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VetPartners Launches New Website and Logo

Updates represent association growth and ongoing commitment

Kansas City, MO (April 1, 2016) — In 2001, [VetPartners](http://www.vetpartners.org), a nonprofit association of veterinary business specialists, was created to address a common challenge facing veterinarians and clinic owners – running the business side of their practices. More than 15 years later, the association has grown to include over 200 members who are well-respected experts and thought leaders in practice management, law, valuation, architecture, accounting, marketing, human resources, business management, financial services, IT and more. In addition to serving the profession, VetPartners works to elevate the levels of service, expertise, responsibility and professionalism provided by its members.

With this growth and countless hours serving the veterinary profession, VetPartners is excited to usher in a new era with a new logo, focused message and a new website reflecting both the evolution of the association as well as its vision for the future.

Vet Partners new logo is modern with a tagline that speaks directly to the association's focus and passion – “for the profession.”

“Our members are at the forefront of their respective fields and we felt a more modern logo would better reflect who we are as a non-profit association. The tagline also very succinctly reflects our mission and tells what our members do – we serve the profession by helping practices achieve their maximum potential and collaborate to improve veterinary practice management standards,” said Tracy Dowdy, President of VetPartners.

In addition to the new logo and tagline, VetPartners has evolved its website, www.vetpartners.org. The website reflects a new design and offers an easy to search [directory](#) where practice owners and/or managers can quickly find a dedicated veterinary business specialist to help them. VetPartners members are consultants who can provide guidance and specific, custom solutions to any business challenges practices may face.

“We know that practice managers and owners have busy schedules so we've built the directory to be a quick and easy way to get connected with the help that's needed to solve any business-related veterinary practice issue. The directory is searchable by business specialist or by a specific area of expertise, which is helpful for those that might not know exactly who to call,” said Tracy Dowdy. “Clients of our members can be confident that the professionals on the VetPartners directory are not only experts in their field but also hold themselves to a higher standard of service, ethics, responsibility and professionalism.”

Many VetPartners members are also regular speakers at conferences and events across the country. Those interested finding a speaker for their event can now search the VetPartners [Speakers Bureau](#) on the site to locate a speaker.

Dedicated veterinary consultants who are interested in becoming a member of VetPartners can find information on the site as well at <http://vetpartners.org/Membership>.

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About VetPartners

Founded in 2001, VetPartners is a non-profit association dedicated to helping the veterinary profession improve practice management standards and elevate the levels of service, expertise, responsibility and professionalism provided by veterinary consultants, advisors and specialists. Members include experts in practice management, law, valuation, architecture, accounting, marketing, human resources, business management, financial services, IT and more.