This year, we celebrate our 40 year anniversary. In 1983, the NAVC, known as Eastern States Veterinary Association at the time, opened registration for its very first veterinary conference.

In the past 40 years, we’ve become the largest veterinary community in the world, hosting the largest in-person veterinary conference in the world. We’ve launched over 25 brands to support the veterinary profession, from in-person and virtual events, veterinary journals and advocacy to certifications, virtual learning and a job recruitment platform. We’ve also become the industry’s largest media platform within the last few years. We are excited to share with you some of the highlights from 2022 alone in this impact report.

Now more than ever, at the heart of our association and every thing we do is our purpose and mission — and every one of the accomplishments we share in this report reflects this. Each and every one of our initiatives is focused on our unwavering commitment to helping the veterinary healthcare team thrive. This year, we are proud to say that we have supported more than 650,000 veterinary professionals.

As a nonprofit association, the support that we continue to provide for the profession is only made possible because of the support of our sponsors and partners, as well as the passionate commitment from our board of directors and staff.

We are grateful for your support.

Now that we’ve covered the year’s highlights, let’s take a step back and look at the changes that the past 40 years have brought for veterinary medicine.

- In the past 40 years, the life expectancy of both dogs and cats has doubled
- Incurable diseases like FIP are now curable
- Telemedicine is allowing veterinary professionals to enjoy more of a work-life balance while their clients are given access to 24/7 continued healthcare. Cardiologists and radiologists can use telemedicine and remote services regularly.
- New allergy treatments and medications are safer and more effective than steroids and cyclosporine
- Some veterinarians are now performing heart valve replacements
- Veterinary oncologists now have more tools to address patients with cancer

When I look back and think about how much our world has changed and improved in the past 40 years, I can’t help but wonder: How much better is it going to get from today? What are the innovations and trends that we can’t imagine right now that will become things we can’t live without in just a few short years?

It’s a question I love to ask, because even though I don’t know WHAT the answers are, I do know WHERE the answers are going to come from: the incredible community that we serve.

All I can say is: buckle up! Because if the last 40 years have shown us anything, it’s going to be one heck of a ride!
HONORED IN 2022

50+ AWARDS

Pet Advocacy Network Ambassador of the Year

Trade Show Executive (TSE) Gold 100 Awards
- Grand Award - Best Use of Technology (VMX 2021)
- Grand Award - Best Virtual Show (VMX 2021)
- Grand Award - Most Innovative Show (VMX 2021)
- Top 100 Trade Shows (VMX 2021)

Orlando Business Journal
- C-Suite Award 2022 (CEO Gene O’Neill)

Trade Show Network News (TSNN)
- Outstanding Show Pro 2021 (VMX 2021)

Orlando Sentinel
- Top Work Places 2022: Number 2 Top Small Companies

Public Relations Awards
- Award of Distinction - Florida Public Relations Association (FPRA) Orlando Chapter (VMX 2021)
- GOLD National Bulldog PR Award - Best Campaign on a Shoestring Budget (VMX 2021)
- GOLD National Bulldog PR Award - NAVC’s COVID-19 Response (VMX 2021)

Healthcare Digital Marketing Awards
- GOLD NAVC Better Care Weekly Brand Advertisement/Social Media Content – Single
- GOLD Online Pop Up Display Ad
- GOLD VMX 2021 Digital Ad/Digital Video Ad
- GOLD A Poem for the Veterinary Community Special Video – Over 2 minutes
- GOLD VMX 2021 Highlight Videos/Branded Content & Entertainment
- GOLD VMX 2021 Mobile App/Mobile App
- GOLD VMX 2021 Mobile App/Mobile Media Content
- GOLD VMX Virtual Press Center/Public Relations Event
- GOLD NAVC’s VMX Recap Email/Single or multiple
- GOLD Today’s Veterinary Business: Diversity Toolbox/Social Equality
- GOLD Breaking News: PAWS Act Passes/Blogs
- GOLD Embrace QR Code/QR Code Content
- SILVER VMX 2021 Campaign/Public Relations Event
- SILVER VMX 2021 Date Change/Social Media Content – Campaign
- SILVER VMX 2021 Social Media Hub/Social Media Hub
- SILVER VMX Microsite/Microsite
- SILVER NAVC Retriever QR Code/QR Code Content
- SILVER Embrace Special Edition Podcast: The PAWS Act Podcast
- SILVER NAVC’s VetFolio Newsletter/Email – Single or Multiple
- SILVER World Veterinary Day 2020/Special Video – Under 2 minutes
- SILVER NAVC Institute 2021 Digital Ad/Digital Video Ad

