

# Veterinary Cooperative takes off

**S**ince opening its doors just a few months ago, The Veterinary Cooperative (TVC) has exceeded its initial projections with 50 new members in 16 states, from New York to California.

With this positive initial reaction to the cooperative, TVC Chief Executive Officer Richard Morris believes the cooperative is on track to reach its long-term goal of 5,000 members. "Our value proposition is simply irresistible to smart independent vets once they evaluate all the benefits they can reap," Morris says. "Pricing is an obvious key benefit for vets to compete against consolidation and corporatization of veterinary practices in the industry."

Many members have already reaped significant savings—for instance, County Animal Clinic, in Coldwater, Ohio, has saved 37.5 percent on its merchant credit card program. For more information on TVC, visit [www.TVC.coop](http://www.TVC.coop).