



Academy of Rural Veterinarians  
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December 21, 2009

Dear ARV Member-Mentor:

On behalf of the Board of Directors of the Academy of Rural Veterinarians, let me send you, your family and loved ones best wishes for an enjoyable holiday season!

By the time you read this, I hope you have had an opportunity to read the winter edition of *The Rural Vet*, ARV's newsletter. The link to the newsletter was sent to you in a recent e-blast. If you did not see it—you can access the issue by going to our website at [www.ruralvets.org](http://www.ruralvets.org). This issue was dedicated to our Annual Meeting proceedings, and our new outreach partnership with Pfizer Animal Health. *The Rural Vet* also featured important information about ARV's School Visit Program. This work is an integral part of ARV's mission and the reason for this letter.

### **ARV Veterinary School Visit Program**

ARV runs a successful Veterinary School Visit Program, where members visit campuses to personally speak about their careers and the impact that rural practice has had on their lives, and the lives of the communities they serve. Time-and-time again, our members hear from students who had never even considered a rural career, and how the visit raised their awareness of this valuable option. In the last two years, 40 ARV member-mentors have reached over 1,000 students. We now have rural veterinarians in practice who first learned about this wonderful career option through one of these visits—so we know they work!

In order to address an across-the-board effort in building interest in rural practice, a new collaboration has been established with the ARV-Pfizer Rural Practice Awareness Partnership. This partnership is comprised of the following:

### **Rural Practice Awareness Visit (RPAV) Program**

In 2010, ARV will research and conduct a survey of undergraduate programs in order to identify and target feeder schools to the nation's veterinary training programs. We will conduct a pilot program with eight undergraduate visits in the hopes of establishing a continuous awareness program across the higher education spectrum.

### **Urban High School Outreach Pilot Program**

ARV fully supports diversity in society and the workplace. ARV's mission to promote the rewards of rural veterinary practice extends to all—regardless of gender, race, age or creed. In an effort to promote diversity in our profession and educate a young urban population to the possibilities of rural practice, ARV is partnering with Pfizer and the Future Farmers of America to reach out to inner-city high schools with agriculture specialty programming. In 2010, we will visit two such high schools in Philadelphia and New York City.

All told, ARV will conduct 54 school visits in 2010—and we need your help to make this outreach a complete success!

Promoting and Protecting the Rewards of Veterinary Practice in Rural America

## How Does It Work?

### Setting-Up the Visit

The ARV Office works with the schools, their faculty and student club representatives to set-up possible visit dates and these are presented to member-mentors, who are asked to express their interest in making a visit. If there's a school that you would like to visit, you'll let us know.

ARV staff work with you and the school to finalize the visit plan. You will be provided with all the visit details (time, location on campus, contact person, etc.) a talking point sheet and PowerPoint presentation that you can use as part of the talk, if you would like. Experience has shown us that the most powerful presentations are the ones that tell it as it is—tell them your story—and answer the students' questions.

### Making Travel Plans

After securing the visit date, you then make your travel plans. Please make sure that you save all your receipts. ARV reimburses our visiting vets for the cost of travel, accommodations and a per diem. This is the least we can do for you—since you are making the effort and helping us spread the word about the rewards of rural practice.

### After the Visit/Reporting & Reimbursement

All we ask you do after returning home from the visit is file a brief after-visit report (this can be done online or through a form), and submit for reimbursement for your out-of-pocket expenses.

*A little effort reaps great rewards...*

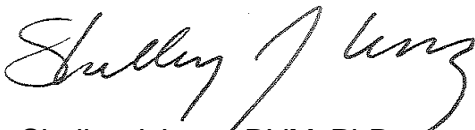
We all have very busy schedules, but I guarantee that if you make a school visit on behalf of ARV, you will find great satisfaction and reward as your stories about what you do will fall on fertile ears. You are helping to address the rural veterinarian shortage in our country. And, who knows? Maybe you'll be "planting the seed" with a future associate or the veterinarian who will someday purchase your practice!

Please help ARV help all of us...and volunteer to make a school visit in 2010! We have winter visits to immediately schedule in late January-March. Complete the enclosed form and return to ARV as soon as possible. You can also complete this form online at our website. If you have any questions, do not hesitate to contact the ARV Office at (518) 694-0056 or [arv@caphill.com](mailto:arv@caphill.com).

Thank you for taking time to read this letter—and for helping us advance our noble profession.

Happy Holidays & Happy New Year!

Sincerely,



Shelley J. Lenz, DVM, PhD  
President



## ARV 2010 School Visit Volunteer Form

Please complete this form and return to ARV so we can add your name to our cadre of visiting veterinarians. Upon receiving the form, we will follow-up with you about scheduling a visit.

Name: \_\_\_\_\_

Practice: \_\_\_\_\_

Phone: \_\_\_\_\_ Fax: \_\_\_\_\_

E-Mail: \_\_\_\_\_

- Yes, I want to help ARV spread the word about the rewards of rural practice to students.

*Please check type of visit(s) you are willing to make:*

- Veterinary Schools  
 Undergraduate Schools  
 Inner-City High School ( Philadelphia or  New York City)

Is there a particular school that you would like to visit (perhaps your alma mater)?

**Please return this form to the ARV Office by:**

Fax: (518) 463-8656

E-Mail: [arv@caphill.com](mailto:arv@caphill.com)

or mail to:

ARV School Visits

1450 Western Avenue, Suite 101

Albany, NY 12203-3539

You can also complete an online version of this form by going to:  
[www.ruralvets.org](http://www.ruralvets.org)