

## **VBMA Board Meeting Minutes – January 31 at 8pm US-ET**

**Attendees: Cynthia Lankeneau, Jasmine Lyon, Beth Lambert**

**Absent: Nancy Scanlan, Joyce Harmon, Barbara Fourgere**

**Note: We did not have a quorum, but decided to discuss the issues, develop motions and request a vote. Both Cynthia and Beth are in favor of the proposed motions. If this is a vote via email, we need unanimous participation and unanimous consent to pass these motions.**

**There are 5 items that require immediate votes. To pass via email they must be unanimous.**

- Affiliate Memberships/Membership questions
  - Bill's affiliate membership request for VBMA.
    - **Motion by Beth; Seconded by Cindy** to pursue developing a reciprocal affiliate membership with VBMA. Work with Bill to develop an agreement that might serve as a template to consider working with other organizations. Agreement to define reciprocal benefits of membership.
      - **Vote 1:**
  - Other affiliate membership requests (Arose from Gary Le Mon applying for Affiliate membership but not fully up to standards): Barbara's suggestion to encourage those to improve herbal standards while protecting the VBMA's from promoting not so great products
    - **Motion by Beth; Seconded by Cindy** to establish guidelines for any businesses that join VBMA as an affiliate that they follow the NASC safe harbor guidelines, the US laws applicable to human dietary supplements for labeling, marketing and GMPs or the appropriate laws applicable to their class of products in the country in which the business operates.
      - **Vote 2:**
    - **Therefor** the response to Gary LeMon would be that we would consider his company for affiliate membership if he could show compliance with the above standard. Currently the items regarding Cancer and Diabetes on his website would be regarded as out of compliance.
  - Open Questions: Review the price for affiliate membership and the benefits we would offer.
    - Can they attend Teleseminars? We have only solicited/allowed vets to date.
    - Can they post to listserv with proper identification of their company affiliation?
- **Motion by Beth; Seconded by Cindy** to recommend that Susan Wynn represent VBMA at NASC annual meeting. She is currently the only member to be able to fit it into her schedule. (Consider asking her to join Hue's committee when established. See below.)
  - **Vote 3:**
- **Website** –Website access has been a problem for over 2 months. Neither Nancy nor Jasmine has not been able to access website to make changes on lead in page or in the body of the site. Marsden sponsor Kan Herbals never received public acknowledgement on website as was reflected in our agreement
  - **Motion by Beth; Seconded by Cindy** that we switch service provider to more user friendly such as Herb Growers and Marketers Network.
    - **Vote 4:**
- **Teleconference**
  - Spring educational event – Nancy Scanlan, Topic: Treatment of arthritis/spondylosis without using NSAIDs
  - Date: Wednesday, April 7
    - Sponsor suggestions?

- Fall educational event – Ihor Basko
  - November (need to get date)- Treating Anemias in Dogs and Cats with Chinese and Western herbs.(This could also include horses if audience is interested.
  - Anemia topic was slightly favored; both had strong interest
  - Sponsor: Genesis Ltd (Beth to confirm with Bill Bookout)
- **Discussed allocating budget for Constant Contact event management system** so that we could tie in our paypal account and give automatic responses.
  - **Discussed with Constant Contact.** As a 501c3 organization we could sign on for 6 months at \$168 (\$189 if we cannot produce proper documents); or 1 year at \$294 (\$358 if we cannot produce proper documents). This would give us access to
    - Email
    - Survey
    - Event management (with Paypal payment link)
  - **Motion by Motion by Beth; Seconded by Cindy** that Jasmine Lyon contact Constant Contact and get us signed up. This way we can also do our voting via the survey module and have a record as Nancy indicated that AHVMA does.
    - **Vote 5**
- Website updates continue to be a problem. See above. Marsden sponsor Kan never received public acknowledgement on website as was reflected in our agreement
- Georgia VMA –CDs should have been ready for sale around Nov/Dec. **Need update from Nancy. Consider outsourcing.**
- **VBMA Outreach Committee** Hue's offer to be part of outreach Committee. Agree great idea. **Cynthia to contact** to have him develop description and perhaps contact AHVMA group to see how we can interact with their group on botanical issues
  - AHVMA (Laurie S. Coger, DVM is AHVMA Outreach Committee Chair) – notes from her email
    - AHVMA Outreach email list is set up. Those interested in >being one of the 5 - 7 core, active members are invited to join, as >well as those interested in serving in an "advisory" capacity.
    - >[http://health.groups.yahoo.com/group/AHVMA\\_Outreach/](http://health.groups.yahoo.com/group/AHVMA_Outreach/)
- Herbal research funding request on Urinary cancer by **Dr. Williams' proposal**
  - We discussed that in light of the fact that we only have a small amount of funding for research goal, our goal should be as discussed previously, to support the AHVMA Research efforts on studies that focus on botanicals. We should direct the requestor to approach the AHVMA and submit their request for review by their research committee. **Cindy will communicate that message to Dr. Williams.**
- Herbal Walk at AHVMA – Time set as 3pm Friday afternoon due to timing of potential keynote speaker for AHVMA on Friday evening, walk would have to be earlier. Consider having Mark Haverkos – work with us to lead walk. Cindy acting as liaison
- Tee shirt – agreed that contest might be difficult to carry out, but idea could be good. So it should be reviewed as a business decision and potential fund-raiser when we have all of the financial facts.
  - Beth to ask her marketing manager to cost out tee shirts
  - Jasmine cost out design with local artist that has done work for her practice.
- Incorporation/Tax status
  - Jasmine reported that she received a letter from IRS saying that she would receive another letter about tax status determination.
- Strategic Plan-Cynthia agreed to work with Beth to update the Plan so that we could present a revised plan for adoption by the Board.
- Financial – Jasmine agreed to circulate year end financials so that we could preparing Budget for 2010 in light of Strategic Plan and economy

**Other Topics for next meeting:**

- Government & NGO Updates – Nancy updated us on the Race Situation
  - RACE Situation
  - Regional Issues – We discussed replicating this model in other states, especially the New England States.
- Annual Membership Meeting – review timing for next year
- Marketing/Outreach Ideas:
  - Facebook?
  - Twitter?
- Symposium – Rosemary Gladstar is interested in having VBMA have a track at the International Herb Conference
- Nancy's work with RACE update