Florida Magazine Association Charlie Awards

Best Writing: Editorial/Commentary/Opinion
- GOLD Today’s Veterinary Practice, “Caring for Clients at the End”
  Kate Boatright (Author); Andy Zunz (Executive Editor); Marissa Delamarter (Managing Editor)
- SILVER Today’s Veterinary Business, “After Meeting Adversity, I Answered Call of the Wild” Jon Ayers (Author)
Best Writing: Column
- **GOLD** Today’s Veterinary Practice, “Diagnosing, Treating and Managing Causes of Conjunctivitis in Dogs and Cats”
  Staff
- **SILVER** Today’s Veterinary Nurse, “Subcutaneous Ureteral Bypass as a Treatment Option for Urolithiasis in Cats”
  Staff

Best Traditional Illustration
- **GOLD** Today’s Veterinary Business, “Follow the Money”
  Andrea De Santis; Elizabeth Fleener; Brent Cashman

Best Design: Cover
- **SILVER** Today’s Veterinary Business, June/July 2021
  Staff
- **BRONZE** Today’s Veterinary Nurse, Winter 2022
  Staff

Social Media
- **SILVER** Today’s Veterinary Nurse, “Movement is Medicine”
  Staff
- **BRONZE** Today’s Veterinary Nurse, “Tell Us!”
  Staff

Best Digital: Magazine Website
- **BRONZE** Today’s Veterinary Practice
  Staff

Best Advertisement: For a Client
- **GOLD** VetFolio: Learn Your Way
  Michelle Taylor; Danna Miller

Best Special Theme or Show Issue
- **BRONZE** Today’s Veterinary Business Clinic Innovation Guide
  Staff

Best Custom Publication
- **BRONZE** NAVC, VMX 2022 Welcome Guide & Event Program
  Staff

Best Overall: Magazine
- **BRONZE** Today’s Veterinary Nurse
  Staff

Best Overall: Design
- **GOLD** Today’s Veterinary Business
  Elizabeth Fleener; Brent Cashman

Best Digital: Podcast
- **SILVER** VetFolio Podcast, “What’s Right in Veterinary Medicine
  Staff
OUR VISION
A world in which the veterinary healthcare team thrives.

OUR MISSION STATEMENT
The NAVC is a nonprofit organization that creates unparalleled opportunities for the veterinary community that foster lifelong learning, encourage growth and promote well-being to advance animal care worldwide.

OUR VALUES

INCLUSIVE
We welcome and respect individuality within the global animal healthcare community.

DRIVEN
We serve veterinary professionals around the world with integrity and a commitment to excellence.

CURIOUS
We consistently analyze how things can be done in a new or better way.

SPIRITED
We cultivate a fun, caring and respectful environment for our employees and community.

ACCOUNTABLE
We hold each other responsible to follow through on commitments and work together as a high-performing team.
In 2021, the NAVC Board of Directors and staff designed a more collaborative multi-year strategic plan for the organization. Each employee, no matter their job title or tenure, contributed to the development of the plan and took ownership by holding a personal stake in several areas. This helped develop the most committed and high-performing staff the organization has seen. The strategic plan includes four primary goals:

1. **Improve prosperity**
   Provide learning opportunities and resources that veterinary healthcare teams consider essential for improving their professional prosperity and well-being

2. **Optimize Infrastructure**
   Optimize the NAVC’s infrastructure to allow for informed decisions, drive anticipated outcomes, continuously improve efficiency and deliver financial sustainability

3. **Elevate the Profession Globally**
   Expand the global veterinary community’s engagement with the NAVC to elevate the profession worldwide

4. **Foster Inclusion**
   Foster an intentionally inclusive culture within the NAVC and the veterinary healthcare community and cultivate diversity for current and future veterinary healthcare teams

**A SHARED VISION**

Strategic Plan
As part of its strategic plan, the NAVC has placed an added focus on effecting positive change for diversity, equity and inclusion (DE&I) in the organization and greater veterinary community. This included engaging a cross-departmental group within the NAVC, along with external stakeholders and independent consultants. As a result, the NAVC developed a blueprint for an ongoing process that emphasizes the importance of DE&I. This starts with the NAVC’s core beliefs, which is summarized in its official DE&I commitment below.

