

News from Cornell University's
College of Veterinary Medicine

'Scopes

JULY 2010

Argilewicz
& Sons

**Entrepreneurial
Edge: Innovation
and Discovery**

PLUS:

**Cornell University
Veterinary Specialists
to Open in 2011**



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'Scopes • July 2010



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From stethoscopes to microscopes to the scope of the College, 'Scopes is your source for news from the College of Veterinary Medicine at Cornell University. The magazine is published three times annually, with the fall issue serving as the annual report. To change your address, please contact Kim Carlisle at kac43@cornell.edu or 607-253-3745.

Pictured on the cover: Dr. Joe Jurgielewicz '83 is living the American dream on his duck farm in Pennsylvania.

DEAN'S MESSAGE



A Legacy of Innovation

Dear Alumni and Friends,

I'm pleased to share the latest issue of 'Scopes with you, an issue devoted to innovation and entrepreneurship at the College of Veterinary Medicine. Throughout its history, Cornell has been distinguished by the creativity and innovation of its faculty and alumni. The attributes that have led to so many advances in medicine and education—insight, self motivation, and a healthy tolerance for risk—remain at the core of the College today, and are increasingly important to continue to advance veterinary medicine in the face of a rapidly changing fiscal and social environment.

In this issue we celebrate a few of the dynamic and creative programs developed by Cornell faculty or Cornell alumni, and the entrepreneurial spirit that underlies their creation. From Dan Fletcher's simulated canine emergency patient to Alex Travis' diagnostic assay, from discovery of specific *E. coli* "pathogroups" responsible for mastitis to a new genetic breed selection tool to eliminate hip dysplasia, and from the ground breaking businesses of alumni Joe Jurgielewicz and VIN-creator Paul Pion, these stories reflect vision, hard work, and the refusal to "settle."

As the College looks to the future, it is my hope that Cornell's legacy of innovation on the part of its faculty and alumni is mirrored by the leadership of this institution. We do not create a more secure and effective future by avoiding hard choices and pointing to past accomplishments, and we do the profession no favors by delaying necessary responses to current challenges. The College's strategic plan involves several important new initiatives, from global partnerships to new clinical paradigms, all of which involve significant risk. To achieve the plan's vision will require some of the qualities embodied in the successes of past Cornellians.

I look forward to discussing the profession with many of you this fall at the third New York State Veterinary Conference, presented jointly by the College and the New York State Veterinary Medical Society. And, as always, I invite you to contact with me with questions, comments, or suggestions as thoughts arise.

Sincerely,

A handwritten signature in black ink that reads "Michael I. Kotlikoff". The signature is written in a cursive, flowing style.

Michael I. Kotlikoff, VMD, PhD

AUSTIN O. HOOEY DEAN OF VETERINARY MEDICINE

PIONEERING SIMULATOR TECHNOLOGY

Criticlist Dan Fletcher develops innovative approach for preparing students to handle emergency situations.

MOST VETERINARIANS WOULD AGREE THAT TRIAL AND ERROR HAS ITS PLACE IN CLINICAL TRAINING. BUT NOT IN THE EMERGENCY ROOM. WHEN IT COMES TO ADMINISTERING URGENT CARE TO STABILIZE AN EMERGENCY CASE, THERE SIMPLY IS NO ROOM FOR MISTAKES. ONE FALSE MOVE AND A LIFE CAN BE LOST. HOW CAN STUDENTS BE TAUGHT TO HANDLE REAL-TIME EMERGENCIES WITHOUT ENDANGERING A CRITICAL PATIENT'S WELL BEING?

That was the need that Dr. Dan Fletcher, Assistant Professor of Emergency and Critical Care, set out to fill in designing a sophisticated “rescue dog” mannequin and software program—the first of its kind in veterinary medicine.

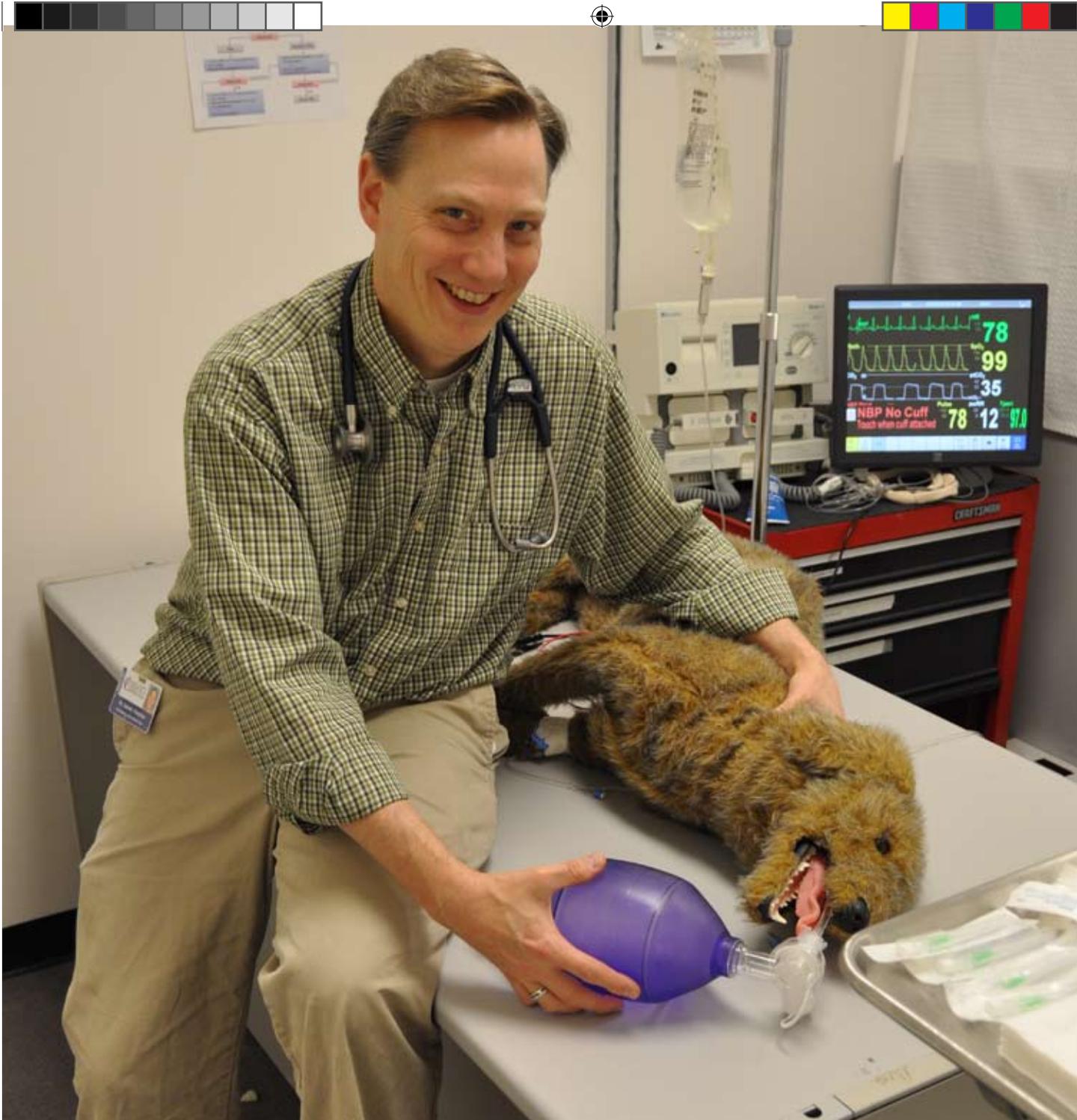
“I present lectures on shock and resuscitation to DVM students in the fall of their third year,” said Fletcher. “But when those students are confronted with a real-life crisis setting in clinics, I don't want them to freeze up like deer in the headlights.” The simulator provides a safe environment to make mistakes, and, even more importantly, to learn from experience, he added.

