

- Review and approval of Fall Board Minutes. Motion Cynthia L, Second Beth. Motion passed unanimous consent.

Action Items Needing Discussion

- Eco-tours Update
 - a. Amy - Updated on Hawaii. Target 20-25. Currently 19 people paid in full. \$13.7K income; \$6.6 expense; \$7.1. Made target, will continue to accept sign-ups until end of January. 25 cut off.
 - b. Vicky Shufer - Tai Sophia grad associated with Federal Park; Doug Elliott possible lecture.
 - Need date
 - Establish minimum number
 - Cost
 - c. August 2015 David Winston-Ethnobotanical retreat
- Website- issues- Amy would welcome more content for website. New resources page going up.
- FBOOK- <http://www.facebook.com/pages/VBMA/145268985568718?v=wall> Admins: Laurie, Elaine, Susan, Jasmine; Amy.
- Teleseminar Program –
 - a. Nov. 13 Seminar results-
 - 38 participants; 10 recordings purchased. No new members or non-members taking course.
 - Total gross: \$2170 (does not include recording sales purchased after seminar date), Expenses: \$1568 (\$600 speaker fees, \$818 TelSpan*, \$150 Jasmine), Net: \$602
 - Jasmine working with TelSpan to find less expensive way to manage calls, esp. international calls.
 - The following survey results were sent out via email shortly after the teleconference.
 1. 9 questions. Basically, the feedback was good. 15 of 38 responded.
 2. "How would you rate the presentation overall?", 5 being the best.. answers were split b/w 4's and 5's.
 3. "Did you find that the content of the program was relevant to you and your area of practice?", 1 being too simple, 5 being too difficult....2 received one vote, 3 (being perfect) received five votes, 4 received seven votes, 5 (too difficult) received one vote.
 4. "Did the content of the program enhance your knowledge of how to treat anxiety disorders in animals?", 1 being did not enhance, 5 being greatly enhanced...4 received the most votes with nine out of fifteen total votes. Next was 5 (greatly enhanced) with five votes.
 5. "Please rate the overall experience of the teleconference format?", 1 being low and 5 being high...4 received eight votes, 5 received five votes.
 6. "Was there any aspect of the program that you particularly enjoyed or something we could improve upon? Any other comments?"
 - a. I liked the format but was hoping for some "go to" formulas that the speakers like to use.
 - b. Be helpful to have specific slides for each, with species doses. Also [would have] saved time on dose questions.
 - c. I liked how it was narrowed down to three herbs and discussed in detail.
 - d. Would be nice to do webinar so phone is not tied up.
 - e. Nice blend; nice flow
 7. "Do you have suggestions for topics or speakers you would like the VBMA to consider for the future?"
 - a. Seasonal incidence of disease
 - b. Jill Stansbury - leaky gut - what's new Not a DVM but -excellent speaker & wealth of information with solid science foundation
 - c. Continue to try new and different ideas
 - b. 2014-
 - End January - Steve Marsden – Feb 11 – Seasonal Herbs, Cindy gathering info for promo;
 - May - Rob Silver – Digestive: Probiotic, pre-biotics & herbs
 - November - Equine – need speaker (Joyce?) & topic
 - Food therapy Susan Wynn & Connie Di Natale-(possible)
 - 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 –Bernie Fischer & Rob Silver – Looking to work with AHVMA on projects. Goal: contribute smaller amount (\$5000) to joint project or larger amount up to \$20,000 for a significant project. Beth Motion; Cindy seconded that Research Committee write definition of what type of projects VBMA is interested in funding that are specific to botanicals so that we can issue a request for proposals.
- Julio's book translation – in process. Expecting end of January.
- Membership/Financial
 - a. Financials – actual vs. budget. **Motion to approve budget by Cindy Lankenau; seconded by Rob Silver. Motion passes by unanimous consent.**
 - b. Current Members Jasmine Lyon reported current membership is 234
 - Annual meeting advertising show special; new member AHVMA 18 months if join within 2 wks.
 - Attrition – 40-50 people removed from list; start to rejoin when removed & with follow-up Constant Contact.
 - Question automatic renewal. Jasmine said we would need a secure server to store credit card numbers. *Amy and Jasmine will be having our own meeting to discuss ways to upgrade our system and the website. Not sure it will happen in time for 2014 dues but will look to implement some changes over the next 6 months.*

