

“This is the *best time* in the history of the world to be an advancement and development professional at a North American Veterinary College”



Keynote Address

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July 14, 2015



ANIMAL
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What We Will Cover Today:

1. Reasons to be **very optimistic** about the future of veterinary medicine and veterinary education
2. Answers to **tough questions** that come up with donors or potential donors about veterinary medicine and animal welfare
3. **Future Innovations** and **strategic opportunities** that could be interesting for potential donors
4. **Lessons I've learned** as a lawyer/lobbyist that may be of value to development and advancement professionals



Highlights of Veterinarians & Veterinary Education in 2015





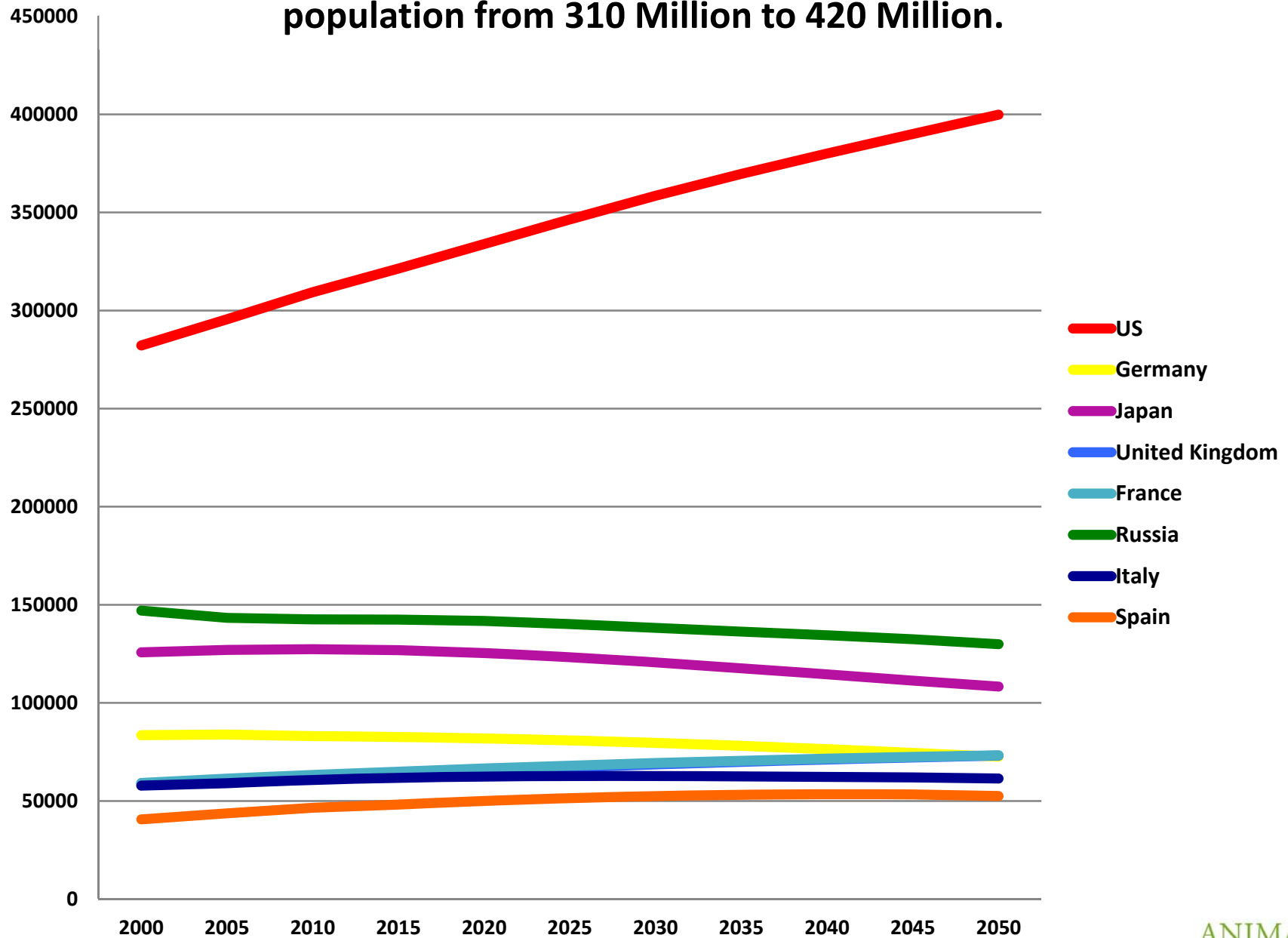
Good News

- **Highly trusted** health profession: (second only to nurses) = abundant capital of goodwill
- **Political success** (despite few \$): Fairness to Pet Owners; Vet Mobility; Farm Bill; Vet Sales Tax
- America's **love affair with pets**, and spending going up
- USA is the protein provider to the world, and **food safety matters**

