

VBMA Board Meeting August 2, 2009

Attendees: Nancy Scanlan, Joyce Harmon, Cynthia Lankenau, Barbara Fourgere, Jasmine Lyon, Beth Lambert

Next Scheduled Board Meeting September 6 at 9pm

- Approval of Minutes –Motion to accept by Cynthia Lankenau; seconded by Joyce Harmon. Confirmed by unanimous consent.
- Annual Meeting preparation for September
 - VBMA Annual meeting set for - Saturday 1pm at the Lunch area. Notice to be sent out to listserve. Agenda needs to be developed.
 - VBMA Herb walk
 - Advertising the List serve – having interested attendees contact Jasmine and she will keep list;
 - Nancy to post on CAVM list and
 - AHVMA constant contact newsletter.
 - Location either at venue or nearby at State Park (transportation an issue)
 - Time: Friday 5 pm before AHVMA.
 - Free to members. Non-members - \$20 (half to Liz Hassenberg (sp?) and half to VBMA)
- President’s Quarterly messages reviewed schedule: End of August to include notes from last letter in March to current. Future Schedule: November, February, May
- Strategic Plan Discussion. Some changes were discussed and should be made via edits. Plan should be re-circulated and voted on at next meeting.
 - Target number of teleseminars- Start with 2 per year. Target to grow to 4 per year. Budget target \$3K confirmed.
 - Target of \$5k from Journal ads was discussed. We are currently not getting any revenue from ads, but we are not soliciting. Jasmine agreed to research ad rates from before. We have a targeted audience. AHVMA has ads in journal and on web site. We have lost most of the members in the Affiliates category. In past they had ability to advertise; without that many have joined as vets or herbalists. We discussed how to make this an effective program as we now only have an online journal. Perhaps a package of journal ad and web mention. Home page ads were discussed, but it was agreed that they might appear unprofessional on the home page.
 - Target of \$15k from Industry sponsorship was discussed and questioned whether this is a realistic goal in an organization where membership has been declining. How do we develop a package that is attractive to sponsors, given competing organizations also vying for their attention? Nancy discussed recent event in Georgia where Vetrascience was the sole sponsor and had direct access to vets. Barbara will send former sponsor package for us to review.
 - Membership – Plan discusses having 200 members by year end 2009; we have 130 currently; how do we achieve? Discussion revolved around communicating VBMA’s worth for the membership fee. Most of our members are long-time members. Most of the non-renewals were financial issues; a practice membership was discussed. Multiple emails under 1 clinic name were proposed. Education still brings people in; one of big reasons people are a member. Teleseminars are viewed as perhaps the most effective possibility of a membership drive.
 - Plan change - board communications are monthly
 - Plan discusses a bi-annual VBMA conference, but that is on hold right now due to RACE and overall economic issues. A workaround to RACE is developing; if a meeting is approved by a state, most but not all states will recognize. Idea to have conference in a state and apply for credits through that state; homeopathy group just did this in Delaware. Issue is where we will hold meeting. Discussion about why we have to go backwards. Narda Robinson

screens for RACE and continues to say how dangerous herbal medicine is; that it is not taught in Vet schools as part of regular vet curriculum. Vickie from IVAS used to get 90% of her course material through RACE; recently got 8 out of 23 items accredited. It was agreed that credits are more important for regular conferences than perhaps the online events, due to higher cost of hotel and travel. RACE is getting more active on denying credits for attended meetings than on the teleconferences. All attendance for conferences is down 30-50% due to economy. Discussion of Vet track at Herbal Conference. Potential track at International Herbal Conference, Gaia or AHG. Beth to talk to Donna Winston about International.

