

VBMA Board Minutes Oct 1, 2018 at 9:00pm 1-800-791-2345 code 86578
Attendees: Rona Sheridan, Rob Silver, Cynthia Lanckenau, Beth Lambert, Jasmine Lyon
Absent: Ihor Basko, Barbara Fougere, Amy Keane
Meeting Dates for 2019 8:30 pm ET – January 14, April 8, July 22

ACTION ITEMS

- Review and **approval** of June Board Minutes. Motion by Rob Silver, Second Beth Lambert. Motion passed by unanimous consent
- Scholarship Awards-
 - Applications: Dayna Locitzer-Cornell University, Ashley Shaw-University of Georgia, Rebecca Haber - University of Wisconsin-Madison
 - **Winner** - Dayna Locitzer-Cornell University
 - Award scholarship: Ihor Basko, Rona Sheridan, Rob Silver, Barbara Fougere Beth Lambert (Unanimous vote via email)
 - Motion by Rob Silver to increase the scholarship to Dayna for her outstanding entry to \$750, Second by Beth Lambert. Motion passes by unanimous consent
 - **Winner 2** Rebecca Haber - \$500 . Motion by Rob Silver, Second Beth Lambert. Motion passed by unanimous consent
 - **Winner 3** Motion to create a 3rd Scholarship for Honorable Mention - \$250 Motion by Rob Silver, second by Beth Lambert; passed by unanimous consent –award to Ashley Shaw
 - 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)
- Reviewed Annual Meeting Agenda
- Herbal Certification
 - Grandfathered review – Ihor, Barbara
 - Taken exam – grandfathered into a 3-year period to submit case reports.
 - Joyce, Rona, Hue, Chris, Laurie; **Hue's book to be reviewed at AHVMA**
 - Committee to review: Ihor, Cindy; add as other pass
 - Need Certificate – Jasmine
- Financials Budget/Performance
 - 2018 Results to date –
 - Budget on track for positive performance.
 - Only major category off is Membership. Jasmine reports that we should make our budget.
 - Membership numbers even with last year overall; students up to 17
 - Ahead of Budget in Income, but still need to account for Eco-Tour expenses.
- Listserve Discussion to keep the listserv only for Herbal Education. Other conversations should be off-list. Will discuss at Annual Meeting and reminder notice to the Listserv after annual meeting.
- Discussed need for liaison between AHVMA and VBMA to discuss presence at Annual Meeting.
- Rob Silver – discussed giving over his last year of Past President to Cindy Lanckenau or to a member who would like to be mentored by Cindy. Suggestion to approach Kris August to be mentored by Cindy. Conclusion is that Rob will continue to serve while others contacted. Cindy expressed her interest in remaining a non-voting member.

INFO – UPDATE ITEMS

- Journal **Update**—next targeted for October. Submissions by mid-September.
- Website & Twitter Update
- AHVMA
 - 2018 – Florida: Chris Hobbs and Guido Masse – set up
 - AHVMA marketing materials
 - Need Annual Meeting Sat Oct 6th – 6pm and
 - Herb Walk Oct 4-5: 30.
 - 2019 – Sept 7-10 Nashville, TN
 - Greg Tilford- 3 hours
 - Ihor -6 hours
 - Kendra Pope –
 - Connie – 3 hours
 - Fasting and detoxification strategies-Coordinator Ihor: Connie diNatalie?-
 - 2020 -
- Teleseminar Program – Review and discussion of any program issues.
 - 2018
 - June 11 – Cheryl Schwartz and Claire Middle – Food therapy15-20
 - Results
 - Dec 5 - Ihor/Connie – Mastering the Sense of Taste – For Food and Plant Identification
 - 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/ xotic 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; 14 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
- 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 (No Change)
 - 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
- 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
 - Tee Shirts – Rona - site that will take care of printing & Fulfillment if we upload logo.

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. 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.