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New Public Relations Liaison at CVM

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VMAA at ISU and Cedarleaf Family Trust Assist ISU Veterinarian

Elizabeth L. Carney†

The staff of the ISU Veterinarian would like to extend our sincere thanks to both the Veterinary Medical Alumni Association at Iowa State University and the E. T. Cedarleaf Family Trust for providing us with funding for the purchase of a new computer system for the publication of this journal. The staff members have been "making do" with an old Macintosh computer for several years, and it has been increasingly apparent that this system would no longer be adequate for publishing the journal. With the generous contributions of these two benefactors, the staff has been able to purchase a Macintosh PowerPC and laser printer.

The VMAA at ISU has always been a strong supporter of the journal and annually provides $7,000 toward printing and operating costs. The alumni organization has graciously given $1,800 above and beyond that level toward the purchase of a computer which will enable the staff to publish this one-of-a-kind journal into the next millennium.

The Cedarleaf Family Trust has bequeathed $5,000 to the ISU Veterinarian to be used as needed. Dr. E. T. Cedarleaf, Jr. (ISU '40) was the second editor of The Veterinary Student, the predecessor of the current ISU Veterinarian. It was Dr. and Mrs. Cedarleaf's wish that the ISU Veterinarian be supported, and accordingly, their daughters have contributed to the journal on behalf of their parents. Half of the amount given has been used for the purchase of computer equipment. The remaining money will be a nidus for the development of a trust fund for the ISU Veterinarian to use in years to come.

The staff is sure that these gifts will lead to greater productivity and quality in this publication and will ensure its continued success well into the future.

†Elizabeth L. Carney is a third-year veterinary student at the Iowa State University College of Veterinary Medicine.

New Public Relations Liaison at CVM

David Primm†

Working from an office hidden away amongst departmental and instructor's offices, the College of Veterinary Medicine's newest staff member, Phyllis Peters, is rapidly expanding communications both throughout the College of Veterinary Medicine and outside the college. Her office is the site of the newly revamped and expanded CVM News, expanded alumni publications, and the new CVM homepage.

Phyllis joins the College of Veterinary Medicine from the ISU Foundation, where she successfully developed a comprehensive plan for public relations. She generated greater visibility and trust of constituents by aggressively communicating the events and news of the foundation via TV, radio, newspaper, and electronic media.

Quickly inundated with information and events from within the college, Phyllis is excited about the opportunities to expand and develop new ways to share this information not only with the college and alumni, but with other veterinarians and the public at large. "Both the faculty and alumni are doing so much to distinguish themselves in the profession," Phyllis notes, "and by communicating these impacts to the public, we can increase the public's overall support of the College and the profession."

Phyllis is interested in hearing comments and suggestions about current publications, new communication methods, and how to involve alumni and others concerned with animal health. She can be reached at (515) 294-4602 or e-mail: ppeters@iastate.edu.

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