



## Cornell University College of Veterinary Medicine

### PRE-VET NEWSLETTER *September 2019*



Trevor,  
Class of 2020  
shares his  
experiences at  
Cornell



### **IN THE BUSINESS OF VETERINARY MEDICINE: *How Jorge Colón '92, D.V.M. '95, makes the profession work for him***

Jorge Colón '92, D.V.M. '95, grew up with business in his blood. His family in Guaynabo, Puerto Rico, owned a firm that produced business and governmental paper forms, as well as the paper and machinery to create them. Colón saw his father, mother and brother working in the office managing clients, budgets and bottom lines, and that family culture rubbed off on him. "I like a spreadsheet," he says. "Business has always been a part of my life. Had I not been a veterinarian I probably would have been accountant." Today, Colón has successfully intertwined these two major interests into a successful career and a lifestyle that allows for plenty of quality time with his family. "I take my greatest pride in being a husband and dad — family is my priority in life," Colón says.

Colón attended [Cornell University](#) as an undergraduate, and knew he wanted to go straight on to [Cornell Veterinary College](#) to become an equine clinician.

After graduating from CVM, Colón, moved to Lexington, Kentucky — the heart of racehorse country — to pursue an internship at a major equine hospital.



Jorge Colón '92, D.V.M. '95, with his daughters Sofia (left) and Sydney (right)

Today, Colón runs his own private equine ambulatory practice, specializing in reproduction, neonatology and radiology — and competes for business with major equine hospitals with 50-100 veterinarians on staff. “The environment is extremely competitive,” says Colón. “These larger hospitals can offer things I can’t — economies of scale, for example. But I don’t have to bill the way they bill, and they have expenses to take care of that I don’t.”

This nimbleness has been part of Colón’s key to success. That, and his dedication to business education, which Colón pursued after a number of non-stop years in his private practice. “I was working every day no matter what the weather was, and I realized that I was tired of living like that, I needed to do something other than just working with mares and foals,” he said. “I knew I needed to have more than one skill — and I already had understanding of business skills.”

He’s bolstered this training with a Leadership Essentials Certificate through eCornell, become a facilitator of Lean inventory management through the Veterinary Management Institute, and written a textbook on the matter — “Essential business concepts for veterinary professionals.” He also acts as a private veterinary business consultant, helping clients learn skills such as lean management, practice valuation and financial analysis.

Colón credits Cornell with much of his success, and finds multiple ways to give back and stay involved with his alma mater. “I am who I am because of Cornell,” he says. “It’s amazing the doors that Cornell opens, the way people treat me once they know that’s where I graduated.”

For full article visit our [web site](#)

*-By Lauren Cahoon Roberts*

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### **FALL ADMISSIONS PRESENTATIONS & TOURS**

- Friday, October 11, 2019 from 3:00-5:00
- Friday, November 8, 2019 from 3:00-5:00



**REGISTER**

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### **PRE-VET CLUB SATURDAY**

**This year we will hold TWO  
Pre-Vet Club Saturdays to choose from:**

- Saturday, October 12, 2019 from 12:00-3:00
- Saturday, October 26, 2019 from 12:00-3:00 (**Waitlist**)



*To Register your College Pre-Vet Club for one of  
these programs send us an email*

**Email Us to Register**

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## FFA National Convention

# Indiana Convention Center

*Stop by the Cornell Booth at the Exhibit Hall*

## Honolulu, HI

*Stop by the Cornell Veterinary College  
Booth at the Exhibit Hall*



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