



CENTER FOR VETERINARY HEALTH SCIENCES
Healthy Animals — Healthy People

Coordinating Council Meeting

December 10, 2014

- The BIG news! CVHS is hosting a “Topping Off” ceremony, Friday, Dec. 12, 10:00 a.m. at the Veterinary Medical Hospital. The top beam will be lifted into place during construction of the faculty offices portion of the CVHS Academic Center. Attendees will sign the beam which is painted white.
- Homecoming 2014! CVHS presented the 3rd Annual Scottie Brigade with students, alumni and friends of CVHS participating. The Class of 1970 vintage 1954 Museum on Wheels ambulatory truck sported NEW period appropriate OSU Branding and was piloted by Class Rep Dr. Billy Clay with navigator, Maria Elena Clay. About 30 alumni and friends participated.
- Hosted a booth and reception for alumni at the Southwest Veterinary Symposium on September 25-28, in Fort Worth. Approximately 175 alumni, RVT’s and friends visited the exhibit booth and attended the alumni reception.
- Hosted the College of Veterinary Medicine Alumni Society Annual Meeting on Thursday, November 13, at 7 a.m. in the Point Four dining room at Wes Watkins Center. Student Class Reps joined us for the meeting where approximately 35 attended and 1 telecommuted.
- Hosted a booth for alumni in the Exhibit Hall at Wes Watkins Center during the veterinary center’s Annual Fall Veterinary Conference both days, November 13-14. Alumni celebrating reunions include the classes of 1954 (60 years), 1959 (55 years), 1964 (50 years), 1969 (45 years), 1974 (40 years), 1979 (35 years), 1984 (30 years), 1989 (25 years), 1994 (20 years), 1999 (15 years), 2004 (10 years) and 2009 (5 years). Group photos were taken during the Cowboy Roundup on Thursday evening, November 13, at Payne County Expo Center, where alumnus Scott Sturgeon (2004) catered the barbeque. Special Pete mustache photo props added to the fun. Fall Conference hosted 600 in attendance and Cowboy Roundup hosted 150 alumni.
- The Class of 1963 Distinguished Lectureship 2014 presented Ed B. Breitschwerdt, DVM on Thursday, November 13. Dr. Breitschwerdt’s lecture topic was “Bartonellosis: A One Health Approach to an Emerging Infectious Disease.” Dr. Breitschwerdt is a professor of medicine and infectious diseases at NC State University College of Veterinary Medicine. He is adjunct professor of medicine at Duke University Medical Center and directs the Intracellular Pathogens Research Lab in the Center for Comparative Medicine and Translational Research at NCSU. His presentation was hosted by Dean Sander and Thomas Loafmann (1963). The lectureship is a gift from the Class of 1963 providing opportunities for faculty, students, and practitioners to interact with eminent scholars, speakers, and leaders of national and international reputation in biomedical research, veterinary science and medicine across North America and internationally. The lectureship promotes interactions with other academic institutions to demonstrate first-hand the strengths of CVHS programs and generally raises the visibility and reputation of OSU CVHS. Approximately 200 attended.
- The 2014 Distinguished Alumni Award recipients for CVHS are Drs. Harry James (1960), Robert Bahr (1970) and Mary Ballenger (1981). CVHS honored these alumni at the Distinguished Alumni Award Luncheon on Friday, November 14, 11:30 a.m. at Click Hall East, ConocoPhillips Alumni Center. Attending were 58 alumni and friends. I hosted CVHS Distinguished Alumni at the OSU/Texas football game, November 15.
- Attended and hosted an alumni reception at American Association of Equine Practitioners Conference, December 7-9, Salt Lake City, Utah. Approximately 55 attended.
- Attending and hosting an exhibit booth at the OVMA 100th Annual Convention in Norman, Embassy Suites Hotel & Conference Center, January, 30-31, 2015.
- Attending and hosting an alumni reception at Western States Veterinary Conference in Las Vegas, February 15-19, Mandalay Bay.

- Attended Marketing Boot Camp produced by Jerry Rackley for review of CVHS analytics and metrics and the development of inbound marketing strategies.
- Attended Crisis Media Training produced by the Gooden Group for development of crisis communication, brand protection/enhancement, and understanding the media. CVHS has developed a disaster response team for first-responder veterinary medical care.
- The Center for Veterinary Health Sciences website Alumni pages offer direct links to the OSU Alumni Association. Information on joining the OSU Alumni Association is distributed at alumni receptions and conferences where our CVHS display is located. Promotional items from CVHS advance the OSU/CVHS brand when opportunities for alumni exist. In addition, we share information about the OSU Legacy Club with alumni through the CVHS new baby Orange Sock welcome as well as participate in Grandparent University, one of the OSU Legacy programs.

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