

Members Business Meeting Agenda
VSPA Meeting May 13, 2010

Roll Call for Voting Members

Veterinary Medical and Surgical Group, Inc. [Greg Stoutenburgh](#)
Veterinary Referral Center of Colorado [Janna Poll](#)
Georgia Veterinary Specialists & Emergency Care [Mark Dorfman](#)
Veterinary Specialty Center of Tucson [Jan Woods](#)
Veterinary Specialty Hospital of the Carolinas [Kevin Concannon](#)
Veterinary Specialty and Emergency Center of Kansas City [Jeff Dennis](#)
Pittsburgh Veterinary Specialty and Emergency Center [Ken Spokane](#)
San Francisco Veterinary Specialists [Carl Ware](#)
Florida Veterinary Specialists [Darryl Shaw](#)
Michigan Veterinary Specialists [Ned Kuehn](#)
NYC Veterinary Specialists and Cancer Center [Dave Gersholowitz](#)
Veterinary Specialty Hospital San Diego [Keith Richter](#)
Wisconsin Veterinary Referral Center [Billie Jo Fisher](#)
Massachusetts Veterinary Referral Hospital [Ames Prentis](#)
Veterinary Specialty and Emergency Center [Rob Orsher](#)
Akron Veterinary Referral & Emergency Center [Rod Ferguson](#)
Seattle Veterinary Specialists [Art Arnaiz](#)
Southeast Veterinary Specialists [Rose Lemarie](#)
MedVet Memphis [Todd Tobias](#)

Membership Report

All current members are in compliance with required specialties.

2010 Executive Board Nominations

- Joe Desch has withdrawn from his Officer at Large Executive Board position early. The VSPA By-laws require an interim officer and Rose Lemarie (Southeast Veterinary Specialists) will complete Joe's term.
- Sonja Olson has agreed to serve a second term as Vice President
- We have two additional terms ending this fall; Officer at large and President Elect. We have two nominations; Carl Ware and Rose Lemarie.
- Nominations will remain open until September 15, 2010 with the election held during the business meeting October 29, 2010.

Meeting Schedule

San Francisco	October 28-30, 2010
Boston*	May 18-21, 2011 *post meeting note – relocated to Tampa FL.
Seattle	September 21-24, 2011
New Orleans	May 16-19, 2012 (likely dates)
Memphis	September 26-29, 2012 (likely dates)

Agenda Committee for 2011 meetings – thank you to Kenton Rexford, Shaun McWilliams, Carl Ware and Wendy Seiler with Tim Reid's involvement for excellent 2010 agendas!

- Sara Taylor - SFVS
- Lori Ramig - VRCC
- David Bennett - GVS
- Kenton Rexford - PVSEC

2010 Member Election Update and Ballot

- Vets Now Scotland – Richard Dixon (Vets Now founder and president) attended a VSPA meeting a few years ago as a guest. Vets Now owns a number of emergency practices in the UK that operate during off hours in existing day practices. They completed construction and opened a large multi specialty hospital in 2009. This new practice it is fully qualified as a potential member. If elected they will be responsible for converting financials to US dollars. Their application, interview results and contact information will be posted to the list serve.
- Does any VSPA member have a fully qualified second locations? Discussion of when a second practice needs to apply for membership.
 - General guidelines: If financial data is reported all together and the second practice is under the same tax ID# it does not need to apply.
 - If an additional practice has a separate tax ID it needs to apply when fully qualified.
- MOON officially launched in April. A goal of the VSPA By-laws is to protect the Management Statement confidentiality and to prevent antitrust issues. The two current VSPA members that joined MOON will not be on the 2010 ballot as they are no longer eligible for VSPA membership.
- Leah read the list of six hospitals being recruited for membership. Mark Dorfman talked about the difficulty he has getting past the gate keepers and requested assistance with communicating the benefits and value of VSPA to prospective practice owners & administrators. Request for VSPA members to contact practices where individuals are known.
- 2010-2011 Membership Election Ballots to go out June 1st with a June 21st return date.
- The membership recruiting data base will be added to the VSPA website for members to contact desired practices and give the recruiting committee a better chance of connecting.

Residency Program Update

- The VSPA Facilitated Residency Program has not achieved sufficient member interest and will be placed on hold. The sponsors expressing interest in participation will be notified of this hold. The message is that VSPA did not want to solicit funds and support for a program that does not have full member support. Hills, Purina, Idexx, Webster and Pfizer will be contacted by board members.
- The current list of residents in VSPA hospitals will be added to the members' area of the VSPA website. The list will include which practice, what specialty and what year of residency.

Speakers Bureau Update

VSPA to provide facilitation support for VSPA speakers. A signup sheet was passed around at the business meeting for speakers wanting to be promoted by VSPA. All speakers will be given \$250/hr, of which they give VSPA 10% up to a maximum. VSPA does the work promoting, sourcing, pushing info out to conferences/VMA's, National, State and local meetings and sponsors etc. VSPA speakers will have a VSPA logo on their slide or use a Power Point template with the VSPA logo.

Proposed program details:

Why:

- To gain recognition of VSPA among veterinarians.
- To promote VSPA to industry.
- To support members in supplemental income.
- To contribute funds toward VSPA strategic goals.

How:

- Administrative Director (AD) to regularly contact agenda committees (AAHA, AVMA, Wild West, IVECCS, Vet schools, state associations etc.) for speaking opportunities, deadlines and submission requirements.

- AD to maintain a list of speakers, topics and preferred geographic areas.
- AD to provide above list to sponsors and agenda committees.
- AD to post opportunities to list serve.
- AD to assist members with submissions.
- AD to provide PPT template w/VSPA logo.

Income:

- VSPA to collect 10% of honorarium up to a maximum from the VSPA member.

The full amount of honorarium is taxable income for the speaker. Pam will research the option of VSPA collecting the honorarium, paying the member and issuing 1099's. She will also research the possibility of the 10% being a gift to VSPA.

Pam will post a call for speakers on the list serve. In addition she will create a forum for VSPA practice staff members where they can participate in the Speakers Bureau and forum discussions at the staff level.

Distribution of Member Questions for Fall 2010 Meeting

The following questions were distributed to be answered at the fall meeting. Each practice will have 10 minutes on the agenda to present their responses.

- 1) What measures did you take to reduce variable expenses including staffing?
- 2) Describe the specific economic climate in your immediate area. Ex: Unemployment Rate, Loss of Significant Employer Groups, Other Vet Hospital Layoffs etc.
- 3) Were there any changes/impact on new or existing competition?
- 4) Was there an impact on your referral sources / and referral revenue?

Ask The Board

What is the board doing to recruit new members?

- Large recruiting data base
- Internet search (2-3x/yr) for new practices and changes in practices already on the data base.
- VSPA packet to prospective members with follow up phone call

Discussion and suggestions from members

- Member assistance with recruiting contacts.
- Share recruiting data base for inside contacts known by members.
- Add testimonial section to the VSPA website – member comments on benefits of VSPA

What else is the Board doing?

- Oversee members meeting quality and funding
- Speakers Bureau
- Actions from the Punta Mita survey – concentrating on members requests
- Direction for VSPA future
 - Strategic plan review and updating
 - How to gain VSPA recognition to promote the specialty industry
 - Need for larger entity to accomplish goals

Discussion and suggestions from members

- How can VSPA help members regain market share
- Repeat survey from Punta Mita – different economy, potential for different goals

Minutes submitted by Pam Stevenson, June 4, 2010