The system is based on a reverse-engineered human model that Fletcher adapted for canine use in collaboration with

renowned Cornell robotics expert Dr. Hod Lipson, Associate Professor of Mechanical Engineering.

Multiple embedded speakers and actuators within the canine mannequin emit heart and lung sounds, and create pulses that can be palpated. A balloon within the chest cavity simulates chest excursions to mimic spontaneous breathing. All of these features are driven by software that is programmable and adjustable in real time. Simulated system monitors report on vital indicators such as ECG, pulse oximetry, and blood pressure. The mannequin can also be intubated for positive pressure ventilation, with a realistic airway that accommodates an endotracheal tube or ambu bag. Clinicians can also deliver chest compressions.

“[when] students are confronted with a real-life crisis setting in clinics, I don't want them to freeze up...”



Dr. Fletcher with his canine simulator helps to better prepare students to handle crises.

The use of simulator technology is already well established in human medical education. In fact, the Society for Simulation in Health Care, or SSIH, was founded in 2004, and now boasts a membership of over 2,000.

Fletcher worked with his colleagues in the Emergency & Critical Care section of the Cornell Univer-

sity Hospital for Animals to develop teaching scenarios for the simulator. After each scenario is played out with the mannequin, the student group reviews a videotape of what transpired. A trained facilitator then leads a discussion, and students draw conclusions about what they could have done differently. According to Fletcher, these debriefing sessions are where the real learning occurs.

Fletcher hopes to develop continuing education programs based on

the software and is currently working with licensed veterinary technician team leaders Andrea Battaglia and Deb Watrous to create training simulations for technicians.

According to Fletcher, research in psychology demonstrates that experiential learning is more effective than lectures for adult learners. “It’s important to understand that this is a bona fide teaching modality,” said Fletcher. “In fact, this is how adults learn best.”

21ST CENTURY LEARNING:

Active Innovative Enjoyable

Internet-based system will deliver rich content

When Dr. Jamie Morissey '92 was a student at Cornell's College of Veterinary Medicine, only one class in exotics was on the books. Today, the College has four exotic and wildlife faculty, a residency program, the Janet L. Swanson Wildlife Health Center, and formal commitments with the Rosamond Gifford and Bronx zoos. How is it possible for veterinary colleges to continually add new areas and depth to specialty areas, assuring students access to the courses they need, in a profession that is evolving rapidly just as budgets are shrinking?

Dr. Jodi Korich '97, director of the Partners in Animal Health program at the College, is an active member of a six-college consortium that believes the answers lie in collaborations that defy the traditional boundaries of veterinary college instruction and learning. The consortium, funded by a grant from the United States Department of Education, is in the process of developing the Vet ICE (internet content exchange) system that will allow colleges to share courses with one another.





Cornell graduates, Drs. Kevin Cummings and Jodi Korich, are preparing a course in public health and epidemiology that will be available through the Internet Content Exchange.

“All U.S. veterinary colleges are faced with the challenge of providing the breadth and depth of veterinary medical instruction that students need to pursue increasingly more specialized career pathways,” said Korich. “It is inevitable that colleges will have concentrations of faculty in areas that reflect their state’s priorities. The goal of Vet ICE is to allow U.S. veterinary colleges to work collectively to leverage faculty expertise more effectively across the colleges.”

The University of Wisconsin’s School of Veterinary Medicine is leading the consortium, which includes faculty from the veterinary schools at North Carolina State, Tufts, Iowa, UC Davis, and Cornell. The team will

develop the technical platform, policies and procedures needed for the internet content exchange system, which will be available for use by all U.S. veterinary colleges as well as several pilot online courses that will be included in the launch of the new platform.

“When students have a passion for a particular area of the profession, learning about it becomes ‘core’ to them,” said Korich. “We hope this platform will provide a cost-effective and easy way for colleges to meet the changing needs of the profession and the highly individualistic needs of the next generation of veterinarians.”

A full embodiment of 21st century learning, the online materials prepared by the



consortium will offer rich content including videos, animations, slideshows, and case simulations. The mixed format will accommodate a wide range of learning styles, and developers will place a premium on interactive and active learning techniques that will engage the student in the process of discovery.

“We intend to use the full bag of tricks,” said Korich. “The courses will harness the power of multimedia to make the learning experience active, innovative, and enjoyable.”

Although the logistics of the exchange system are still being worked out, the consortium envisions a system where colleges will purchase an annual license that grants students a seat in the online course. These seats can be offered to their students for enrollment and credit in the same way students currently enroll in onsite courses.

The project and anticipated outcome addresses a variety of critical issues facing veter-

inary colleges, including the need to embrace the changing technological landscape and contain the cost of veterinary education.

“This approach is very attractive to supplement what each veterinary college can offer on its own. It has the potential to provide both financial and educational benefits,” said Dr. Lorin Warnick, Associate Dean for Veterinary Education, who noted that veterinary colleges around the world have a difficult time recruiting faculty for certain specialties. In addition, this will only be exacerbated by the need to hire new faculty members as increasing numbers of current faculty are expected to retire within the decade. “It is also an interesting option for teaching technical competencies. Students can investigate and familiarize themselves with a technical procedure before having to perform the procedure in a laboratory or clinical setting. After having learned about the technique—and perhaps even practiced via simulations—students will be more fully prepared for hands-on training.”

Currently, content is being prepared for two courses that the consortium expects will go live in the fall of 2010. Faculty at Wisconsin are developing a course in neurology. Korich and a team of Cornell experts, including Kevin Cummings DVM, PhD, are producing a three-credit course in public health and epidemiology. These initial courses will establish the templates for future courses, ensuring that best practices of course-making are consistently incorporated. While these courses are being prepared, other members of the consortium are working on the hosting and distribution platforms and designing outcome assessment standards and tools.

“This really is a team effort,” said Korich, who looks forward to additional opportunities for partnerships. “Everyone—students, educators, the profession—will benefit, because we’ve worked together to resolve common educational challenges.”

“This approach is very attractive to supplement what each veterinary college can offer on its own. It has the potential to provide both financial and educational benefits.”



