

## **VBMA Board June 4, 2018 Minutes**

**Attendees: Ihor Basko, Rona Sheridan, Rob Silver, Cynthia Lankenau, Beth Lambert, Jasmine Lyon, Amy Keane**

**Absent: Barbara Fougere**

**Set Meeting Dates for: 2018 –Next Meeting October 1 at 8:30pm**

- Review and approval of April Board Minutes. **Motion** by Rona Sheridan, Second by Beth Lambert. Motion by passed by unanimous consent.
- Journal Update– completed by end July; Ad revenue will cover journal costs for 1<sup>st</sup> time; next targeted for October. Submissions by mid-September.
- Website & Twitter Update-Few more student followers on Twitter. Students on Tumblr; set up Instagram for Eco tour pics; send in pics.
  - Website will look to make more mobile friendly in future.
- AHVMA
  - 2018 – Florida: Chris Hobbs and Guido Masse – set up
    - Need herb walk sign up.
    - AHVMA marketing materials
      - Need Annual Meeting Sat Oct 6<sup>th</sup> – 6pm and
      - Herb Walk Oct 4-5:30.
  - 2019 – Sept 7-10 Nashville, TN
    - Susan Wynn? Ihor will check
    - Greg Tilford?
    - Fasting and detoxification strategies-Coordinator Ihor: Connie diNatalie?-
  - 2020 -
- Herbal Certification
  - Grandfathered review – Ihor, Barbara
  - Taken exam – grandfathered into a 3 year period to submit case reports.
    - Joyce, Rona, Hue, Chris, Laurie – Jasmine to send reminders, including to Hue to let him know if he wants to use his book to submit a formal request
  - Committee to review:
    - Ihor, Cindy; add as other pass
  - Need Certificate - Jasmine
- Teleseminar Program – Review and discussion of any program issues.
  - 2018
    - May 2 - Essential Oils – Nancy Brandt
      - 30 attendees; 15 recordings purchased
    - June 11 – Cheryl Schwartz and Claire Middle – Food therapy15-20
      - Constant Contact – question whether getting through
      - List serve
    - Nov - Ihor/Connie
  - 2019
    - Exotics – Next year – Toxic herbs for birds?
    - Large Animal Talk (Nov/Dec 2019) – Hue or Joyce Respiratory Diseases for Winter?
  - Future Ideas:
    - Dr. Kayla Golan – Exotics & avian Annual Presentation-with panel of vets on how to treat a specific issue. Ideas:
    - 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; Summer/ Skin, etc.
    - Skin Disease
    - Cancer

- Herbalists: Brigit Mars, Eric Yarnell
- Several Herbs and what makes them useful in formulas.
- Erin Bannink –Herbal approaches to oncology patients
- Melissa Shelton – Essential Oils
- 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/ exotic species – Rob Silver contacted David McCluggage & Kayla Golan
- Top Ten from Vet Practice news on Insurance payout: Allergies, Skin Problems, UTI in Cats, Cancer Lymphoma
- 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; 4 sign-ups already. Adults over 18 unless open spots.
  - 2020- Have eco-tour combined with one or more other smaller groups in Eugene OR
    - (AVH-Ann Schwartz liaison, ACVBM, IVAS)
  - 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
- Scholarship Awards-
  - Update. Number of students interested through Jasmine contacting them about their student memberships.
  - 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)
  - Refocusing Scholarship Program to engage Vet Students
    - 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
      - Call for applications for next year’s award
- Financials/Members/Investments in Scholarship and Research –
  - Budget/Performance
    - 2018 Results to date on track.
  - 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 (No Change)
    - Total Active Members Steady; Webinars bring in new memberships
    - 9/2017 were 239 vs 8/2016 were 222
    - Student Members update
    - 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
  - Carvel Tiekert Matching Grant \$15,000 - Ask Amy to note in our Journal.
  - Rick Palmquest proposed study for herbs as alternative to heart worm preventatives based on Cindy's case work but not submitted. Ihor to contact
- International Herb Symposium
  - 2019 set-Cheryl Schwartz, Cindy Lankenau, Rona Sherabin, Joyce Harmon
- 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 – none discussed

**Non-Action Items**

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

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.