

VBMA Board Meeting Jan 7, 2013- Agenda

Attendees: Hue Karreman, Cynthia Lankenau, Barbara Fougere Jasmine Lyon, Laurie Dohmen, Beth Lambert

Next meeting. April 1, 2013

- Previous Minutes Approval. Laurie Dohmen motioned to approve; Barbara Fougere seconded; passed by general consent.
- IVAS. Barbara Fougere reported that herbal medicine is a component of meeting; more integration; more on herbal medicine; in New Orleans in May. **Barbara to request that VBMA be allowed to set up a table without charge.**
- Teleseminar Program
 - a. Results from Joyce Harmon's event. Event went well; 6 new members; gross income \$3400; 31 participants. People bought seminar recording and also purchased other seminars from the website.
 - b. 2013– January, April, Early November
 - Jan 30 IBD Panel of 3 people with Bosley as our case; (Steve-Chinese view, Nancy-nutraceuticals, Cindy-Jeremy Ross's method). New approach for event
 - April 30 - Barbara Fougere– Advanced Materia medica on selected herbs. **Barbara we need description for Promo at end of Jan event.**
 - **Autumn Signe Beebe; need date. Cindy to coordinate.** Scientific Discussion Intensive Look at one herb or a constituent that is in several herbs, but why they are different.
 - Steve Blake (San Diego) has offered doing one on gemmotherapy. Suggesting late winter/early spring.
 - Submitting hours for IHS to Raive and RACE. IVAS will inform about their approval once the web-site is up.
- Wiki – Laurie Dohmen motioned to approve 50 entries at \$50/entry allocated to budget for Cindy to add material medica to wiki.; Barbara Fougere seconded; passed by general consent;
- AHVMA-Discussed Barbara Fougere and Cindy Lankenau to act as hosts of the herb walk. Anyone else?
 - a. Dr. Xie-honorary member of VBMA, but has not responded to listserve; discussion of how to get him more involved.
- International Herb Symposium Speakers
 - a. Dr. Xie and Bruce Ferguson for intensives
 - b. Joyce Harman, Connie Di Natale, Laurie, Cindy
 - c. Jerry Brunetti- **confirmed.**
- Eco-tours
 - a. Ihor organizing Hawaii; March 2014 (last 2 weeks?); great itinerary. Ihor asked us to help sort out options for people. Direction to him is to realize he cannot please everyone. Cyndy and Laurie to continue to help to resolve his questions.
 - b. 2014 "Ethno-botanical" retreat with David Winston. Schedule late enough in the year to not conflict with Hawaii
 - c. 2016 Plans – Discussed not repeating the same venues, but maybe some places in same geographic area.
 - Aegean Islands discussed for future with Patricia Kristie Howell.
 - Scotland/Ireland
 - Asia
- **Dutch ethno-botanical meetings (European) Hue will post.**
- Journal - new Editor – Laurie in contact; Karen emailed old journals; **Laurie to get Jasmine on emails so that Cindy and Jasmine can prompt listserve for content**
 - a. Thank you cert to Karen – **Hue to confirm Barbara delivered.**
- **Hue's letter to AVMA to support herbal medicine.**
- Membership/Financial update;
 - a. 216 members currently; idea to have @ annual meeting advertising show special; new member AHVMA 1 ½ years within 2 weeks of show.
 - b. Amy tracks why people joined. **Jasmine to prepare report why.**
 - Referral
 - Annual meeting
 - c. Student Members- Discussion of how to get in contact students
 - Student Chapter of AVMA contacts
 - Specific professors-try to get specific holistic lectures
 - **Hue to ask listserve to see if we can get people who are involved with specific student groups so that we can get group members**
 - VBMA Student Chapter cost established at \$80. Discussed whether we need other variations.
 - d. Mentor program which was requested by a few members. **Board needs to define (mentorship, externship, via email, etc.) as part of strategic plan.** Suggest once defined ask listserve who would be interested on offering; then have Amy post to website. *Cindy suggests those people willing to mentor give their limitation: eg. type of herbal medicine used (TCM, Western, Ayurvedic; distance support or practice open to visits; & if open to visits; housing or not.*
 - e. Financial Review. Membership and Conference fees are up. Net Income above budget and above last year. Cash on Balance Sheet up to \$48.5 thousand. **Need to discuss investment projects as part of Strategic Plan**
 - Ideas: Content for website, client hand-outs, research; vet herbal library lists;
 - f. Note: Board voted via email to amend the budget in July to give Jasmine a raise and to increase the advertising budget.
- Review Strategic Plan to see if we are on track needed for next meeting. **Set up Separate meeting through email.** Tabled discussion about Business relationships to this meeting.
 - a. Discussion of Term limits from 2 to 1 year; general consensus was that it takes time to have someone to learn how to set objectives and have time to accomplish them. Resolved to stay with 2 years for Board term.
- FACEBOOK Page - <http://www.facebook.com/pages/VBMA/145268985568718?v=wall>
 - a. Administrators: Elaine, Susan, Jasmine.
 - b. Discussed making sure that Jasmine checks FB page to make sure that not bad posts are being made.
- RACE update – Were applying for RAVE; some state orgs giving VBMA credit but not all.
 - a. **Need to keep contact with Nancy on this issue. Need update**
 - b. Would like to continue to focus on RACE as the approved group for continuing education.
- Ad in Integrative Veterinary Care Journal
 - a. Jasmine contacted Publisher (Redstone Media); not heard back. Potential interview article about VBMA.
 - b. Ad to promote webinars.
- VBMA & Jade Institute joint Jeremy Ross Seminars- Jeremy Ross rescheduled to Fall 2013.
- List Serve – Susan Wynn moved; discussion occurred via email. Move was an administrative move. No objections to move.