

The background of the page is composed of large, expressive brushstrokes in shades of orange and blue, creating a textured, artistic feel. The strokes are layered and overlap, with some areas appearing more saturated than others.

# ILLUMINATING the PASSION and CREATIVITY Behind the SCIENCE





## VISION

A world in which the veterinary healthcare team thrives.

## OUR MISSION

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 one another responsible for following through on commitments and working together as a high-performing team.

## IT TAKES ALL KINDS

*Building a Diverse, Equitable and Inclusive Future for the Veterinary Community*

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.





# NAVC IMPACT PROFESSION-WIDE

NAVC is recognizing the need for education in **underserved communities**, addressing **diversity** in veterinary medicine and the veterinary **workforce shortage**, with our **“Believe & Belong in Veterinay Medicine”** program with blendVET.

The NAVC Veterinary Innovation Council launched the **Access to Care Hub**, a centralized resource **to improve access to veterinary care** by connecting professionals and resources.

**Diversity, Equity, Inclusion & Belonging** is important to our staff and Board and is an integral part of our organization’s culture. This year, we added blendVET DEIB modules as an online subscriber benefit, through VetFolio.

NAVC is a founding member of the **Board of Chief Veterinary Medical Officers**, one cohesive medical leader voice for the profession designed to advocate for **positive solutions, expanding care** to more animals and **improving the lives of the veterinary team**.

NAVC proudly offers **scholarship programs** for domestic and international veterinary nurses/technicians and for international veterinarians to attend VMX.

NAVC cares deeply about **helping students succeed in the veterinary profession**. Our student initiatives, including free access to VMX, free access to VetFolio, our online learning platform, free journal subscriptions and a special in-person session just for students, open the door for students to connect with mentors in the field, and set a foundation of lifelong learning.

NAVC supports the **growth of virtual care** in veterinary medicine by providing resources, education and innovative solutions to help professionals expand access to quality care for pets and their owners.

NAVC is committed to **elevating the role of the veterinary nurse/technician** to encourage increased utilization of skills. We promote a client education toolkit for veterinary practices, year round.

NAVC is committed to offering **affordable and accessible education** to the veterinary profession with VMX pricing starting at just \$125, and other educational events across the country for even less.

NAVC promotes **ethical AI integration** in veterinary medicine through initiatives led by the **Veterinary Innovation Council’s AI Task Force**, providing resources to enhance care and improve workflows responsibly.





*“When we look at impact, it’s not just measured by what the NAVC delivers through our platforms but how we raise and support the entire veterinary community.”*

