

VBMA Board Minutes *October 7, 2013*

Invitees: Laurie Dohmen, Cynthia Lankenau, Rob Silver, Jasmine Lyon, Ihor Basko, Beth Lambert, Amy Keane (guest)

Absent: Barbara Fougere

Next meeting: Jan 6, 2014 – 9 pm ET

- Review and approval of July Board Minutes. Cynthia Lankenau motion, Beth Lambert second; Motion passes by unanimous consent.
- Review and approval of Annual Meeting Minutes. Cynthia Lankenau motion, Beth Lambert second; Motion passes by unanimous consent.

Action Items Needing Discussion

- Eco-tours
 - a. Amy - Updated on Hawaii; March 10-17, 2014 - 15 attendees signed up; 8 Paid in full; 5 deposits. 14 at \$699 price; 1 at \$799 price. Passed break-even.
 - b. Laurie to send President's message; then Amy to follow up. Target 20-35 people.
 - c. 2014 "Ethno-botanical" retreat with David Winston 3 days May 27-29, 2014, just before Medicines of the Earth
[Cindy & Beth to check in with David]
- Website-no issues- Amy would welcome more content for website.
- FBOOK- <http://www.facebook.com/pages/VBMA/145268985568718?v=wall> Admins: Laurie, Elaine, Susan, Jasmine; making Amy an administrator.
- VBMA & Jade Institute joint Jeremy Ross Seminar. Cynthia Lankenau reported that 12 vets signed up but Jade Institute could not get "human side" attendees to sign up. Jeremy cancelled; needed 20 to make class work. Not sure if he will try again.
- Teleseminar Program - Jasmine reported – All presentation materials are due 7-10 days prior to the date of the talk. Raive applied for; registrations open-12 signed up; expect more at end. *Barbara and I still need to discuss the possibility of a webinar...how it works, run through a sample talk, etc.*
 - a. Remaining 2013 Seminars
 - Nov. 13 Herbs for the Nervous Animal: Valerian, Kava, Passionflower. Ihor, Laurie, Barbara. Intensive
 - b. 2014-
 - End January - Steve Marsden – Cindy to contact;
 - May - Rob Silver – Digestive: Probiotic, pre-biotics & herbs
 - August - 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 – Cindy motioned that VBMA pay \$250 stipend to get Julio's book translated. Second by Beth. Motion passed by unanimous consent.
- Membership/Financial
 - a. Financials – actual vs. budget. Beth Lambert reported that expenses are running ahead of projections, but most unplanned items have been authorized through votes. Cash accounts are sound and increasing. On track to a profitable year, final numbers will depend on success of upcoming teleconference.
 - b. Current Members Jasmine Lyon reported current membership is 222;
 - Annual meeting advertising show special; new member AHVMA 18 months if join within 2 wks. *Only 2 new members joined at AHVMA; poor placement of table in vendor area that most attendees did not get to see. And poor overall attendance at Vendor area. Most recent new members have 'rejoined' after saying their membership lapsed months/years ago (did they see the display table and it reminded them to renew - or did not attend AHVMA and were referred by a friend.)*
 - 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: Continuing Education, Member referrals
 - New idea: Offer 2 years at a time at a discount. *Jasmine is not comfortable with this at this point. If, at some future point, Amy and Jasmine change how we track members and store their information then that might be a possibility. Right now, we don't have the option of doing it any other way than by hand in an Excel spreadsheet. Jasmine does not want to deal with potentially 100-150 different renewal dates for our members. Even year to year, MANY members pay their dues twice, are unsure about deadlines, are unsure if they've paid (even though they paid days before). Jasmine thinks all it will do is create more confusion until we're able to upgrade how we handle dues.*
 - c. Student Members
 - Student Chapter of AVMA contacts
 - Specific professors-try to get specific holistic lectures
 - VBMA Student Membership \$15; Chapter cost established at \$80.
- Mentor program working? Cindy reports that *no one has offered to help.*
- AHVMA-
 - a. 2014 Annual Meeting
 - Set with speakers: Jeffrey Yuen and Kevin Spellman. Need contact information/brief abstract
 - 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.
- b. 2015 Annual Meeting – AHVMA new rules: 50% of all hours be accredited by RACE. Reducing time of tracks. Wet labs will rotate. VBMA will have only 6 hours and have to be credit worthy.
 - Laurie preparing a Counter-proposal to Nancy Scanlan for Board Approval
 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.
- Narda Robinson update
 - a. *Nancy Scanlan is working on posting the standards of what constitutes an herbalist and an expert herbalist. (You must be an expert to judge topics for RACE) Nancy has been incorporating the information from Barbara, Steve, Dr. Shen, Susan and is really doing a great job.*
 - b. *Not heard back from an inside source, except that things are very stirred up. No new legal threats.*
 - c. *Need to form the **College of Veterinary Herbalists**. It was Susan's follow up plan to the certification process. Cindy, along with her sister who is a lawyer, is writing up the articles and by-laws for Board review.*
- 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
- Journal –Refine look to be more professional. Bring in more elements of previous design. Jasmine reported that, *The last couple of times the Journal has been discussed, Laurie and/or Barbara were going to discuss changing the next Journal a bit with Carol. Jasmine has not heard from Carol AT ALL since the last journal. JL concerned that it was a little more than Carol was prepared for. She talked to her earlier in the Summer about what content she needed for the next journal, etc but conversation did not go any further. JL doesn't mind contacting her of course but thinks Laurie should talk to her and feel her out and make sure she's still on board - unless that's already happened recently.*
 - 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.

Need Update

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

Tabled for Future Discussion

- 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]**
 - Aegean Islands discussed for future with Patricia Kristie Howell.
 - Scotland/Ireland, Wales
 - Indonesia, Bhutan, Thailand-with Ed Smith
 - **CL:** Vicki Farthing had already done a lot of leg work in Wales, and great contact through Fiona at Bootlace tours
- 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.