When time IS OF the essence

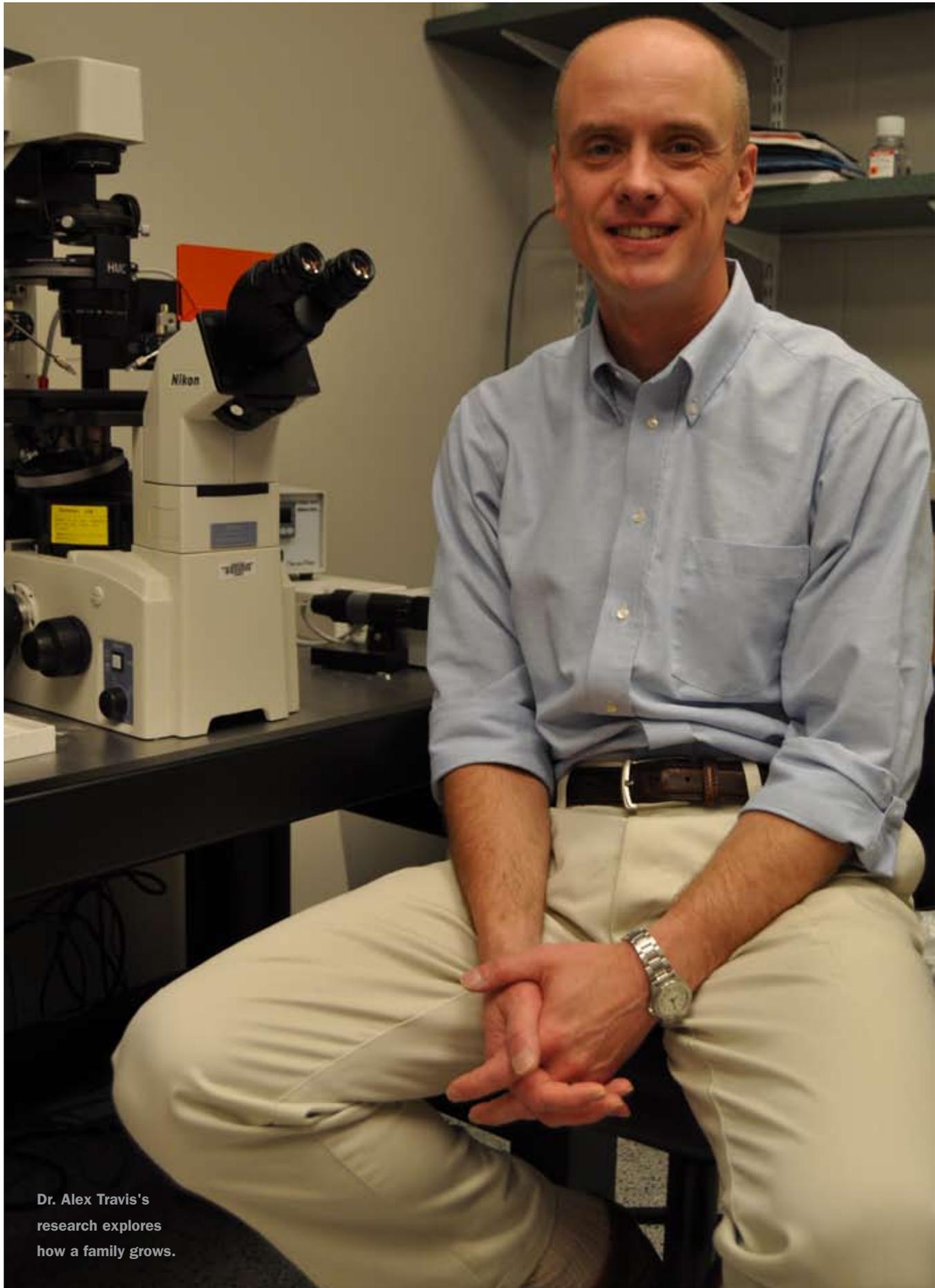
FACULTY STARTUP DEVELOPING NEW TEST FOR MALE INFERTILITY > InVivergy, a local startup company founded in 2009 by Dr. Alex Travis, Associate Professor of Reproductive Biology, is creating a breakthrough diagnostic assay for sperm cells that could help couples with fertility problems avoid years of fruitless treatments and thousands of dollars in unnecessary medical costs.

According to the American Fertility Association, approximately one in ten couples in the U.S. will seek medical treatment for fertility problems at some point in their reproductive lives. Over 150,000 cycles of assisted fertilization are performed in the U.S. each year. Historically, infertility was associated in the popular thinking primarily with the female partner. And while that bias has long since been disproven by science, according to Travis, there have been few significant improvements in the diagnosis of male infertility in several decades.

“Semen analysis is still the main technique being used to look at male fertility,” said Travis. “And while that gives us information regarding the motion, morphology, and number of sperm, it tells us nothing about sperm function.” According to medical literature roughly 50% of male infertility is caused by a defect in sperm function. Due to the limitations of current scientific understanding, this type of infertility is commonly categorized as “idiopathic,” or of unknown origin.

Work done in Travis’ lab at the Baker Institute for Animal Health has revealed that the distribution pattern of certain lipids within a sperm cell can predict the cell’s reproductive function. “In exploring the basic biology of how sperm cells fertilize, we noticed, purely by chance, that sperm cells which responded to specific stimuli for capacitation had a different lipid pattern,” said Travis.

Scientists from Cornell’s Weill Medical College in New York, which is widely recognized as the nation’s top clinical fertility program, provided Travis’ lab with



Dr. Alex Travis's
research explores
how a family grows.





To share innovation

OFTEN, ORGANIZATIONS LIKE INVIVERGY

move from researcher's lab to the public's doorstep with help from CCTEC, the Cornell Center for Technology, Enterprise, and Commercialization. A service unit that helps manage University-owned inventions and works of authorship, CCTEC was created by Cornell to integrate the University's intellectual property (IP) control and regional economic development functions.

CCTEC files for patents and registers copyrights and trademarks. "We have professionals versed in IP management and contracts negotiation that have extensive industry experience and come from a range of technical backgrounds," said Alan Paau, Executive Director of CCTEC and Vice Provost for Technology Transfer & Economic Development.

According to Paau, filing patents is a very expensive process, and the University covers those costs. Inventors thereby stand to benefit substantially without assuming any of the associated risk. Distributions of

net licensing income are based on University-wide policies.

In addition to addressing IP-related issues, CCTEC works to license technologies to industry, or, if possible, to establish new startup companies to bring the technology to market and ensure that the fruits of University research ultimately benefit the public.

In licensing a new technology, CCTEC first explores how it might be leveraged to drive the economy in the surrounding community. "If a technology is not sufficient to start its own company around, we will license to industry. We try to work with regional, then state, national, and global companies, in that order of preference," said Paau.

According to Paau, over the past decade a number of success stories have resulted in local startups based around University technologies commercialized to benefit the local economy and bring jobs to the area, with InVivergy being a recent addition to the list.

sperm samples from both healthy and infertile men. In healthy men, roughly 20% of sperm cells exhibit the lipid distribution pattern associated with the capacitation stimuli. In men with idiopathic infertility, only 2% showed that same pattern. This important variation provided a solid basis for creating a diagnostic test.

With help from the Cornell Center for Technology Enterprise and Commercialization (CCTEC—see sidebar), and support from Ithaca's KensaGroup, a local concept-stage IP development firm, Travis founded InVivergy to attempt to translate his scientific research into a clinically useful diagnostic test. While the diagnostic test has performed successfully in a small pilot study, it must still demonstrate predic-

tive power in a larger, statistically significant sample before it can be commercialized. According to Travis, once angel investor funding is raised to support a large clinical trial, it will take approximately one year before the test could be commercially released. In addition to providing the basis for human fertility testing, Travis' work has important potential benefits for the dairy industry in predicting the fertility of breeding bulls.

Once on the market, the new diagnostic test could be employed by fertility clinics as part of a standard workup. Couples with idiopathic male infertility could be counseled to bypass in utero insemination or classical in vitro fertilization and to proceed directly to a technique called ICSI, where a single sperm

is injected directly into an egg. This information could save couples time, frustration, and the expense of undergoing multiple failed cycles of IVF. Each cycle of IVF costs upward of \$12,000.

The assay could also be part of a testing kit routinely administered to couples by primary care doctors. Done early on, the test could potentially save older couples with a limited remaining window of fertility a year of unsuccessful natural attempts.