Ongoing DE&I initiatives include internal education programs, strategic partnerships with organizations such as Pride VMA and Diversify Veterinary Medicine Coalition, expanded accessibility options on NAVC websites, and additional DE&I topics and events at VMX and in other NAVC media.

**CELEBRATING 40 YEARS**

**Diversity, Equity and Inclusion**

We commit to leading, inspiring and supporting the veterinary community to take intentional actions to accelerate the path toward a more diverse, equitable and inclusive future.

It Takes All Kinds. Building a Diverse, Equitable and Inclusive Future for the Veterinary Community.

At the NAVC, our mission is to create unparalleled opportunities for the veterinary community that foster lifelong learning, encourage growth and promote well-being to advance animal care worldwide. We believe in creating opportunities that are inclusive of all people, regardless of background, ability, experience or perspective, and we are committed to cultivating a respectful and welcoming environment where all feel comfortable in sharing their unique viewpoints. Our ultimate goal is to give you the tools necessary to thrive in your career and in your life. Our pledge to you is that we will not support any form of bias or discrimination and will stand firm against any such acts or behaviors. We commit to leading, inspiring and supporting the veterinary community to take intentional actions to accelerate the path toward a more diverse, equitable and inclusive future.
On January 17, 2022, the NAVC announced its landmark Veterinary Nurse/Technician Empowerment Initiative at a press conference at VMX. The NAVC’s outgoing and incoming Board Presidents, Paige Allen and Harold Davis, both registered veterinary nurse technicians, and NAVC CEO Gene O’Neill made the announcement to a standing-room crowd of press, veterinary nurses/technicians, practice members and industry leaders. One media influencer in attendance called the program “transformational” and marked the start of a bold new program that has continued to garner widespread industry praise and support.

The NAVC’s Veterinary Nurse/Technician Empowerment Initiative encompasses a broad range of new programs that will help veterinary nurses and technicians reach their full potential and contribute at the level at which they have been educated and trained. The goal is for each of the programs within the initiative to make progress toward greater utilization of veterinary nurses/technicians within practices, higher compensation, greater job satisfaction and better mental health and well-being. Through the Veterinary Nurse/Technician Empowerment Initiative, the NAVC also seeks to empower veterinary nurses and technicians to become leaders and effect change for themselves and for future generations of their profession.

The NAVC initiative also focuses on educating consumers and pet owners about the role of veterinary nurses and technicians. A national survey of pet owners, commissioned by the NAVC, found that the majority of pet owners are unaware of the essential and advanced role
that veterinary nurses and technicians play in providing health care to our animals. By educating pet owners about their role, the NAVC can build greater trust and further maximize the ability of veterinary nurses and technicians to contribute as part of the healthcare team.

The Veterinary Nurse/Technician Empowerment Initiative includes the following programs:

**Annual Level Up: Veterinary Nurses & Technicians Summits**
Launched in October 2021, these digital events have collectively garnered interest from more than 5,600 veterinary nurses/technicians for live and on-demand sessions, providing professionals around the world free continuing education from global leaders across the veterinary industry.

**Veterinary Nurse Empowerment Webinar Series**
Nearly 1,000 veterinary nurses/technicians participated in a new three-part interactive webinar series during which industry leaders addressed key issues facing the veterinary nurse/technician. Topics included: recognition and well-being, compensation and turnover, and utilization.

**“Clinic Champions” series in Today’s Veterinary Nurse**
In each quarterly issue of the leading publication for veterinary nurses/technicians, Today’s Veterinary Nurse and Midmark featured a special story and video honoring a veterinary nurse for their contributions to community service, scholarship, advocacy or innovation. Windi Wojdak, RVT, was honored in November as the first Clinic Champion of the Year.

