

VBMA Board Meeting June Minutes 2011

Attendees: Cynthia Lankenau, Nancy Scanlan, Hue Karreman, Jasmine Lyon, Beth Lambert

Absent: Barbara Fougere

- IHS
 - Cindy projects it will at least break even and cover travel and lodging expenses, tentatively 20 plus have signed up for vet track,
 - Carole said that at least 20 other vets are going but did not sign up for the vet track
 - Certificates of attendance working on for areas
- Eco-tour looks like Spain, Susan is trying to finalize a potential plan.
- AHVMA-
 - Certification exams – should we grandfather knowledge as AHG did with some of the founding members?
 - Herb Walk - August 26. Dr. Ihor Basko
 - Annual meeting –Sat noon
 - Round table discussion on white paper and standard of practice –after herb walk on Friday night
 - Tee Shirt – unveiling on Sat Night
- Help for Jasmine when baby comes in August – does not expect to need help. August quiet time. First 2-3 months a year most busy.
- White Papers & Code of Practice review. Barbara sent copies. Initial will be done at AHVMA
- Other Educational Events
 - Seminars
 - Barbara Fougere –Review of survey sent to board members.
 - Hugh Karreman – December 6, 2011
 - Future Speakers
 - Steve Marsden
 - Susan Wynn
 - Nancy Scanlan
 - Joyce Harmon
 - Cynthia Lankenau
 - Ihor Basko
 - Mona
 - Others?
 - How to promote to conventional vets, CE credits through MA?
 - Jeremy Ross – Co-Sponsored event in 2011 with Jade Institute – On track
- Website
 - Amy working out well. Got downloads for last seminar to work. Good relationship.
 - Discussed need to develop a plan for the website to make attractive and functional Way to make VBMA come up more often; meta description inclusion helps. Add pictures to website. Links
 - Motion by Nancy Scanlan to accept Amy's proposal to redo the website; seconded by Hue Karreman. Passed by unanimous consent.
 - Open Items
 - How to put information is the wikipedia
 - Amy to set up link; Links – Policy currently to develop links as Member or Educational Resources
 - Barbara Fougere – Need link/ Barbara's webpage says 10% discount for attendees, but here is what we passed:
 - 5% go to VBMA, any funds to VBMA would be for general purposes; 5% discount VBMA members and for the Advanced course \$150 to VBMA and 5% discount for VBMA members; motion passes by general consent.
 - VBMA will co-brand our CIVT's Getting Started with Western Veterinary Herbal Medicine course identifying it as **VBMA-Getting Started with WVHM** on the VBMA website. The course costs \$495.00 and CIVT will offer VBMA members a 5%

discount and donate 5% of the course fee to VBMA for general purposes. The course is offered April 4th and CITV will consider hosting it 3 times a year, especially around the VBMA tele-seminars so that there is more to continue on with. As a collaboration and a way to build membership of VBMA, CITV will offer Non-VBMA members who come onto the course, VBMA membership for the balance of a year, which will hopefully lead to re-subscription and ongoing growth of membership.

- CITV will co-brand our Graduate Program in Western Veterinary Herbal Medicine with VBMA. This is a two year course. CIVT will contribute \$150.00 per student to VBMA and VBMA will offer a year membership to students. This will help build membership and help us to achieve some goals in research too. CITV will also offer a 5% discount on course fee to VBMA members.
- Barbara is working on how we can use the online classroom facility for VBMA teleseminars, without incurring additional costs for CIVT. She should have an answer in the new few weeks.
- <http://www.civtedu.org/wvhm1001-getting-started-western-herbal-medicine/>
- Journal Next Issue –Jasmine will get next date
- Financial – Update
 - Membership levels main issue; 2-3 high profile drop offs; others issue of economy, personal issues.
 - Discussion about benefits beyond listserve; what about online journal?
 - Discussion about membership and starting a working group on how to outreach to Vets. Cindy, Hue and Beth volunteered to work on issue and Cindy solicited input from members.
 - Connect to other locals vet organizations;
 - Tele-seminars biggest influx of new members; why don't we retain them
 - Who are our members? Specialties?
 - Would people be interested in mentors? Externships?
 - Plan to proceed? How to get more info about members; associations belong to; modalities they practice.
 - New member welcome - call and welcome by board member? Existing members. We do not know who our members are?
 - What do you want out of VBMA?
 - Why did you join VBMA?
 - Who does what? How many other orgs do you belong to?
 - Practice type
 - Call out to listserve
- Update on the RACE situation - **Provided via email from Nancy Scanlan**

Any organization that is part of the AVMA House of Delegates is automatically recognized by state boards for CE credit for state licensure. (Except New York, which, after recent legislation, does not recognize anyone who doesn't pay them about \$500 to \$1000 per meeting.) To be part of the HOD, membership number must be at least 1% of AVMA's, and at least 90% of voting members must be AVMA members.

No holistic organization meets both parts. AHVMA and AAVA have total numbers but not the correct percentage. AHVMA tried to change this by only allowing AVMA members to vote. Much unhappiness, and never did get enough AVMA members. This rule was changed so now all veterinary members can vote again.

A new organization has been proposed:
Name: Integrative Veterinary Medical Association

Purpose: Education in all aspects of holistic veterinary medicine, period. (So not in conflict with AHVMA which also promotes CAVM, looks at animal welfare, etc. Also, ALL aspects, so Narda can never be a member.)

Voting members = AVMA members. Not a member? Can't vote. (Avoiding, we hope, the unhappiness that AHVMA had, because IVMA will do this from the beginning.)

First year membership will be free. Second year will be \$25. After that, \$50 per year.

Membership initially will be given to all members of all holistic organizations who are AVMA members. We must have their AVMA number, so if we don't have it, we can't offer membership. (Currently about 90 AHVMA members say they are AVMA members but won't give us their number.)

This will be presented at the AHVMA board meeting tonight (Monday).

Membership will be automatic for all AVMA members of all holistic organizations, and they will be given the opportunity to drop out.

Any association wishing IVMA to co-sponsor their meeting will have to pay a fee. Fee will be determined by number of hours asked for, and size of the organization.

Once we get about 1000 members, we can apply to the AVMA. The next meeting of their House of Delegates is in July, and hopefully we will get on that agenda.