"Ten percent of couples in the U.S. have been treated for infertility at an annual cost in excess of \$5 billion," commented Tony Eisenhut, President & CEO of KensaGroup. "InVivergy's new fertility test would represent a significant advance over current male fertility diagnostics."



ADAPTED TO DESTRUCTION

Cornell Team Identifies
New Patho-Group of E.coli
Linked to Metritis

IN TERMS OF ITS ECONOMIC

impact, bovine metritis, an acute bacterial inflammation of the uterine wall, may be the single most important postpartum disorder in dairy cattle. The Dairy Cattle Reproduction Council estimates that a single case costs a dairy producer an average of \$358. The condition causes severe economic losses due to prolonged periods between calving and conception, increased culling rates, reduced reproductive performance, and costs of veterinary interventions. Metritis can also predispose cows to a variety of more serious postpartum ailments, and severe cases can even result in death. Researchers estimate that as many as 40% of cattle suffer from the condition after giving birth.

In an article published earlier this year in *PLOS* (Public Library of Science), a team of researchers from the College's Department of Clinical Sciences, in collaboration with colleagues from Swansea University and



The results of Dr. Kenneth Simpson's research will have immediate clinical applications.

the Royal Veterinary College (UK), make the case that metritis is caused by a particular strain of bacteria specifically adapted to cause pelvic inflammatory disease. This new discovery will help facilitate the development of vaccines, therapies, and preventative husbandry measures to combat the condition.

E. coli isolates collected by Swansea University's Dr. Martin Sheldon from animals with uterine disease, as well as from healthy subjects, were blindly analyzed for genetic similarity by the Cornell team, and grouped into four broad clusters using a technique called multi-locus sequence typing, or MLST.

"We wanted to test the widely held assumption that pelvic inflammatory disease is caused by random, genetically diverse environmental *E. coli* that enter opportunistically through the open channel created at birth," said Dr. Kenny Simpson, Professor of Internal Medicine.

In fact, what the Cornell team found was just the opposite. They found that specific strains of *E. coli* were associated with disease, and these strains displayed pathogen-like behavior in a variety of model systems. "The bacteria within the fourth isolated cluster, which we propose be called 'ENPEC,' or Endometrial Pathogenic *E. coli*, appear

better adapted to cause inflammation and invade the uterine wall," said Simpson.

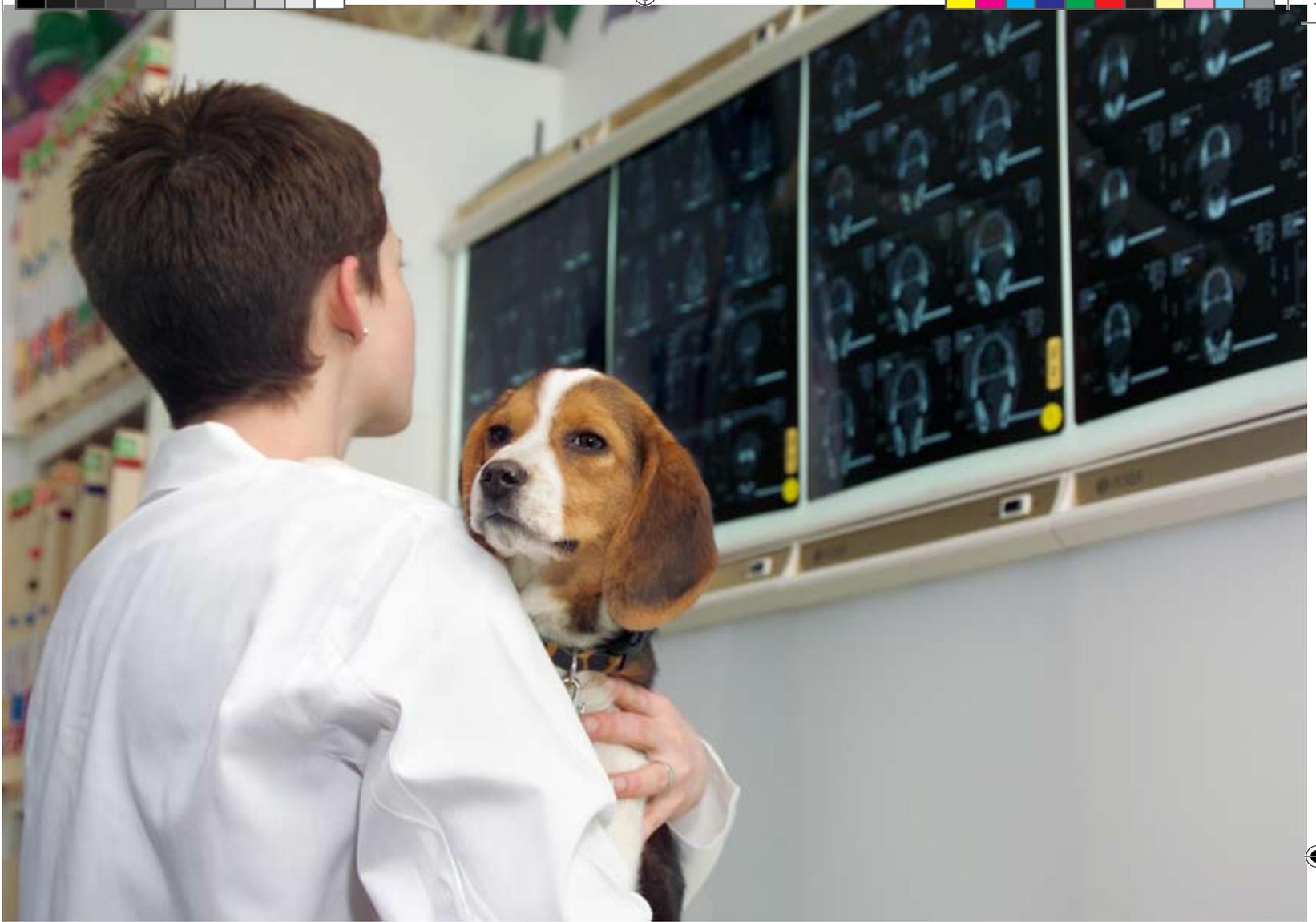
More broadly, the team's findings may also have cross-species significance, as pelvic inflammatory diseases in other species may well be similarly adapted. The team intends to continue its work by sequencing the genome of these ENPEC bacteria, and identifying the sites for tropism.

"Clearly, the focus in vaccine and drug development for metritis needs to be on those strains involved with disease, i.e. ENPEC, rather than other non-virulent strains of *E. coli*," said Simpson.

METRO- MINDED

CORNELL COLLEGE OF
VETERINARY MEDICINE
TO OPEN THE LARGEST
AND MOST COMPRE-
HENSIVE UNIVERSITY-
AFFILIATED SATELLITE
SPECIALTY AND
EMERGENCY HOSPITAL.

The high-pitched beep of the heart monitor sets the pace for today's procedure while the respirator's whooshing air rhythmically hammers out a down-beat. Rubber gloves squeak, and the muffled sound of booties shuffling from this machine to that harmonize with the distinctive sounds of the high-tech equipment. Metal instruments clank on the stainless steel table, and the hot water blanket hums, reliably maintaining the black Labrador retriever's body temperature. He's been prepped, anesthetized, and is ready for life-enhancing hip surgery, a procedure that was considered experimental three decades ago, mainstreamed only after innovative and humane clinical trials at university-affiliated veterinary hospitals proved it safe and effective.