—Gene O’Neill, NAVC CEO



# NAVC IMPACT

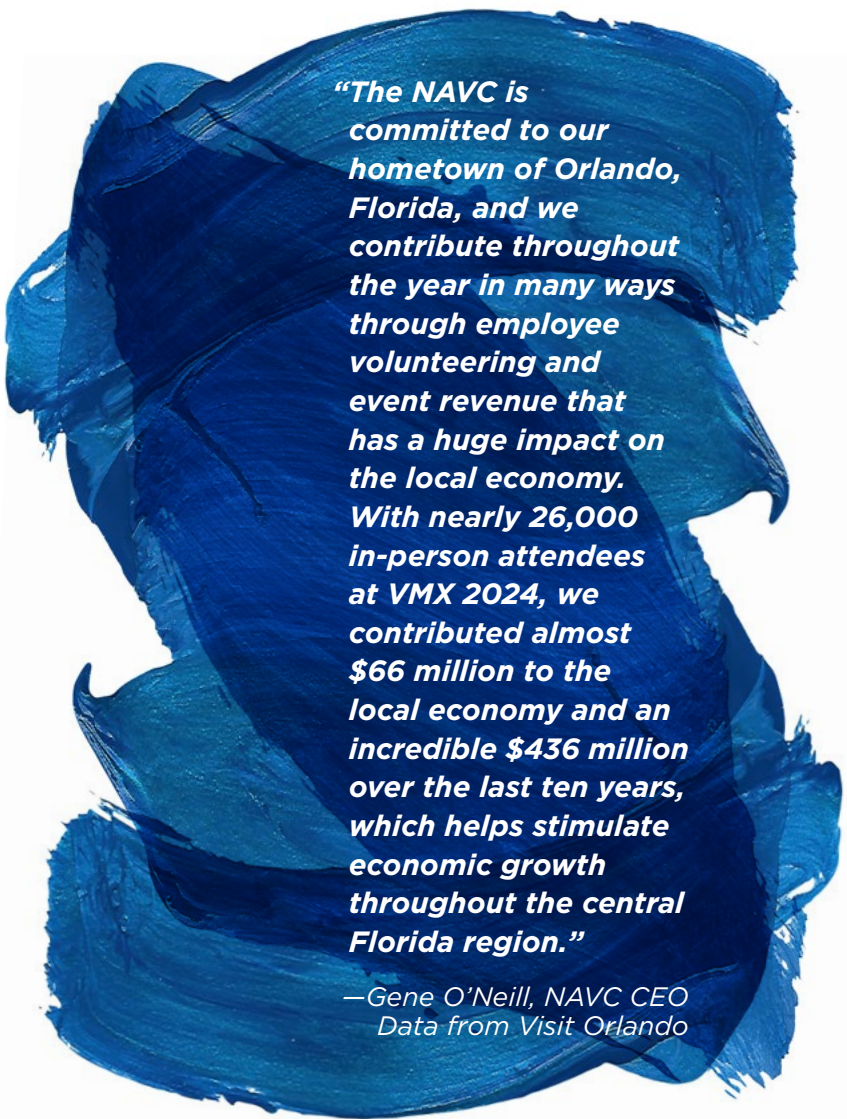
## EXPANDING OUR PRESS FOOTPRINT

Whether providing advice on live radio to a pet owner who wants her shy rescue puppy to learn how to play, or sharing information with the profession about resources available through the industry’s first veterinary Access to Care Hub, the NAVC helped veterinary professionals and pet owners provide better care to our beloved animals. Raising awareness for some of the amazing work performed by unsung heroes in our profession is incredibly important to the NAVC. Our goal is to help veterinary practices perform better and to celebrate our shared successes through news articles and interviews that run around the world on a multitude of topics.

NAVC’s Chief Veterinary Officer, Dr. Dana Varble continued to provide invaluable information to animal lovers of all kinds through her bi-weekly segment on Chicago’s top-rated radio station, WGN, and regular interviews with CNN.com, USA Today and national radio shows. With reporters routinely turning to the NAVC as an expert resource on so many veterinary and pet-related topics, we also secured interviews for leading veterinarians around the world to share their expertise.

***In 2024, we continued to expand our press footprint around the world, reaching a potential audience of 9.6 billion people in 36 countries on six continents through 13,429 news stories.***

Press highlights this year included sharing the accomplishments and impact NAVC Gives recipients are having across the profession, reaching young middle school students and opening their eyes and doors to a future in veterinary medicine through our “Believe & Belong in Veterinary Medicine” program with blendVET, and introducing our newest event, Compass, to new veterinary, technology and business audiences around the world.



## CONTRIBUTING TO THE LOCAL COMMUNITY

NAVC’s flagship event, VMX, is one of the largest held at the Orange County Convention Center, ranking #11.

## BELIEVE AND BELONG IN VETERINARY MEDICINE PATHWAY PROGRAMS

The “Believe and Belong in Veterinary Medicine” program offers events to underrepresented communities, co-presented with blendVET. These events have tremendous impact on middle-school aged children, offering hands-on experiences and shining a light on career opportunities they may have never considered. This will start to address diversity in veterinary medicine and the veterinary workforce shortage.

These pathway events went coast to coast in 2024, offering four events around the country. The first took place at VMX 2024, another followed in the summer in New Haven, Connecticut and two in the fall in California. The first in San Diego, the next in nearby El Cajon. Through these programs, nearly 200 middle-school students were introduced to careers in veterinary medicine. Access to Care events were also coordinated for the local communities in California with the San Diego Humane Society and Banfield Pet Hospital, allowing the students, school staff and their families to bring their pets in for veterinary screenings and basic care at no or low cost. These programs continue to have interest from the local media where events are held and this impactful story has made the news numerous times.

