

VBMA Board Meeting January 13 at 8:30pm

Attendees: Rob Silver, Laurie Dohmen, Barbara Fougere, Ihor Basko, Beth Lambert, Jasmine Lyon, Amy Keane

Next Meeting April 20 at 8:30 pm

- Review and approval of Sept Board Minutes. Motion: Barbara Fougere; Second Ihor; Motion Passed General Consent
- Journal Update- report from Amy.
 - a. Next issue end of February 2016.
 - Remembrance article of Kelly Ridgeway
 - Need Articles between 2-5 pages; pictures helpful
 - Would like to see contribution from Rob, Ihor & Barbara
 - Stefan and Astri both stated they would write up a Day in the Life;
 - Joyce Harman review of her class with Matt Wood & article about Jim from ABC that passed on this year.
 - b. Jasmine sent link PDF of Journal to members to improve readership. Discussed sending out link via constant contact so we can see who read; send out again to those that have not clicked.
 - c. Ads- AHVMA; Rob contacted 5 people; will continue to pursue.
- Website Update- full report from Amy
 - a. Members highest usage; but good hits from referrals from AHVMA, Susan Wynn, David Winston.
 - b. Increased traffic, but November weak month for members.
 - c. Rankings continue good. Please pass any ideas for increase on to Amy
 - d. Ihor suggested we need pictures of Animals for website
- Twitter
 - a. Tweet deck created so that board can send tweets showing up as VBMA tweets.
 - b. Followers increased from 37 to 43.
 - c. Amy will walk anyone through; we are following 148 organizations; added disclaimer to Twitter.
 - d. Colleges following us, added scholarship info.
- AHVMA
 - a. 2015–Susan Wynn herb walk went well; Laurie's talk well attended
 - b. 2016-Columbus Ohio -
 - Rona Sheridan to speak.
 - UPS trip too far. Laurie to see if Paul Strauss can come to talk and promote future UPS eco tour
 - ACVBM: Jeffrey Yuen speaker
 - c. 2017 – Richard Mandalbaum-Speaker proposed
- Eco-tours Future
 - a. Discussion of whether these events should contribute to funding the organization.
 - Goal now -should be slightly profitable; should cover any expenses of organization with slight premium
 - b. June 2016 Washington State. Ihor & Cindy on program. Donna Kelleher organizing local.
 - c. 2016 Peru- Laurie coordinating. Program 10-12 people max. Laurie to promo on website now holidays have passed.
 - d. Future
 - United Plant Savers Sanctuary
 - Virginia Beach Herbalist– Laurie contact (farm to table, medicine making)
 - David Winston, domestic eco-tour – Cindy.
 - British Royal herb garden?
 - e. Other ideas from previous/annual meetings:
 - Dr. Xie Mongolia
 - Chile, Tibet, Galapagos.
 - Noni farm
 - Vicki - Scotland/Ireland, Wales; Vicki Farthing – Wales; great contact through Fiona at Bootlace tours
 - 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. Winter 2015: Steve Blake gemmotherapy – report
 - 36 registrants
 - Net profit \$1026
 - 2 new members
 - b. 2016-Upcoming:
 - Barbara Fougere - Spring: Chicken talk
 - Melissa Shelton – Summer: Essential Oils
 - Erin Bannink – Fall: Herbal approaches to oncology patients
 - c. Future
 - Cindy willing to be liaison/contact for procuring speakers. She would essentially do what she had been doing as past-president – reaching out to potential speakers.
 - 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. Reviewed Annual Performance and budget; Budgeting 5% increase in income from new members; expenses flat.
 - b. **VOTE** to approve 2016 Budget: Barbara Fougere; Second: Laurie Dohmen; Motion passed by unanimous consent.
 - c. Ad in Integrative Veterinary Care Journal- ongoing. Cindy agreed to continue to write

- d. Scholarship- (Cindy update) Marge Lewter sending out announcements to student clubs and all the deans offices, so at least the word will be out about the scholarship. (Jasmine update) We did have a handout available at our AHVMA booth but have not had any inquiries. Does Cindy have any vet school contacts we could email the advert too?
 - Getting to the students has been difficult
 - Twitter approach discussed. Students probably follow own vet schools
- e. Current Members
 - 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
 - **Business Membership Beth and Rob to propose revisions to this category.**
 - **See attachment from By-laws and constitution (attached to this email with additional language drafted by Rob for Affiliate membership category.**
 - **Associate membership- need clarity for membership**
 - Ideas from Amy reviewed:
 - a. 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 drafting letter to post about our research fund
 - Identifying where to post and post on website
 - \$20,000 in small chunks available for research
 - Rob working with AHVMF for ideas.
 - Rob-Dr. Roberto Cartinas. U of NE, Lincoln. Professor of Parasitology. Essential Oils – parasiticides. Hard to get attention
 - 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
 - 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: Ihor; second Beth. Thanks to Jasmine, Amy & Beth for their hard work.

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.

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 listserv
 - 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 listserv 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.