

VBMA Board Meeting July 2012- Agenda

Attendees: Cynthia Lanckenau, Barbara Fougere, Nancy Scanlan, Jasmine Lyon, Laurie Dohmen, Beth Lambert

Absent: Hue Karreman

- New president elect in September- Welcome Laurie Dohmen
- April Board Meeting Minutes – need approval. Motion by Nancy Scanlan, seconded by Barbara Fougere to approve April 2012 Board Meeting Minutes. Motion passed by unanimous consent.
- NASC changes in leadership
 - a. Barbara Fougere will develop sending Bill Bookout a Certificate of Appreciation from VBMA.
 - Certificate of Appreciation: The Veterinary Botanical Medicine Association thanks Bill Bookout for his invaluable contributions to advancement of Veterinary Herbal Medicine during his service as President of the National Animal Supplements Council.
 - b. Need to meet new Director-see if she is coming to AHVMA. Beth to find out if she is coming to AHVMA
- AVMA Code of Ethics-Bill Bookout contacted Elizabeth Curry Galvin (AVMA) & they will review. Beth waiting to hear from Bill for updates.
- Any updates on CIVT's VBMA connection going well. Barbara sent \$800 to VBMA from CIVT. Chinese Herbal Medicine Post Graduate degree; Western Herbal Medicine is coming up. Beginners' course will be repeated. People taking individual modules.
- Barbara talking at Auburn University; they are showing keen interest in herbal medicine.
- Kava website that used us as a promotion? Still there: <http://www.nakamalathome.com/kava-kava-knowledge/> Cindy has been contacting them but they cannot find the reference. Any action?
 - a. Nancy Scanlan suggested that we contact their ISP to see if we can get them to take it down.
 - b. Beth Lambert suggested that we contact the Better Business Bureau
 - c. Jasmine suggested a letter that details the actions we could take.
- IVAS Ireland Aug 2012. Barbara, incoming President, Cynthia Lanckenau to speak on ruminants. VBMA display.
 - a. IVAS CIVT-We passed Motion that IVAS and Chi Institute grads (all 6 of herbal modules) receive a 15% discount for their first year of VBMA membership subject to Jasmine being able to set up a method consistent with our electronic payment system. If that does not work, send letter to graduates to tell them about VBMA benefits. Get our tri-fold to be in program hand-outs. A reminder for all board members to have tri-folds when they speak. Motion by Barbara, Second by Laurie to rescind previous motion and develop other direct strategies for outreach. Passed by unanimous consent.
- Teleseminar Program
 - a. **June 19.** Nancy Scanlan: synergistic effects of various supplements with herbs.
 - Nancy did a great job.
 - 46 attendees-mostly VBMA members; 3 new members
 - Many purchased audio files
 - Approximate total gross income \$6000-7000
 - Expenses: Approximately \$700-800 (est.)
 - Great work by Amy the web designer to support Jasmine.
 - b. **Nov 13** Joyce Harmon equine metabolic syndrome, Lyme. Not on Web; Jasmine to get it added.
 - c. Discussion about packaging multiple for a discount. Current numbers are small. No need to discount yet. Something to investigate in the future.
 - d. Discussed having an advanced teleseminar whether it be advanced info on a specific topic (like what Steve did with the cancer talk) or just the opposite of an intro to herbs course...an advanced herbs seminar). A comment we get at least 1 or twice just about every seminar is "it was a little basic" or "looking for more in depth information". Jasmine observed from feedback that some members are really craving an herb intensive.
 - e. Timing 2013– January, June, Early November
 - Panel of 3 people (Steve, Nancy, Cindy). Discussing a specific case & how they would treat. Cancer and skin are two big issues; chronic diarrhea or IBD also.
 - Barbara Fougere– Materia medica on selected herbs from small animal and equine perspectives.
 - Scientific Discussion Intensive look at one herb or a constituent that is in several herbs, but why they are different.
- White Paper revision Motion by Laurie, seconded by Nancy to approve the White Paper on Use of Animals in Botanical Medicine and to authorize posting to the website.
- Eco-tour
 - a. 2012 Spain report [nice slide show on our Facebook page.] – wonderful experience for attendees.
 - b. 2013 Local Native American/Domestic herbal retreat proposed. Cost and time away from practice are challenge. Discussion about mini-weekend retreats. Mark Haverkos might have some ideas and contacts with Sioux Indians in South Dakota.
 - c. 2014-5 Hawaii (Ihor Basko)
- AHVMA conference- set except final details of herb walk
 - a. Herb Walk: Cindy - taxi set up. So far 15 people have signed up. Can accommodate up to 50 people. Patricia Howell will go with us. Nancy recommended that sign up be with AHVMA and occur when people register for conference. AHVMA will collect money at the desk for us. Attendees should meet at registration desk.
 - b. VBMA Track Speakers: Dr. Xie and David Winston; Need better co-operation with AHVMA conference committee, they have put all of their herbal speakers in direct competition with our speaker track.
 - c. Annual meeting-Lunch on Saturday. **[NEED AGENDA]**
 - d. Certification exams – no one signed up yet. Laurie suggested more info needed for website.
 - e. New Idea - VBMA book exchange at next AHVMA conference.
 - f. Tee Shirt Sales – best at events
 - g. Chi Institute - Dr. Xie about a way we can introduce ourselves to Chi graduates. Cindy still trying to work with recruiting with Chi institute grads. Very little overlap with VBMA. Will talk with Dr. Xie at AHVMA Conference.
- 2013 AHVMA- Jeffery Yuen (essential oils) contacted but has not committed; Matt Wood interested.
- Website –

