



1-1-2009

My Fellow Penn Vet Alums

Joan C. Hendricks
University of Pennsylvania

My Fellow Penn Vet Alums,

As you can see from this special issue of *Bellwether*, our school has gone through many changes over the course of 125 years. We began as the Veterinary Department of the School of Medicine—and look at us now!

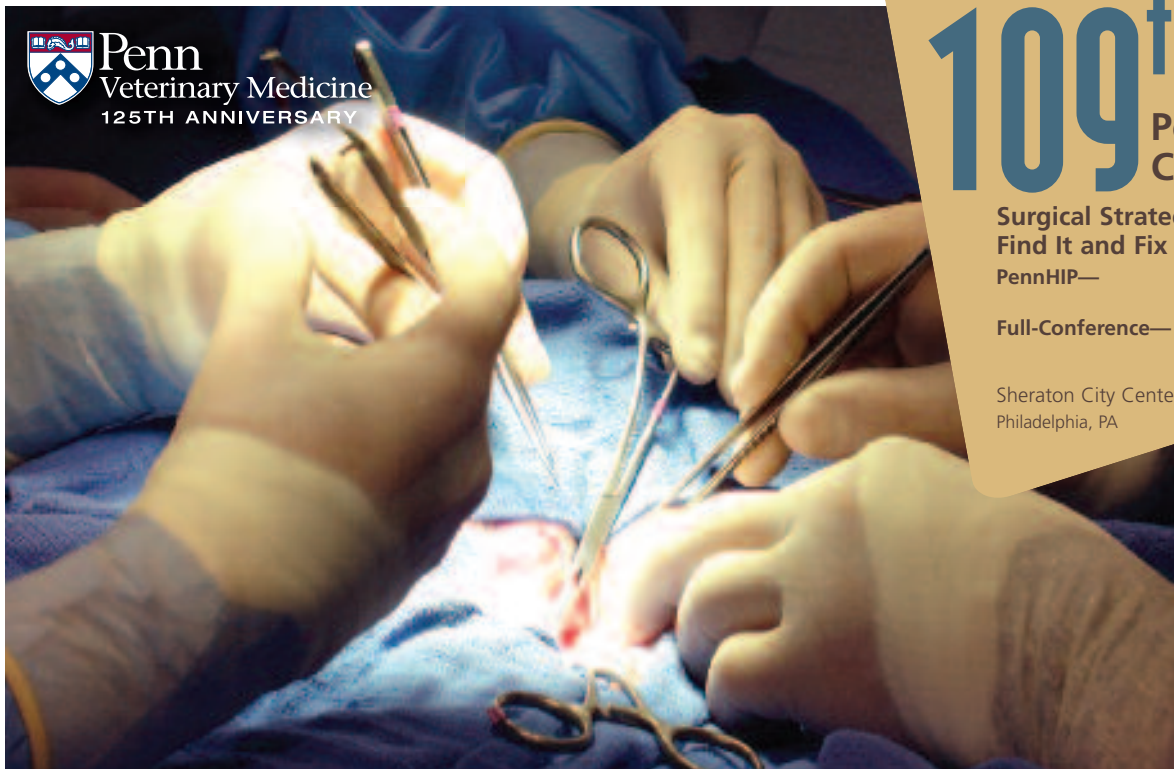
I was informed, recently, that for many alumni the term “Penn Vet”—or more specifically, the casual shortening of the word “veterinarian” to “vet”—is grating and unwelcome. These alumni remember very clearly having the value of the full word—clearly pronounced—instilled in them. It was seen as a mark of the pride we have in our profession to enunciate every syllable. Since I was a student when the decision to formally “brand” the University of Pennsylvania as “Penn” was made—after much debate—I fully understand the impact such a change can have.

The overarching goal of using the term “Penn Vet” is to provide a memorable, easy to pronounce means of identifying our school—and of identifying it as part of the

University of Pennsylvania. We want any mention of outstanding achievements—by students, faculty, staff, alumni—or the school as a whole—to be identifiably from our institution. In a word, we want to be “branded.” You will see—on our Web pages, on our buildings, and in our communications—that we are using the unifying logo that carries the distinctive mark of Penn. Indeed, the publicity attendant on the Penn Vet World Awards has only helped further increase our impact.

I hope this clarifies our intent, and that you will all continue to be proud alumni of Penn Vet (which *is* the School of Veterinary Medicine of the University of Pennsylvania!).

—JOAN C. HENDRICKS, V'79, GR'80
THE GILBERT S. KAHN
DEAN OF VETERINARY MEDICINE



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