

VBMA Board Meeting August 17 at 8:30; next Board Meeting; January 18.
Attendees: Rob Silver, Barbara Fougere, Cynthia Lanckenau, Ihor Basko, Beth Lambert, Jasmine Lyon, Amy Keane
Absent: Laurie Dohmen

Next Meeting:

- Review and approval of April Board Minutes. **Motion** by Barbara, Second by Ihor. Passed by general consent.
- Scholarship Awards- Review of applications resulted in
 - a. **Motion** by Ihor, Second by Beth To award \$500 scholarships to 2 candidates:
 - Erica Ancier - Western University of Health Sciences, CVM, Class of 2018.
 - Essay Topic: "Herbal Medicine: How Could We Possibly Synthesize Something That Heals Better Than Nature Itself?"
 - Iina Valkeisenmaki (DVM Student at University of Helsinki, Finland. Also in the MSc program of Chi Institute. Beginning CVCH studies this autumn; very interested in studying Western herbs).
 - Essay Topic: "The emerging science of herbal medicine - from tradition to the potential role of herbs in solving some chronic conditions in veterinary medicine"
 - b. Motion passed by general consent by attendees. Lauri Dohmen had supported Erica Ancier by email vote, but motion passed at the meeting changed to support of 2 candidates. General discussion about publicizing. We also discussed increasing the size of the scholarship awards to encourage more interest.
- Journal Update-
 - a. Report from Amy; deadline for submissions for next Journal Sept 15; Publish 1st week in Oct. Need more submissions especially case studies and a day in the life.
 - b. Ads- AHVMA; Board will solicit ads again during conference.
- Website & Twitter Update- report from Amy about improved rankings and statistics.
 - a. Twitter – lots of students following. Discussion to talk up scholarships.
- AHVMA
 - a. 2016-Columbus Ohio -
 - Rona Sheridan to speak.
 - Hoping to have a room for meeting. Need Agenda
 - Herb Walk - Chip Carroll – ginseng expert; IVAS CE credits for Herb Walk.
 - ACVBM: Jeffrey Yuen speaker for 6 hours on TCM herbs, followed by the VBMA herb walk and dinner. Evening meeting with be Jeff Chilton, a Canadian Mushroom producer and expert; meeting sponsored by RxVitamins.
 - b. 2017 – San Diego. Richard Mandalbaum RH(AHG)-Confirmed and accepted by AHVMA.
- Eco-tours Future [Goal – make profitable; should cover any expenses of organization with slight premium]
 - a. 2016 Peru- Registration closed March 1. Dr. Jill Stansbury taking care of all details.
 - b. 2017
 - United Plant Savers Sanctuary –Laurie discussing with Paul Strauss-Equinox Botanicals; UPS/Paul Strauss ecotour: meeting with him the day after AHVMA ends.
 - Vicki Farthing - Scotland/Ireland, Wales; Wales-great contact through Fiona at Bootlace tours
 - c. 2018
 - David Winston will conduct an weekend ethno-botanical event for the NY holistic group in early May 2018. VBMA is welcome to join; the NY group will be financially responsible for the event.
 - Iceland – Cindy does not think 2017 will work out for Iceland as the contact will be finishing up at IHS; but potential for even-numbered years. Cindy will scope it out in 2017.
 - d. Other ideas from previous/annual meetings:

- Vickie - Virginia Beach Herbalist– Laurie contact (farm to table, medicine making)
- Elaine – Australia with IVAS
- British Royal herb garden?
- Chile, Tibet, Galapagos.
- Noni farm
- Elaine – Snow leopards in Southeast Asia
- Aegean Islands with Patricia Kristie Howell.
- Indonesia, Bhutan, Thailand-with Ed Smith
- Tahiti, Galapagos,
- Teleseminar Program – Review and discussion of any program issues.
 - a. 2016 Report – David Winston seminar went well. Used new technology. \$2500 profit. Expenses \$900. We got several new members. Increased price to \$70 for members.
 - b. 2016-Upcoming:
 - Greg Tilford – herbs for supporting the liver in October.
 - Annual Presentation-with panel of vets on how to treat a specific issue. Ideas:
 - Skin Disease
 - Cancer
 - 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. Laurie contacting.
 - 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
 - Budget on track; Cash reserves increased.
 - Discussion on increasing our scholarship program by increasing \$size
 - b. Ad in Integrative Veterinary Care Journal- ongoing. Cindy writing.
 - 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- Still a challenge to attract attention
 - e. Current Members
 - Review of voting process for non-vet members
 - Student Members need more recruiting. (Cindy update)
 - “Crash” the AHVMA student lunch to promote student lunch & learn. Need a flyer to give to students.
 - Zach and Margot are the leaders; have been active but I think all busy with school to actively write for the scholarship.
 - 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 (repeat for review):
 - a. From last meeting: Motion to 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.
- Dawn Boothe at Auburn interested in CBD funding for dog research.
- 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.
- New Business – none discussed.

Non-Action Items

- 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 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.