

- [Home](#)
- [About](#)
- [Admissions](#)
- [Academics](#)
- [Research](#)
- [Outreach](#)
- [Hospitals](#)
- [Diagnostic Center](#)
- [Giving](#)



College News

- [AUGUST 2010](#)
- [ALUMNI ASSOCIATION NEWS](#)
- [COLLEGE NEWS](#)
- [ALUMNI NEWS](#)
- [STUDENT NEWS](#)
- [EVENTS](#)
- [DEVELOPMENT](#)
- [ARCHIVES](#)
- [CURRENT ISSUE](#)

[eVets Connect](#) > [branding](#) > [Dr. Lisa Fortier](#) > [Havas](#) > [Herr](#) > eVets Connect

Alumni Association Annual Meeting

September 30, 2010 at 2:00 pm
ILR Conference Center, Room 225
Ithaca, New York

Open to all alumni



Vote Here

From the Office of Alumni Affairs

The Cornell University College of Veterinary Medicine is pleased to share the following information:

In addition, alumni are encouraged to vote for officers and at-large members of the Alumni Association Executive Board.

Visit our website at www.vet.cornell.edu/alumni for a listing of our board members and our meeting dates. Each fall, we welcome nominations to the board.

To reach the Office of Alumni Affairs, Development, and Communications, call 607.253.3745 or [email](#) – subject line “Alumni Association.”

- [Home](#)
- [About](#)
- [Admissions](#)
- [Academics](#)
- [Research](#)
- [Outreach](#)
- [Hospitals](#)
- [Diagnostic Center](#)
- [Giving](#)



College News

- [AUGUST 2010](#)
- [ALUMNI ASSOCIATION NEWS](#)
- [COLLEGE NEWS](#)
- [ALUMNI NEWS](#)
- [STUDENT NEWS](#)
- [EVENTS](#)
- [DEVELOPMENT](#)
- [ARCHIVES](#)
- [CURRENT ISSUE](#)

[eVets Connect](#) > [branding](#) > [Dr. Lisa Fortier](#) > [Havas](#) > [Herr](#) > branding

Share your thoughts

For many people, mouths water at the sight of an oversized, yellow, letter M. It's equally true that people spontaneously recite "just do it" when shown the Nike swoosh. In Ithaca, Big Red is synonymous with Cornell. This type of recognition takes years of consistency and strategic efforts designed to equate an organization with an image, promises, values, and a vision. The College of Veterinary Medicine is in the process of understanding its brand: the perceptions, expectations, and impressions that people hold of the College, and we would like your input. Please share your responses to [four survey questions](#). The survey is quick, painless, and will ensure that your alma mater positions itself accurately, strategically, and genuinely. Questions and comments are most welcome: please contact sas6@cornell.edu (and type branding survey in the subject line).

In addition, we're also seeking your input on the College's magazine. If you have an additional five minutes, please visit [this page](#) or complete the form on the last page of the July issue of 'Scopes.

[Exit this survey](#)

Cornell University College of Veterinary Medicine

The essence of your alma mater

1. Preface

Thank you for sharing your thoughts with us. We are hoping to gain a better understanding of how you describe and think of the College of Veterinary Medicine. All information is confidential and will be used only to inform communications and marketing decisions. If you have questions, please contact sas6@cornell.edu.

1. What do you think makes the college distinct? It could be the teaching modalities. It could be the professors themselves. It could be the location. In your mind, how is Cornell's veterinary college different from other US veterinary colleges? (Please list as many reasons as you like.)

