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Bellwether Award
(continued from cover)

ever before, the emphasis is on disease prevention and health maintenance at whatever cost. Along with medical research, the key to prevention may mean a complete upheaval of the traditional methods of raising food production animals. “Factory farming,” a term applied to modern farming machinations, is a concept that is being simultaneously praised and vehemently opposed.

Growing up on a Maryland poultry farm where the eggs rolled off the assembly line, Dr. Fetrow is a passionate defender of cost-effective farming methods. On factory farms, animals have restricted freedom, are raised in close confinement, often indoors under artificially controlled environment.

Fetrow, in this past Spring, received an Exceptional Achievement Award in the Newsletter Publishing category of this competition.

The machines will be able to ‘speak to one another,’ from the front desk to medical records, for example,” he added. “Instead of feet and fingers, we’ll communicate via flying electronics.”

Dr. Fetrow hopes to have New Bolton Center’s business functions computerized in six months and will implement the system that will utilize four desk-top terminals. Word processing is currently being introduced and it is hoped that it will be functioning on its own within two months. Noting that medical records is the most complex task, he estimates that it will take at least a year to computerize this operation. Aside from New Bolton Center’s business operations, Dr. Fetrow foresees the possibility of keeping herd records for farmers and even computerizing the client’s entire business operation, which might, for instance, be kept in the veterinarian’s office.

“Computers are a wave of the future that I want to be a part of,” he said, adding that computers will greatly facilitate the practicing veterinarian’s record-keeping as well.

At the Massachusetts Institute of Technology (MIT) Dr. Fetrow carried a double major in biology and German literature. He spent his junior year in Germany reviewing his career options. After working for a veteranarian one summer, he decided that he would like to pursue a career in the field. He received a B.S. in biology in 1973, then entered the School of Veterinary Medicine, University of Pennsylvania, earning a V.M.D. in 1977. Dr. Fetrow balanced out his technical education with an M.B.A. from the Wharton School in 1981.

On the New Bolton Center faculty for five years, Dr. Fetrow, 30, is the youngest person to receive the Norden Award for Distinguished Teaching, an honor he is “very proud of.” Soon there will be two veterinarians in the family. Dr. Fetrow’s wife, Susan Crane, graduates from Veterinary School this spring and plans to establish a small animal and equine practice. The couple live in Westtown in Chester County.

As a field service veterinarian, Dr. Fetrow makes a lot of “house calls,” so catching up on lost sleep is one of his at-home priorities, along with conversation with Susan. He also does a little woodworking, some non-medical reading, and plays squash once a week.