This winter, Cornell University's College of Veterinary Medicine will open the nation's largest and most comprehensive university-affiliated satellite specialty and emergency hospital. Cornell University Veterinary Specialists (CUVS) will partner with referring veterinarians to provide the highest possible level of medicine and specialty patient care, fuel the development of life-saving and life-enhancing strategies, expose residents and students completing externships to a broad spectrum of cases, provide real-time and easily accessible continuing education for practitioners, and support the increasing cost of delivering a top-ranked veterinary medicine program in the face of shrinking private and public support.

The landscape of veterinary medicine and education has changed dramatically since Cornell's founding in 1894. As the na-

ture of the human-animal bond has evolved, advances in animal health care have paralleled those in human medicine, with the development of areas of clinical specialties and sophisticated procedures that have responded to the expectations of society. Academic medical centers at veterinary colleges have played a critical role in the development of these specialties, but their work is far from done. Satellite hospitals, like CUVS, will help to advance the academic center's teaching and discovery and outreach missions, while expanding the university's capacity to serve the community's demand for the highest level of medicine.

Located at 880 Canal Street in Stamford, Connecticut, CUVS will offer a 24-hour state-of-the-art trauma, emergency, and critical care center, orthopedic and soft tissue surgery, internal medicine, cardiology,

Veterinarians at Cornell University Veterinary Specialists will provide emergency and specialty medicine care.



“Referring veterinarians will have access ... to top clinical specialists, who will work collaboratively with them in a seamless and integrated fashion ... ”

anesthesiology, pain management, advanced imaging modalities, and other specialties. It will also be the first university-affiliated veterinary center in the New York Metropolitan Area.

The project grew from a comprehensive strategic planning process that was initiated in 2007 by Dr. Michael Kotlikoff, Austin O. Hoey Dean of the College of Veterinary Medicine, and included faculty, students, stakeholders, and veterinarians.

“By providing high-level medicine and customer service that is fully integrated in scope with teaching and discovery, we are sustaining and broadening institutions like Cornell that help to shape the profession,” said Kotlikoff.

The hospital will be staffed by nationally leading clinical specialists recruited specifically for this endeavor.

“Referring veterinarians will have access not only to top clinical specialists, who will work collaboratively with them in a seamless and integrated fashion, but also to the medical resources of Cornell,” said Dr. Susan Hackner, a board-certified critical care specialist and internist, formerly of the Animal Medical Center, who will serve as Chief Medical Officer. CUVS will also partner with the local veterinary community, providing continuing education opportunities for veterinarians and training programs for veterinary technicians.

The Fairfield County area was selected as

the site for CUVS based on the desire of local veterinarians for additional referral and emergency options. A demographic analysis revealed that the area was underserved in several important specialty areas, and that the Stamford-Greenwich corridor lacked a 24-hour emergency-critical care service led by board-certified specialists.

“As a two-partner practice focused on providing the highest level of medical care, as well as communicating closely with the client, it will be reassuring to have Cornell as a local referral partner,” said Stanley Truffini DVM ’78, owner of Georgetown Veterinary Hospital and a member of an informal advisory group formed by local veterinarians to support and advise the new hospital. “We are encouraged that CUVS will carry through the Cornell standard of excellence.”

Delivering outstanding customer service to referring veterinarians and animal owners will be critical to successfully establishing CUVS in a competitive market and will illustrate an efficient and service-based model to students completing externships. Facility plans for the hospital include a 60-seat tiered classroom and a four-bedroom apartment to accommodate students and residents, as well as visiting faculty. Audio-visual links will connect the surgery suites, emergency room, and classroom with the Ithaca campus. The hospital will be incorporated as a for-profit, wholly-owned subsidiary of Cornell University, and net earnings will be used to support clinical programs at the College of Veterinary Medicine in Ithaca, thereby contributing to the financial health of one of the world’s leading institutions in animal health research and education.

“In broadening academic veterinary medicine, which will help to fuel continued medical discoveries, improve veterinary and residency education, we are planting a garden for the future,” said Kotlikoff.



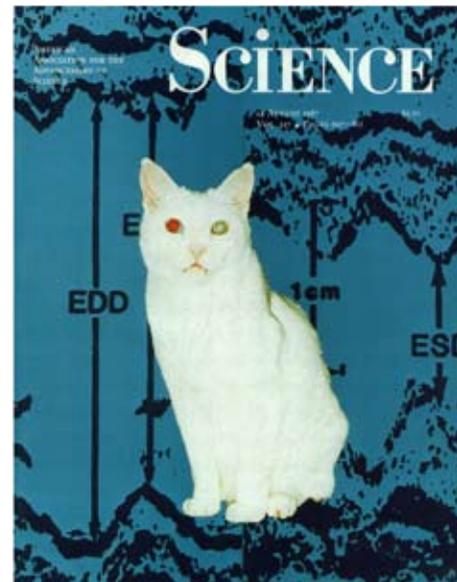
A successful— and ethical— mindset

**VIN President, Paul Pion DVM '83,
works diligently to serve the best interests of veterinarians around the world.**

The moniker “businessman” is not often considered offensive—unless you’re speaking with Dr. Paul Pion. The notion that he would pursue an ambition for the sake of money upsets him and is ludicrous to those who know him best. He values relationships, works daily to earn and maintain an exceptional level of trust with his colleagues, and exists to make veterinarians a strong, cohesive group capable of shaping the future of their profession—veterinary medicine.

“No one is born with such a purpose in mind,” Pion said. “Life happens while you’re planning it.”

Those who know him say this is what he was meant to do, but Pion says that wasn’t clear to him when he helped found Veterinary Information Network, Inc. (VIN), an online community of





veterinarians who help each other learn and manage life as veterinarians. Today, he serves as the president of VIN, which was born in 1990—before the dotcom era took hold and people were still wondering why veterinarians would need a modem. In fact, Pion said, it was never meant to be a business. It began when Pion joined Dr. Duncan Ferguson, VIN's co-founder who is no longer affiliated with the organization, answering questions from pet owners in the Pet Care Forum on a newly born America Online (AOL).

"It began as a hobby," said Pion, a 1983 graduate of Cornell's College of Veterinary

Dr. Paul Pion '83 turned a hobby into a life-long mission.

Medicine, a board-certified cardiologist, and an NIH Physician Scientist Award winner (among many other honors and awards). "There was never a moment when we said, 'Let's start a business.' It evolved from our passion for medicine, technology, the profession and having a lot of time on my hands when my mentors were pushing me from being a clinician and clinical researcher toward being a bench researcher. Filling test tubes just didn't do it for me. And while I love being a clinician—it is who I am at heart—I have never been a person who enjoyed only seeing cases day after day. Many times in my career, I stumbled upon a case that triggered a desire to look deeper to solve a common clinical problem."

This desire was apparent early in Pion's career. As a second year veterinary student, Pion applied for and received a grant from the Cornell Alumni Fund to study the pharmacokinetics of verapamil, a calcium entry blocker, as a potential "cure" for hypertrophic cardiomyopathy (HCM), a common heart disease in cats. He never achieved his goal of curing HCM, but in late 1986, Pion said he was overnight catapulted from unknown cardiology resident at UC Davis into a role he was too young to be prepared for. While investigating the use of a clot-dissolving drug in cats with heart disease, he and his colleagues at UC Davis discovered that dilated cardiomyopathy (DCM), the most common feline heart disease at that time that was believed to be an incurable, end-stage, nearly uniformly and rapidly fatal condition was caused by a deficiency of a single amino acid, taurine, in commercial cat foods. Once Pion and his colleagues convinced pet food companies that this once in a lifetime discovery was real, they changed their cat food formulations to include more taurine, virtually eliminating the disease and saving countless felines from untimely deaths.





