



CENTER FOR VETERINARY HEALTH SCIENCES **Friday Bit for Alumni and Friends**

HALF PAST THE YEAR »

At CVHS we're marking our territory. As the academic year comes into focus we're welcoming 88 brand-ready candidates. From connecting more deeply with alumni to enhancing our brand, here are some of the ways we brand excellence.

Confidence. We continually develop our brand. What is a brand? There's a bucket full of how-to-craft effective brand strategy methodology. One element is certain, behind every good brand is a story. Here are some of the ways CVHS tells ours.

Content. We deliver value. Some of our unique services include these Centers for Excellence. Referring veterinarians utilize these services to augment and expand their clientele.

- Equine Sports Medicine
- Gaylord Center for Excellence in Equine Health
- National Center for Veterinary Parasitology
- Oncology
- Ophthalmology
- Exotic Animal Medicine
- Radiology/Digital Imaging
- Laser Surgery and Research
- Integrative Medicine and Rehabilitation
- Theriogenology
- OSU Animal Relief Efforts

Style. You gotta have it. We start out with visuals, colors and a logo.

The **Class of 2020** will receive something new, a gray coat. Gray is the academic regalia color for the profession of veterinary medicine. The coating ceremony marks the beginning of the DVM classroom curriculum and culminates at year four in didactic clinical rotations. In recognition of the personal accomplishments and pride associated with reaching this phase of a student's professional education, CVHS confers a lab coat to each incoming veterinary student. Presentation of the coats symbolizes the college's affirmation of qualifications suitable to begin the veterinary professional journey toward earning a DVM.

CVHS alumni and friends participate as mentors and sponsors for the coats. Cost of the coat is \$50 payable to OSU Foundation, delivered to 308 McElroy Hall, Stillwater, OK 74078. Sponsors have the opportunity to present the coat to the student at the **Induction Ceremony, August 12, 10:00 a.m. at the Stillwater Community Center**. If you wish to participate you must contact us in advance to be included in the program.

Story. Every picture tells one.

First and foremost, the mission of the Center for Veterinary Health Sciences is to graduate competent, confident, career-ready veterinarians - a tradition for 68 years. **Vet Cetera** magazine tells our stories in award-winning style. (That's twelve times awarded.) Its purpose is to share our story, connect the college with alumni and friends, while offering information pertinent to veterinary medicine. Want more? Visit our website [here](#)

Engagement. CVHS has a presence.

- **AVMA** - The Advancement team and Interim Dean, Chris Ross will host an all-orange reception for Cowboys at AVMA August 8, 7-9:00 p.m. in San Antonio at the Grand Hyatt Hotel. Drop in for

complimentary food, beverages and CVHS branded door prize offerings not found elsewhere. For convention info or to register for the conference visit [register](#). Check your email for exact location of the Grand Hyatt Suite for the alumni reception on August 8. Lost? Ring/text 405-612-5359.

- **SOUTHWEST VETERINARY SYMPOSIUM** - See you in Fort Worth, September 29-October 2. Stop by the CVHS booth #1341 in the Expo Hall at Fort Worth Convention Center. Friday night, our friends at Hill's sponsor collegiate alumni receptions at Ashton Depot, 7:00 p.m. I'll be there for Cowboy alumni with all the usual orange supplies. Visit [register](#) "It's worth it."
- **AAEP** - In Orlando, CVHS hosts an alumni reception at the Hyatt Regency Hotel, December 5, 6:00 p.m. Our Zoetis partners join us for a veterinary student networking event. Special thanks to these alumni for co-funding the alumni reception. Rocky Bigbie ('81), Reynolds Cowles ('67), Elisabeth Giedt, Dee Gragg ('81), James Hays ('85), John Johnston ('72), Tom Loafmann ('63), David Mitchell ('62), and Richard Mitchell ('74).

Is your brand relevant? Consider the return on your investment for the education you've received at OSU. I invite you to share the positive impact your education has offered you and those you serve. Make your mark. Talk to me.

Finally, when those beast-from-hell days roll around that just don't emanate joyful orange, remember. Three words. Refer, refer, refer. [Go for it.](#)

Next week - less Monday - more **Friday!**

GIVE and **BE** change. (Aye. We can.)



Fancy a chat? sworrel@okstate.edu #scot1



CENTER FOR VETERINARY HEALTH SCIENCES
Healthy Animals – Healthy People



OFFICE OF ADVANCEMENT
308 MCELROY HALL, STILLWATER, OK 74078
SHARON WORRELL - SWORREL@OKSTATE.EDU