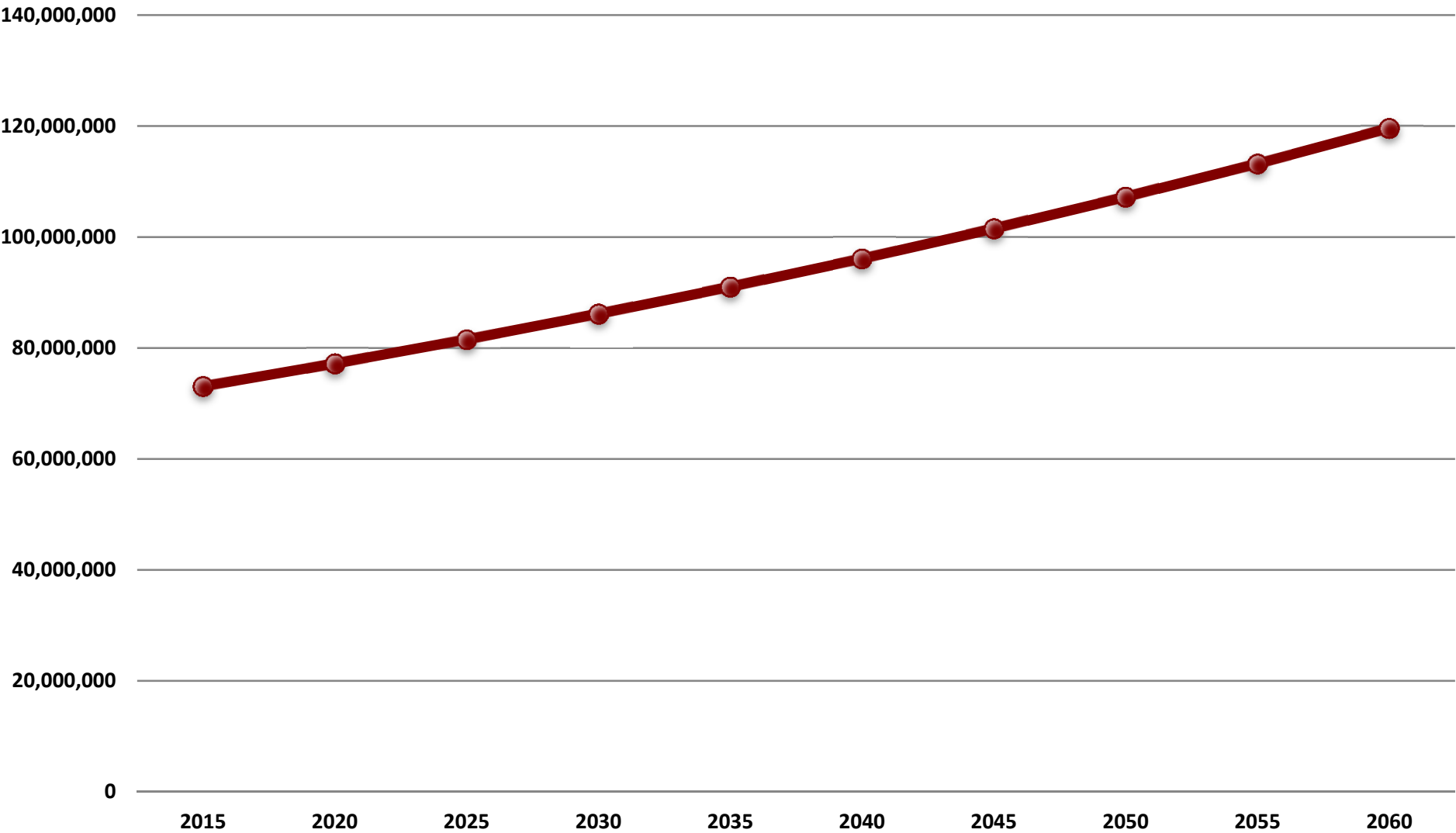
What The Future Looks
Like ...More Good News
“It’s All About Demographics”



Positive implications and opportunities triggered by growth in US population from 310 Million to 420 Million.



