

VBMA Board Minutes July 8, 2013-9pm

Attendees: Cynthia Lankenau, Barbara Fougere Jasmine Lyon, Laurie Dohmen, Rob Silver, Ihor Basko, Beth Lambert

Next meeting: October 7, 2013 - 9pmET

- IVAS. New Orleans in May. Barbara arranged for VBMA a table. Went well. Fair amount of excitement. One new member.
- International Herb Symposium Report-Went well. 40 people signed up. Up 25%. May only want only 4 speakers in future instead of 7 this year. Think will work better. We can then compensate our speakers. Should have made \$185 per attendee to put toward speakers. VBMA pays for travel & food. Currently speakers donate time.
- CITV update-need changes to arrangement. Barbara will send proposal.
- Teleseminar Program
 - a. Results from June 12 Teleseminar Barbara Fougere-Advanced Materia medica for geriatric animals: 41 participants (37 current members; 4 non-members; 2 new members. 15 bought cd's. Total Gross \$2720; Total Expenses: \$1100; Net profit \$1620.
 - b. Remaining 2013 Seminars
 - Nov. 13 Scientific Discussion for relaxing animals Need Title: Suggestions Herbs for Behavioral Issues; broad topic better; [other: Herbs for the (very very) Nervous]: Valerian, Kava, Passionflower, zizifus. Ihor, Laurie, Barbara. Intensive Look at one herb or a constituent that is in several herbs, but why they are different.
 - Presenters must have PP to Jasmine 10 days prior
 - c. 2014-
 - Steve Marsden has already agreed to one at some point, on some topic;
 - 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.
 - Connie Di Natale-food therapy (possible)
 - d. VBMA approved for Raive CEU's
- Research Committee –
 - a. Bernie Fischer - research committee. Rob Silver to be a member of Research committee. Will contact Bernie and discuss strategy. This committee would handle the review process and make recommendations to the board. Bernie member of the Veterinary Comparative Respiratory Society (VCRS). They did their first grants this past summer/fall and gave out one \$5,000 award.
 - b. We reviewed cash amounts and said we could contribute smaller amount as Bernie had suggested (\$5000) or larger amount up to \$20,000 for a significant project.
 - c. Dr. Shen is doing a study on Lymphoma but seems to be fully funded.
- AHVMA-
 - a. Book exchange was not successful; Cindy wants to try again. Problem might have been transporting books to event.
 - b. Annual Meeting - Noon Saturday; green table cloth in lunch room. Agenda looks ok, send in any changes.
 - c. AHVMA Membership show special; Join within 2 weeks get 18 months.
 - d. Herb Walk update-Barbara Fougere and Cindy Lankenau to act as hosts of the herb walk. Need to co-ordinate drivers or cabs to site; Ricki Bozman is local person.
 - e. VBMA track guest speakers: Matt Wood & Ten Ji(?) Ethnobotanical person from Europe.
 - f. 2014 AHVMA
 - Set with speakers: Jeffrey Yuen and Kevin Spellman. We need their contact information and brief abstract before AHVMA-2013.
 - AHVMA questioned on VBMA Speaker choices. Review of issues thought it might be related to CE credits.
- Eco-tours
 - a. Ihor Update on Hawaii; March 10-17, 2014- Car rental, food, botanical gardens, speakers. Need cost. Need to have people start to make firm commitment at AHVMA-schedule.
 - Arrive on Monday. Tuesday group brunch – Cultural/safety orientation and slides. Hiking trails within 10-20 min of hotel. Wed - Oldest gardens; Kava ceremony. Thursday day off lots of ideas; Evening Ihor presentation. Friday other side of island; Sat-local farms community and seed exchange; Sunday evening – group dinner and music.
 - \$129 room rate; \$169 ocean view;
 - Are we offering scholarships and reduced rates?
 - Member vs. Non-member fee
 - Target 20-35 people.
 - Laurie motioned that VBMA handle organization subject to Amy willing to take on project; seconded by Ihor; motions carries by general consent.
 - b. 2014 "Ethno-botanical" retreat with David Winston 3 days May 27-29, 2014, just before Medicines of the Earth in May.
 - c. 2016 Plans – Discussed not repeating the same venues, but maybe some places in same geographic area. Lots of ideas, but need a plan.
 - Aegean Islands discussed for future with Patricia Kristie Howell.
 - Scotland/Ireland
 - Wales
 - Indonesia
 - Bhutan
 - Thailand-with Ed Smith
- Journal – Update. Refine look to be more professional. Bring in more elements of previous design.
 - a. Need more content. Case studies.
 - b. Solicit Ads for VMBA Journal: 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.
- Tai Sophia – Laurie concerned with Tai Sophia direction. Admin is putting the herbal program on line. Discussions on hold.
- Membership/Financial update;
 - a. Financials – actual vs. budget. Review amount for Research
 - b. Members currently 209; annual meeting advertising show special; new member AHVMA 18 months if join within 2 wks.

- Attrition – 40-50 people removed from list; but start to rejoin when they are removed & with follow-up Constant Contact.
- Question of whether we have automatic renewal. Jasmine said we would need a secure server to store credit card numbers
- c. Amy tracks why people joined. Reasons: Continuing Education, Member referrals
 - New idea: Offer 2 years at a time at a discount.
- d. Student Members
 - Student Chapter of AVMA contacts
 - Specific professors-try to get specific holistic lectures
 - VBMA Student Membership \$15; Chapter cost established at \$80.
- e. Mentor program which was requested by a few members. Cindy put on list serve; did not get a lot of response. Cindy asked on list serve 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.)
- Website-no issues.
 - a. Wiki –Cindy sending 1-2 a week; Amy puts up when time available.
- FACEBOOK Page - <http://www.facebook.com/pages/VBMA/145268985568718?v=wall>
 - a. Administrators: Laurie, Elaine, Susan, Jasmine.
 - b. Laurie said there were no issues.
- 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.
- 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).
- VBMA & Jade Institute joint Jeremy Ross Seminars- Jeremy Ross rescheduled to September 2013; topic skin.
- List Serve – Want more info. Rob agreed to write about medical marijuana for dogs for Spring Journal.
- Bulk Herbs Discussion for AVMA. Believe that herbs not involved in issue, but just in case Bill Bookout and Beth Lambert to prepare a statement if needed.