

**VBMA Board Meeting: July 21 at 8:30pm ET Next Meeting September 30 8:30pm**

**Attendees: Cynthia Lankenau, Rob Silver, Barbara Fougere, Beth Lambert, Jasmine Lyon**

**Absent: Laurie Dohmen**

**Reporting via email: Amy Keane**

- Review and approval of April Board Minutes. Motion to approve by Barbara Fougere, seconded by Rob Silver. Motion passes by general consent.
- Journal Update- report from Amy. Good portion of the Journal done and think enough material at this point, will accept more. Deadline is July 24<sup>th</sup>. Hope to publish prior to the end of July or the first week of August. If later will change the name from Summer to Summer/Fall edition.
- Website- report from Amy
  - a. I recently added a photo gallery to the website for pics that I don't have or need a designated page for, such as IHS, plant photos, that sort of thing. Submissions are welcome. <http://www.vbma.org/vbma-photo-gallery.html>
  - b. After reviewing Phil's input and plans to add his info the Herbal Wiki a bit at a time, I changed gears and decided to make it web based instead of PDF files (which are difficult to copy from and edit). There will most likely be a 'print this page' option as well, so those who want a hard copy can do so easily without printing header, etc. I've come up with a cohesive, simple design and so far have all the A's and B's completed, but they are not live. The rest will follow as time allows.
  - c. Google Metrics update
    - Pleased with the increase of time on site for the member area, which was a whopping 4 minutes and 04 seconds in May, then 2 minutes and 44 seconds in June (up from around a minute previous months). This indicates that members are using the member area, which is great.
    - For the main site, both our new user and returning user numbers are steadily increasing. Also great.
  - d. You'll see in the synopsis that we lost all of our historical site data when our host upgraded servers (this did not affect Google analytics, however). Thus, I was unable to update several areas of the excel file. Disappointing, but stuff happens and it's better in the long run to have a more secure server for our files.
- Board Member Search Update
  - a. Reviewed candidates.
    - Choice: Ihor Basko-Recommended by unanimous consent. Laurie or if she is not available, Rob to contact.
      - Rona Sherebrin-out until next time
      - Zack Scheurich- Young up and coming herbalist; MO; interested, but never responded
      - Cornelia Wagner-worked with through eco tour; did all pics; no response
      - Keilyn Scott-Young up and coming herbalist; AZ; active on list serve; no response
  - 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.
    - 2 Years Incoming President; 2 Years President; 2 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
- Membership/Financial
  - a. Financials – Review on Quarterly Performance relative to Budget
    - Raise for Jasmine
    - Positive net income. Teleseminar will add to bottom line. Good cash balance.
  - b. Scholarship- No applicants yet. We need more students interested before we increase amounts. Hope that free membership increased student participation so we can expand program. Need plan to get word out to get success.
    - Cindy to contact Marge at AHVMA to potentially see if there are students who are interested in herbal medicine that we could give scholarship
    - CITV technology to see if webinars/lunch could be arranged for students interested in herbal medicine.
  - c. Current Members Update from Jasmine
    - 219 active members
      - Breakdown:
        - a. 1 Developing Country
        - b. 2 Lifetime Members
        - c. 8 Multiple Members
        - d. 3 New Grad Members
      - Non-veterinarian Members:
        - a. 9 Associate Members
        - b. 2 Vet Students
    - CITV Changes – Add NOTES FROM BARBARA
    - Student Members Update
    - Business Membership/Affiliate membership- **Beth and Rob to propose revisions to this category.**
  - d. 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.
  - e. Ad in Integrative Veterinary Care Journal- ongoing. Jasmine to report on tracking.
- Research Committee Update Report–
  - a. Rob to approach AHVMF to discuss how we can work together.
  - b. New Committee Member– Rob proposed. Roberto Cartinas. University of NE, Lincoln. Professor of Parasitology. Interested in herbal medicine. Essential Oils as parasiticides in animals. Barbara and Cindy support participation.
  - c. Rick Palmquest proposed study for herbs as alternative to heart worm preventatives based on Cindy's case work.

- d. 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.
- e. Ask Amy to note in our Journal.
- Teleseminar Program – Review and discussion of any program issues.
  - a. 2015-Upcoming:
    - Rob Silver – Use of Medical Marijuana early July 21
      - \$3240 total income (includes those that registered for recording only, something not included in previous teleseminars totals b/c we did not offer this option during sign up)
      - Total expenses: ~\$600: Speaker: \$250, Jasmine: \$150, Telspan: (typically \$200?)
      - Net profit: ~\$2640
      - Registrations
        - a. 55 total registrations
        - b. 46 attended live
        - c. Of those that attended live, 11 purchased a recording
        - d. 9 purchased a recording only (did not attend live)
        - e. 4 non-member registrations, only 1 of the 4 elected to become a VBMA member
      - Positive Feedback
    - Ideas for future: Large animal, organic, general talk on herbs-beginners talk, traditional usage, detox protocol
    - Botanicals in avian and exotic species – Rob Silver to approach
      - Kayla Golan
      - 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?*
- International Herb Symposium 2015 Report – Broke even to made a little income. Rosemary suggested more topics open to non-vets: Nutrition, home cooking, diets.
- AHVMA
  - a. 2015–Well set. Herb walk signed up 17-18. Limit to 25. Found location. Beth unable to attend. Cindy to help with minutes at meeting.
  - b. Update: American College of Veterinary Botanical Medicine (ACVBM) first annual conference October 16, 2015.
  - c. 2016-Rona Sheridan to speak.
- 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. Washington State around IVAS-going forward in June 2016. Rain forest location. Good lineup of teachers
  - c. David Winston will still do one for us, domestic eco-tour in the future, but needs us to organize as he is too busy
  - d. British Royal herb garden
  - e. Other ideas from annual meeting: Tibet, Whales, Galapagos, Peru. From Previous Meetings:
    - Dr. Xie Mongolia in Sept 2016
    - 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 CITV and IVAS? Domestic EcoTour hopefully opportunity.

#### 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 listserv
  - 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.