**Career Advancement Series and Career Kickoff Guide**
The NAVC’s industry-leading publications, Today’s Veterinary Nurse and Today’s Veterinary Business, launched a new series of features and columns dedicated to personal and professional development and published 10 stories. Today’s Veterinary Nurse also launched the Career Kickoff Guide, a free digital resource designed to inform and encourage early career veterinary nurses: Career Kickoff Guide.

**NAVC Institute**
The annual hands-on workshop introduced new courses specifically for veterinary technicians and nurses. The May 2022 Institute included sessions on anesthesiology and behavior and opportunities for veterinary nurses and technicians to learn side-by-side with industry experts and veterinarians, supporting the entire veterinary team and promoting a team approach to medicine and patients.

**Vet2Vet Tech Takeover**
This new series features an on-camera, candid conversation between the NAVC’s on-staff veterinary nurse/technician and two peers. They have garnered more than 10,550 views to date. Topics have included addressing patient safety, creating a hospital safety culture and how to discuss parasite prevention with clients.

**National Consumer Awareness and Education Campaign**
This campaign, which was sponsored by VCA Animal Hospitals with support from NAVTA, has generated more than 6,000 consumer-facing news articles about the role of veterinary nurses/technicians with a potential audience reach of more than 500 million. The goal of this campaign, which will continue to introduce new elements, is to create greater consumer understanding of the role of veterinary nurses and technicians and the expansive skills and education they bring to practices.

**Veterinary Nurse Mentorship Program**
This virtual mentorship program will help new veterinary nurses and technicians entering the field learn and grow from seasoned professionals.
THE NAVC’S GLOBAL REACH

- The NAVC serves a community of 650,000+ from all over the world
- NAVC Social Media Followers: 318,347
- NAVC Social Media Impressions: 40,281,872
- NAVC Social Media Engagements: 1,450,477
- NAVC Total Webpage Views: 12.5 Million
- **Doubled** our website pageviews compared to last year
- Email Subscribers: 363,170
- Journal subscribers: 170,000
- In-Person Event Attendees: 15,700
- Virtual Learners: 110,500
- Job Seekers and Posters: 61,640
- Worldwide Reach through Media Coverage: 5.85 Billion
In conjunction with the NAVC, the Veterinary Innovation Council (VIC) was formed in January 2016 to tackle the largest challenges and opportunities facing the veterinary profession and further the NAVC’s vision to create a world in which the veterinary healthcare team thrives.

VIC is a collaborative, industry-wide initiative focused on leading innovation in global animal health. As a non-profit organization, VIC is dedicated to improving access to and the quality of animal health-care worldwide by developing and championing new — and sometimes disruptive — solutions to key emerging issues.

VIC identifies and advocates for transformational change and seeks to identify innovative solutions to advance the veterinary profession. It’s in our name. It amplifies this impact by engaging other voices in the veterinary community and encouraging them to take actions that result in meaningful and sustainable improvements. The council has developed relationships that serve as a solid foundation for productive collaboration, working across the wider community and with other professional groups to increase engagement across the complex veterinary ecosystem.

In its short history, VIC has had a positive impact on the veterinary profession in many ways. First, in telemedicine, by bringing the conversation to the forefront and making it top of mind. The American Association of Veterinary State Boards took up the challenge and published guidelines for telehealth and the Veterinary Virtual Care Association was born out of this initial work and VIC’s recommendations. Next, VIC addressed the crisis in veterinary nursing by publishing a Master in Veterinary Clinical Care Report, made a recommendation to the Committee on Veterinary Technician Education and Activities for a skills-based accreditation for a BS in nursing, and supported the efforts of the NAVC to launch programs to enable and empower the veterinary nurse. The American Association of Veterinary Medical Colleges (AAVMC) and Colorado State

University held a symposium where VIC’s work was presented, and the AAVMC created a task force to take up these recommendations. The current VIC initiative is designed to break the barriers to veterinary care by delivering care to more patients through a client-centered approach. Seventy percent of U.S. households have pets and VIC believes that it is important for all animals to have access to basic veterinary care. Many pet owners in the U.S. do not regularly access veterinary health-care services and, as a result, 88 million animals receive minimum to no care. Additionally, 50% of pets are owned by households with a household income less than $54,000, supporting the notion that many families face financial constraints providing healthcare for the animal members of their families under the current structure of practice and delivery systems. Research is currently underway to identify existing clinical and business models that expand access by adopting a more flexible spectrum of care approach. VIC believes it is the responsibility of the veterinary profession to develop and embrace more flexible and innovative solutions to expand the delivery of critical veterinary services to currently underserved pets, families and communities.

