

VBMA Board April 2 Minutes (Note meeting was postponement of Jan 2018 mtg.)

Attendees: Rob Silver, Ihor Basko, Rona Sheridan, Cynthia Lankenau, Beth Lambert, Jasmine Lyon

Absent: Barbara Fougere, Amy Keane

Set Meeting Dates for: 2018 – Spring, Summer, Fall

- Review and approval of October Board Minutes. **Motion** by Rob Silver, Second by Rona Sheridan. Vote by passed by unanimous consent
- Annual Meeting Review – What worked and what did not
 - a. Herb Walk difficult in urban setting.
 - Could have done a bus to another location.
 - Hard to find our own VBMA people
 - Got people Annual General Meeting.
 - Organized for our meeting
 - VBMA Tract successful – AHVMA if speaking for >3days pay travel and per diem. Need to stay for attracting new people.
 - ACVBM got done the day before.
 - Discussion about staying with AHVMA or going off to another event already happening with ACVBM
 - Advantage to staying AHVMA/working event with our EcoTour
 - b. Have our own conference combined with one or more other smaller groups in 2020? (AVH-Ann Schwartz liaison, ACVBM, IVAS)
- Herbal Certification (Need to narrow down expectations, when documents are due, etc.)
 - a. Seems like changes a lot. No official notification.
 - b. Grandfathered review – Ihor, Barbara
 - c. Taken exam – grandfathered into a 3 year period to submit case reports.
 - Joyce, Rona, Hue, Chris, Laurie
 - d. Develop Committee to review reports to get more certification.
 - e. Need Certificate - Jasmine
- Scholarship Awards-
 - a. One essay submitted. Number of students interested through Jasmine contacting them about their student memberships.
 - Student Memberships up to 14 - Jasmine to list student memberships
 - b. Joan Poster is inquiring about an endowment fund or other opportunities for up & coming herbalists (I believe she is wanting to donate again)
 - c. Refocusing Scholarship Program to engage Vet Students
 - Cash award – no strings attached. Free membership 2 years.
 - Why do you want to use Herbs in Your Future Veterinary Practice? Is there an experience that you have personally had with herbs that has engaged your interest?
 - 2 -\$500 scholarships awarded for Herbal Education
 - Board discussing increasing size of scholarship award
 - Call for applications for next year's award
- Journal Update- Report from Amy; Ads
- Website & Twitter Update- Report from Amy about rankings and statistics.
- AHVMA
 - a. 2018 – Florida: Chris Hobbs and Guido Masse
 - b. 2019 - Susan Wynn?
 - Cheryl Schwartz & Connie diNatalie-Fasting and detoxification strategies-coordinator Ihor; Food as Medicine-coordinator-Ihor
- Teleseminar Program – Review and discussion of any program issues.
 - a. 2018
 - Feb 2018 Vet Panel (Ihor Basko, Cindy Lankenau) on how to treat Wind Damp Cold Arthritis
 - 35-40 people

