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The NAVC Team Adds Pam Foster As Its New Managing Editor, Community Content & Media

GAINESVILLE, FL—As the North American Veterinary Community (NAVC) prepares to expand and grow as a year-round global resource for veterinary professionals, it has created the new position of Managing Editor, Community Content & Media. Experienced marketing communications writer and Certified SEO Copywriter Pam Foster has been hired for this role. Ms. Foster has 14 years of veterinary communications experience and an extensive background in content marketing strategy, copywriting and editing for all forms of online and offline media, as well as speaking and teaching.

Tom Bohn, NAVC Chief Executive Officer, stated, “The NAVC is expanding its role in presenting learning and collaboration opportunities to Veterinarians, Veterinary Technicians and others in the global animal healthcare field. As an experienced professional who has worked with practice teams first-hand, Pam understands the passions and challenges faced in the industry, and she’ll work tirelessly to help us provide solutions to this community. We’re very happy to have Pam join our team.”

Ms. Foster was previously the Managing Editor of Content & Communications for LifeLearn, Inc., and has worked for many other veterinary organizations including IDEXX, DirectVet Marketing, The Pet Health Network, and individual practices through her copywriting business, PetCopywriter.com (now a referral service). She’s a regular *Vet Advantage* magazine columnist, has spoken at the NAVC Conference and BlogPaws Conference and is co-author of *Wildly Profitable Marketing for the Pet Industry*.

In her role with the NAVC, Ms. Foster will manage the content for the organization’s website, social media sites and interactive properties, as well as writing/editing print materials. Working with the NAVC team and particularly the Chief Veterinary Officer, she will guide the editorial strategy, content writing/editing and monitoring for the NAVC and Vet Tech Connections social media communities, other online and offline marketing communications materials, as well as medical/clinical documents. Ms. Foster resides in South Carolina.

Details on the NAVC’s veterinary professional development programs can be found at NAVCCOM.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 NAVCCOM.COM for more information.