Texas A&M Veterinary Emergency Team receives award for valiant response to historic Smokehouse Creek Fire

WILDFIRE ANIMAL RESCUE  
TEXAS A&M VET & NAVC AID IN SMOKEHOUSE WILDFIRE RELIEF  
FOX WEATHER  
SAN ANTONIO  
NOW 4:52 PM  
FRI, JUL 19, 2024  
WIND - S 6 MPH

1 Hit | Audience Reach: 5.2M

Nip and tuck surgeries for dogs and cats are more than cosmetic

61 Hits | Audience Reach: 337M

Like humans, dogs need mental health walks

4 Hits | Audience Reach: 313M



## GIVING BACK TO THOSE MAKING A DIFFERENCE

NAVC Gives builds upon the NAVC’s long-standing commitment to philanthropic pursuits by recognizing individuals, groups and organizations around the world that have made a significant difference in the lives of veterinary professionals and animals. Since its launch in November 2023, the program has recognized five honorees and distributed \$65,000 in awards, including the inaugural Marquee Award winner announced at VMX 2024, Pet Peace of Mind.



INNOVATION IN VETERINARY MEDICINE

The Veterinary Innovation Council (VIC) has made strides in advancing veterinary medicine by addressing critical challenges and opportunities. This year, VIC launched the Access to Care Hub (vetaccesshub.com), a centralized resource designed to improve access to veterinary care by connecting professionals with resources.

In addition, VIC established an AI Task Force focused on answering the question, “What Do Veterinary Professionals Need to Know About Artificial Intelligence in 2025?” This effort aims to equip the profession with practical knowledge about AI, particularly in radiology and scribing technologies, two of the fastest-evolving areas of AI use in veterinary medicine.

By driving these initiatives, VIC continues to align with NAVC’s mission by fostering innovation, enhancing accessibility and improving veterinary care worldwide.



FUTURE-FOCUSED



ADVOCACY



CREATING CHANGE FOR THE BETTER

Every day, policymakers at the local, state and federal levels make decisions that could impact the veterinary community, pets and the people who love and care for them. We monitor and respond to these policies by sharing our feedback and experiences.

In 2024, Embrace garnered **2,942 advocates** resulting in **1,810 messages to Congress** and **16 visits to Capitol Hill** supporting the PAW ACT, Lacey Act Amendments, The PURR Act, Animal Welfare Act Amendments and the National Service Animals Memorial Act.