This discovery, published as a cover article in the highly prestigious journal *Science*, also introduced Pion to the world of veterinary medical ethics as it relates to the interface between science and the veterinary industry.

Twenty years later, VIN has evolved to serve the needs of veterinarians, rather than pet owners, and is no longer affiliated with AOL. (For more on the history of VIN, visit www.vin.com/VIN.plx?P=About.) With more than 44,000 members, VIN is supported with dues rather than advertising, a model and philosophy that Pion said evolved from his experience with the pet food and big pharma companies.

“We can’t guarantee that any bit of information is accurate, but knowing that VIN works only for its members, assures VIN members—my colleagues—that the information is untainted by outside commercial influence.”

Over the years, VIN has rejected buy-out offers that in the aggregate would likely total \$30 or \$40 million, because the prospective buyers would not agree to remain loyal to VIN’s mission: to inspire and facilitate excellence in the world-wide veterinary community and never commercialize the online community.

His reluctance to turn over the reins and his obsession with ensuring that when that time comes, VIN will not be sold, but instead entrusted to those who will perpetuate its guiding principles, is rooted in his beliefs about what makes a good leader and organization.

“The leader of any organization earns and deserves respect and trust by consistently making choices that better those whom the organization serves,” said Pion. “This is most deeply demonstrated when such choices are made even when they are not best for the organization or those who lead the organi-

“Filling test tubes just didn’t do it for me. And while I love being a clinician—it is who I am at heart—I have never been a person who enjoyed only seeing cases day after day.”

zation and even risk the demise of the organization. Everyone and everything must die. The serious problem with most organizations is that they don’t recognize when they begin existing to exist and lose sight of their founding purpose and principles.”

When asked to share advice for colleagues and entrepreneurs, Pion responded, “Do what you love,” and added the following thoughts:

- Own mistakes rather than blaming others. Delivering on promises is fundamental and the responsibility to do so falls squarely on the shoulders of the leader.
- Colleagues and entrepreneurs should not discourage competition, choosing instead to learn from it.
- Collaboration does not require a committee, but it is the only way to achieve quality results.

Those who succeed will do so because they have learned that business is about building and nurturing relationships. “When you hear someone say, ‘It was a business decision,’ especially if they add, ‘Don’t take it personally,’ you can be sure you should.”

And finally, Pion added, “Relationships built on trust are the key to everything, including business. I have spent my life developing trusting relationships. It would only take a day to lose the trust. It is the most fragile possession, and I defend it above all else for very selfish reasons. To betray and lose that trust would be worse than killing me. If I were dead, there’d be nothing. If I woke and believed I’d betrayed that trust, I couldn’t live with myself and couldn’t rest until I’d undone the wrong I’d done.”

With his rock solid commitment to doing only what is right for the profession, Pion should expect a future filled with pleasant dreams.

A Peek at the Man

Behind the Pekins

Alumnus follows lifetime dream and develops a unique strain of White Pekin duck in the process.

It would be easy to look at Joe Jurgielewicz DVM '83 and assume that he is the Pied Piper of Luck. He is a successful business man; he married Rita, his high school sweetheart with whom he has raised four young men who respect their parents and willingly help with the business; and he is a leader in his community. But upon a closer look, it's even easier to see that luck had nothing to do with Dr. Jurgielewicz's American dream-style life. He is smart and self-disciplined with an unshakable work ethic and a strong sense of right and wrong. He doesn't look for hand-outs, choosing instead to find his way as he can afford it and helping others as often as he can. His positive attitude is contagious and one could almost palpate his passion. It is these characteristics—and his deliberate choice to allow them to direct his decisions—that have led to his success.

Dr. Joe, as he likes to be called, grew up on a duck farm and dreamed of returning to that farm to take it over after earning his degree in veterinary medicine. When the farm was sold, Dr. Joe needed to re-imagine his future. But he kept coming back to duck farming.

"It was always all about ducks," said Dr. Joe, noting that he would have had to work with other species if he'd opened a practice. "When I came for the admissions interview for vet school, we spent most of the time talking about ducks. I had to convince them I would be able to pay attention to the lessons about other species long enough to pass the tests. You can do anything as long as you can see the light at the end of the tunnel."

Dr. Joe's "light" is Tasty Duck, a family-owned, 500-acre, state-of-the-art, high tech farm in Pennsylvania that employs about 150 people. The farm has a hatch rate that exceeds 80 percent, is almost 100 percent self-sufficient, and is committed to sustainability, as evidenced by the onsite waste management facility that generates environmentally friendly fertilizer and recycled water (from duck waste) that is used to fertilize and irrigate crops grown by several farmers in Dr. Joe's community. In 1984, though, Tasty Duck would have been described a bit differently. Dr. Joe and his father bought 400 bare, but full of potential, acres. They raised every shed, their hatchery, their processing plant,



Tasty Duck invites the local sixth graders annually for a day at the farm, during which speakers and demonstrations emphasize the value of science and math, explain where our food comes from, and discuss career options in agriculture.

and their growing barns, from the ground up, pounding many of the nails themselves. The initial equipment was refurbished, bought second-hand from farmers and processors along the eastern seaboard.

“I wasn’t much of a fabricator, but I was a great finder,” said Dr. Joe. “We started small, making do with what we could afford. We had a small staff, mostly family, and we all did everything. Thursday evenings, after a long week, Rita and I would be doing the books at 11pm. We were tired and frustrated, but it’s how it had to be in the beginning.”

The farm began producing in 1985, processing about 2,000 ducks a week with 10 employees. Today, they manage every aspect of the process and hatch 20,000 baby ducks four days per week. With the help of an on-staff geneticist, they have developed their own strain of White Pekin duck.

“This special Pekin duck is a favorite with all of our Asian clients,” said Dr. Joe, adding that they sell their ducks to three of the top 10 highest grossing restaurants in the United States. “We are the only duck farm that can deliver fresh duck daily to three of the major

cities on the eastern seaboard: DC, New York City, and Philly. We bought the farm with its location in mind. Finding a niche market—in this case the Asian community—has been important to our business.”

Dr. Joe’s first piece of advice for budding entrepreneurs is one he took to heart: continuing education. After graduating from Cornell, he knew he could raise and care for ducks, but he didn’t know if he could market them. So he cracked a new set of books: sales and marketing. Other advice? Say no to commodities; find a niche. Have quality products. Build relationships. Be honest. Learn to delegate. Leave the environment better than you found it. Believe your dream will happen. Block out negativity.

“It’s as much about a can-do attitude as it is about education,” said Dr. Joe, who says that his Cornell degree has opened many doors for him and his family and helped him establish successful relationships with veterinarians at the USDA. “You need both, education and attitude. Most of my Mondays are better than other people’s Christmases. That will never change.”



Joe Jurgielewicz DVM '83 and wife Rita operate Tasty Duck, one of only eight duck farms in the United States, down from the hundreds of farms that operated in the 1940s and '50s.

FOR THE LOVE OF CATS

FRIENDS OF THE FELINE HEALTH CENTER USE GIFT TO FURTHER FELINE-SPECIFIC RESEARCH.

It is human nature to support the things we care about. Mark Rosen, for example, made it his mission to conquer his allergic reactions to cats when he learned how important cats were to his wife, Tamara Kirson. Similarly, Kirson didn't think twice about re-establishing herself and her career when Mark was recruited by IBM for a position half-way around the world in Paris. Together, they are passionate advocates for the Cornell Feline Health Center at the College of Veterinary Medicine, with a commitment to provide for its future outlined in their wills.

