

Five High-Yield Investment Strategies

*By Herb Whiteley,
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Now that I have your attention, I'd like to remind you of simple ways you can support your College to ensure "Brilliant Futures" for today's veterinary students and the veterinary profession of tomorrow.

1. Student externships. Fourth-year students now receive credit for experience in any primary-care practice setting. This is a great way to contribute to veterinary education—and get a preview of a potential new associate. For details, go to vetmed.illinois.edu/vcm/.

2. Continuing education. An investment in your own knowledge base keeps your skills sharp and your outlook fresh. We're offering hands-on programs on canine dentistry and fish medicine in Chicago on January 9 through 11. New modules on our Veterinary Education Online Web site deal with emergency and critical care and toxicology. See vetmed.illinois.edu/ope/ to explore these options.

3. Companion Animal Memorial Fund. Through this program, you invest in your practice as well as in the College. Clients know you care and build loyalty to your practice when they receive a sympathy card, signed by me, letting them know you've made a donation in memory of their departed pet. Proceeds from this fund support seed grants for promising companion animal health discoveries. Call Jackie at 217/244-0680 to learn how to participate.

4. Grateful clients. Have your clients been so moved by the care they and their animal received that they expressed a desire to help? Charitable giving by grateful animal owners has a significant impact on relieving the financial burden on students, supporting important research initiatives, and enhancing activity in our hospital. Contact Brenda Betts, assistant dean for advancement, at 217/333-2762 to put us in touch with your grateful client.

5. Make a gift. Whether you are a recent graduate or nearing retirement, you can make a difference by supporting your College. Donate an item for the Wildlife Medical Clinic auction next March, organize your class to endow a scholarship, or include your College in your estate planning. There are many opportunities through the "Brilliant Futures" campaign to invest in an aspect of the College that is most meaningful to you.

Above all, I invite you to donate your enthusiasm, advice, and involvement. With the Chicago Center for Veterinary Medicine opening in spring of 2009, I look forward to stronger ties to the CVMA and its members. Please contact me at dean@vetmed.illinois.edu with your feedback.