

Colleagues,

Vascular healthcare is at a critical juncture in its history. With the convergence of a growing senior population and the constant advent of innovative medical technologies, the role of the vascular community becomes even more important. In order for critical advancements to occur in our field, the continued quest for knowledge in both research and education is paramount. Assisting us in this pursuit are two valuable professional allies, the Society for Vascular Surgery (SVS) which delivers member programs and services and its foundation the American Vascular Association (AVA).

American Vascular Association (AVA) is a grant-making resource that is proactively generating support for innovative education, basic and clinical research and progressive initiatives that promote the value and relevance of the vascular surgeon. In July 2008, the Foundation launched a national initiative entitled, ***Open the Pathway***. This historic fund raising effort is uniting vascular surgeons and corporate partners in generating vital resources for quality education and pioneering research.

Foundation leadership has established a challenge goal of raising \$3 million in cash and pledges from our membership and corporate partners. Our project is off to an outstanding start having secured nearly \$1.7 million in pledges from SVS leaders and visionary corporate partners. The early response from our members has been inspirational. With the exceptional generosity of the AVA and SVS Board members, the campaign has raised over \$175,000 in member pledges to date.

Member investment is vital to this effort's success. Your support will assist AVA in funding critical initiatives in addition to reversing AVA's dependency on SVS funding. ***Open the Pathway*** is an excellent opportunity to invest in the future of your specialty and demonstrate your commitment to our Society. I invite you to review the following gift plans as you determine what level is appropriate based on your personal situation.

As you read more about this dynamic campaign, I am confident you will join me in opening the pathway to success by making an investment in your future.

Sincerely,



William H. Pearce, M.D.  
Chair, American Vascular Association