"It's important that people support the organizations whose missions are meaningful to them as individuals," said Rosen, who spent 34 years in marketing and consulting. "We have made a commitment to support the Cornell Feline Health Center for several reasons: it helped us on a very personal level with one

of our cats, but beyond us, it exists to serve cats on all levels—changing people's perceptions about them, supporting research designed specifically to improve the quality of life for cats, and helping cat owners provide the very best care possible."

Their connection to the Feline Health Center dates to 1995, when Rosen and Kirson adopted two kittens: Osny and Hervé. When Osny developed asthma, Parisian veterinarians treated the Siamese mix with steroids. Unfortunately, this treatment plan caused Osny's kidneys to weaken. When the family moved to New York City in 1999, Osny's asthma worsened as did his kidney function. Their local veterinarian prescribed subcutaneous fluids three times a week. It was about this time that Kirson and Rosen subscribed to *CatWatch*, learned of the Feline Health Center, and met Dr. James Richards via a series of email messages.

"Dr. Richards helped me become comfortable administering the fluids," said Kirson, who has spent her career teaching English to adult learners fluent in other languages. "His personality was perfect for his role as the Center's director. His compassion was evident with every question he asked and his unassuming, but incredibly vast knowledge was a constant source of assurance. He was our mentor from afar, our support system, and a patron for cats everywhere."

Kirson's and Rosen's bequest to the Feline Health Center will promote feline care in perpetuity.

"We have learned over time that much of the research that helps cats is designed to improve human health and only benefits cats as an afterthought," said Kirson. "Our support will be for feline-specific research, and it is our hope that some of this research serves to advance our knowledge, treatment strategies,



On a mission for draperies to outfit their Parisian apartment in the 1990s, Tamara Kirson and Mark Rosen came home with curtains and kittens. As they grew, the cats needed support from the Feline Health Center. At right: Today, Mark, Tamara, and Hervé are planning for the future of all cats.



and potential cures for renal disease and asthma.”

Although Osny and Richards have since passed, Kirson’s and Rosen’s connection to the Cornell Feline Health Center has continued with Hervé, a Chartreux mix, and Dr. Carolyn McDaniel. The couple met McDaniel when they were invited to attend a traditional University event—the Lynch-Weiss Campus Visit—in 2008. Last summer, Hervé developed a gastrointestinal disorder that Rosen, a certified Emergency Medical Technician, knew needed to be fixed. McDaniel recommended a diet change and the addition of a laxative to Hervé’s morning meal.

“We are forever grateful to Dr. McDaniel for her advice,” said Rosen. “The dosage needed some fine-tuning, but the plan was right on the money. She is an excellent example of Cornell’s unique ability to be ‘so big’ and yet intimate, personable, and warm-spirited.”

CLASS NOTES

1975

Steven J. Cohen, Annandale, VA, and his wife traveled to the Dominican Republic where they spent a week at Silver Bank snorkeling with and watching North Atlantic hump back whales. Video has been posted on YouTube and broken into 2 parts. Part 1 is surface action and an encounter with an amorous whale and part 2 is a mother and her calf. I hope you enjoy the show! <http://www.youtube.com/watch?v=5z37518040g> and <http://www.youtube.com/watch?v=niRX26AbsTY>

Nolan P. Rubin, Fairfax, VA, owner of Montrose Animal Health Center has been participating in the NAVS program (Native American Veterinary Services) for over 10 years. He enjoyed participating again in April 2010, where two Cornell veterinary students joined the group of veterinarians, vet techs, and DVM students in providing veterinary care for Native Americans in the southwest United States.

Robin Truelove Stronk, Westmoreland, NH, is the author of "Vet Noir: It's not the Pets—it's the People Who Make Me Crazy." A paperback novel based on humorous recounts of stories of animals she treated and the people who loved them. Robin participated in the Reunion book signing at the Cornell Store where a portion of all sales went to the Thomas F. Tannenberger Memorial Scholarship. Robin can be reached at Windsong2@myfairpoint.net.

1994

Prema Arasukavalari, Carry, NC, has been named associate vice president for international programs and chief international officer at Washington State University. She was previously associate vice provost, Office of International Affairs at North Carolina State University, as well as the director of Global Health Initiative and professor at the Department of Molecular

Biomedical Sciences, College of Veterinary Medicine.

Joseph Impellizeri, Wappingers Falls, NY, of the Veterinary Specialty Center of the Hudson Valley (VSCHV) announces Bone Marrow Transplant as treatment for Canine Lymphosarcoma. According to the practice's press release VSCHV is one of only five centers in the world, and the only facility in the northeastern region of the United States where bone marrow transplants are offered for your pet.

1995

Jorge L. Colon, Lexington, KY, and wife Maggie have moved to their new address: 4092 Iron Works Pike, Lexington, KY 40511; jorgecolon@windstream.net; 859-333-6713. Reproductive work in Lexington will keep us from attending my 15th reunion this summer, but we wish we could be there to share stories and good times with friends.

1997

Leslie Curtin, Buffalo, NY, Institute Veterinarian at Roswell Park Cancer Institute, has received the Foster Award for academic excellence from the American College of Laboratory Animal Medicine (ACLAM). The Foster Award is presented annually to new college diplomates achieving the highest score on the practical and written portions of the ACLAM-certifying examination in the preceding year.

1998

Gita P. (Kumar) Dittmar, Oman. Life has brought plenty of surprises. I finished my internship in equine medicine and surgery in San Diego and practiced ambulatory medicine in Santa Cruz for 2 years, then defected into the biotechnology industry where I worked on the regulatory side and the business side for nine

We will include Class Notes in the February 2011 issue of 'Scopes. Please let us know what you'd like to share with your classmates in our Class Notes section by November 1, 2010, for inclusion. Make sure to include your name (maiden if appropriate), class year, address, email and phone number.

Email vetfriends@cornell.edu, return form (later in magazine), or complete the online form at www.vet.cornell.edu/alumni.

years. However, I temporarily gave up working a year ago to go with my husband and 2-year-old daughter to Muscat, Oman, for an opportunity that my husband received. Staying home with our daughter has been priceless, and we are now expecting a second child, so I will wait a bit longer before looking for work again. Living abroad has been an amazing experience, and I would be thrilled to see any of our Cornell classmates in Muscat for a visit!

2006

Christina Marie Bove, Houston, TX, and Brian Ruskin were married on September 26, 2009, at St. Rose of Lima Church in Massapequa. She is an emergency veterinarian for Animal Emergency Clinic SH 249 in Houston and is the daughter of Kathy and John Bove of Massapequa. The bridegroom is a geologist for Shell International Exploration and Production Inc. in Houston and is the son of Patricia and John Ruskin of Pittsburgh. The bride earned a bachelor of science in biology from Cornell University and a doctor of veterinary medicine from Cornell University. The groom earned a doctorate in geology from Cornell University. They live in Houston.

2007

Angelina DeSanctis, Pittsburgh, PA, and Geoffrey Hutchinson are pleased to announce the birth of their daughter, Isabella Amelia, on March 5, 2009. Angelina is a veterinarian at Monroeville Pet Hospital in Monroeville, PA.

