

**VBMA Board Meeting: Wednesday April 8 at 8:30pm; Next Meeting July15 at 8:30pm ET**

**Attendees: Laurie Dohmen, Cynthia Lankenau, Rob Silver, Barbara Fougere, Beth Lambert, Jasmine Lyon, Amy Keane**

- Review and approval of January Board Minutes. Minutes omitted as attachment. Recording subsequent review and vote by email. On April 10, 2015 motion to approve January Minutes by Robert Silver, seconded by Cynthia Lankenau. Motion passed by unanimous consent.
- Journal Update—**Amy**. Thinks we should do twice a year instead of quarterly. Don't have enough material. Need advertising to cover costs. Aiming for mid-Summer, closer to August so can take to annual meeting. Challenge getting content. Still getting a feel for how busy everyone is and scheduling. All in agreement
- Website- Google Metrics update reviewed by **Amy**. Report is attached.
  - a. Main Site
    - 44% of traffic from referrals from other site; 28% by direct; organic search 26%; low on social media.
    - International presence
    - Good rankings Most 1<sup>st</sup> page; Many 1sts; others are between 2-5.
  - b. Member Site
    - With 210 members, site is a bit underused. Amy to send email when new content
    - Main use is in herbal wiki; Amy planning on redoing wiki pages as a pdf file for easier access. Eventually will prepare wiki as a single document.
    - Second most access is editing their own member listing form and sending in
    - Other areas
      - Practitioner white papers
      - Journal
- Lindsey Haseltine – Motion to accept as member by Cyndi, Beth seconded. Motion passes by unanimous consent.
- Board Member Search – Discussion of potential new board members to fill Incoming President's seat which will be vacated by Rob as he assumes the President seat.
  - a. Suggested Candidates - Laurie to Approach and request a statement of why they would like to be on Board so they can be ranked by Board for vote:
    - Cornelia Wagner-worked with through eco tour; did all pics
    - Keilyn Scott-Young up and coming herbalist; AZ; active on list serve.
    - Rona Sherebrin-Canadian; good herbalist, Past President Canadian acupuncture group
    - Ihor Basko-Lot of experience
    - Zack Scheurich- Young up and coming herbalist; MO
  - b. Review of Board Member Duties so that document can be sent to perspective members and discussion of letter of understanding of duties to be signed by Board Members.
    - 1 Year Incoming President; 2 Years President; 1 year Past President
    - President's Message after every board meeting (Quarterly and after AHVMA)
    - Administrative Issues and work with Jasmine
    - Contribute to the List serve
    - Promote the teleseminars
- Teleseminar Program – Review and discussion of any program issues.
  - a. 2015-
    - March 3: Lyme Protocols for Horses - Joyce Harmon. Report **JASMINE**
      - 32 attendees (average is 40, but was targeted to equine)
      - No new members
      - Profitable
    - Upcoming:
      - Rob Silver – Use of Medical Marijuana early July 21
      - Botanicals in avian and exotic species – Rob Silver to approach
        - a. Kayla Golan
        - b. David McCluggage
      - 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?**
- Membership/Financial [JASMINE SALARY INCREASE]
  - a. Financials – Review on Quarterly Performance relative to Budget
    - Laurie to send an email about reviewing Jasmine's compensation.
  - b. Current Members
    - Update: Current Members 205. (Regular members: 190, Developing Country: 1, Lifetime Members: 2, Multiple Members: 8, Student: 1, New Grad: 3.) I removed 42 members for non-payment. This is average. Approximately 25% of these will re-join in the coming month or two. I will be sending out our normal "sorry we lost you, would you like to rejoin now" email soon. Of the members I heard from: There were 2 members that were no longer at their given practices and chose not to renew and there were ~4 that did not renew due to finances. The majority typically just are not active on the listserv and are not regularly checking the email(s) I have. Many times people use a special email for organizations and listservs they belong to and when overwhelmed, these can go unchecked for long periods of time.
    - Student Members Update
    - Scholarship- We need more students interested before we increase amounts. Hope that free membership increased student participation so we can expand program. Need to get word out to have plan to get success.
  - c. Potential Fundraising for Members in Need.
    - Cynthia Lankenau and Rob Silver asked to bring proposal for a **Giving Circle fund that would be a separate fund specific for a member or situation in need.**

