



UNITED STATES ANIMAL HEALTH ASSOCIATION

The Nation's Animal Health Forum Since 1897

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116th USAHA/ 55th AAVLD Meeting Returns to Greensboro

The 116th United States Animal Health Association (USAHA) and 55th American Association of Veterinary Laboratory Diagnosticians Annual Meeting is not too far off. The meeting will take place October 18-24, 2012 at the Greensboro Sheraton Hotel in Greensboro, N.C. The event brings together leaders and stakeholders from across the country to address the most pressing issues in livestock and poultry disease, regulations, diagnostics and research in the United States. Registration is open to anyone interested in the mission of USAHA and AAVLD to safeguard the health of the U.S. herds and flocks.

USAHA and AAVLD will feature a joint plenary session on Monday, October 22 entitled "Science, Economics and Politics, Oh My!" The session will bring a thought provoking look at key issues affecting animal agriculture today. Dr. Richard Breitmeyer, Director California Animal Health and Food Safety Labora-

tory System will moderate the morning session that will feature leading talks on the evolving front of food and fiber production (*see page 4 for details*).

Dr. David Meeker, USAHA President Elect, and Dr. Tom McKenna, AAVLD President Elect are program co-chairs, and anticipate an excellent dialogue.

"There are so many facets that impact how animals are raised today," says Meeker, who is also Senior Vice President of the National Renderers Association. "Our goal is to educate our members with the latest science and information on these topics, and look at how our organizations can positively impact the process that feeds the world."

While the Plenary Session is featured, it is a small portion of all that goes on at the joint Annual Meeting. The meeting includes 32 species- and subject-based committees, 10 topic-specific scientific sessions, posters, exhibits

and ongoing opportunities to network with leading animal health officials and thought leaders.

Dr. David Marshall, USAHA President and North Carolina State Veterinarian, represents the host state for this year's meeting. "USAHA and AAVLD always

provide a top notch program, much due in part to the committee leadership of our organizations," says Marshall. "We want to invite those with a stake in animal agriculture to come to North Carolina and take advantage of the information and participate in the dialogues to advance animal health. The interaction between federal and state animal health officials with industry leaders over the course of this meeting is invaluable."

Meeting information is available at www.usaha.org and www.aavld.org, and on page 5 of this newsletter. ■

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USAHA President's Remarks



David Marshall

Greetings from the Executive Committee of the USAHA and the state of North Carolina. As I sit here in mid August having just returned from our summer Executive Committee meeting at the home office in St. Joseph and contemplating the animal disease of the day (in this case H3N2v influenza), I continue to be taken by breadth of scientific expertise of USAHA members and the impact that our organization has in contributing to solutions to these issues. Zoonotic diseases such as the variant H3N2 continue to reinforce to me the important role that you, our members, have in the public health/food production arena. It is refreshing to have the common sense perspective driven by experience from our members as support in my daily dealings with state and local public health, the media, diagnostic laboratories, farmers, and fellow colleagues, and have never been more convinced of the relevance of the USAHA and its role in providing scientific solutions as I have been during these past few years. Thank you for the privilege of playing a small part in the functioning of our organization.

My year of presidency continues to go by in a blur, initiated by a very productive Committee on Government Relations meeting in D.C. in early March. Many thanks to our First Vice President, Dr. Steve Crawford, for organizing a very busy two days of discussions with many federal agencies and commodity organizations, including APHIS-VS, DHS, FDA-CVM, AVMA, FSIS, Animal Agriculture Coalition, NIFA, and others. The resolutions and support of USAHA continue to be held in high esteem by policy makers, and it is gratifying to see tangible impact at the ground level.

The spring season brought a very busy three months of travel to the four district meetings, and I very much appreciate the hospitality shown me by the District officers. The Western meeting in Boise in March immersed this southerner to lots of interesting discussion on brucellosis,

tuberculosis, and Yellowstone bison and elk. Thanks to Dr. Barton from Idaho for a great visit and for keeping the snow showers to a light dusting. My own Southern meeting in Jackson, Miss., in May was next in the itinerary and kudos for Drs.'s Jim Watson and Brigid Echols for hosting a strong meeting with an excellent agenda, only a few days before Jim was to be deployed to Afghanistan to serve his country. From Jackson it was on to the North Central meeting in Keystone, S.D., hosted by Dr. Oedekoven and his staff for, again, another couple days of strong discussion on issues with a western flair. New Hampshire and the Northeast District meeting capped it off in June, and the beautiful White Mountains provided a nice backdrop for the jointly hosted meeting. Drs. Crawford (N.H.), Haas (Vt.), and Hirst (Del.) and all of the other state veterinarians did a marvelous job with a varied and pertinent agenda on issues specific to their region.