2. What adjectives would you use to describe the college? (Please list as many as you like.)

3. How would you describe the college's most appropriate "voice"? (Please choose all appropriate options.)

- Conversational
- Fun
- Authoritative
- Understated
- Compassionate
- Confident

- [Home](#)
- [About](#)
- [Admissions](#)
- [Academics](#)
- [Research](#)
- [Outreach](#)
- [Hospitals](#)
- [Diagnostic Center](#)
- [Giving](#)



College News

- [AUGUST 2010](#)
- [ALUMNI ASSOCIATION NEWS](#)
- [COLLEGE NEWS](#)
- [ALUMNI NEWS](#)
- [STUDENT NEWS](#)
- [EVENTS](#)
- [DEVELOPMENT](#)
- [ARCHIVES](#)
- [CURRENT ISSUE](#)

[branding](#) > [Dr. Lisa Fortier](#) > [Havas](#) > [Herr](#) > [branding](#) > Dr. Lisa Fortier

To make patient-side care possible



Dr. Lisa Fortier is committed to discovering the most effective regenerative therapies for tendon and cartilage damage. Although her primary concern is to improve the quality of life for horses, her work is relevant to human medicine, as the horse is recognized as a marvelous model for diseases that afflict people, too.

With generous support from the Zweig Fund, Fortier and her team conduct biologically-based research designed to improve the cellular response to injury of tendon and cartilage. Enhancing the healing response on a cellular and molecular level, Fortier says, may ultimately improve the quality of repair, improve the prognosis for return to performance, and decrease the incidence of re-injury. Their research is

based on a trilogy: stem cells, growth factors, and a suitable scaffold. In addition, the goal with any new therapy developed is to complete the procedure using a simple joint scope with just one visit to the operating room for which some new and improved equipment is necessary. The long-term goal is to develop a regenerative methodology that can be utilized by all equine surgeons, not just those in an academic setting.

In her research, Fortier uses self-derived adult stem cells. They are abundant, pose no risk of rejection from the patient's immune system, and her lab group has developed and verified a marker that can be used to enrich the stem cells from a bone marrow sample. We now need to take advantage of this information and develop a method to isolate stem cells from a bone marrow sample right in the operating room. To complete the trilogy, platelet rich plasma provides the growth factors (stored in platelets) and the scaffold (a framework to which stem cells cling, thus holding them in the desired location).

"Generation of the optimal platelet rich plasma is one of the issues driving our equipment needs," said Fortier. "There are more machines than cereals in the grocery store to do this, but they all produce a different ratio of platelets and white blood cells. We need platelets to enhance repair, but a minimal number of white blood cells because our work indicates that the presence of white blood cells can be directly correlated to the loss of normal tissue. One of the major projects in the laboratory is to determine what the optimal ratio of platelets to white blood cells is and then to use this information to drive the industry towards generation of a machine to match our needs."

To make regenerative medicine-based surgery a realistic option for our clients, Fortier says it needs to be a one-day, one trip to the operating room procedure. "We need to be able to collect bone marrow directly before surgery, extract the stem cells and generate the platelet rich plasma while the horse is being prepared for surgery," said Fortier. "This way, when the horse is ready, we will have the necessary stem cells and platelet rich plasma to complete the repair procedures."

Fortier earned her DVM at Colorado State and completed a PhD and large animal surgery residency at Cornell. She is the president of the International Cartilage Repair Society, and she and her husband, Dr. Alan Nixon, Professor of Large Animal Surgery at the College, have three children.

- [Home](#)
- [About](#)
- [Admissions](#)
- [Academics](#)
- [Research](#)
- [Outreach](#)
- [Hospitals](#)
- [Diagnostic Center](#)
- [Giving](#)

eVETSconnect



Alumni Newsletter from Cornell University's College of Veterinary Medicine

College News

- [AUGUST 2010](#)
- [ALUMNI ASSOCIATION NEWS](#)
- [COLLEGE NEWS](#)
- [ALUMNI NEWS](#)
- [STUDENT NEWS](#)
- [EVENTS](#)
- [DEVELOPMENT](#)
- [ARCHIVES](#)
- [CURRENT ISSUE](#)

[Dr. Lisa Fortier](#) > [Havas](#) > [Herr](#) > [branding](#) > [Dr. Lisa Fortier](#) > [Havas](#)

A profession of possibilities



Long-term, it's unlikely that Captain Karyn Havas DVM '05 will use her veterinary degree as a clinical practitioner. It's more likely that she'll choose to join the professorial ranks of academia, determined, she says, to return the favor of good teaching.