- Rob to contact AHVMA to find out about their fund raising effort with matching funds. Checking to see if we participated, what kind of restrictions we could put on funds for herbal research.
- d. Ad in Integrative Veterinary Care Journal- Jasmine report on going back to group to let them know we are interested in extending if we knew how we could track success.
- International Herb Symposium 2015 moving ahead; conference almost sold out.
- AHVMA
  - a. 2015–VBMA has 1 day; (if AHVMA approves speaker, pays 100%; if not VBMA pays, but AHVMA has split option.)
  - b. Update: American College of Veterinary Botanical Medicine (ACVBM) first annual conference October 16, 2015.
    - 6 hours of lectures from members of college, ends 4 PM, for VBMA herb walk.
    - VBMA members have \$30 discount
    - Signe has sponsors to pay for cost of speakers' room
  - c. Need to find speakers for 2016
- Research Committee Update Report–Rob to approach AHVMF to discuss how we can work together.
  - a. Lauren Adelman – University of Tennessee residency student requesting financial support.
  - b. Rick Palmquest proposed study for herbs as alternative to heart worm preventatives based on Cindy's case work.
  - c. Press Release about availability of funds. Talk to put in AHVMA journal; VBMA journal. Potentially to vet schools and other research organizations. Will discuss with Bernie about best places to post.
- Eco-tours Future – Lorie update
  - a. Set for Peru for 2016; Laurie to follow-up at HIS; contact has own program 10-12 people max.
  - b. David Winston, British Royal herb garden
  - c. Other ideas from annual meeting: Tibet, Whales, Galapagos, Peru. From Previous Meetings:
    - Washington State around IVAS
    - Dr. Xie Mongolia in Sept 2016
    - Ihor – Northern Utah in spring.
    - Chile
    - Noni farm, Botanicals **CL**: Vicki Farthing done a lot of leg work in Wales, and great contact through Fiona at Bootlace tours
    - Vicki - Scotland/Ireland, Wales
    - Elaine – Snow leopards in Southeast Asia
    - Aegean Islands discussed for future with Patricia Kristie Howell.
    - Indonesia, Bhutan, Thailand-with Ed Smith
- New Business How do we interact more with International vets through CIVT and IVAS?

#### Non-Action Items

- Julio's book translation – (Cyndi) Moving slowly forward, hopefully summer.
- FBOOK- <http://www.facebook.com/pages/VBMA/145268985568718?v=wall> Admins: Laurie, Elaine, Susan, Jasmine.

March 2015	356
Jan 2015	328
Oct 2015	313

- VBMA certification exam
  - a. Barbara Fougere proctoring upcoming exam. When date finalized will be put on listserve
  - b. Exam needs updating; Laurie willing to take on after she sits for exam.

#### Tabled for Future Discussion

- Insurance - Beth to send info Jasmine from Laurie and contact info for Kathy Francis.
- 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
- Mentor program - Cindy reports that some have offered to help.
- Holistic Horse –Laurie sent counter proposal based on IVT article. Never heard
- *Cindy formed **American College of Veterinary Herbalists** to create Board Specialty &/or 2<sup>nd</sup> tier of VBMA Diplomat member.*
  - a. *Need chartered diplomats as organizing committee who will be grandfathered in (long time, publisher, instructor)*
  - b. *Need to set requirements for Grad level courses, exam, residency*
  - c. *Am College of Vet Nutrition has path to an Alternative residency.*
  - d. *Need organization, by-laws by November 2014 for AVMA. Then have 4 years to prove science of Herbal Medicine valid.*

#### REQUEST

First Name \* Lauren  
 Last Name \* Adelman  
 Email \* [ladelman@utk.edu](mailto:ladelman@utk.edu)  
 Phone (include international code)  
 I am a \* Veterinarian  
 Enquiry Type \* Other  
 Enquiry or Comment I was wondering if you knew of any agencies that provide grant money for integrative medicine based clinical research. I performing a study utilizing Yunnan baiyao for my residency research and am looking for funding resources. Thanks!  
 How did you find out about CIVT? Online search  
 Would you like to subscribe to CIVT's newsletter? No