Day to day activities of the organization continue at a rapid pace, and our committee structure and committee chairs are integral to that process. It seems like not a week goes by where the organization is not asked to provide support or critical comment on an issue, or representation on various committees or stakeholder groups. White nose syndrome, *Brucella canis*, elephant tuberculosis, the Minor Use Animal Drug Program, NAHLN, Secretary's Advisory Committee on Animal Health—the list goes on and on. Thanks to all who step up on behalf of the organization when asked to contribute.

We look forward to a very productive Annual Meeting at the Sheraton Four Seasons in Greensboro from October 18-24, and I invite you to attend and immerse yourself in six days of the best round-the-clock animal disease discussion to be found. Dr. David Meeker, USAHA President Elect and Committee on Program chair, has done a nice job building a strong agenda, and we are expecting several notable international

and domestic experts to be presenting at the committee meetings. Committee agendas will be posted on the meeting web site as they are developed, along with other pertinent information to assist in making your plans. The Plenary Session on Monday morning, hosted jointly with the AAVLD, will offer an intriguing mix of expert speakers under the theme of "Science, Economics, and Politics, Oh My!"

I cannot complete this article without offering sincere gratitude to the talented people who make this organization so highly effective. We are blessed to have the services of Executive Director Ben Richey and staff assistant Kelly Janicek. In addition, I am honored to be able to serve with such a diverse and talented Executive Committee. Drs. Meeker (National Renderer's Assoc.), Halstead (Mich.), Crawford (N.H.), King (Utah), Schmitt (Iowa), and Whiteford (Calif.) all bring unique talents and true dedication to the table. Special thanks to Dr. Annette Whiteford for stepping up to assume our treasurer duties at last year's meeting. She has been doing a bang up job at monitoring our finances and keeping your organization financially secure.

I also cannot thank enough Dr. Tim Baszler, President of the AAVLD, and his executive committee for their collaborative leadership during the past year and assistance to me as we navigate joint issues. The relationship between our two organizations has never been better, and that is a testimony to excellent work by past and present leaders of both organizations. The blended interest that we each have in most of our animal disease issues only reinforces the wisdom to force multiply through joint collaboration.

Thanks to all for all you do in support of the USAHA and my opportunity to serve. I look forward to seeing everyone in Greensboro. ■

A Word from AAVLD

"We live in a society exquisitely dependent on science and technology, in which hardly anyone knows anything about science and technology." This Carl Sagan quote rings true not only in astronomy, Dr. Sagan's field of study, but also the natural sciences where those of us devoting our lives to animal health and diagnostic laboratory medicine reside. It is our responsibility to society, as members of USAHA and AAVLD, to keep current with the latest developments in our fields in order to realize our collective mission statements of "advancing the discipline of veterinary diagnostic laboratory science" and "developing solutions to animal health-related issues based upon science, and new information and methods..."

We all have the perfect opportunity to fulfill the responsibility of keeping current at our upcoming joint AAVLD/USAHA Annual Meeting in Greensboro, N.C., October 18-24, 2012. The AAVLD plenary session on Saturday October 20 "Advanced Diagnostic Technologies – Are They Making a Difference?" not only explains new technology but also explores the value of its real world application. It is one thing to develop new technology, and quite another to put it into action effectively and economically. Drs. Tom McKenna (Program Chair) and Catherine Barr (Co-Chair) have developed a diverse program that encompasses veterinary diagnostic laboratory usage of MALDI mass spectrometry, pros and cons of various pooling strategies, metabolic phenotyping, toxicology "screens", and high throughput multiplex technology. Furthermore, you won't want to miss the opportunity to attend the AAVLD Scientific Sessions on Saturday and Sunday, October 20-21 with over 110 high quality oral presentations and 38 poster presentations in the fields of diag-

nostic pathology, bacteriology, virology, toxicology, and epidemiology. Many thanks to Jackie Cassarly, AAVLD meeting planner, for her always consistent dedication to securing meeting sponsors and exhibitors, which are so critical our Annual Meeting, and to ensuring that your meeting experience is the very best.

