



10-1-2003

## Support The Landeau Challenge

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**Laurie J. Landeau, V'84 WG'84**, has issued a challenge to inspire her fellow alumni to make their first gift or to increase their past support to the Veterinary Student Scholarship Fund, which supports the School's highest priority—the training of future veterinarians.

According to a fourth-year student who received a scholarship this fall, "It is wonderful that there are so many alumni who are unselfishly willing to support their colleagues in veterinary school." Another fourth-year student wrote, "I am sure that I speak for all of the students receiving this when I say that it is encouraging to know there is an interested and supportive community of practicing alumni out to meet us when we graduate."

If alumni contribute a total of \$150,000 in new and increased gifts to the Veterinary Student Scholarship Fund by June 30, 2004, Dr. Landeau will contribute \$150,000 to the School. According to Dr. Landeau, "Our School depends on the generosity of each and every one of us, no matter the level of our giving, to ensure that the next generation of V.M.D.s carries Penn's excellence into the future."

### *Help us meet The Landeau Challenge!*

For your convenience, gifts can be made in several ways:

- By telephone with a credit card. Call the Office of Development and Alumni Relations at (215) 898-1480.
- Through a secure online transaction with a credit card at <[www.upenn.edu/gifts](http://www.upenn.edu/gifts)>.
- By sending your check, made payable to the "Trustees of the University of Pennsylvania," to:  
The Landeau Challenge  
Office of Development and Alumni Relations  
University of Pennsylvania  
School of Veterinary Medicine  
3800 Spruce Street  
Philadelphia, PA 19104-6047

For more information, please contact Joshua E. Liss, Director of Alumni Relations and Annual Giving, at (215) 898-1481 or via e-mail at <[lissj@vet.upenn.edu](mailto:lissj@vet.upenn.edu)>.

If making a gift by check, your gift must be postmarked by December 31, 2003 to be deductible on your 2003 tax return.

## Eastern Veterinary Historical Society

*By Max J. Herman, V'59, President, EVHS*

George Santayana, an American philosopher and poet, once said that those who cannot remember the past are condemned to repeat it. So, what can the veterinary medical past teach us? Why is it important to preserve its artifacts, writings, and discoveries?

The answer is that regardless of the species, there is only "one medicine." Humans and animals are prey to the same or similar diseases. There are some illnesses that are unique to one species or another, but the ways in which they are approached are similar.

Veterinary medicine can be traced to the Babylonian *Code of Hammurabi* (c. 2000 BC). It has contributed enormously to the advancement of humankind. In the United States, since the middle of the last century, it has grown in sophistication and efficiency by leaps and bounds. It was veterinary medicine that introduced tuberculosis testing of cattle to help stop the spread of this disease in humans and cattle. A veterinarian, Dr. Karl F. Meyer, saved America's canning industry by developing a method

to prevent botulism, deadly to humans and animals.

The Eastern Veterinary Historical Society (EVHS) is dedicated to recognizing America's veterinary medical progress by preserving and promoting the history of American veterinary medicine. Since its inception more than a dozen years ago, it has accumulated an impressive collection of books, reference works, instruments, and other artifacts related to the profession over the last 150-plus years. This fascinating collection will be of great interest not only to veterinarians, students, and others in the world of medicine, but also to historians, the agricultural community, pet owners, and, indeed, the general population, for whom veterinary medical science works to ensure a safe and plentiful supply of quality food.

The EVHS now seeks financial support to help achieve its ultimate goal: a permanent location to display its incredibly diverse collection of books and artifacts, perform educational outreach, and make veterinary medicine and its history accessible to the general population.

We seek additional members for EVHS as well as donations to help advance this effort. The Society also needs donations of old veterinary artifacts, books, medicine cabinets, unusual preserved specimens, and other veterinary-related items. We also seek interested volunteers who are willing to work to put a strategic plan into action, develop a strong campaign to realize the Society's aims, and be eager to help enhance the financial stability so necessary for the Society to reach its goals.

Visit the Society's website at <[www.evhs.org](http://www.evhs.org)> or call the Society's headquarters at (610) 489-1229 to learn more about the Society's activities and how you may volunteer. We also invite you to visit the collection at its current quarters in Collegeville, Pa. Please call ahead for an appointment and directions. If you have items you are considering giving to the collection, please call to discuss any donation of artifacts. Donations are tax-deductible. By joining the Society today, you will be partners with us in supporting the history of veterinary medicine.