

**VBMA Board Meeting May 4 at 8:30pm**

**Attendees: Rob Silver, Laurie Dohmen, Barbara Fougere, Cynthia Lankenau, Ihor Basko, Beth Lambert, Jasmine Lyon**  
**Reports Filed: Amy**

**Next Meeting: July 27 at 8:30**

- Review and approval of Jan Board Minutes. **Motion** by Laurie Dohmen, Second by Barbara; motion carries by unanimous consent
- Journal Update-
  - a. Report from Amy. She would like feedback and see note below from her under Speaker Section
    - Laurie Dohmen motions to make Cindy Lankenau – Chair of Outreach Committee; seconded by Beth Lambert; motion carries by unanimous consent.
  - b. Ads- AHVMA; Rob contacted 5 people; only 1 ad in Journal. Get Amy to give us deadline for next Journal. Cindy to discuss on listserve for peer to peer advertising..
- Website & Twitter Update- full report from Amy [**REPORTS SENT SEPARATELY-note animals on landing page**]
- AHVMA
  - a. 2016-Columbus Ohio -
    - Rona Sheridan to speak.
    - Herb Walk - Paul Strauss's right hand man: Chip Carroll – ginseng expert; IVAS interested in giving CE credits for Herb Walk.
    - ACVBM: Jeffrey Yuen speaker
  - b. 2017 – Richard Mandalbaum RH(AHG)-Confirmed
- Eco-tours Future [Goal - slightly profitable; should cover any expenses of organization with slight premium]
  - a. June 2016 Washington State. 23 Attendees; Projecting Profit-*Possible amendment to budget – see below*
  - b. 2016 Peru- Registration closed March 1. Dr. Jill Stansbury taking care of all details.
  - c. 2017
    - United Plant Savers Sanctuary –Laurie in discussions with Paul Strauss- Equinox Botanicals; meeting in June. 6 weeks on either side of IHS.
    - Iceland – Second week in July 2017 possible – Cindy investigating mini-tour or extended for future.
    - Vicki Farthing - Scotland/Ireland, Wales; Wales; great contact through Fiona at Bootlace tours
  - d. Other ideas from previous/annual meetings:
    - Virginia Beach Herbalist– Laurie contact (farm to table, medicine making)
    - David Winston, domestic eco-tour – Cindy.
    - British Royal herb garden?
    - Dr. Xie Mongolia
    - Chile, Tibet, Galapagos.
    - Noni farm
    - Elaine – Snow leopards in Southeast Asia
    - Aegean Islands with Patricia Kristie Howell.
    - Indonesia, Bhutan, Thailand-with Ed Smith
- Teleseminar Program – Review and discussion of any program issues.
  - a. Spring 2016 Report Barbara Fougere - Chicken talk went well.
  - b. 2016-Upcoming:
    - David Winston - Adaptogens
    - Greg Tilford
    - Annual Presentation-with panel of vets on how to treat a specific issue. Barbara Fougere to see if we can use CITV platform.
  - c. Future
    - Erin Bannink –Herbal approaches to oncology patients
    - Melissa Shelton – Essential Oils
    - Dr. Kayla Golan – Exotics & avian
    - Cheryl Schwartz – future possibility
    - Nancy Scarzello – Mushroom expert
  - d. Future
    - Barbara Fougere to connect her colleague, Karen Becker, with Jasmine and Amy to coordinate using CITV platform with webinars.
    - Cindy Potential Ideas:
      - 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
      - Botanicals in avian and exotic species – Rob Silver contacted David McCluggage & Kayla Golan
      - Large animal, organic, general talk on herbs-beginners talk, traditional usage, detox protocol
      - 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.
- Financials/Members/Investments in Scholarship and Research –
  - a. Review Performance and budget; **AMEND BUDGET FOR POSITIVE INFLOW FROM ECOTOUR from Amy Projections: Increase Income by \$8395 and Expenses by \$4000; Motion by Beth Lambert; second by Barbara Fougere; passed by unanimous consent.**
  - b. Ad in Integrative Veterinary Care Journal- ongoing. Cindy writing. Update?
  - c. 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. Report at next meeting.
  - d. Scholarship- (Cindy update)
    - Getting to the students has been difficult
    - Twitter approach discussed. Students probably follow own vet schools
  - e. **Current Members JASMINE NEED UPDATE**

- 241 active members; 8% increase over last year; projecting 5% increase next year; steady sustained growth.
- Other organizations/clubs email their members a current 'member contact list' at the beginning of the year. Is this something we should be doing or do our member prefer to remain more anonymous?

- **Review of voting process for non-vet members**

- Student Members need more recruiting. (Cindy update)
  - Jodie Joseph and Margot are the leaders; have been active but I think all busy with school to actively write for the scholarship.
  - CITV technology - webinars/lunch arranged for students interested in herbal medicine?
  - Cornell students interested (10 at Dr. Xie's presentation at Cornell)
    - a. Would like lunch webinars
    - b. Trial with Cornell Students on H&A Platform
- Businesses
  - Interested should be directed to advertise in Journal
  - Non-Vet Members need to agree not to "advertise" VBMA membership to promote their professional
- Ideas from Amy reviewed:
  - a. **Motion: Beth; Laurie second.** Poll our current members and ask what membership benefits they utilize, what they could do without, and what they'd like to see more of. (Jasmine update) We can easily create a poll via Survey Monkey but we will need to pay for the upgraded version. To date, we've only used their free version and it wouldn't be adequate for something more in depth like this.
    - 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.
- f. Research Committee Update Report
  - Rob working with AHVMF for ideas.
  - Rick Palmquest proposed study for herbs as alternative to heart worm preventatives based on Cindy's case work but not submitted.
  - Ask Amy to note in our Journal.
- Discussion about accuracy on listserve; concern that any comments that are needed are corrected.
- New Business
  - a. How do we interact more with International vets through CITV and IVAS?
    - Cross-posting on email lists of these organizations?
    - Invite for membership with a small discount if members of IVAS and/or CIVT

Motion to Adjourn: Laurie seconded by Beth.

#### Non-Action Items

- Julio's book translation – (Cyndi) Translator pooped out. Cyndi will try herself with Google Translation
- FBOOK- <http://www.facebook.com/pages/VBMA/145268985568718?v=wall> Admins: Laurie, Elaine, Susan, Jasmine.

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| Jan 2016   | 513 |
| Sept 2015  | 449 |
| March 2015 | 356 |
| Jan 2015   | 328 |
| Oct 2014   | 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

- 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.
- Private FB Page discussed– not going to pursue at this time due to active listserve and double work to keep updated.
- Insurance - Jasmine has Kathy Francis and Joel Ellis info. Joel sent me a questionnaire to fill out to determine if we need liability. From what we've discussed, it doesn't appear that we need it but I will get back in touch with him again to follow up.
- 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
- International Herb Symposium 2017.