The joint USAHA/AAVLD Plenary Session on Monday October 22 "Science, Economics, and Politics, Oh My!" developed by Co-Chairs Drs. Dave Meeker (USAHA) and Tom McKenna (AAVLD) blends an interesting combination of science and politics. Don Price, a renowned Harvard political scientist once stated "The union of the political and scientific estates is not like a partnership, but a marriage. It will not be improved if the two become like each other, but only if they respect each other's quite different needs and purposes. No great harm is done if in the meantime they quarrel a bit." Dr. Richard Breitmeyer will moderate the session presented by an impressive panel of experts discussing the economics of farm level animal agriculture, economy wide impact of foreign animal disease, one health approach to antibiotic use in food animals, and proposed amendments to the egg product inspection act. A very timely and contentious list of topics for sure.

Lastly, a few words about major accomplishments this year that came about from genuine AAVLD / USAHA partnering. Firstly, AAVLD will be announcing the hiring of an Executive Director this fall. It has been a long journey for AAVLD to come to the realization that our needs have outgrown the all-volunteer model of our association. Finally in 2012 we made our move forward, had a very successful advertising plan, drawing 145 applications, and gradually over the summer

Tim Baszler



narrowed the field to a final 4 candidates, which were interviewed in August by the full AAVLD

Executive Board. The USAHA Executive Committee has been a constant and gentle advocate for this move over the years and I truly appreciate the persistent nudging. More importantly, USAHA "lent" the AAVLD your Executive Director Ben Richey to serve on the AAVLD Executive Director search committee (along with Drs. Tom McKenna, Cat Barr, John Adaska, Craig Carter, and myself). He was an integral part of the search process and I really appreciate his willingness to serve AAVLD. He was truly a dedicated partner and fine representative of USAHA. Secondly, AAVLD prioritized this past year advocacy for funding of the USDA-National Animal Health Laboratory Network (NAHLN). The NAHLN provides mutual benefit nationwide for USDA and its state partners (state animal health officials and veterinary diagnostic laboratories). During this past year AAVLD members and USAHA members conducted dozens of visits to the U.S. Congress on behalf of this effort. We made significant progress educating Congress of the value of the NAHLN, maintaining federal infrastructure support for the NAHLN and getting new funding language for the NAHLN in the current Senate and House versions of the 2012 Farm Bill proposals. It will definitely make our efforts easier next year, hopefully when Congress is more amenable to constructive duty after the Presidential elections of 2012. Hope to see you all in Greensboro in October! ■



2012 Plenary Session Information

Science, Economics and Politics, Oh My! 8:00 a.m. - 12:00 p.m., Monday October 22, 2012

Program Chairs: Dr. David Meeker and Dr. Tom McKenna

Moderator: Dr. Richard Breitmeyer, California Animal Health Food Safety System

Economic Overview of Animal Agriculture – Dr. John Lawrence, Iowa State University

- o An overview of livestock economics, winners and losers in the current economic situation, impact of the drought and global developments on economic health of U.S. Agriculture, outlooks, and related connected to animal health and commercial production.

Economic Impacts of FMD in the U.S. – Dr. Patrick Webb, National Pork Board

- o The Food and Agricultural Policy Research Institute (FAPRI) has quantified the potential economic losses from foreign animal diseases, and you're invited to hear him discuss the results of this study funded by the Pork Checkoff. This study models the economic impacts, across multiple agricultural commodities, that would result from the introduction of a foreign animal disease and also examines the annual economic benefit of preventing an FMD outbreak in the pork industry.

Antibiotic Use in Food Animals – Dr. Leonard Bull, NIAA Symposium Chairman

- o The National Institute for Animal Agriculture (NIAA) held a symposium on the topic late last year, "Antibiotic use in food animals: A dialogue for a common purpose." The public symposium provided a broad view of antibiotic use in food animals from a variety of presenters in the private and public sectors. Key areas were: 1) The use of antibiotics in food animal production; 2) Human health implications relative to antibiotic use; 3) Understanding and communicating the risks associated with methicillin-resistant *Staphylococcus aureus* (MRSA) in livestock; and 4) Identifying additional research needs regarding how and to what extent antimicrobial resistance develops in humans and animals. This presentation will review highlights from the conference, relate recent developments on this issue, and describe plans for a second NIAA conference in late 2012.

Detail on the Facts Behind the Headlines of the UEP/HSUS Agreement – Mr. Gene Gregory, CEO, United Egg Producers

- o Otherwise known as The Egg Products Inspection Act Amendments of 2012 (H.R. 3798). Economic, scientific, and political realities behind the deal.

Question and Answer session to follow presentations.

Other Notable Events...