"Of course there were many Cornell professors who were amazing teachers," said Havas, who also fondly recalls the many holiday parties, random get-togethers, and overall closeness of her class. "But, Dr. Torres is among the best mentors I've ever had. He's an amazing asset to

Cornell and has been to my life as well."

According to Havas, Torres introduced her to the field of epidemiology and encouraged her to explore all of her professional possibilities. Havas joined the United States Army via the Army's Health Professional Scholarship Program at the end of her first year of veterinary school. The Army is an organization that requires professionals for every facet of the veterinary profession, and encourages further education. After three years on active duty, Havas was selected to continue her education and is currently enrolled as a PhD student at Colorado State, completing a program in epidemiology. Her project is about the causes of zoonotic disease transmission of brucellosis and the social components in the Republic of Georgia.



"The Colorado program is challenging, but Cornell prepared me well," said Havas, a fan of the case-based learning philosophy. "Colorado has enhanced the independent thinking that Cornell helped me to develop and is providing a broader scope of population medicine."

Currently a Captain in the Army, Havas has one more year of doctoral work and then will rejoin the Army's active ranks, serving through at least 2016. As an Army veterinarian, she cares for privately owned animals of military personnel as well as military-owned dogs and horses and ensures food safety by inspecting food-production facilities and food upon arrival. She has been stationed stateside and was deployed to Iraq for a 9-month

tour.

"I learned a lot in Iraq and had the opportunity to work with professionals in very different situations and circumstances than what I was used to," said Havas. "You have to take all of what comes with a job when you accept the assignment."

- [Home](#)
- [About](#)
- [Admissions](#)
- [Academics](#)
- [Research](#)
- [Outreach](#)
- [Hospitals](#)
- [Diagnostic Center](#)
- [Giving](#)

eVETSconnect



Alumni Newsletter from Cornell University's College of Veterinary Medicine

College News

- [AUGUST 2010](#)
- [ALUMNI ASSOCIATION NEWS](#)
- [COLLEGE NEWS](#)
- [ALUMNI NEWS](#)
- [STUDENT NEWS](#)
- [EVENTS](#)
- [DEVELOPMENT](#)
- [ARCHIVES](#)
- [CURRENT ISSUE](#)

[Havas](#) > [Herr](#) > [branding](#) > [Dr. Lisa Fortier](#) > [Havas](#) > Herr

To help others follow their dreams



Journalist or veterinarian? In seventh grade, Trish Herr's DVM '60 English teacher assigned them an essay: write about an occupation. She considered her two loves – writing and caring for animals – chose the latter and never looked back.

"I was focused," said Herr. "High school was not about boys and getting married. It was about getting into college."

About the same time she chose her profession, she decided that she would attend Cornell. Of course there were a few nay-sayers along the way. Her Cornell advisor, for example, told her that she would never be accepted into the veterinary medicine program.

"I guess I just never listened," said Herr, who speaks candidly about the gender discrimination she faced, but is equally clear to say she took it in stride. "My parents encouraged me to go to college. My brother wanted me to follow him to Iowa State College, but that veterinary program did not consider women. We were New York residents, though. I had always planned on going to Cornell."

Fortunately, Cornell did accept women. Herr enrolled in 1954 as a CALS student, transferring to the veterinary college in 1956, where she was one of four (ultimately only three) women in the DVM Class of 1960. Her male classmates, she says, were like big brothers, and the bond developed among the female students was reborn in June when they returned to the College to celebrate their 50th class reunion. There were fraternity parties, weekend escapades, and even some "wheelies in the parking lot," for these otherwise very determined and passionate students, who all – even the ladies – had to enter the small animal clinic through the men's locker room, because Dr. Leonard required that the clinic's front doors be locked. Herr also recalls earning Dr. Francis Fox's respect with her "man-like" reaction to pain.

