

Curriculum Vitae of Jeffrey I. Werber D.V.M.
8750 Venice Boulevard Los Angeles California 90034
310-559-2500

MEDIA CREDITS – Television/Radio

2004	Fox, CBS Chicago “Summer Health Hazards”
2003-2004	Host, Writer, Pet Care TV Educational Segments
2003	Special Report, “Summer Care for Pets”, CBS-Los Angeles, Fox-Chicago
2003	Fox-TV Segment Contributor, “Separation Anxiety” <u>Fox-11 News L.A.</u>
2003	MTV, The Great Urban Myth 1. MTV, The Great Urban Myth 2. MTV, The Great Urban Myth
2003	MTV, The Great Urban Myth 1. KCAL News, Holiday Pet Safety 2. The Other Side 3. Fox TV Holiday Show, Pet Safety for the Holidays
1991-2001	Pet Expert, <u>The Early Show</u> , CBS-TV
1998-2000	Pet Expert, <u>Great Day America</u> , PAX Network
1997-2000	Pet Expert, <u>CBS Morning News</u> , KCBS-TV, L.A.
1996-1999	Host, <u>Petcetera</u> , Animal Planet Channel
1996	Segment Contributor, <u>The Leeza Show</u> , NBC-TV
1995-1996	Segment Contributor, <u>Mike and Maty</u> , ABC-TV
1996	Segment Contributor, <u>Caryl and Marilyn Show</u> , ABC-TV
1996	Segment Contributor, <u>Jim J. and Ann Show</u> , Syndicated
1996	Special Report, "Traveling With Your Pet", Fox-TV News
1996	Special Report, "Dentistry for Pets", KCAL-TV News
1995	Special Report, "Preparing for Holidays", KCAL-TV News
1995	Special Report, "Selecting Protection Dogs", NBC-TV News
1995	Special Report, "Pet Insurance", KCAL-TV News
1993-1995	Pet Expert, <u>Good Day-L.A.</u> , FOX-TV
1989-1994	Pet Expert, <u>The Home Show</u> , ABC-TV
1989	Special Report, "Veterinary vs. Human Medications", KCAL-TV Evening News
1989	Special Report, "Puppy Mills", <u>Hard Copy</u> , NBC-TV
1988	Special Report, "Fleas", NBC-TV News
1988	Veterinary Medical Editor, <u>Wink and Bill Show</u> . KABC Radio
1988	Veterinary Medical Editor, <u>Hour Magazine</u> , Syndicated

MEDIA CREDITS – Video

2003	Building the Bond, Dogs 1. Building the Bond, Cats
2002	Host/Writer, “Welcome Home To Your New Friend” – Dog/Cat revised 1. Host/Writer, "Welcome Home To Your New Friend"- Dog/Cat
1990	Host/Writer, “Petpourri” - Educational Video Series 1. Host/Writer, "Pet-A-Gree Video Series"--Dog Breed- Specific Videos

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PUBLICATIONS

2004	Article, <u>The Pet Press</u> , "Summer Pet Care"
2003 Summer	Article, <u>The Pet Press</u> , "How to Choose your Veterinarian"
2003 Summer	Article, "Grieving the Loss of a Pet" featured in <u>Pets Magazine</u> (July/August), <u>The Pet Press</u> (May and June), Halston/Peel Pet Loss Support Group Newsletter
2003 February	Article, <u>Veterinary Economics</u> "High Priced 'Toys' for the Veterinary Practice."
2003 January	Article, <u>Animal Fair</u> , "Pet Safety During the Holidays"
1998 February	Article, <u>Veterinary Economics</u> , "Giving/Receiving Criticism"
1997	Veterinary Editor, <u>Parents</u> magazine
1995 July	Article, <u>Veterinary Forum</u> , "Antioxidants In Veterinary Practice, An Overview
1994 January	Article, <u>Veterinary Economics</u> . "Internal Marketing--The key to Keeping Clients in Your Practice"
1993 May	Commentary, <u>Veterinary Economics</u> , "Veterinarians and Animal Shelters"
1993 March	Published Roundtable, <u>Veterinary Economics</u> , "Redefining Your Approach to Flea Control"
1992 August	Article, <u>Veterinary Forum</u> , "Making Headlines Veterinarians in the Media"
1991	Author, <u>Animal Press</u> , Monthly Pet Column

EDUCATION

1984	D.V.M., School of Veterinary Medicine, University of California at Davis, Davis, CA
1978	Master's Program, Department of Biology, California State, Northridge, CA
1976	A.B., Zoology, University of California at Berkeley, Berkeley, CA

HONORS & DISTINCTIONS

2003 - Present	Member, Advisory Board, Last Chance for Animals
2002 - Present	Member, Legislative Committee, California Veterinary Medical Association
2000	Speaker of the Year, North American Veterinary Conference
1999 - Present	Founder, First President, Association of Veterinary Communicators A. Co-Chairman, Public Relations Committee, California Veterinary Medical Association
1998 - Present	Spokesperson, Bayer Animal Health
1998	Emmy Award Winner, <u>KCBS Morning News</u> -Los Angeles, CA
1997	Cable ACE Nominee, <u>Petcetera</u>
1993 - Present	Advisory Board, <u>Veterinary Economics</u>
1994 - 1995	Who's Who Among American Professionals
1993 - 1994	Board of Directors, American Humane Association
1992 - 1994	National Spokesperson, American Humane Association
1994	Recipient, Annual Aware and Caring Award, American Humane Association
1991 - 1992	Who's Who in Veterinary Science and Medicine
1986 - 1987	Who's Who in California
1983 - 1984	Phi Kappa Phi, School of Veterinary Medicine, U.C. Davis

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HONORS & DISTINCTIONS - continued

1983 - 1984	National Dean's List, School of Veterinary Medicine, U.C. Davis
1982 - 1984	Phi Zeta Honor Society, School of Veterinary Medicine, U.C. Davis
1982 - 1984	George Hart Memorial Scholar, School of Veterinary Medicine, U.C. Davis
1972 - 1976	Alumni Scholar, University of California at Berkeley

WORK EXPERIENCE

2001 - Present	Co-founder/CEO "jeffwerberpets" Pet Products/Media
1990 - Present	Media Spokesperson
1987 - Present	Independent Medical Journalist, Media and Print
1988 - Present	Founder, Owner, and Director, Century Veterinary Group, Los Angeles, CA