"VIC identifies and advocates for transformational change and seeks to identify innovative solutions to advance the veterinary profession."
The NAVC faced a unique challenge leading into VMX 2022 as it prepared for a fully in-person event with a short runway — just seven months after the previous event was held in June of 2021. However, the NAVC not only produced another conference that brought home national award recognition but also — and most importantly — one that delivered world-class education opportunities in a safe and comfortable environment.

Trade Show Executive recognized VMX for its excellence, naming VMX among its prestigious Gold 100 trade shows and selecting it for three Grand Awards, including:

- Most Innovative Show
- Best Use of Technology
- Best Virtual Show

Much of this national recognition stems from VMX’s innovation and dedication to its digital offerings, with VMX 2022 featuring streamlined offerings via VMX Virtual and live streaming from Orlando. After the success of VMX 2022, which brought in 15,000 attendees, attention quickly shifted to planning for the 2023 conference, including a renewed focus. The NAVC decided the best way to support its mission is to underwrite as many people as possible to VMX. The core focus of the NAVC is to give back to the community — this is truly a nonprofit organization. The organization’s success over the past two years allowed leadership to invest in veterinary professionals by making attending VMX more financially accessible. To achieve this, the NAVC is absorbing the cost of registration by rolling back pricing so more people can attend.

With record attendance expected, the NAVC is focused on improving every aspect of the VMX experience, from registration to education and from virtual learning to the expo floor. Plans for VMX 2023 include:

- More education
- More entertainment
- More premium activities (e.g., workshops, tours)
- More fun!

The NAVC believes it plays a leadership role in kicking off each year for the profession in Orlando, Florida. The 2023 event should see a renewed investment in the veterinary community, with more people experiencing this award-winning event than ever before.
Coming off the heels of a canceled event in 2020, the 2021 event also faced an uphill battle. Some of the characteristics that make NAVC Institute a popular and respected learning event — such as hands-on learning, close proximity to attendees and instructors, and a collaborative environment — also posed challenges following the height of the pandemic. However, that changed in 2022 as people grew more comfortable getting back out into the in-person learning setting. The event further broadened its reach by welcoming veterinary technicians and nurses for the first time to partake in courses alongside their DVM counterparts as an integral part of the veterinary team. Anesthesia and Behavior courses were open for both segments of the profession, and the event as a whole brought in more than 300 learners from around the world to focus on eight individual topics of study. NAVC Institute continues to engage veterinary professionals in a meaningful way, with a 30% year-over-year learner return rate in 2022.

Planning and promotion is underway for the 2023 event, which will welcome a slightly larger group, as demand grows, and will once again invite veterinary technicians/nurses in two unique courses: Exotics and Emergency Medicine. The upcoming event features a new promotion campaign: “Get the IN,” with the goal of reaching a capacity of 376 attendees.
VetFolio and the NAVC’s complete online-learning portfolio continued to expand the organization’s digital footprint and offer access to high-quality educational offerings to more veterinary professionals worldwide. Key engagement data for VetFolio in 2022 includes:

- More than 564,000 hours of content consumed
- More than 50,000 hours of RACE-approved CE awarded
- More than 110,000 VetFolio users
- 116,180 average monthly website visitors
- 89% increase in VetFolio Voice listens

VirtualXP (VXP) prides itself on being a learner-centric platform. So in addition to launching all of the content listed below (New Content Launched in 2022), the VXP team also embarked on a mission to continue to enhance the value of the VetFolio subscription benefits. While launching more content is certainly a part of this ongoing strategy, the NAVC feels strongly that quantity can never outpace quality. With this in mind, the VXP team focused efforts on diversifying the content with regard to learning style, topics, delivery method and target demographic. These efforts yielded substantial results, with projects as large as the Veterinary Nurse Empowerment Initiative, brand new product categories and an automated subscriber discount on Certifications, to more subtle, behind-the-scenes changes such as new content creation tools, sitewide accessibility enhancements and additional staff to support these new
As mentioned previously, VXP expanded its library of professional certifications in 2022 with the addition of the Pet Therapeudic Nutrition Coach Certification. This new offering made a significant impact in the amount of certifications the NAVC granted, with more than 500 professionals earning certifications across the NAVC’s portfolio in 2022.