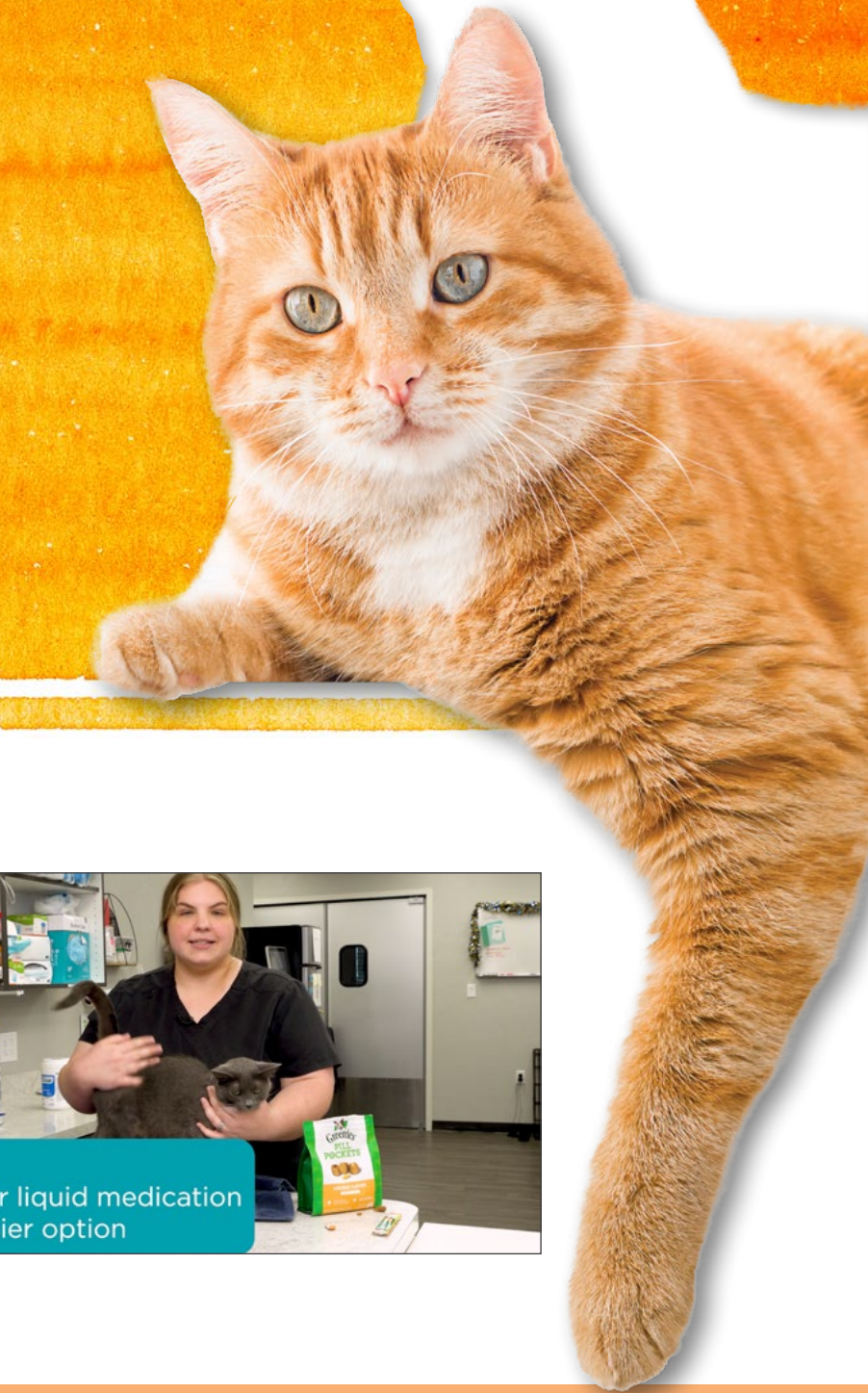
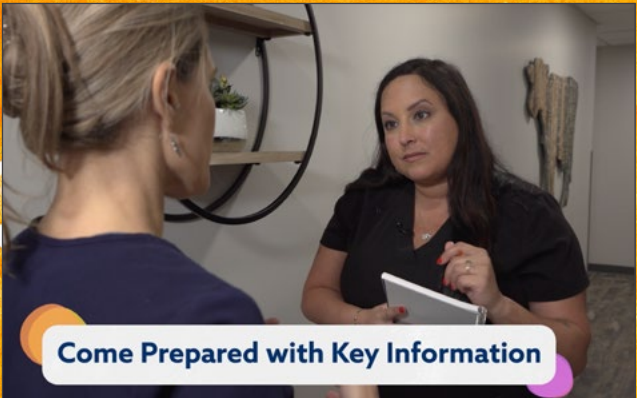
Other issues Embrace advocated for included:

- SAVES Act
- Strengthening Protections for Domestic Violence and Stalking Survivors Act
- The Healthy Dog Importation Act

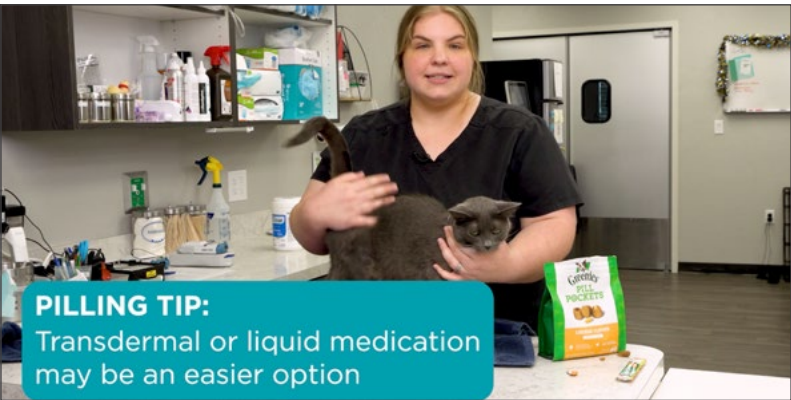
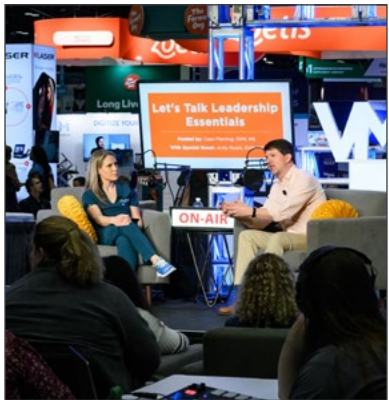


