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**School of  
Veterinary Medicine**  
UNIVERSITY OF WISCONSIN-MADISON

Message from the Dean | March 2020

## Thank You, Scout, and Planning for the Future

It has been an amazing month for the UW School of Veterinary Medicine. As I highlighted in the February Message from the Dean, the school and our oncology group's treatment of Scout, a very special 7-year-old golden retriever, were the [focus of WeatherTech's Super Bowl commercial](#), broadcast during the game's second quarter on Feb. 2.



To date, nearly 1.8 million views of [the commercial](#) have occurred across the UW-Madison and WeatherTech YouTube channels, becoming UW's most widely watched YouTube video of all time. In response to the commercial we've [received gifts](#) to support clinical cancer research and equipment at the SVM from every state in the U.S., as well as from around the world.

Equally important, the commercial and the school were highlighted by [numerous print and broadcast news outlets](#) both locally and globally. I am thrilled that people from across the planet had a chance to see all of the great things our faculty, staff and students do in support of animal and human health and the outstanding care we provide to our patients such as Scout. I am so appreciative of David MacNeil (Scout's dad) and WeatherTech for their support of the school in such a visible manner.

We have also begun a new strategic planning process, one that is required for our self-study and accreditation site visit, which will come in the next two years. This spring we will conduct a wide range of listening sessions with faculty, staff and students, in addition to our alumni and other groups, so we can successfully incorporate the important strategic priorities we will undertake in the coming years. I ask you to participate and provide your input in this critically important process.

One timely reminder: In light of concerns about [coronavirus](#), and with consideration to the continuation of instruction for the DVM program in case of significant impact of infections, we would like to reemphasize the need for faculty to use lecture capture for courses. If students or faculty are sick, they should be encouraged to stay home rather than attend classes and potentially spread illness to others in the SVM.

Spring break is coming soon and I wish all of our students a great week off to rejuvenate and get ready for the rest of the semester.

## UW Veterinary Care Updates from the Director



A few brief updates this month to welcome new Ophthalmology faculty member **Freya Mowat** and some of our other recent additions to the faculty: **Seth Eaton**, Ophthalmology; **Alexa Burton**, Large Animal Internal Medicine; and **Mary Thurber**, Special Species/Zoological Medicine. Welcome also to **Craig Hansen** in the hospital's purchasing office and **Jacob Jankowski**, assistant kennel manager.

Continuing with the theme of hospitality and warm reception, here is a recent client comment commending our hospital personnel for their compassion in helping pet parents navigate care for beloved family members:

" I cannot thank you all enough for the incredible professionalism and care given my dog with new diagnosis lymphoma. I happen to be a registered nurse and was totally impressed by the way Friday and I were treated by everyone at your clinic. It was as if I had brought in a human family member the professional way we were treated, talked to and cared for. I of course love my dog as a family member and he was treated at all times with care and concern. Thank you again and I extol your clinic to everyone who knows and loves my dog."

- Barbara, Cedar Rapids, Iowa

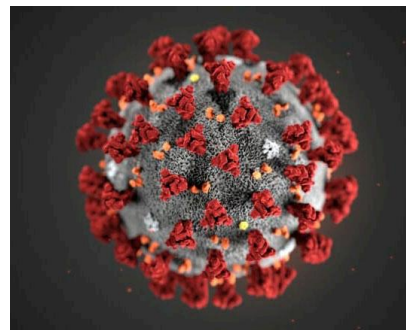
**Ruthanne Chun DVM'91**  
Director, [UW Veterinary Care](#)  
Associate Dean for Clinical Affairs

## School News

UW-Madison's Employee Assistance Office has expanded its services to provide employees and their dependent household members with free, confidential services to address personal and work-related concerns, as well as 24/7 telephone access to professional counselors. For more information, visit the [EAO website](#) and [download the LifeMatters Brochure](#).

## Faculty and Staff News

In the aftermath of the outbreak of a novel coronavirus, COVID-19, that first emerged in Wuhan, China in December 2019, several scientists at the UW School of Veterinary Medicine are among those [addressing questions and concerns](#) from the public and leading global efforts to [understand and thwart the virus](#). These SVM faculty members include Professors **Kristen Bernard**, **Thomas Friedrich**, **Yoshihiro Kawaoka** and **Chris Olsen**, in collaboration with interdisciplinary partners across campus and the world. View updated [campus information on coronavirus](#).



Congratulations to Professor **Kristen Bernard**, elected to [fellowship in the American Academy of Microbiology](#); **Tom Bennett**, senior information processing consultant with the Food Animal Production Medicine unit, who was awarded the university's distinguished prefix title; and **Julie Cotton** and **Ramona Gasper**, who both served UW for over 30 years and were granted emerita status following their retirement.

## Student News

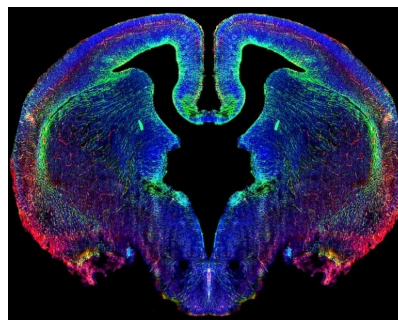
In late February the SVM welcomed newly invited members of the Class of 2024 for the school's annual invited applicant open house.

**Emil Walleser DVM'20** was awarded a \$1,500 scholarship from the National Dairy Herd Information Association.

## Research News

Submissions are now open for UW-Madison's [2020 Cool Science Image Contest](#) from faculty, staff, students, postdocs and others with campus connections. Entries will be accepted through March 15.

The inaugural class of [Translational Research Fellows](#) has been selected, supported by a Clinical and Translational Science Award One Health Alliance Innovation Award housed at the UW School of Veterinary Medicine.



**Daniel Radecki**, a postdoctoral research associate in the lab of Assistant Professor **Jayshree Samanta**, received a 2020 UW Stem Cell and Regenerative Medicine Center [Postdoctoral Training Award](#).

## Upcoming Events

### Dean's Get Together

March 27

4:30-6:30 p.m.

Veterinary Medicine Building, second-floor lobby

[More](#)

### Dean's Get Together

April 17

4:30-6:30 p.m.

Veterinary Medicine Building, second-floor lobby

[More](#)

### SVM School Picnic

May 4

11:30 a.m.-1 p.m.

Veterinary Medicine Building, outside under the overhang

[More](#)

For more SVM-related events, visit the school's [online calendar](#) .

## SVM in the News

[Super Bowl Ad Thanks Veterinarians Who Saved Dog's Life](#)

*NPR*

[The Scientific Serendipity Of Wisconsin's First Novel Coronavirus Case](#)

*WisContext*

[Investment in UW Veterinarians Pays Dividends](#)

*La Crosse Tribune*

In Wisconsin, Her Patients Are Dogs and Cats. Now She's Treating Fellow Soldiers in Ukraine  
*Milwaukee Journal Sentinel*

For more media coverage of the SVM, visit the school's [In the News](#) page.



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