Penn Annual Conference
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Many thanks to the hundreds of veterinarians, many of whom are alumni, who attended the 1996 Penn Annual Conference at the Adams Mark Hotel on January 24 and 25. We are also grateful to the many exhibitors who provided support for the conference.

Dr. Charles Newton presented certificates to:

Dr. Kellis chats with conference visitors Dr. Lawrence Gerum, V'75 (l) and AVMA President Shermaine Oster, V'63.

About the Penn Annual Conference

The 1997 Penn Annual Conference will be held on Wednesday, January 29 and Thursday, January 30 at the Adams Mark Hotel. The Conference offers ten hours of continuing education credit. This will be the only continuing education program offered by the School during 1996-1997.

Due to decreasing practitioner attendance at the School's one-day continuing education programs, and a plethora of local, state and national continuing education programs, we believe that directing resources toward the Penn Annual Conference will better serve our audience and the profession.

Several months ago, a questionnaire was sent to 1,100 alumni within a 50-mile radius of the School. Three hundred responses (27%) were received. The following emerged:
- 76% responded they would not be inconvenienced if courses were no longer available through the School, providing the Penn Annual Conference was maintained;
- 94% attended local and national continuing education courses rather than, or in addition to, the School's one-day programs;
- 91% felt the courses were not practical, 20% did not have time to attend and 11% felt the fees were too high.

During 1996-1997, five of eleven continuing education courses were cancelled due to lack of participation. Rather than compete in a market that is saturated with half-day or full-day continuing education courses, we plan to maintain and improve the Penn Annual Conference, which attracts between 700 to 800 veterinarians every year. Clearly, this is an area where we will strengthen our commitment.

We addressed this issue in March with the Alumni Liaison Committee, and would be pleased to speak with any veterinarian who wishes additional information or has comments or suggestions. Please feel free to contact:
Ashra P. Markowitz
Director of Continuing Education
School of Veterinary Medicine
University of Pennsylvania
3800 Spruce Street
Philadelphia, PA 19104

Dale Jones, a representative of the Upjohn Company, presents a check to Dean Kellis for SCAVMA at the conference. Looking on are Sarah Spiker, V'98, (l) SCAVMA president, and Mex Gober, V'99, (r) SCAVMA treasurer.

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