel and generate industry conversations for pet health advancement. Ms. Perry resides in Gainesville, Florida.

Details on the NAVC’s veterinary professional development programs can be found at NAVC.com.

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Founded in 1982 and headquartered in Gainesville, Florida, the North American Veterinary Community (NAVC) is a nonprofit association that provides world-class professional development for the global veterinary healthcare community. The association's largest educational initiative, the annual NAVC Conference, hosts 16,000 attendees, 650 exhibiting companies and 350 speakers from more than 70 countries each year. Other educational offerings include the NAVC Institute, NAVC Expeditions and NAVC *Clinician's Brief*, the official journal of the NAVC. The NAVC's international conference partners include the Latin American Veterinary Conference (LAVC), Southern European Veterinary Conference (SEVC) and the Asian Pacific Veterinary Conference (APVC). Visit NAVC.com for more information.