AAVLD Member Reception and Auction - Friday, Oct. 19, 6:00 p.m.

USAHA All-Districts Breakfast - Sunday, Oct. 21, 7:00 a.m. (\$15)

USAHA/AAVLD President's Reception and Dinner - Sunday, Oct. 21, 5:30 p.m.

USAHA Membership Meetings - Monday, Oct. 22, 12:00 p.m.

Wednesday, Oct. 24, 2:00 p.m.

USAHA One Health Symposium - Raw Milk - Wednesday, Oct. 24, 8:00 a.m.

How to Register

Log on to www.usaha.org, and click the link for the 116th Annual Meeting. From the Annual Meeting page, you will see a registration section - you can download the printable form or use the secure online registration process.

**PRE-REGISTRATION ENDS
SEPTEMBER 28!!**

Host Hotel

Sheraton Greensboro Hotel

3121 High Point Road at I-40
Greensboro, NC 27407
Phone: (336) 292-9161

Reservations

Reservation Line:
(800) 242-6556
Group Code: USA2012

Online Reservations:

<https://booking.ihotelier.com/istay/istay.jsp?hotelid=2576#GRP>
Be sure to click on "Groups" at the top, and enter the group code USA2012 in the box provided
Rate: \$142.00 + tax
Reservation deadline is September 16, 2012 to ensure group rate.

Traveling Notes:

The Sheraton Greensboro offers complimentary shuttle service from the airport - simply call ahead to schedule your pick-up.

Complimentary parking is available at the hotel for those driving to the meeting.

Meet your Committee Chairs

USAHA Committees are crucial to the work of the organization, and the work of committee leadership is key to the success of the meeting and USAHA.

Committee on Animal Emergency Management (Joint)

Co-Chairs: Marilyn Simunich, Nick Striegel

Committee on Animal Health Surveillance & Information Systems (Joint)

Chair: Lisa Becton
Vice Chair: Marie Gramer

Committee on Animal Welfare

Chair: Gail Golab
Vice Chair: Belinda Thompson

Committee on Aquaculture (Joint)

Co-Chairs: Lester Khoo, Kevin Snekvik

Committee on Biologics and Biotechnology

Chair: James Wolfram
Vice Chair: Joseph Huff

Committee on Bluetongue and Related Orbiviruses

Chair: N James Maclachlan
Vice Chair: William Wilson

Committee on Brucellosis

Chair: Jim Logan
Co-Vice Chairs: Bill Barton, Tony Frazier

Committee on Captive Wildlife & Alternative Livestock

Chair: Michele Miller
Vice Chair: Peregrine Wolff

Committee on Diagnostic Laboratory & Veterinary Workforce Development (Joint)

Chair: Michael Gilsdorf
Vice Chair: Gary Anderson

Committee on Environment & Toxicology (Joint)

Co-Chair: Rumbelha Wilson
Co-Chair: Larry Thompson

Committee on Food & Feed Safety

Chair: Bonnie Buntain
Vice Chair: John Ragan

Committee on Foreign & Emerging Diseases

Chair: Paul Gibbs
Vice Chair: Tammy Beckham

Committee on Import-Export

Chair: Charles Brown II
Co-Vice Chairs: Mark Engle, George Winegar

Committee on Infectious Diseases of Cattle, Bison & Camelids

Chair: James Evermann
Vice Chair: Chuck Massengill

Committee on Infectious Diseases of Horses

Chair: W. Kent Fowler
Vice Chair: James Watson

Committee on International Standards

Chair: Donald Hoenig
Vice Chair: Richard Willer

Committee on John's Disease

Chair: Elisabeth Patton
Vice Chair: Randy Wheeler

Committee on Livestock Identification

Chair: Tony Forshey
Vice Chair: Kevin Maher

Committee on NAHLN (Joint)

Co-Chairs: Barbara Powers; Harry Snelson

Committee on Parasitic Diseases

Chair: Dee Ellis
Vice Chair: David Winters

Committee on Pharmaceuticals

Chair: Christine Hoang
Vice Chair: Ellen Wilson

Committee on Public Health & Rabies

Chair: Sandra Norman
Vice Chair: Nancy Frank

Committee on Salmonella

Chair: Doug Waltman
Vice Chair: Richard Sellers

Committee on Scrapie

Chair: Charles Palmer
Vice Chair: Kris Petrini

Committee on Sheep & Goats

Chair: William Edmiston
Vice Chair: Don Knowles

Committee on Trans. Diseases of Poultry & Other Avian Species

Chair: Julie Helm
Vice Chair: pending

Committee on Trans. Diseases of Swine

Chair: Harry Snelson
Vice Chair: Lisa Becton

Committee on Tuberculosis

Chair: William Hartmann
Vice Chair: Dustin Oedekoven

Committee on Wildlife Diseases

Chair: John Fischer
Vice Chair: Colin Gillin

View 2012 Committee Agendas online at www.usaha.org/Meetings/2012AnnualMeeting.aspx, and click on the link in the "Program" section on the right.