321,863	EMAIL SUBSCRIBERS
391,747	SOCIAL MEDIA FOLLOWERS
13 MILLION	WEBSITE VISITS
27,000+	IN-PERSON EVENT ATTENDEES
100,000+	ONLINE LEARNERS
172,000+	JOURNAL SUBSCRIBERS
1,428	LEARNERS CERTIFIED
171,080	PODCAST PLAYS
147,954	VIDEO VIEWS
9.6 BILLION	REACH THROUGH MEDIA COVERAGE

# COMMUNITY



## EXPANDING OUR GLOBAL COMMUNITY





# EDUCATION



## VMX 2024: THE SHOW OF SHOWS

January 13-17 • Orlando, FL

In 2024, VMX yet again offered an early bird discounted registration of \$125. This resulted in welcoming **27,624 attendees** to the in-person and virtual event. With **805 education sessions** to choose from, learners attended **more than 231,129 sessions collectively** including a record-setting **1,084 attendees** in hands-on workshops.



## NAVVCARES

In 2024, NAVVC pledged its commitment to improving event sustainability and reducing VMX's carbon footprint in collaboration with VMX sponsors, exhibitors, event partners and hosts.



## NAVVC INSTITUTE 2024

May 20-24 • Orlando, FL

The NAVVC Institute offered **8 courses** featuring collaborative and inclusive learning for veterinarians, veterinary nurses/technicians and practice managers, showcasing shorter 2-day courses among the longer-format courses. The event welcomed **261 event attendees** and focused on a wide range of clinical topics, including orthopedic and soft tissue surgery, ultrasound, ophthalmology and strategic leadership.



## VETERINARY INNOVATION SUMMIT

October 9-11 • Kansas City, MO

The summit advanced the conversation on artificial intelligence in veterinary medicine, bringing together **315 attendees** from across the globe. These included pioneering leaders in healthcare, visionary futurists driving innovation in AI and medicine, and trailblazers in biotechnology. Together, they explored how emerging AI technologies are shaping the future of veterinary and human medicine.



## NAVVC HIVE EVENT SERIES

Vet Nurse+Tech & Practice Management HiVE | Team Member Series

June 15-16 • Minneapolis, MN

November 23-24 • Anaheim, CA

NAVVC brought the event designed specifically for dedicated team member roles to two new locations in 2024, Minneapolis, MN and Anaheim, CA. New for 2024, the event was expanded by reaching even more practice staff as **the first-ever Practice Management HiVE was co-located in both locations**. Now also serving practice and hospital managers and support staff alongside the already curated veterinary nurse/tech and assistant audience, the dedicated, cutting-edge content and conversations covered a more vast topic base while being able to stay granular and get deeper into content only applicable to these team member roles. The **Minneapolis** events welcomed **413 attendees** and the **Anaheim** events saw **426 attendees**.

## EVOLVE VETED HIVE | ISSUES SERIES

November 11-12 • Phoenix, AZ

NAVVC brought a new event designed specifically to shape the future of veterinary education to Phoenix, Arizona in 2024. The Evolve VetED HiVE in partnership with the Board of Chief Veterinary Medical Officers, brought together industry leaders in veterinary education for a 1.5-day open forum, non-CE event. The relevant content sessions and insightful conversations inspired an open dialogue and actionable items surrounding the **evolution of veterinary education**. The inaugural Phoenix event welcomed **105 attendees**.



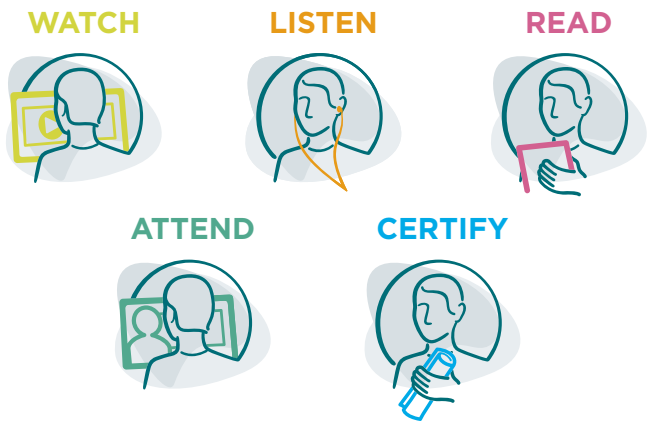
NAVC EDUCATION



VETFOLIO, NAVC’S ONLINE LEARNING PLATFORM

The NAVC’s ultimate resource for online continuing education, VetFolio, includes opportunities for learners to **watch videos, listen to podcasts, read articles, attend virtual events** and get **certified**.

