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Contact: Dr. Guy Pidgeon, WVC CEO
guy@wvc.org or 702-739-6698

Premier veterinary conference welcomes more than 13,000 with latest breakthroughs in small and large animal medicine

New Western Veterinary Conference branding unveiled

LAS VEGAS, February 23, 2010 — **The 82nd Annual Western Veterinary Conference (WVC) held February 14-18 at the Mandalay Bay Resort & Casino attracted more than 13,000 attendees.** As the premier veterinary meeting in the world, WVC registers over 6,000 veterinarians, over 1,200 veterinary technicians, several hundred practice managers, and several thousand other attendees directly related to the animal health industry.

In its continuing effort to move the Conference forward, the **WVC Board of Directors and management team announced a new Western Veterinary Conference brand identity on Tuesday night, February 16.** Components of the new look and approach, including a new logo, redesigned corporate collateral materials, social media tools, and a new display booth, were unveiled. After the concept was revealed, the new logo and designs began to appear throughout the venue during the rest of the Conference in preparation for WVC 2011.

“We’re excited to share our new, more contemporary look as it better reflects the continuing changes, innovation, and forward thinking in the field of veterinary medicine around the world – and what we provide at the Western Veterinary Conference,” said 2010 WVC President Robert A. Smith, DVM, MS, Diplomate ABVP. “Our new, refreshed look and logo complement the same for our state-of-the-art Oquendo Center for Clinical Education and effectively communicate a fresh take on our long-standing philosophy – ‘Progressive. Practical. Educational.’”

Smith also announced that the 2011 Western Veterinary Conference, scheduled for February 20-24, will offer a significantly expanded Exhibit Hall in the Mandalay Bay Convention Center. By relocating exhibits to Level 2, the Conference will be able to accommodate many more exhibitors and introduce attractive additional attendee and exhibitor amenities, including a wider range of food service, inside the Exhibit Hall.

WVC 2010 attendees were the first in the industry to use WVC-Connect, a suite of mobile and Web-based applications that provided multimedia access, including on-site connection via Smartphone, to Conference programming, exhibitors, and events. Among the hottest industry news in 2010 was the launch at WVC of a Feline mobility product, Prescription Diet® j/d® Feline by Hill’s Pet Nutrition, Inc.

WVC 2010 featured more than 800 hours of CE instruction (AAVSB RACE Approved Provider #3) on the essential information and the most recent advances in small animal, large animal, exotics, and other species areas as well as practice management. Sponsored symposia focused on specific practical topics, such as acute diseases, anesthesia, cancer, canine and feline disorders and issues, cardiology, chronic diseases, clinical pathology challenges, dentistry, dermatology, early disease detection, gastrointestinal issues, infectious disease risk management, nutraceuticals, obesity, pain management, and business practices.

This year, 40 hands-on learning laboratories were conducted at the Conference's remarkable Oquendo Center for Clinical Education, the huge training venue designed and equipped exclusively for lab-based learning – a facility unique to WVC.

Access to the WVC Exhibit Hall, which accommodated more than 430 exhibitors in 2010, enabled attendees to discover new products, establish industry contacts, and make cost-effective purchases on-site. On the fun side WVC 2010 headliner entertainment featured comedian Bill Engvall, sponsored by Hill's Pet Nutrition, and the legendary rock band Foreigner, sponsored by Bayer HealthCare Animal Health.

WVC's annual appreciation awards were presented on Tuesday night, February 16. The 2010 recipients included: Distinguished Service Awards to Dr. Art Bickford, Turlock, California, and Dr. Bill Fortney, Kansas City, Missouri; a Meritorious Service Award to Dr. Bob Miller, Columbia, Missouri; and Special Recognition Awards to Janis Knoetzel, WVC Scientific Program Manager, and Jill Pierce, WVC Events and Services Manager.

Five veterinary postgraduates were the recipients of the 2010 Dr. Jeffrey W. Tyler Food Animal Incentive Award for their commitment to food animal practice. Honored were Dr. Marc Caldwell, Auburn University; Dr. Kathryn Cass, Oklahoma State University; Dr. Craig Easley, Mississippi State University; Dr. Brandon D. McBride, Kansas State University; and Dr. Isaiah J. Smith, University of Georgia.

More details about the 2010 Conference are available at wvc.org. Online registration for the 83rd Annual WVC in 2011 opens on March 15 at wvc.org. For additional information about the Western Veterinary Conference or the Oquendo Center for Clinical Education, please call: 866-800-7326 (toll-free) or 702-739-6698.

About Western Veterinary Conference

WVC provides comprehensive continuing education for veterinary professionals and related groups in a world-class destination – Las Vegas, the Entertainment Capital of the World. International authorities and emerging speakers present advanced instruction in first-class convention facilities and hands-on labs in the state-of-the-art Oquendo Center for Clinical Education. WVC is an annual interactive CE opportunity and a networking event for the progressive veterinary community. For information, visit wvc.org.

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