Report on the 80th Annual Meeting of the OIE

By David Meeker, PhD, USAHA President Elect, and Senior Vice President of National Renderers Association

As the President-Elect of USAHA, it was my honor to accompany the U.S. delegation and attend the 80th General Session of the World Organization for Animal Health (OIE), held May 20-May 25, 2012, in Paris, France. The delegations from the 178 OIE Member countries and territories, as well as observers from more than 50 regional and international organizations attended the meeting. There were over 600 registered attendees. The OIE has been recognized by the World Trade Organization (WTO) as the standard-setting body for animal health. The OIE develops and establishes the health standards for the safe trade of animals and animal products and makes recommendations for the overall well-being of animals.

The Members of the U.S. delegation attending the 80th General Session were:

- Dr. John Clifford, OIE Delegate and Deputy Administrator, USDA-APHIS-VS
- Dr. Michael David, alternate Delegate and Director, National Center for Import and Export, USDA-APHIS-VS
- Dr. Karen Sliter, Regional Manager, APHIS, International Services, Brussels, Belgium

The following association and industry representatives accompanied the U.S. delegation:

- Dr. David Meeker, President-elect, USAHA
- Dr. Thomas McKenna, President-elect, AAVLD
- Dr. Paul Sundberg, Vice President of Science and Technology, National Pork Board
- Dr. Guy Loneragan, National Cattlemen's and Beef Association

- Dr. Elizabeth Sabin, Assistant Director, Education and Research Division, AVMA

- Dr. Jamie Jonker, Vice-President, Scientific and Regulatory Affairs, National Milk Producers Federation

Prior to attending our first session, Dr. Michael David provided an excellent orientation for those of us new to the OIE meeting process. The OIE was first established in 1924 by 28 countries with the United States joining in 1976. Core functions of the OIE include collection and dissemination of information on disease event, research coordination, harmonization of animal health standards for trade and guidance for disease control and eradication. In addition, new mandates include development of animal welfare guidelines and assisting member countries to improve their veterinary services.



One of the primary activities of OIE is development and revision of the terrestrial and aquatic animal health codes. These standards facilitate trade in animals and animal products and assist countries to prevent disease introduction. U.S. participation in this process occurs through the Code Commissions, subject matter working groups, Collaborating Centers and Reference Laboratories and industry/association member visits to OIE meetings. USAHA is working to enhance member participation into this process by engaging key Committees to be available to review and comment when OIE codes are being revised. The OIE seems to do a very thorough job of this, though seems to be branching out very much into animal welfare and One Health areas which

could detract from central animal health work if focus is lost.

During the course of the meeting, the leadership of OIE often described efforts to ensure the best available science is consistently used to develop policy and recommendations. However, improvements could be made in transparency and accountability in decisions such as countries granted "Negligible Risk" status for BSE. Dr. John Clifford worked hard to garner support for a statement about transparency for the official record of the delegate meeting from the region of The Americas and from many other countries. This concern seemed to be recognized by officials of the OIE and should result in future improvements.

The technical items presented at this year's General Session were:

- Sharing Responsibilities to Address Health Risks at the Animal-Human-Ecosystems Interfaces: National and international experiences and roles in previous and future developments in the One World-One Health approach (presented by Dr. Kathleen Glynn).

This presentation was based on the responses of a questionnaire/survey sent out to all the delegates. Although barriers to effective one-health implementation strategies exist in most countries, Delegates responded that their national veterinary services are involved with joint "one-health" joint programs. Most countries, however, believe the OIE can play a key role in further promoting and fostering the one-health concept. A resolution directing the OIE to continue to provide Member Countries with guidance in the one-health area was approved by the delegates.

- Schmallenberg virus.

Dr. Mettenleiter of Germany gave an update on the Schmallenberg virus situation in Europe. He described the

Continued on page 7

OIE (continued)

status of the outbreak, the etiology of the disease, its epidemiology including the primary species affected, clinical signs, pathology, and current recommended preventive and control measures. He further described the current diagnostic methods available, including the development of a new c-ELISA test, and reiterated the fact that the virus is not a public health risk, and that the risk of transmission through animal products and semen is negligible.