IN MEMORIAM

Dr. Morton Aaronson '54, November 3, 2009
Dr. Robert R. Brown '62, June 17, 2009
Dr. Thomas H. Chase '81, February 21, 2010
Dr. Rachel F. Gilligan '96, February 3, 2010
Dr. Allen C. Goss '43, February 27, 2010
Dr. Nathan Z. Howard '41, November 1, 2009
Dr. John L. Hyde '54, AB '49, MS '59, April 19, 2010
Dr. Dubois L. Jenkins '43, March 13, 2010
Dr. Philip H. Liebig '45, April 21, 2010
Dr. Vader M. Loomis '50, April 23, 2010
Dr. Emilio Perona, Jr. '56, December 21, 2009
Dr. Joachim A. Schneider '62, February 28, 2010
Dr. Hermann Stein '45, November 12, 2009
Dr. Lee A. Wallace '55, March 5, 2010



In early June 2010,

more than 300 alumni and their guests came to Cornell to celebrate Reunions from their fifth to their 70th.

Alumni, family and friends attended a variety of university-wide activities and specific College-related programs. A few highlights of the College of Veterinary Medicine reunion included the DVM Welcome Reception on Thursday, where Cornell President David Skorton and College of Veterinary Medicine Dean Michael I. Kotlikoff welcomed alumni and guests, and the tours of the Janet L. Swanson Wildlife Health Center, the Baker Institute for Animal Health, the Feline Health Center and the Companion Animal, Equine and Farm Animal Hospitals.

Alumni and friends had the opportunity to reconnect and share special memories during the veterinary alumni BBQ, class receptions, and dinners.

The Class of 1940 had three of its four members return to celebrate 70 years, and the Class of 1960 earned the Dean's Cup for the highest class participation in giving to the College of Veterinary Medicine (34%).

Although life changes quickly and time passes, alumni who returned to Cornell realized firsthand that their alma mater is as special a place today as it was when they graduated. We hope that getting back to Cornell is in your plans for the near future.



▲ (L to R) Emeritus deans Drs. Robert Phemister, George Poppensiek, Donald F. Smith and Austin O. Hooey Dean of Veterinary Medicine Dr. Michael I. Kotlikoff joined alumni at Reunion 2010.

REUNION 2010



▼ 1940: (L to R) Carlton Potter, Jerome Payton, Mo Kopp.



▼ 1945: (L to R) James Watson, John Goebel.



▼ 1950: (L to R) Manny Zimmerman, Daniel Hannigan



► 1955: (Back row, L to R) Herbert Dietrich, Robert Hillman, Robert Little, Jr., Douglas McBride. (Front row, L to R) Allen Braemer, Burton Saunders, Bruce Calnek, David Harling.



▼ 1960: (Back row, L to R) Donald Westee, Merrill Johnson, Herbert Salm, Stephen P. Dey, Donald Swart, Arthur Knochenhauer, Patricia Thomson Herr, Adrian Morrison, Sanford (Sandy) Bishop. (Front row, L to R) Fred R. Beyeler, Eric J. Myer, Toby Jungreis, Roger Olson, Robert Phemister, Daniel Sickmiller, G. H. Barrett.





REUNION 2010



◀ 1965: (Back row, L to R) Ken Braun, Mark Stokes, Larry Bartholf. (Front row, L to R) Jim Cone, Ed Gordon.

▼ 1975: The Class of 1975 and guests. You know who you are!!

▶ 1985: (Back row, L to R) Paul Coen, Ron Scharf, Derek Fritz, Jim Watson, David Plante, Grant Seaman. (Third row, L to R) Lynn Roy, Mark Chmielewicz, Amy Hurd, Harry Penson, Walt Cottrell, Alan Pomerantz. (Second row, L to R) Susan Cole Farmer, Lisa Zimmerman, Terri Dewey, Arlyne Salcedo, Jim Zgoda, Teri White. (Kneeling, L to R) Claude Grosjean, Bob Kraybill, Peter Kintzer.



▲ 1990: (Back row, L to R) Jim Smith, Dave Leahy, Joe Wilder, Koen Loeven, Tim Miller, Tom MacMackin, Mike Brennen, Jim Carmichael. (Middle row, L to R) Christine Schweizer, Kathy Sevala, Alberta Crum, Dan Carmichael, Jarra Jagne, Laurie Buche. (Front row, L to R) Sandy Marky, Pamela Dumont, Kim Koprowski, Michele Lamothe, Eileen Wilentz.





REUNION 2010

▼ 1995: (Back row, L to R) William Benner, Jose Pla, David Frantz. (Middle row, L to R) Elizabeth Lynch, Suzanne Mullings-Apanavicius, Kathryn Dobyns, Dave Ackerman. (Front row, L to R) Jonathan H. Durvea, Joanne Zahorsky-Reeves, Scott Newman.



▼ 2000: (Back row, L to R) Reed Stevens, Caryn Poll, Carey (Doetsch) Bostwick, Melissa Carlson, Kimberly LoGuidice, Christina Braun. (Middle row, L to R) Dori Hoell, Suzanne Fariello, Meredith Davis, Amy Sawmiller, Jennifer-Marie Garofalo, Danielle Mossa. (Front row, L to R) Larissa Minicucci, Jodi Weiser, Mindy Maresca, Kim Pang, Monica Maa, Lillian Brady Rizzo, Miriam Soloman.



► 2005: (Back row, L to R) Stacy McGlashan, Anne Galton, Jeff Vogel, Becky Smith, Lisa Kimball, Carey Benander, Jessica Beiting, Stephanie Galvan, Annette Otis, Katie Evans Saemann. (Middle row, L to R) Joanne Intile, Annie Starvish, Jody Zawacki, Megan Kirchgessner, Naomi Oliver, Karen Sussman, Sam Kimball, Jean-Yin Tan, Connie Lee McNulty, Kelly Lyboldt, Karyn Havas. (Front row, L to R) Katie Margalit, Heather Culbertson, Nora Schmidt, Bruce Ingersoll, Olivia Pan, Sara Gower, Alfredo Romero, Elizabeth Wood.



Survey for 'Scopes Magazine

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 Stories about alumni
 Stories about faculty
 Stories about gifts that make a difference
 Stories about research
 Stories about teaching
 Stories about outreach
 Messages from the Dean
 Stories about College initiatives
 Stories written by guest authors

What would you like to see more of in future issues?

(Check all that apply.)

- Stories about research at the college
 Stories about students
 Stories about faculty
 Stories about alumni
 Stories about the impact of gifts to the College
 Stories about new initiatives at the College
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- None of it I skim it Only select stories
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What could be done to improve the magazine?

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We will include Class Notes in the February 2011 issue of **'Scopes Magazine**. Please let us know what you'd like to share with your classmates in our Class Notes section by November 1, 2010, for inclusion.

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Four horizontal lines for writing a message to classmates.

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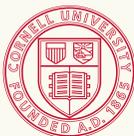
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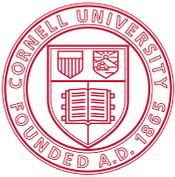




HIGH FIVE

COLLEGE PRIDE WAS EVIDENT at Cornell's 142nd Commencement on May 30, 2010. This year's class of 87 veterinarians have bright futures as the newest associates at respected practices, interns and residents at prestigious universities, and doctoral degree students. At this year's hooding ceremony, Dean Michael I. Kotlikoff encouraged the graduates to take time to look for and to create opportunities that will strengthen the bond between people and animals, and by so doing, strengthen the profession. For this endeavor, he said, no special tools or further training are required. "To be successful, you need only to listen to your patients, clients, and colleagues and exercise what you already have in abundance – understanding and compassion."





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