23,769	COURSE ENROLLMENTS
147,954	VIDEOS WATCHED
171,080	PODCASTS PLAYED
34,055	ARTICLES READ
16,009	CE HOURS FROM VIRTUAL EVENTS
1,428	LEARNERS CERTIFIED



NAVC CERTIFICATIONS

The NAVC offers four advanced certifications to elevate veterinary professionals and move practices, careers and mindsets forward.



Human-Animal Bond Certification

9 hours of RACE-approved CE  
In partnership with the Human Animal Bond Research Institute, this certification highlights the mutual benefits of pet ownership for pets and people. It also provides guidance on fostering the human-animal bond through all stages of life, including compassionate support during end-of-life care and euthanasia.



Certified Veterinary Business Leader

22 hours of RACE-approved CE  
This certification examines the essential business practices, leadership skills, strategic thinking, and technical expertise needed to manage a successful veterinary practice. It also includes dedicated sections on legal considerations and inventory management.



Pet Nutrition Coach Certification

8 hours of RACE-approved CE  
The Pet Nutrition Coach Certification arms veterinary professionals with the knowledge and tools to effectively communicate the importance of pet nutrition and feeding management as essential components of preventive veterinary care.



Pet Therapeutic Nutrition Coach Certification

12 hours of RACE-approved CE  
The Pet Therapeutic Nutrition Coach Certification promotes understanding of the critical role of nutritional assessments and tailored recommendations in supporting patients’ medical management, overall health, and longevity. It equips veterinary professionals with the knowledge to effectively integrate therapeutic nutrition into patient care.





NAVC Media produces publications with evidence-based, relevant insights for every member of the animal healthcare community, from veterinarians and veterinary nurses/technicians to industry professionals and distributor sales reps.

This year, through its four publications — *Today's Veterinary Business*, *Today's Veterinary Nurse*, *Today's Veterinary Practice* and *Veterinary Advantage* — the NAVC provided business strategies, peer-reviewed clinical content and continuing education opportunities, all at no cost for subscribers.

28	PUBLICATIONS, TOTALING 2,374 PAGES
83	PEER-REVIEWED ARTICLES
21	RACE-APPROVED CE ARTICLES
172,000+	SUBSCRIBERS
120	TOTAL ADVERTISING PARTNERS

### ONLINE REACH

- 4.7 million active users
- 8.3 million views
- 163,000 Facebook followers

### EDUCATION IN ACTION

*Today's Veterinary Practice* launched an annual **mixed-animal practice edition**, expanding its offering of peer-reviewed articles and adding two CE opportunities for readers.



The Largest Media Platform in the Industry



# RECOGNITION

In 2024, the NAVC was recognized for more than **35 awards** and celebrated accolades in various categories from journalism, design, marketing, events, communications, best workplace and leadership.



## FLORIDA MAGAZINE ASSOCIATION - CHARLIE AWARDS

30 awards for excellence in Writing, Design and Digital categories as well as General Excellence and Best Overall. Highlights include winning Charlie/Gold honors in 12 categories:

- Best Overall: Writing
- Best Overall: Design
- Best Design: Best Traditional Illustration
- Best Digital: Magazine Website
- Best Overall: Digital Innovator (Silver)

## ORLANDO SENTINEL

- Top Workplaces 2024

## ORLANDO BUSINESS JOURNAL

- Best Workplace 2024

## TRADE SHOW EXECUTIVE (TSE) GOLD 100 GRAND AWARDS

- Finalists for Best Show of 2023 and Best Attendee Acquisition

## TRADE SHOW NETWORK (TSNN)

- Best Marketing—VMX 2023
- Finalist for:
  - B2B Show of the Year: VMX 2023
  - Best Community: VMX 2023
  - Diversity, Equity & Inclusion: VMX 2023