The OIE Animal Health Information Department presented the most significant animal health events occurring during 2011 and early 2012. The Web-based system for disease notification — the WAHIS — provides the mechanism for facilitating the reporting of animal disease events. All OIE animal health information is available through the OIE database known as the WAHID (World Animal Health Informa-

tion Database). The significant disease events occurring during this period were as follows (note – BSE was not mentioned at all during this status report):

- Foot-and-mouth disease (FMD): cases reported in northern Africa (Libya, Egypt), southern Africa (Botswana, Zimbabwe, Mozambique, South Africa, Zambia); Asia (Korea, China, Taiwan, Myanmar), Russia, Kazakhstan, and the Middle East (Israel and the Palestinian Territories).
- Schmallenberg virus (SV): cases reported in Europe; incidence is decreasing.
- Highly pathogenic avian influenza (HPAI)-H5N1 – The virus continues to circulate in Southeast Asia, China, the Middle East and northern Africa.
- Glanders: cases reported in the Middle East, certain zones in Brazil, and in Ethiopia.

• *Xenohalotus californiensis*: this is an intra-cellular bacterium affecting abalones. In 2011 it was reported to occur in Japan and Chile.

• Ostreid herpes virus (OsH-1): cases reported in Europe (France, Ireland and the UK), and in New Zealand and Australia.

Special thanks are deserved for Dr. John Clifford, Dr. Michael David and the entire USDA delegation for their hospitality, guidance, and briefings during the course of the meeting. We are fortunate to have them and the rest of the USDA delegation working on behalf of our many animal health issues, and USAHA looks forward to assisting the process in every way possible.

Much information about the OIE may be found at <http://www.oie.int/>.

Parts of this report are from Michael David (NCIE-VS-APHIS) and previous USAHA reports. □

2011-2012 USAHA Executive Committee

David Marshall
President
North Carolina Dept. of Agriculture

Stephen Crawford
1st Vice President
New Hampshire Dept. of
Agriculture

David Schmitt
3rd Vice President
Iowa Dept. of Agriculture

Annette Whiteford
Treasurer
California Dept. of Food and Agriculture

David Meeker
President Elect
National Renderers
Association

Bruce King
2nd Vice President
Utah Dept. of Agriculture

Steven Halstead
Immediate Past President
Michigan Dept. of Agriculture

Ben Richey
Executive Director (ex-officio)

2013 USAHA District Meetings

Northeast

Buffalo, New York
May 19-22, 2013 - Hyatt Regency
President: Dr. Heather Hirst, Delaware

North Central

Manhattan, Kansas
May 13-16, 2013
President: Dr. William Brown, Kansas

Southern

Little Rock, Arkansas
May 5-8, 2013 - Holiday Inn Presidential
President: Dr. Pat Badley, Arkansas

Western (with Western States Live-stock Health Association)

Salt Lake City, Utah
March 19-20, 2013
President: Dr. Robert Gerlach, Alaska



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USAHA Joins Social Media World

USAHA has recently joined the social media world, establishing a presence in both Facebook and Twitter. The platforms provide an additional platform for interaction among members of USAHA for those that are actively using social media.

“Facebook and Twitter have been available for several years growing at a rapid pace, and we felt it was worthwhile to have a presence in these mediums,” says Ben Richey, USAHA executive director. “While they are still in early stages in terms of use for our members, we hope this becomes a good place for our members to connect with each other and share

information.”

The platform’s targeted use will be supplemental to USAHA’s regular daily email news alerts, in addition to the website and other direct contact.

“We don’t anticipate these platforms becoming the primary conduit for information for most USAHA members,” adds Richey. “Though it can be an additional way for the organization and its members to increase the year-round participation in the organization.”

Facebook has nearly 1 billion users worldwide, while Twitter is used by 500 million.

For those that already have Facebook and/or Twitter accounts finding USAHA is easy. The Facebook account is www.facebook.com/UsAnimalHealthAssociation. The Twitter handle is @USAnimalHealth. Links to each of these can be found directly from the USAHA homepage.

For those that don’t have an account for either, establishing one is easy. All that is required is an active email address. Users can simply go to www.facebook.com and www.twitter.com respectively and follow the steps to create an account. □

See you in ...

GREENSBORO

NORTH CAROLINA