Dog Ownership Per Household Ratio





**What does all
this
GOOD NEWS
add up to?**

- Untapped public and high net worth donor base with a passion for pets and animals. (**'Spend' plus 'Give'**)
- An explosion of growth coming with time to plan **how to capitalize**. In companion animal **and** rural practices.
- People **instinctively trust** veterinarians but **lack awareness** about how and what veterinarians do.
- Let's restate 'lack of awareness': a thirst for knowledge and understanding....and **you are the professionals to provide it.**



What does all
this
GOOD NEWS
add up to?

- Still only a relatively **small #** of veterinary colleges.
- You've inherited a situation of chronic "**under selling**" by veterinarians but....
- ...the canvas is clean. You can paint **however you want** in whatever colors you choose.
- Veterinarians are **shy to a fault**, and as a profession. Imagine if we ratchet visibility up with a public and donors craving opportunity to learn?

Think about it: Veterinary colleges train professionals to deal with very personal needs and hopes of Americans. If you love your cat or dog or horse, **what are the two things you want (and probably worry about)?**

1. How can my animal friend live the **longest life** possible?
2. How can my animal friend live the **happiest life** possible?

‘Who’ not **‘What’** is the answer? **Who** is your veterinarian.





**What does all
this
GOOD NEWS
add up to?**

- AVAP members make connection **tangible** between pet-owning donors and college.
- Veterinary colleges can be **remote** with an air (literally) of food animals. Most people would politely decline an invitation.
- People love their pets, more will have more pets, **people crave knowledge** about their animals.
- Want an example? **Zoos** over past 20 years. What works for zoos can work for schools.

Current estimated number of people that visit a US zoo each year:

175 million

** Greater attendance than NFL, NBA, NHL, and MLB combined*

Estimated number of people that visit a zoo globally each year:

700 million

Zoo Revenues in US as of April 2015:

\$5,136,250,000

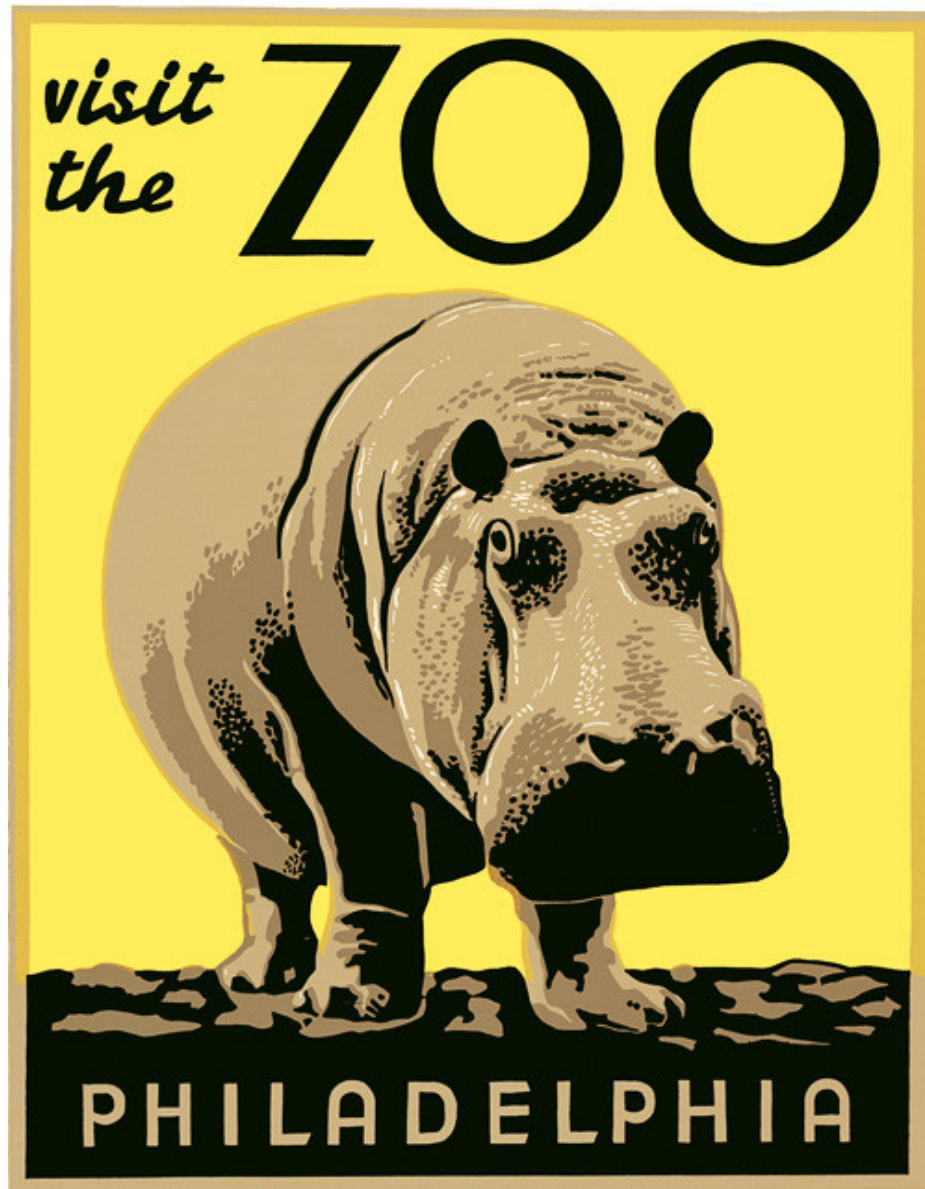




Philadelphia Zoo Annual Revenue Growth: (in \$ Millions)

- 2009 \$32.7
- 2010 \$39.1
- 2011 \$47.2
- 2012 \$37.8
- 2013 \$48.4

48% Growth in 5 Years



Philadelphia Zoo
Annual Contributions &
Grants Growth:
(in \$ Millions)

- 2009 \$22.5
- 2010 \$22.3
- 2011 \$31.4
- 2012 \$22.1
- 2013 \$29.1

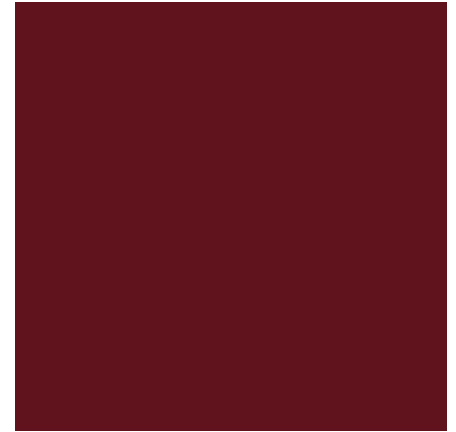
29% Growth in 5 Years

Answers to Tough Questions

from donors or potential donors about
veterinary medicine **and** animal welfare
(never forget: AVAP members often are the
profession's front door)



1. Why is your school **so far** from where people live in our state?
2. I'm a vegetarian. It seems like your school is very involved with industrial processors of **animal meat**? That doesn't feel good.
3. Do you perform research on **live animals**?
4. Can't veterinary schools do something about how **farms and ranches** treat livestock?



5. **Food safety** is a front-page story every week. What's your school doing about this?
6. The price of everything **keeps going up** at veterinary clinics. Are schools doing anything about this?
7. Do you think pets **ever** should be euthanized?
8. What about **puppy mills**? Is your school doing anything about this?



9. Aren't there **too many veterinarians**? Why should I give money to keep growing your school, when it sounds like it ought to shrink?
10. Does your school **support animal rights**? What about race horses, and wild horses?
11. Why does your school **charge so much** for tuition? I read about student debt and it just doesn't make sense. Shouldn't you make it less expensive?



