

- Review and approval of Summer Board Minutes. Cindy motioned for approval; Rob seconded. Motion passed by unanimous consent. Send final of minutes around to everyone.
- Note that in interim from last meeting Board Approved via email: Granted permission to place the VBMA logo on www.curedcases.com and a link through to VBMA to encourage members to use the site to collect cases.

Action Items Needing Discussion

- Motion to put UPS eir logo onto our site to show our support for their work. Laurie to ask for reciprocal link on herbal resources section. Cindy motion; Beth seconded. Passed with unanimous consent.
- Insurance - investigate costs and liability for organization Jasmine to work with Beth.
- Journal –Amy
 - a. Progress Report: Fall Journal finished. 39 pages. Proofing.
 - b. Ads - goal to making Journal self-sufficient at \$500 per issue. Confirmed rate sheet. Ads subject to review.
- Motion to include "advertorial" articles in journal for \$300 per page with a limit of two pages. And line item resources for \$35 per page by Barbara Fougere. Cindy L. seconded. Motion passed with unanimous consent.
 - a. Line Item resource \$35
 - b. \$75 per ¼ page
 - c. \$150 for ½ page
 - d. \$300 for full page (Advertorial articles accepted at rate of \$300 per page with a limit of 2 pages.)
 - e. Amy to prepare a rate sheet and organizational profile for potential advertisers.
- Website-positive feedback at Annual meeting. "Easy" Amy discussed some new features.
- FBOOK- <http://www.facebook.com/pages/VBMA/145268985568718?v=wall> Admins: Laurie, Elaine, Susan, Jasmine. 276 followers. Discussion about requesting members and others to follow. Laurie making regular posts.
- Membership/Financial
 - a. Current Members
 - Jasmine – Member update
 - We currently have 223 active members.
 - Current breakdown:
 - 6 Associates
 - 2 Students
 - 7 Multiple Members
 - 2 new graduate
 - 1 developing country
 - Amy tracks why people joined.
 - b. Student Members-discussion about how to attract more student members
 - CITV has student club; free membership, free webinars. This is students own club within CITV. Gives exposure to other organizations: AHVMA. Barbara will to put VBMA on resource list. Board enthusiastic about opportunity.
 - Sense that Students should not have obstacles to joining. Discussion tabled but want to review in future.
 - Scholarship- Cindy will get info out announcement for next year's award.
 - Student Chapter of AVMA contacts-Cindy on committee. Interest more students
 - c. Financials – review actual vs. budget- revenues a little higher than budget; expenses higher than budget; net income running about half what budgeted. Tried some eco-tourism programs with mixed financial success, but currently have about \$62,059 in cash.
 - Jasmine to review investment options at bank and propose investing some of funds.
 - a. 2014-Need to add disclaimer to beginning of meeting. Beth to send language to Jasmine.
 - Food therapy (tying in herbs) Connie Di Natale Connie agreed to December 10 Herbal Food talk
 - Sagiv-Israeli vet (Phil Rogers approached) wants to give Transdermal Skin talk--Sagiv did agree to teleseminar and costs; end of January
 - Lyme Protocols Joyce Harmon: May is target. Cindy will discuss.
 - Rob Silver – Use of Medical Marijuana (future)
 - Ihor mentioned Top Ten from Vet Practice news on Insurance payout: Allergies, Skin Problems, UTI in Cats, Cancer Lymphoma; Suggestion to Develop an Education Plan – 3 Years. Ihor to send list.
 - Steve Blake (San Diego) had offered doing one on gemmotherapy. Cindy trying to get commitment. Suggesting late winter/early spring.
 - **CL: Panel on Skin: Steve is always requested: did people want to do a panel, Steve, Rob on supplements; A western Jeremy Ross approach?**
 - Research Committee Report–(Rob)
 - a. Rick Palmquest proposed study for herbs as an alternative to heart worm preventatives based on Cindy's case work.
 - b. Press Release about availability of funds. Talk to put in AHVMA journal; VBMA journal. Potentially to vet schools and other research organizations.
 - Julio's book translation – (Cyndi) Julio's book, is currently being translated by a friend of Elisa Holt; a few more months at least.
 - AHVMA-Acting Executive Director Mona Boudreaux
 - a. 2014 Report
 - Speakers well attended: Kevin Spellman 75, Jeffery Yuan 100, Herb Walk 50 people and was profitable. Annual meeting-only 2 board members in attendance; Scholarship awardee very appreciative. Ihor received award but not at meeting to accept.
 - b. New requirement - for every hour lecture, must have at least 7 references for each presentation hour
 - c. 2015–AHVMA new rules Laurie reported
 - VBMA will have one day at AHVMA; (if AHVMA approves speaker, will pay 100%; if not VBMA would have to pay.)

- Pursuing idea that American College of Veterinary Botanical Medicine will have own day before AHVMA conference and end with the Herb Walk
 - d. 2016 Cindy contacted Paul Stammers; agreed
 - Eco-tours Future – Lorie to take over management and will give report at next meeting.
 - a. Ihor - Noni farm, Botanicals
 - b. David Winston, James Duke, British Royal herb gardener
 - c. Other ideas from annual meeting: Tibet, Whales, Galapagos, Peru. From Previous Meetings:
 - **CL:** Vicki Farthing done a lot of leg work in Wales, and great contact through Fiona at Bootlace tours
 - Vicki - Scotland/Ireland, Wales
 - Elaine – Snow leopards in Southeast Asia
 - Aegean Islands discussed for future with Patricia Kristie Howell.
 - Indonesia, Bhutan, Thailand-with Ed Smith
 - d. International Herb Symposium 2015
 - Barbara Fougere - Intensive
 - Jordan Kocen – Intensive – Case evaluation and Chinese herbal selection in Small Animals; Lecture 1: Chinese Herbal Formulas commonly used for Liver Imbalances in Dogs. Lecture 2: Integration of Chinese Herbal Medicine and Conventional Therapy in Companion Animals.
 - Cynthia Lankenau – Lecture 1: Equine Self-Treatment of Lyme Disease. Lecture 2: Western Herbal Treatment in Difficult Equine and Bovine Cases
 - Rona Sherabrin – Phyto-therapy
 - e. *Cindy forming **American College of Veterinary Herbalists** to create a Board Specialty and/or create a second tier of VBMA Diplomat member. Has had trouble getting incorporation going.*
 - *Need chartered diplomats as organizing committee who will be grandfathered in (long time, publisher, instructor)*
 - *Need to set requirements for Grad level courses, exam, residency*
 - *Am College of Vet Nutrition has path to an Alternative residency.*
 - *Need organization, by-laws by November 2014 for AVMA. Then have 4 years to prove science of Herbal Medicine is valid.*
 - Ad in Integrative Veterinary Care Journal-free IVT article is done and published; we have free info ad page that the editor likes.
 - Holistic Horse –Laurie sent counter proposal based on IVT article. Never heard back. Dropping.

Need Update CITV update-need changes to arrangement. **[Barbara will send proposal]** Offered to do webcast

Tabled for Future Discussion

- RACE update – We becoming inactive because we did not have approved content in last 5 years so we are not approved currently. Wait and see for change. Some state orgs giving VBMA credit. VBMA approved for Raive CEU's
- Mentor program - Cindy reports that some have offered to help.