- Research is a goal. AHVMA committee is very active in screening projects. Started foundation to collect money. VBMA can donate with strings for just herbal research. Minimum of 5% percent (suggested) of cash surplus to research.
- Add to Plan: Advisory Board Composed of representative from different regions and/or different types of practices(See Below for draft from last year's annual meeting.
 - Board requirements:
 - Contribute monograph on herb for Wikipedia.
 - Contribute to listserv
 - Follow issues in order to preserve the ability to practice veterinary medicine with botanicals.
 - We do not have any discussion of Membership dues and categories. And there appeared to be no current reason to add it.
- Budget - Motion to accept with additions of Educational events and Research Donation as 5% of final net income by Cynthia Lankeneau; seconded by Joyce Harmon. Confirmed by unanimous consent
 - Member info continues to be added into Quickbooks so that dues reminders can be sent and invoices can be sent for next year's dues.
- RACE Update-Discussed above as part of Strategic Plan discussion, but also noted by Nancy that RACE had reworded web site and may be getting a bit more soft in language.
- Educational Events for members
 - Georgia VMA –event was taped. Revenue sharing will be finalized and CDs offered for sale.
 - Fall educational event – Steve Marsden seminar. Start planning, Beginning of November '09;
 - Committee – Cynthia Lankenau(agreed), Contact: Elise Holt, Jane Morse
 - RACE Credits or California holistic Vet Assn.
 - Date
 - Spring Teleseminar - End of March '10. Speakers?
 - Dr. Ihor Basko
 - November '10 – Speaker?
 - Symposium – Delayed until RACE settled
 - Paypal update: verification process completed? Discussed with Nancy needing 1-2 additional pages so that we can build Paypal 'buy now' buttons and insert them so that members can pay dues and members/non-members can pay for teleconferences.
- "Politics" & Advisory Board –
 - Discussion on Recent listserv exchange. Got a little personal, but eventually did turn into positive.
 - Advisory Board (see below): Ihor Basko - WE. Other past members Susan Wynn – SE (will be busy until next year with Master Program), Rob Silver – WE?; Need MA, NE, SE, MW
 - Advisory Member Duties:
 - Answer consumer questions
 - Adding herb content to Wikipedia. We discussed the importance of a deadline as content is not forthcoming.

- Follow issues in order to preserve the ability to practice veterinary medicine with botanicals. We discussed reviewing the list and submitting names for nomination to Advisory Board.
 - Regions (Identify possible Advisory Board members)
 - West Coast (Should Colorado be MW or SW, not WE?)
 - Mid West
 - SouthWest
 - New England
 - South East
 - Middle Atlantic
 - Practice (Need info)
 - Food chain animal medicine (specific issues-more national) – Hugh Karreman nominated and will be approached.
 - Equine (regional)
 - Small animal (regional)

Motion to adjourn by Joyce Harmon; seconded by Cynthia Lankenau
Minutes submitted by Beth Lambert

Note for Review: This was from minutes of the annual meeting-Oct '08.

Advisory Board Position Details:

VBMA recognizes that many members are the top experts in their field and that the diverse knowledge of these experts may not fully utilized to benefit veterinary medicine and the public, the press and the veterinary profession on the issues related to veterinary herbal medicine.

As the public face of the VBMA, Advisory Board panelists may be asked to peer review papers submitted for publication through our website, and review grant proposals. The Advisory Board may also be asked from time to time to render an official opinion on contentious issues facing the association or veterinary herbal medicine in general. The Advisory Board will copy the Executive Director on all replies that represent the association, but would not be expected to carry our routine communication usually managed from the Association office, such as dues reminders, membership concerns, etc.

Members will be nominated by the Executive Board on the basis of their recognized expertise in the fields of Western, Traditional Chinese and occasionally, Ayurvedic Medicine. Terms are limited to 2 years for each member, and after the first term, will be staggered. Minimum requirements for service on the Advisory Board include:

- a. 5 years in herbal practice
- b. Experience teaching veterinarians and veterinary students, as well as the public
- c. Submission of 1 herb per quarter for VBMA's herbal wikipedia

All non-veterinarian members will be evaluated by the executive Board to determine experience and knowledge. Those members may be asked to submit materials.

Advisory board panelists will be listed in a place of honor in every journal on our letterhead and on our website. In appreciation for their service as models for veterinary herbalists, they will not pay VBMA dues for the term of their service.