- Amy tracks why people joined. Reasons: Interest in Herbal Medicine, Continuing Education, Member referrals, CITV, teleseminars, journal.
- c. Student Members
 - Student Chapter of AVMA contacts-Cindy to contact again.
 - Specific professors-try to get specific holistic lectures
 - VBMA Student Membership \$15; Chapter cost established at \$80.
- AHVMA-
 - a. 2014
 - Set with speakers: Jeffrey Yuen and Kevin Spellman. Need contact information/brief abstract for VBMA website to do a feed for AHVMA.
 - AHVMA questioned on VBMA Speaker choices. Review of issues thought it might be related to CE credits.
 - New requirement - for every hour lecture, must have at least 7 references for each presentation hour.
 - Kevin Spellman will do herb walk. Laurie contacting someone local to find venue.
 - b. 2015–AHVMA new rules: 50% of all hours are accredited by RACE. Reducing time of tracks. Wet labs will rotate. VBMA will have only 6 hours and have to be credit worthy.
 - May Wright from Tai Sophia approached;
 - Laurie sent a Counter-proposal to Nancy Scanlan
 1. VBMA establish our own speakers – RACE approved or not
 2. Guaranteed day for VBMA track-Saturday
 3. Herb Walk on Friday
 - Alternative – separate event a day in advance.
 - c. 2016 Cindy contacting Paul Stammitz.
- Journal –Refine look to be more professional. Bring in more elements of previous design. Articles in. *Laurie to contact her.*
 - a. Need more content. Ideas: Case studies. Previous articles. CITV studies.
 - b. Cindy solicited interest from several vendors at AHVMA. Need to define Ad or Resources listing. Discussed listing for range of \$50-75 per entry with goal to making Journal self sufficient at \$500 per issue.
- Narda Robinson – no real update; University officials not responding to requests to remove her from teaching herbal med.
- *Cindy investigating forming the **Diplomats College of Veterinary Herbalists** to create a Board Specialty and/or create a second tier of VBMA Diplomat member.*
 - a. *Need chartered diplomats as organizing committee who will be grandfathered in (long time, publisher, instructor)*
 - b. *Need to set requirements for Grad level courses, exam, residency*
 - c. *Am College of Vet Nutrition has path to an Alternative residency.*
 - d. *Need organization, by-laws by November 2014 for AVMA. Then have 4 years to prove science of Herbal Medicine is valid.*

Need Update

- CITV update-need changes to arrangement. **[Barbara will send proposal]**

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 working? Cindy reports that *no one has offered to help.*
- Future Eco Tours
 - a. 2016 Plans – Discussed not repeating the same venues, but maybe some places in same geographic area. Lots of ideas, but need a plan. **[Laurie Future coordinator]**
 - **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
- International Herb Symposium 2015 **[CL: Laurie point person as my daughter may be graduating from high school that weekend.]**
- Ad in Integrative Veterinary Care Journal-free ad (teleconferences and dates; past teleconferences) but want content articles (wobblers-early Fall; **Ihor Basko** core article (TCM; acupuncture) **Barbara Fougere** (herbs), **Cindy** from historical literature).
- Tai Sophia – Laurie concerned with Tai Sophia direction. Admin putting herbal program on line. Discussions on hold. **[Laurie]**
- Bulk Herbs Discussion for AVMA. Believe herbs not involved issue, Bill Bookout/Beth Lambert prepare a statement if needed.