

VBMA Board Meeting Minutes

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

Next Meeting:

ASAP -We did not have a quorum and need to vote and get updates on Info listed below; We did have a meeting to review reports. Amy had us use our webinar platform so we could share reports. We had a bit of learning to do, but it was an interesting format.

Next regularly scheduled Board meeting August/September (before AHVMA)

Topics for ASAP Board Meeting

- Review and approval of January Board Minutes. **NEED VOTE.**
- Financials/Members/Investments in Scholarship and Research –
 - a. Approval of 2017 Budget; Review 2016 Performance **NEED VOTE.**
 - Negative Income projected for 2017 due to Research Donation from reserves.
 - 2016 very close to budget.
 - b. 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. **NEED UPDATE FROM BARBARA**
 - c. We need speakers for teleseminar program in order to make budget. **NEED IDEAS**
- AHVMA 2017 – San Diego. Richard Mandalbaum RH(AHG) **Update needed from Laurie**
 - a. Table – display: candy & seeds; try to get better location
- Eco-tour 2017 - United Plant Savers Sanctuary **Update needed from Laurie**
- New Board Member (President Elect) – Richard Palmquest & Donna Kelleher were discussed. **Need other ideas and to select someone.**

Reports on Other Topics

- Scholarship Awards- Update
 - a. Topic:
 - Discuss two herbs that could used safely in an integrative cancer program
 - b. Still a challenge to attract attention; increasing \$size?
 - No submissions yet.
 - Discussed targeted email
 - Cindy will keep pushing
- Journal Update- Report from Amy;
 - a. Had 2 advertisers
 - b. Website
 - 3 people looked at journal page on website
 - Good feedback on list serve on journal
 - Amy presented report on analytics – see attached.
 - c. Twitter Update-
- International Herb Symposium 2017-Cindy reported everything set up and ready to go
- Eco-tours Future
 - a. 2017- see above
 - b. 2018
 - David Winston weekend ethno-botanical event for NY holistic group in early May 3-5, 2018. Confirmed; VBMA welcome to join; NY group financially responsible.
 - 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.
 - c. Other ideas from previous/annual meetings:
 - Vicki Farthing - Scotland/Ireland, Wales; Wales- contact Fiona at Bootlace tours
 - Vickie - Virginia Beach Herbalist– Laurie contact (farm to table, med making)
 - Elaine – Australia with IVAS, Snow leopards in Southeast Asia

- British Royal herb garden?
- Chile, Tibet, Galapagos, Noni farm, Tahiti
- Aegean Islands with Patricia Kristie Howell.
- Indonesia, Bhutan, Thailand-with Ed Smith
- Teleseminar Program – Review and discussion of any program issues.
 - a. 2017-
 - Results: Greg Tilford – herbs for supporting the liver
 - 29 Attendees; 10 purchases recording; 1 new member;
 - Good talk. Lots of questions at end
 - Ideas for Speakers: Katie Kangus
 - Annual Presentation-with panel of vets on how to treat a specific issue.
 - Ideas: Skin Disease, Cancer
 - b. 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 - 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 –Additional
 - a. Ad in Integrative Veterinary Care Journal- ongoing. Cindy writing-discusses herb and update of VBMA.
 - b. Current Members - Jasmine Update
 - 206 members; 44 non-renewals
 - Student Members: 7; 1 converted to new grad membership
 - c. Research Committee Update Report
 - No new updates
- New Business

Non-Action Items

- FBOOK- <http://www.facebook.com/pages/VBMA/145268985568718?v=wall> Admins: Laurie, Elaine, Susan, Jasmine.

April 2018	827 Like; 818 Follow
Jan 2017	782
Jan 2016	513
Jan 2015	328

- 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-C. Lanckenau 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.
- Businesses
 - a. Interested should be directed to advertise in Journal

- b. Non-Vet Members need to agree not to “advertise” VBMA membership to promote their profession
- Ideas from Amy (repeat for review):
 - From last meeting: Motion to Poll our current members: what membership benefits they utilize, what they could do without, and what they'd like to see more of.
 - b. 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.