

WORLD CONGRESS - 2001

(August, 2001 - Vancouver)

WORLD SMALL ANIMAL VETERINARY ASSOCIATION

E-mail 4 November, 2002

from Dr. Moe Milstein of North Vancouver.

Hi Gary

Just read in the Canadian Veterinary Journal that Terry Lake was given the Hill's Public Relations Award. The award "...recognizes an individual or group for their work in enhancing the public image of the veterinary profession."

The item read in part "...Dr. Lake organized a media program that brought animal health and welfare issues to the front pages of newspapers across North America and into homes via widespread television coverage. According to BCVMA staff, even now, a year after the congress, the Association still receives media inquiries about issues raised by speakers and communicated to the public by Dr. Lake and his media team."

Since we worked closely together on the PR campaign, I am aware of the contribution you and your staff made to the success of the endeavor. So, on behalf of the BCVMA, I would like to reiterate our thanks for a very effective and professional job.

All the best,

Moe Milstein