



COLLEGE OF  
**VETERINARY MEDICINE**

## FRIDAY BIT - September 27



### CVHS is Dead

**Long live the CVM!** The totally, wild, true tale of the name change.

No, we did not storm Area 51, but the name Center for Veterinary Health Sciences is now alien.

We have long endorsed our main objective as veterinary education. As you approach our borders, you will begin to see branding and name change signage indicative of the shift in identity.

**WARNING!** The name and brand edits have triggered a stuff-storm of search and destroy tactics for the multitude of digital, print, and brick & mortar installations. Although not an emergency, please be laid-back about generating a cease-and-desist order or frequent evocations of high-alert concern, should you find an improper acronym somewhere.

It's really not all that daunting. Proper branding of our **College of Veterinary Medicine** strengthens our place and reputation among peer institutions and

stakeholders globally. Formerly identified as the Center for Veterinary Health Sciences, ours was the only institution name not containing veterinary college or other educational value markers. To advance consistency of university brand standards, all areas under the umbrella of the CVM will re-brand appropriately. The CVM name has been approved by the OSU A&M Board of Regents, effective immediately.

**So, go ahead - storm us.** Alienstock we're not. Though, we are *your* brand. Find me in area 308 McEL.

## HOCO

**OSU Homecoming** events begin October 10, with the Cowboy Stampede Rodeo and coronation of the King and Queen at the dying of the Edmon Low Library Fountain, October 13. Friday night Walkaround is October 18, followed by the **Sea of Orange Parade** and the Baylor vs. OSU football game on October 19.

Download the [mobile app](#) for Homecoming updates and year-round OSU alumni connections!

Join CVM faculty, staff, students, the **8th annual Scottie Brigade** and **Pete's Pet Posse** with our parade entry on Saturday, October 19.

Participants are welcome with animals or without. All breeds are welcome on a leash or halter and must be current on vaccinations.

A class gift from **CVM alumni of 1970**, the veterinary center's 1953 **Museum on Wheels** leads us piloted by **Dr. John Gilliam ('01)**.

Watch the **Friday Bit** for parade staging information when it becomes available and reply to [Sharon](#) if you are interested in participating.

Need some new, orange Vet Med merch for the parade? Visit [the Student Store](#) and commence browsing!

## Southwest Veterinary Symposium

Cowboy alumni attending the SWVS, **September 26-29**, please note there will be no alumni reception at the 2019 conference.

Find your Advancement Team at **Booth #3** in the Exhibit Hall, **Henry B. Gonzalez Convention Center, San Antonio**. We look forward to seeing you at the conference.

**It's unclassified, F R I D A Y !** Guard against intergalactic contagion and the tears of lost fair children. Register for [Fall Conference](#)



**ALUMNI MEMBERSHIP**

**GIVE TO VET MED**



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