**Future innovations &
strategic opportunities
that could be
interesting for potential
donors**





**50% of Pet
Owners **Don't**
Seek Regular
Veterinary Care**

- Existing 75-80 **Million** Pets with untapped demand: when we figure out how to reach this group, imagine potential? **How would human medicine handle this?**
- Need to get **inside the heads** of pet owners who love pets but **don't believe vet care is necessary**. \$\$
- **Alternative** service delivery models?
- Opportunity & responsibility for **schools to be part** of the solution. Maybe design donor and corporate programs as models?

WALL STREET JOURNAL

Saturday, January 10, 2015

Your Smart Phone Will See You Now



*What does this mean
+ for schools and new
graduates?*

Could this be a solution
for half of American pet
owners who do not seek
regular veterinary care?



Acute Need for Innovation

- “Your Smart Phone will See You Now”
- **WSJ** January 10
- Great opportunity to borrow technology/service delivery advances from human medicine: **pilots and trials.**
- Be willing to amend Practice Acts: **need broad support, including public**
- Create **Pet Healthcare delivery teams** like human medicine (e.g., pediatrician sees 42/day; veterinarian sees 12/day)
- Change **will not happen** if schools aren’t engaged/ leading the effort...donors need to understand this.



HABRI

IMPLICATIONS &
OPPORTUNITIES FOR FRAMING
DISCUSSIONS AROUND
HUMAN-ANIMAL BOND.

COULD BE A GAME CHANGER



Lessons I've learned
as a lawyer/lobbyist that
may be of value to
development & advancement
professionals





Lessons From a Lawyer/Lob byist

- Believe it or not we have **a lot in common.**
- We get up in the morning and ask people to help with something, or care about something, that they **didn't plan to even think about** that day (or maybe ever).
- First we have to get people to be **slightly interested**, before they actually listen.
- I always remember: the politician never **has** to be in my meeting. Are donors like this?



Lessons From a Lawyer/Lobbyist

- I have a motto: “**Easy, not Hard**”.
Make it easy to say yes, and hard to say no.
- Try and **find ways to connect** with targets regardless of whether the atmosphere is formal or casual.
- People love **to give advice**, so I’ve launched many relationships just by asking for advice.



Lessons From a Lawyer/Lobbyist

- Lay out the problem, or opportunity, and ask the person for advice. **Then listen.** Build entire conversation around the advice you are given.
- People **never refuse** if you ask for advice.
- Remember, **easy not hard**. Ask them to do or think about something that's easy to say yes to, and hard to turn down.
- If you can't get the donor to your school, then take your school to the donor (sort of '**Farm to Table**')



Lessons From a Lawyer/Lobbyist

- I spend hours preparing for **first meetings**. You can have many meetings with a person, but **only one** first meeting.
- All I need in a first meeting is to **keep the door open**. Once you're in, then build a persuasion plan.
- This applies **to donors** as much as meetings with politicians.
- Every first meeting **should lead** to a second.



Lessons From a Lawyer/Lobbyist

- First meeting is all about **eye contact** and building **a connection**. Not materials, although they can help.
- I **rehearse** everything I want to say, and everything there is to know about the person I'm meeting.
- Go in with confidence and make it **easy for them to continue** with the discussion. Logic plays a role, and must never be far from the surface...but **emotional connections** matter most.



Lessons From a Lawyer/Lobbyist

- Formal approaches are easy to turn down, **conversational approaches** aren't.
- I'm in the persuasion business. You're in the business of persuading donors to do something **you want them to do**, but they aren't sure or may never have thought about.
- The key for me is patience, keeping the conversation going and finding connections.



Lessons From a Lawyer/Lobbyist

- Another tool is get a **third party**, who's connected to the politician in some way, to be one of my persuaders. You can do this too.
- People **like to help**, just like they like to give advice. It's not always a favor, often it's "hey, I've got something to run by you, if that's OK?" Just get them talking and you have a chance, remember **easy not hard**.
- I **never ask them** to help me lobby, but I get them involved other ways.



Lessons From a Lawyer/Lobbyist

- Part of the **homework** for a first meeting with a politician (or a donor for you) is create a connection...that is often another person (or a college or professional sports team and its nickname...I'm not kidding)
- Ultimately it **requires a strategy**, not just hunch or an instinct. And the strategy often is a bank shot. And bank shots, make that multiple bank shots, seem to always take time.
- Your advantage is the story you have to tell...the subject you get to talk about. Enjoy, and good luck!



Questions?

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