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Dr. Simon George and his wife, Jenni, are the founders of the Deerfield Veterinary Clinic on South Road.

Deerfield vet favors a 'Hey, Doc' style

◆ **Setting up practice:** Dr. Simon George and his family are already seeing patients.

By **KATHLEEN D. BAILEY**
Special to the Union Leader

DEERFIELD — Some of Dr. Simon George's veterinary exam rooms are still papered in Tyvek and carpeted in sawdust.

But he's open for business anyway.

"We've already started seeing patients," he said. "We set up a card table in the house."

For George and his wife and business partner, Jenni, it's all about the animals. The couple, who recently opened their facility on South Road, hope to bring old-fashioned, family vet service to Deerfield.

The Georges met in college in

Colorado. They moved to New Hampshire four years ago, when Simon George was accepted on the staff of Wadleigh Falls Veterinary Clinic in Lee.

"We looked at each other and said, 'Where would we want to go that we've never lived before?'" he recalled.

They initially planned to stay two years, but "fell in love" with New England. They bought the rambling white Colonial in Deerfield this fall and branched out on their own.

The new practice was a planned move on Simon George's part: He wanted to be able to see more of his wife and daughter Elayna, 9 months. They

loved living in Newmarket, but wanted to be part of a smaller community, Jenni said.

"Jenni and I are looking to create the old-style feel of the family vet as a friend, a sort of 'Hey, Doc' thing," Simon said.

Jenni George said the practice will focus on large animals — horses, cattle and other livestock — and family pets such as cats and dogs.

"We don't do exotics — lizards, snakes, birds — although we will look at the occasional 4-H bunny," she said.

The regular clinic, for small animals, is almost finished and will include a surgery suite, pharmacy and oxygen kennels for pets needing emergency care. They are renovating the four-stall barn for a place to keep and treat large animals.

They don't mind working next to their home. That was actually part of the plan, according to Simon George.

"If a horse gets sick in the middle of the night, I want to be able to take care of it," he said.

Their "official" office hours are 8 a.m. to 8 p.m. weekdays, but they're on call 24-7, Simon George said. And their technician, Jodi Alger, has an apartment on site.

It's part of his "Hey, Doc" philosophy.

"When you walk into the clinic, you may be greeted by our cat — or our daughter," Jenni George said.

And when Simon George makes a house call, "you may see our kids jumping out of the truck, too."