The focus of VXP is to ensure that the NAVC is able to connect with veterinary professionals both nationally and internationally. The ability to connect with those that are not able to experience VMX in Orlando each year allows the NAVC to provide thought-provoking and applicable education all year long. VetFolio supports learners by creating content in many ways so they can consume content how they want, whether it’s attending, listening, reading or watching.

In addition, VXP’s production studio provides multimedia content, via videos and podcasts, for departments through the NAVC. The NAVC’s focus on digital content offerings was recognized by the Florida Magazine Association, as the VetFolio Voice podcast took home a Silver Award for excellence among association/nonprofit peers.

VXP content highlights for 2022 include:

- 17 OnDemand Courses, 15 Live Webinars, 6 Summits, 52 Podcasts, 43 Microlearnings, 3 VetFolio Certificates, 1 new NAVC Certification
- New category launches:
  - **Step by Step videos**
    These video-based algorithms focus on supporting clinicians in quick-to-consume “if this/then that” treatment scenarios. These videos are ideal for point-of-care and quickly accessible support.
  - **Vet2Vet: Tech Takeover**
    This expansion of V2V focused on technician-specific conversations, expanding the audience base for this content series.
  - **VetFolio Certificates (Finance, Inventory Management and Leadership)**
    The VXP team elevated content with multiple modalities to reinforce key messages to learners as they take a deeper dive into specific topics areas.
  - **Level Up Virtual Summits**
    These virtual interactive summits focused on key topics requested from the NAVC’s audience.

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In 2022, NAVC Media focused on improving the quality of its publications and enhancing the reader experience in its digital and print platforms. This was achieved through an overhaul of three journal websites, integration of additional components in the print publications and content series developed to empower and inform the veterinary community. This approach saw an increase in the quality and credibility of the publications, along with continued growth among NAVC Media’s advertising partners.

In 2022, NAVC Media continued to produce consistent high-quality content for readers. Through the NAVC’s four established journals — *Today’s Veterinary Business* (TVB), *Today’s Veterinary Nurse* (TVN), *Today’s Veterinary Practice* (TVP), and *Veterinary Advantage* (VAM) — the organization provides tailored educational content for every member of the animal healthcare industry. In 2022, this included:

- 27 publications, totaling 2,320 pages
- 81 peer-reviewed articles
- 12 RACE-approved CE articles

The principal highlight of the year for NAVC Media is the launch of three redesigned websites, including TVB, TVN and TVP. The Media team worked on the redesign for more than 7 months, planning a site map that would benefit readers and optimizing thousands of articles for improved navigation, transparency and readability. The primary goal for the redesign project was to improve the reader experience, and this was achieved by enhancing the websites’ organization and navigation, adding labels for peer-reviewed content, creating author profiles, and improving site speed. The sites also include a built-in digital accessibility toolbar that offers solutions for readers with visual, auditory, and cognitive impairments to provide a more inclusive experience and meet compliance standards.

Additionally, the editorial production team for the peer-reviewed journals developed a plan to improve reader experience in print. Based on feedback from the publications’ editorial advisory boards, TVN and TVP created additional elements to provide article summaries and practical take-home points to advance learning outcomes. This development demonstrates the progress seen from the peer-reviewed publications’ working relationship with their advisory boards. These groups of respected professionals lend their expertise and help the journals increase their credibility in the community. The peer-reviewed journals worked with 55 new authors in 2022 thanks to a revised
TVN launched its Clinic Champions series in partnership with Midmark, showcasing veterinary nurses/technicians who deserve the spotlight through their hard work and dedication to patient care and community enhancement. These publications also support the NAVC’s strategic goal of fostering inclusion and cultivating diversity by publishing a regular column dedicated to DE&I and addressing pertinent issues in the community.

TVB continued its role as a thought leader, drawing some of the top voices in the industry as columnists and shining a light on key issues facing all animal health-care professionals. Additionally, TVB launched a regular CE feature, adding a learning option in addition to the CE opportunities provided through TVN and TVP. These articles contribute to the NAVC’s overall mission in expanding online learning opportunities for veterinary professionals; in 2022, NAVC Media sites drove more than 4,800 unique visitors to VetFolio through their CE features and cross-department collaboration.

