



Dear Practice Owner,

With the current economic crisis in our country, practitioners are looking for ways to increase the financial success of their practices. Several major studies have assessed the economic status of the veterinary profession. These studies report that veterinarians and veterinary students lack skills, knowledge, aptitudes, and attitudes that could improve their economic success by enhancing customer service and basic business skills. The same studies also highlight deficiencies in core business practices and state that those who do apply such practices consistently have significantly higher incomes.

A group of students recognized a lack of business education in the curriculum at veterinary schools across the nation and the relationship between having core business skills and success. In order to help increase business awareness and the success of their future careers, these students created the Veterinary Business Management Association (VBMA). The VBMA is a student-driven organization dedicated to advancing the profession through increasing business knowledge, creating networking opportunities, and empowering students to achieve their personal and professional goals. The organization strives to bridge the gap in business education from what is presented in each college's curriculum to what is needed in real life practice.

With over 3,300 student members, the VBMA is one of the largest and most active independent student programs in our nation's veterinary colleges. VBMA provides a strong foundation of general and veterinary specific business education. Approximately 34% of the veterinary student population are VBMA members.

What makes VBMA members different from other veterinary students? VBMA students are those who realize they will not always be practicing medicine in a classroom and that having business skills will make them better veterinarians. VBMA members are dedicated to pursuing excellence in all facets of veterinary education and will lead our profession into the future.

If you are looking for a way to increase the success of your practice, look for a VBMA alumnus, as they are the future leaders of the veterinary industry. If you would like to know more about the VBMA, please visit our website www.VBMA.biz.

Sincerely,

A handwritten signature in black ink that reads 'Ashley Craig'. The signature is written in a cursive, flowing style.

Ashley Craig
2011 National VBMA President
Ashley.E.Craig@gmail.com

"These young people will be the successful veterinarians of tomorrow who understand what it takes to create a practice or program of excellence."

- Dr. Colin Burrows, NAVC Executive Director.