- b. Essential Oils – Nancy Brandt 5/2
- c. Tues/Wed after July 4th – Cheryl Schwartz and Claire Middle
- d. Ihor/Connie – End of Nov
- e. Exotics – Next year – Toxic herbs for birds?
- f. Large Animal Talk (Nov/Dec 2019) – Hue or Joyce Respiratory Diseases for Winter?
- Future Ideas:
 - a. Dr. Kayla Golan – Exotics & avian Annual Presentation-with panel of vets on how to treat a specific issue. Ideas:
 - b. Cheryl Schwartz – future possibility
 - c. Large animal, organic, general talk on herbs-beginners talk, traditional usage, detox - protocol
 - d. Topics relating to problems seen in the season...Spring/ Allergies; Summer/ Skin, etc.
 - e. Skin Disease
 - f. Cancer
 - g. Herbalists: Brigit Mars, Eric Yarnell
 - h. Several Herbs and what makes them useful in formulas.
 - i. Erin Bannink –Herbal approaches to oncology patients
 - j. Melissa Shelton – Essential Oils
 - k. Nancy Scarzello – Mushroom expert. Laurie contacting.
 - l. Cindy can do respiratory disease with western herbs. Based with cows but can shift it to include canine distemper and feline snotty chronic nasal stuff
 - m. Botanicals in avian/ xotic species – Rob Silver contacted David McCluggage & Kayla Golan
 - n. Top Ten from Vet Practice news on Insurance payout: Allergies, Skin Problems, UTI in Cats, Cancer Lymphoma
- Eco-tours Future [Goal – make profitable; cover expenses of org with slight premium]
 - a. 2018 - Early May David Winston will conduct weekend ethno-botanical event for NY holistic vet group in 2018. VBMA welcome. 23 signed up. CINDY
 - b. Spring/Summer 2019 - Other ideas from previous/annual meetings:
 - Rona – Canada - Niagara wine region; retreat center - endangered plants, wild plants. Summer 2019
 - New Zealand – Ihor – Winter 2020
 - Vicki Farthing – Scotland; Wales contact through Fiona at Bootlace tours - CINDY
 - Vickie - Virginia Beach Herbalist– Laurie Dohmen contact (farm to table, medicine making)
 - Mexican Herbalist – Rob Silver
 - Elaine – Australia with IVAS
 - Iceland, British Royal herb garden, Chile, Tibet, Galapagos, Tahiti, Noni farm
 - Aegean Islands with Patricia Kristie Howell
- Financials/Members/Investments in Scholarship and Research –
 - a. Budget/Performance
 - 2017 Year End Results
 - 2018 Budget – **Motion** by Rona S, Second by Rob Silver. Vote by passed by unanimous consent
 - b. Evidence based educational program – Sponsored by VBMA proposed by Barbara Fougere for students to engage undergraduates. Cindy Lankenau to assist. Need for help in answering students questions. Not Discussed; Report at next meeting.
 - c. Ad in Integrative Veterinary Care Journal- ongoing. Cindy writing.
 - d. Current Members (Jasmine update)
 - Total Active Members 213 Active members current.
 - 9/2017 were 239 vs 8/2016 were 222
 - Student Members need more recruiting, but have increased to 14 from 10.

- Retired Member discount?
 - Extend 50% off to Don Griffin
 - Discuss at next meeting - 65 or over; retired from practice;
- Businesses
 - Interested should be directed to advertise in Journal
 - Non-Vet Members need to agree not to “advertise” VBMA membership to promote their profession
- Ideas from Amy (repeat for review):
 - Poll our current members: what membership benefits they utilize, what they could do without, and what they'd like to see more of.
 - More teleseminars, if cost effective or other learning opportunities for members and non-members. (Jasmine update) The issue with having more is finding the speakers, which has been difficult lately. We would need to create a speaker committee (2 person minimum – Cindy being 1).
 - Addition of case reports and white papers to the member site, indexed so they're easy to find (we could make this a poll question to see if the interest is there). We have great case reports, but they're all in the Journal and it's not being read by all our active members.
- e. Research Committee Update Report
 - Carvel Tiekert Matching Grant \$15,000 - Ask Amy to note in our Journal.
 - Rick Palmquest proposed study for herbs as alternative to heart worm preventatives based on Cindy's case work but not submitted. Ihor to contact
- International Herb Symposium
 - a. 2019 –Cheryl Schwartz, Cindy Lanckenau, Rona Sherabin, Joyce Harmon
- New Business –
 - a. Request from Dr Nancy Brandt to consider merging the VBMA with her group of Veterinary Aromatherapists. <https://www.memberplanet.com/vmaa>
 - Membership numbers (is web accurate?)
 - Membership? Are all members Vets?
 - Mission? And how does it fit into VBMA's mission?
 - How does she see the 2 organizations working together? Staff? Board?
 - What member services do they currently provide? Who will continue to provide?
 - And for later, if we are interested:
 - Membership dues
 - Financial picture

Non-Action Items

- FBOOK Admins: Laurie, Elaine, Susan, Jasmine.

Feb 2018	989 Like; 991 Follow
April 2017	827 Like; 818 Follow
Jan 2017	782
Jan 2016	513
Jan 2015	328

Tabled for Future Discussion

- Potential Fundraising for Members in Need-C. Lanckenau and R. Silver asked to bring proposal for a Giving Circle fund - would be a separate fund specific for a member or situation in need.
- Private FB Page– not going to pursue at this time due to active listserve and 2x work to keep updated.
- RACE update – Inactive because we did not have approved content in last 5 years; not approved currently. Wait and see for change. Some state orgs giving VBMA credit. Approved for Raive CEU's
- Mentor program - Cindy reports that some have offered to help.