

**VBMA Board Next Meeting January 13 at 8:30pm**

**Attendees: Laurie Dohmen , Cynthia Lankenau, Rob Silver, Ihor Basko, Beth Lambert, Jasmine Lyon**

**Absent: Barbara Fougere**

- Review and approval of July Board Minutes. Motion to approve by Rob Silver, seconded by Cynthia Lankenau. Passed by unanimous consent.
- Journal Update- report from Amy.
  - a. The Summer/Fall 2015 Journal was published last month, and based on site stats, the journal page that links to the PDF file was accessed 29 times. Which translates to only 29 members viewing it, or the others available. That's actually up by 12 since the last one was published, but if we have 219 active members and around 10% looking at it...they're either not interested, or they don't know about it. Next issue will be published in February of 2016, and I have some content pending. A world of thanks to Cindy, without whom the Journal would be very, very small. I hope she'll have time to continue to poke and prod and write after her time on the board is done.
  - b. Discussed in new business sending link or PDF of Journal to members to see if improves readership.
  - c. Board members will seek ads at the conference. We have one lined up for next time. Need price sheet to take to Vendors at AHVMA
  - d. Stefan and Astri both stated they would write up a Day in the Life;
  - e. Joyce Harman will write up review of her class with Matt Wood & article about Jim from ABC that passed on this year.
- Website Update- report from Amy
  - a. Everything is holding steady with the main and member sites (until we have a year over year it's difficult to determine if any downswings or upswings are random or if there's a pattern), though in this quarter we did see a huge increase in referral traffic for the main site (someone clicks a link) and a drop in direct traffic (when someone types the url), as well as a hefty uptick in social media traffic, up from .52% to 1.78%. Doesn't seem like much, but it's an all time high, and it tells us that we're being mentioned on social media more frequently, which is awesome. It looks like the majority is from facebook, which is on the list of our top referral urls for the first time since I started keeping records.
  - b. Link to Twitter discussed-good idea. Early November Laurie & Beth
  - c. Private FB Page discussed- not going to pursue at this time due to active listserve and double work to keep updated.
- Membership/Financial
  - a. Financials – Review on Quarterly Performance relative to Budget
    - Jasmine to help identify lapsed members for Board Members to meet up with at AHVMA
    - Teleconference numbers down
      - More choices as alternatives that we have as competition
      - VBMA needs to look at webinars; Jasmine investigating
      - CITV option; need to discuss if possible with Barbara
  - b. Scholarship- Update
    - Cindy not heard from Marge Lewter at AHVMA about advertising our scholarship with AHVMA's, but will see her at AHVMA and will ask directly
    - Cornell students interested (10 at Dr. Xie's presentation at Cornell)
      - Would like lunch webinars
      - Trial with Cornell Students on H&A Platform
    - Motion to Establish Student Committee by Beth Lambert, second, Cindy Lankenau. with Cindy Lankenau appointed as Chair. Motion passed with unanimous consent.
    - Alt: 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
    - Student Members need more recruiting.
    - Business Membership/Affiliate membership- **Beth and Rob to propose revisions to this category.**
    - Ideas from Amy reviewed:
      - Poll our current members and ask 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.
      - 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.
      - Build our resources section
  - 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 get update at AHVMA and find out about their fund raising effort with matching funds. Check 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. Cindy writing and questions whether another Board member should take over duty after she leave board.
- Research Committee Update Report-Seek new members at AHVMA. Recall that we can target up to \$20k for these projects.
  - a. Rob to approach AHVMF to discuss how we can work together.
  - b. New Committee Member- Rob proposed. Dr. 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:
    - Steve Blake (San Diego) had offered doing one on gemmotherapy (Mother Tinctures) in Dec. Cindy in contact.
    - Next seminar in March

- Ideas for next year:
  - learn about herbs to be seen on Eco-Tour
  - need high profile seminar (Barbara Fougere, Steve Marsden)
  - ask possible speakers at AHVMA
- Botanicals in avian and exotic species – Rob Silver:
  - Kayla Golan-not replying to emails
  - David McCluggage-No for now; open to lecturing in future
- Ideas for future: 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.
- AHVMA
  - a. 2015–Well set. Herb walk full. Cindy to help with minutes at meeting.
    - Jasmine has new VBMA apparel.
    - New! room for meeting – Laurie to publicize: get lunch and bring to room
    - Laurie will Introduce Board Members and turn meeting over to Rob.
    - Cindy to take notes
  - b. Update: American College of Veterinary Botanical Medicine (ACVBM) first annual conference October 16, 2015.
  - c. 2016-Columbus Ohio -
    - Rona Sheridan to speak.
    - VBMA field trip to UPS discussed as idea; another idea Paul Strauss to come to lead herb walk. Also discussed as idea for retreat.
    - ACVBM: Jeffrey Yuen speaker
  - d. 2017 - Need to start planning
- Eco-tours Future – Lorie update
  - a. Washington State around IVAS-going forward in June 2016. Ihor & Cindy working on org and program.
  - b. Set for Peru for 2016; Laurie to follow-up at HIS; contact has own program 10-12 people max.
  - 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
  - a. How do we interact more with International vets through CITV and IVAS?

**Non-Action Items**

- Julio's book translation – (Cyndi) Moving slowly forward.
- FBOOK- <http://www.facebook.com/pages/VBMA/14526898568718?v=wall> Admins: Laurie, Elaine, Susan, Jasmine.

Sept 2015	449
March 2015	356
Jan 2015	328
Oct 2014	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 Diplomate 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.*
- International Herb Symposium 2017.