"We were riding on a farm call," she reflects. "I shut my finger in the car door. Everyone was watching me, waiting for me to cry. I didn't. I think I earned Dr. Fox's respect that day."

More importantly, she learned how to be a successful veterinarian. After graduation, she met and married Don Herr DVM '63. In 1964, they opened a mixed animal practice. Don spent most days on the road, handling large animal calls, and Trish managed the small animal cases in the clinic. Soon after opening, the practice evolved, serving only small animals, with Don handling most of the surgeries and both having their own client lists. In 2003, they sold the practice, although Don still works one day a week for the new owners.

"It's different now, because I'm retired, but if you'd asked me before 'who I was,' I would tell you a veterinarian," said Herr, who was, and continues to be, recruited by state organizations to provide leadership for the profession. "I'm also a wife, a mother, and a member of the community, but my identity was as a veterinarian. Cornell made this possible."

To that end, Herr is a loyal supporter of the College's annual fund and most recently made a gift to the Class of 1960 Scholarship Fund.

"I followed my dream at Cornell," said Herr, who now sells antiques and has authored several books about Americana pieces. "I loved my time at Cornell. It was my opportunity. Simply a wonderful experience. I support Cornell, because of these feelings and so that others, as many as possible, can experience all Cornell has to offer. Just like I did."

- [Home](#)
- [About](#)
- [Admissions](#)
- [Academics](#)
- [Research](#)
- [Outreach](#)
- [Hospitals](#)
- [Diagnostic Center](#)
- [Giving](#)



College News

- [AUGUST 2010](#)
- [ALUMNI ASSOCIATION NEWS](#)
- [COLLEGE NEWS](#)
- [ALUMNI NEWS](#)
- [STUDENT NEWS](#)
- [EVENTS](#)
- [DEVELOPMENT](#)
- [ARCHIVES](#)
- [CURRENT ISSUE](#)

[Herr](#) > [branding](#) > [Dr. Lisa Fortier](#) > [Havas](#) > [Herr](#) > Auction

For a successful auction ...

For the past two years at the New York State Veterinary Conference, a silent auction has been held to benefit student scholarships at Cornell University's College of Veterinary Medicine as well as the Political Education Committee of the New York State Veterinary Medical Society. Funds raised by the silent auction are split 50/50 between these two programs.

In 1994, the NYSVMS provided funds for a permanent endowment that would be used for an annual scholarship award to one or more NYS resident, third- or fourth-year students at the College of Veterinary Medicine at Cornell University. Funds from the silent auction augment the money available from the endowment for each scholarship award.

In 2008, the year of the first joint Veterinary Conference hosted by Cornell College of Veterinary Medicine and the NYSVMS, the silent auction raised a total of \$5,616, half of which was used for the

scholarship award. The 2008-09 scholarship winner was third-year veterinary student Jeremy Salvatore. In 2009, the silent auction raised a total of \$3,560; Cornell fourth-year veterinary student Marina Tejada received the NYSVMS scholarship for 2009-2010.

A silent auction will once again be held during Friday night's Purple Party at the third annual NYS-VC scheduled for Thursday, September 30, through Sunday, October 3, 2010, at the College.

If you're planning to attend the veterinary conference, please join us at the Purple Party and submit your bids on the many items in the silent auction. If you're not able to attend the conference, but would still like to support the programs benefitted by the silent auction, please consider making a donation of an item for the auction.

Donations of sporting and cultural event tickets, art work, gift baskets, regional food items, veterinary equipment, veterinary medical books, CDs, DVDs, electronic goods, or other valuable items for the veterinary practitioner have successfully raised money in past silent auctions.

Please contact Aaron Ward at the New York State Veterinary Society at 800-876-9867 about your donation; please make the donation by Friday, September 17, so it can be integrated into the silent auction and used in silent auction promotions.

Thank you for your support of the annual silent auction. We look forward to seeing you at the 2010 NYS-VC in late September and early October.

Sincerely,

2010 NYS-VC Committee