- a. VBMA Tee Shirts – Need pictures for websites. Still need website set up, now buyers need to send size to Jasmine and pay through Paypal. Jasmine selling tee shirts for \$20. Sweatshirts on Sale: Hoodies \$30 and Sweatshirts \$22. Dark green only. Laurie suggested kid's sizes for next year.
- VBMA & Jade Institute joint Jeremy Ross Seminars- Jeremy Ross Oct 26-29. Need to add to website.
- Journal - Next issue will be out soon; Need new Editor; Karen will help on overlap. Cindy sent letter to Lisa Holt. Put on listserv as paid position. Laurie to contact Betzy Bancroft.
- Membership renewal;
 - a. Jasmine will contact Amy to see if we can we track why people joined. Jasmine suggested a drop down box for choices.
 - b. Cindy will give away a copy of Elementary Herbiology for whoever has donated the most volunteer hours in education.
- Tee Shirt Sales –best sales at shows
- FACEBOOK Page - <http://www.facebook.com/pages/VBMA/145268985568718?v=wall> Nice Spain slideshow.
- Financial – 2st Quarter Results vs Budget 2012. . Dues are running ahead of budget. Conference fees are 59% of budget, but Nancy's event is not in and we have one more upcoming event. Total Expenses are 42% of budget. Dues have been collected for the year so the Income number is high relative to budget, but it appears that even if expenses for the second half of the year are equal to the first half, we should come in ahead of budgeted income. The Balance Sheet is very clean and compared to year end 2011, the major change is the increase in cash.
- International Herb Symposium
 - a. Hue and Cyndi starting to solicit speakers
 - Dr Xie, Bruce (wants to make up for last year), Joyce, Cindy
 - Travel, Lodging & Food Taken care of by VBMA
 - Lodging by Rosemary
- RACE update
 - a. AHVMA has put together tracks that they are confident that will get RACE approval. AHVMA has reapplied to RACE for provider status (we had it but dropped it) but have still not heard back. Until we are a provider we can't submit anything to RACE
 - b. Alabama Vet Association going to co-sponsor meeting and should be able to get accepted by state board for credit as with California. Strategy to work with state boards. AL state association president is fine with co-sponsoring our meeting, but their executive director now wants a bunch of paperwork to approve this.
 - c. Oregon has submitted content to RAIVE instead of RACE and got approved. Trying to get other states to look at RAIVE, but except will be a slow process.
 - d. Will submit teleconference to RAIVE. RAIVE costs are less expensive. Organization has to be an approved provider. Cindy will contact Patricia Baley to determine how VBMA can become an approved provider. Jasmine to fill out application.
 - e. AAVSB is getting a new executive director in September, who is concerned about the RACE controversy. TX state board thinks this is good news (and so does not want to talk to AHVMA about approving our meeting, until they see what happens with RACE).Nancy will make presentation to AAVSB after September meeting.
- Ad in Integrative Veterinary Care Journal
 - a. Nancy will contact Publisher (Redstone Media) to do an interview article about VBMA. Nice people who want to bring Integrative Care to all Vets.
 - b. Jasmine will find out the Cost of Ad. Note Webinars.
- AHVMA Journal – Jasmine brought up the issue of an ongoing VBMA ad and asked Nancy how we get it back in.
- Review Strategic Plan to see if we are on track needed for next meeting. Beth to send to Board members.
- October 8 set for next meeting.