## FLORIDA PUBLIC RELATIONS ASSOCIATION (FPRA)

- Golden Image Award of Distinction for The VETTY Awards® website



Diamond Plus Partner



Diamond Partners



Platinum Partners



Gold Partners



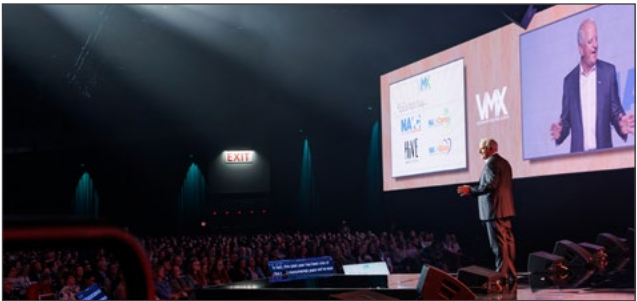
Silver Partners



Bronze Partners

American Regent Animal Health • CareCredit  
Ceva Animal Health, LLC • Chewy, Inc.  
Companion Animal Health • Dechra Veterinary Products  
ElleVet Sciences • H&C Animal Health  
Midmark Corporation • Nationwide (Pet) Insurance  
Nutramax Laboratories Veterinary Sciences, Inc.  
Petco + Vetco • PetMeds • PetSmart Veterinary Services  
Spectrum Veterinary • VCA • Vetoquinol  
VetriSCIENCE Laboratories • Virbac Corporation  
Weave • Zomedica

**The NAVC is a 501(c)(3) with an all-volunteer board.**  
All of our revenue is reinvested to provide support and continuing education opportunities to the veterinary community.





# THANK YOU

## NAVC 2024-2025 LEADERSHIP

### 2024-2025 Officers



**Karen Kline, DVM, MS, DACVIM (Neurology)**  
**President**  
Veterinary Specialist, VCA Northwest Veterinary Specialists—Clackamas, OR and Associate Professor, Washington State University College of Vet Med—Pullman, WA



**Bob Lester, DVM**  
**Immediate Past President**  
Chief Medical Officer, WellHaven Pet Health—Vancouver, WA



**Sally Haddock, DVM**  
**President Elect**  
Veterinarian, Arlington Animal Hospital—Arlington, VT



**Jonathan R. Townsend, DVM, PhD, DABVP**  
**Vice President**  
Dairy Technical Services Veterinarian, Merck Animal Health—Lafayette, IN



**Christine Navarre, DVM, MS, DACVIM (LAIM)**  
**Treasurer**  
Professor and Extension Veterinarian, Louisiana State University, AgCenter—Baton Rouge, LA



**Megan Brashear, BS, CVT, VTS (ECC)**  
**Director**  
Senior Manager of Veterinary Nursing, Purdue University—Lafayette, IN



**Crystal Chrisler, BS**  
**Director**  
Area Business Manager, Zoetis—Parsippany, NJ



**Geraldine Diethelm-Mader, Dr. Med. Vet., CVA**  
**Director**  
Big Pine Key, FL



**Trish Farry, RVN, AVN, VTS (ECC) (AA), TAA GCHED**  
**Director**  
Clinical Academic, School of Veterinary Science, University of Queensland—Brisbane, Queensland, Australia



**Jason W. Johnson, DVM, MS, DACT**  
**Director**  
Vice President, Global Chief Medical Officer, IDEXX—Westbrook, ME



**Tammy Michau, DVM, MS, MSPVM, DACVO, HPEC**  
**Director**  
Ophthalmologist, Apex Veterinary Specialists—Denver, CO



**Christina V. Tran, DVM**  
**Director**  
Founding Dean, Clinical Professor, Hanover College—Hanover, IN



**Cindy Trice, DVM**  
**Director**  
Chief Veterinary Officer, Hound—Bradenton, FL

NAVC

The NAVC Board of Directors is comprised of well-known veterinary researchers and practitioners who are elected to serve. Led by NAVC President Karen Kline, DVM, MS, DACVIM (Neurology), this year's Board of Directors has collaborated to enhance the VMX 2025 experience with the goal of offering attendees premium, world-class, industry-leading information.

### 2024-2025 Board of Directors