All in all, the NAVC was recognized for its excellence in media production at the Florida Magazine Association’s annual Charlie Awards, where the NAVC took home 17 awards for excellence in design, writing, marketing, and more.

140+ Advertising Partners

50+ New Advertising Partners

55 New Authors

17 Awards

submission process and inroads made in the community, many of which were developed through the advisory boards.

NAVC Media not only strengthened its commitment to educating veterinary professionals but also expanded its reach in the animal healthcare industry. In total, NAVC Media engaged more than 140 advertising partners in 2022, including 50 new advertising partners. Through its innovative portfolio of marketing offerings — including print campaigns, a wide variety of digital marketing options, custom publications and more — NAVC Media provides animal healthcare organizations several options for connecting with their intended audience and growing their presence in the community. The Media Sales Team’s success in growing this network of advertising partners in both scale and individual contributions allows NAVC Media to deliver free learning resources, playing a key role in the NAVC’s strategic goal of offering essential learning opportunities and resources.

Finally, NAVC Media publications continue to serve their readers by developing relevant, practical content. TVB and TVN led the way with special article series highlighting the importance of veterinary nurses/technicians in the clinic and in improving patient outcomes.

140+ Advertising Partners

50+ New Advertising Partners

55 New Authors

17 Awards

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SUPPORT
NAVC Retriever was founded in 2018 by the NAVC and GuavaVet AI, a recruitment application helping teams to promote open jobs in refreshingly honest, simple and clear ways. With a shared vision of transforming the way veterinary jobs are filled and candidates are recruited — and a commitment to help the veterinary healthcare team thrive — NAVC Retriever was born.

Key features of NAVC Retriever include:
- Specific design for the veterinary profession
- Confidentiality
- Easy to use and filter jobs
- Free for job seekers
- Competitive pricing structure for job posters
- Encourages a deep understanding of the practice and its culture for job seekers for a better fit

Since its launched, NAVC Retriever has become the fastest, most effective way to confidentially connect qualified candidates with open career opportunities within the veterinary profession. The new job-seeker centric platform helps candidates connect with practices on a deeper level. NAVC Retriever now introduces job seekers to practice teams and the practice culture to cultivate a stronger connection and deeper understanding of the job opportunity. In 2022, NAVC Retriever serviced 61,640 job seekers and posters.
Most veterinary professionals feel they make a direct impact on patients and pet owners in the clinic, but then feel helpless when it comes to advocating on a larger scale. Enter NAVC Embrace: The grassroots advocacy arm working to bring awareness to relevant government policies proposed at the local, state, and federal levels. Since policymakers rely on feedback from constituents to make decisions, it is important for all animal lovers to be informed.

This year, the NAVC Embrace team traveled to Washington, D.C. to participate in the Pet Care Community Fly-In and attend Pet Night on Capitol Hill. More than 80 animal advocates joined forces to visit 120 congressional offices advocating for animal health issues and raising awareness and support for pet ownership. The reception celebrated the crowning of the cutest cat and dog in Congress, and honored veterinarian and Congressman, Dr. Kurt Schrader for his leadership over the past 12 years.

NAVC Embrace celebrated several notable accomplishments in 2022, including:
- The passage of two animal-related bills through Congress:
  - Protecting Pets from Domestic Violence (H.B. 319)
  - The Hot Cars Act (H.R. 3164)
- Supported others:
  - The Paws Off Act (H.R. 5261)
  - Healthy Dog Importation Act
  - Pets Belong with Families Act
- Produced four special edition podcasts with VetFolio Voice, interviewing members of congress and the veterinary profession on the bills we were supporting
- Communicated to over 1,500 pet advocates
- Developed our third-annual CE session to be presented during VMX Virtual; the upcoming edition will offer an hour of CE and focus on the importance of animal health professionals in elected office
2022-23 NAVC Board of Directors

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Clinical Education Consultant—W. Sacramento, CA

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VICE PRESIDENT
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Extension Veterinarian and Professor, Louisiana State University, AgCenter—Baton Rouge, LA

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