

## VBMA Board Jan 14, 2019

Invitees: Ihor Basko, Rona Sheridan, Cynthia Lanckenau, Jamie Moran, Beth Lambert, Jasmine Lyon

Absent: Barbara Fougere

Meeting Dates for 2019 8:30 pm ET –April 8, July 22

### ACTION ITEMS

- Approval of November Minutes. **Motion by: Rona, Second by Beth; Motion carries by unanimous consent.**
- Financials Budget/Performance
  - 2018 Results–Very positive performance: all expenses in?
  - **Motion** to Approve 2019 Budget: Rona, Second by Jamie; Motion carries by unanimous consent
  - To include **Scholarships: 1 at \$3000; and 2 at \$1000 each.**
    - *Specific call for submissions*
      - *Write essay why interested in Herbal Medicine*
      - Recommendations from faculty member at School attending-required
      - Additional voluntary supporting info: Research papers; articles been involved/contributed or volunteer experience, resume.
- Teleseminar Program – **Need Speakers**
  - 2018 – Attendees for last event around 20 people.
  - 2019 – Ihor – Skin issues
    - Cindy –Respiratory disease with western herbs.
    - Kendra Pope- Cancer (Cindy contacting)
    - Janice Hunterford – Herbs & Rehab/Post-Surgical Recovery (Rona contacting)
    - Steve Marsden?
    - Exotics – Next year – Toxic herbs for birds?
    - Large Animal Talk (Nov/Dec 2019) – Hue or Joyce Respiratory Diseases for Winter?
  - Future Ideas:
    - Botanicals in avian/ xotic species –David McCluggage, Dr. Kayla Golan – Exotics & avian Annual Presentation-with panel of vets on how to treat a specific issue.
    - Cheryl Schwartz – future possibility
    - Large animal, organic, general talk on herbs-beginners talk, traditional usage, detox - protocol
    - Topics relating to problems seen in the season...Spring/ Allergies
    - Cancer
    - Herbalists: Brigit Mars, Eric Yarnell
    - Several Herbs and what makes them useful in formulas.
    - Erin Bannink –Herbal approaches to oncology patients
    - Nancy Scarzello – Mushroom expert. Laurie contacting.
    - Top Ten from Vet Practice news on Insurance payout: Allergies, Skin Problems, UTI in Cats, Cancer Lymphoma
- VBMA - Annual Meeting- July 24, 2018 8pm on line. **Need Plan for Agenda/Marketing**
  - Retiring Members
  - Member of the Year? Special recognition
- International Herb Symposium
  - 2019 set–Cheryl Schwartz, Cindy Lanckenau, Rona Sherabin, Joyce Harmon
  - Engage members in what they want from VBMA
- AHVMA Sept 7-10, 2019 Nashville, TN
  - AHVMA Conference
    - Sponsoring keynote Greg Tilford for \$1000

- Speakers: Ihor -3 hours; Others: Kendra Pope, Connie – 3 hours, Fasting & detoxification strategies-Coord Ihor: Connie diNatalie?
- Herb walk Sept 6-4pm – Need leader and details ASAP; Check with Herbal Society of Nashville;
- Gary Richter exam at AHVMA. Room / Hotel Room compensation to proctor. **Motion by** Beth and second by Rona to pay for 1 night of Proctor's room and a stipend of \$100. Motion passes by unanimous consent.
- AHVMA –Announcement at the banquet - acknowledge our scholarship winners
- AHVMF support – Rona to contact to see how we could support.
  - 1 Free attendance at VBMA webinars
  - 1 Free attendance for eco-tour
  - Nancy Scanlan also suggested - having a seat on the foundation board. Interested but taking one step at a time. Might decide to do in future.
- Eco-tours Future [Goal – make profitable; cover expenses of org with slight premium]
  - Spring/Summer 2019 – 2019 INTERNATIONAL ECOTOUR: Aigas Field Center, Scotland's foremost center for nature study and wildlife holidays.
    - Registration open
    - 25 limit; 14 sign-ups already. Adults over 18 unless open spots.
  - 2020 – Update Meeting/ecotour in Pacific Northwest.
    - Spring or Fall (Halloween Mushroom Festival)
    - Limit to 25 people
    - There is a lodge to stay in houses and cabins to rent
      - Cabin - \$124 per nite and sleeps 2
      - Houses can sleep up to 6 and run about \$250 per nite
  - 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
- Poll Results – 50 respondents
  - Size
    - Large conferences – 2
    - Medium conferences – 20 (smaller more rural, natural setting)
    - Small – 25
  - Solo or Joint
    - Joint Conferences -30
    - Individual Conferences - 20
- Scholarship Awards-
  - Scholarship Program:
    - 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
    - Not discussed: Joan Poster is inquiring about an endowment fund or other opportunities for up & coming herbalists (I believe she is wanting to donate again)
  - Listserve Update only for Herbal Education. Other conversations should be off-list.

- General etiquette - every 6 months. Ihor to post.
- Herbal Certification - Grandfathered review – Ihor, Barbara
  - Taken exam – grandfathered into a 3-year period to submit case reports.
    - Joyce, Rona, Hue, Chris, Laurie
    - Committee to review: Ihor, Cindy; add as other pass
  - Need Certificate – Jasmine
- Journal **Update**–next targeted for \_\_\_? **[Amy]**
- Website & Twitter Update
- Members/Investments in Scholarship and Research –
  - 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.
  - Ad in Integrative Veterinary Care Journal- ongoing. Cindy writing.
  - Current Members (JASMINE UPDATE)
    - Total Active Members Steady; Webinars bring in new memberships
    - 9/2018 were 236 vs 9/2017 were 239
    - Student Members 17 vs 10 (2017)
    - 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.
- Research Committee Update Report – no real updates
  - Rick Palmquest proposed study for herbs as alternative to heart worm preventatives based on Cindy’s case work but not submitted. Ihor to contact
- VBMA vs. ACVBM – discussion about content coordination. Both organizations should put what they want on their websites; open to posting suggested info on case by case basis.
  - New Business
    - Tee Shirts – Rona - site that will take care of printing & Fulfillment if we upload logo.

**Non-Action Items**

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

Jan 2019	1026Like; 1032 Follow
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. Lankenau 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.

**Note from Jasmine about scholarships:**

Regarding scholarships, we reimburse when they purchase something, which none of them have. Certainly we can discuss paying them the funds up front but I think then we need to require a more meaningful essay submission. That was something I was going to possibly mention even now, do we want to essentially "give" the money away or require a more formal essay - and if so we need to have better topics than what we've had up until this point. If we want to not really require any more than a simple submission, then we can keep doing what we're doing and I can even just send the entire amount in a check for them to do with what they please. Below is an example of what is sent to each winner.

*I wanted to follow up with you regarding your scholarship submission. You were awarded \$500 as "Winner #2" in our essay contest. You may use this money toward webinars, books, online classes, etc. If any of your purchases are from the VBMA, you won't need to pay first obviously. For purchases outside the VBMA, you'll need to purchase them and be reimbursed when you send a receipt to this email address. Please include an address for me to send a check or (preferably) and PayPal email address.*

**Use of Award Money:**

**The recipient of the educational scholarship may use their award money for any AHG (American Herbal Guild) event or class by a RH (AHG), and any CIVT, Chi, IVAS, VBMA or equivalent veterinary herbal class. Alternatively, the funds may be used for the purchase of herbal books, VBMA CDs, teleconference registrations or similar educational events. Note: There is no expiration date for monies awarded so you can use it on future continuing education needs!**

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