VSPA Members Business Meeting Minutes
Thursday September 18th, 2014 Philadelphia, PA

Roll Call for Voting Members

Veterinary Referral Center of Colorado Lori Ramig

BluePearl-Georgia Mark Dorfman

Veterinary Specialty Center of Tucson Heather Connally

Veterinary Specialty Hospital of the Carolinas Kevin Concannon

BluePearl – Kansas Jeff Dennis

Pittsburgh Veterinary Specialty and Emergency Center Ken Spokane

Veterinary Specialist of Rochester Simon Kirk

BluePearl-Tampa Darryl Shaw

BluePearl-Michigan Not Represented

BluePearl- Manhattan Marc Greenberg

Wisconsin Veterinary Referral Center Billie Fisher

Veterinary Specialty and Emergency Center Rob Orsher

Akron Veterinary Referral & Emergency Center Shaun McWilliams

Seattle Veterinary Specialists Art Arnaiz

Southeast Veterinary Specialists Rose Lemarie

Memphis Veterinary Specialists Todd Tobias

Officer Elections

Treasurer – Todd Tobias Secretary – Art Arnaiz

Todd and Art were asked to leave the room. Vote taken by Yay or Nay. Unanimous Yay for both.

Treasurers Report

1. Review of January – June 2014.
    a. Gross revenue increased 50k over 2013 mostly due to sponsor funds, net increased 33k over 2013.
    b. Meeting expenses down, Administration unchanged, ExpertVet increased and offset by assessments to net zero expense, attorney fees down.
    c. Balance sheet looking better than last year. Liquid assets 6k lower (100k vs. 106k). Accounts receivable higher.
    d. Expect ~5k surplus from this meeting.
    e. Financial picture looking much better overall.

Agenda Committee & Future Meetings

1. Hotel confirmed for Milwaukee, WI May 5-8, 2015 Hyatt @ $139 - $159.
2. Agenda committee met this morning and working on another excellent year of agendas.
3. Discussion of locations for Fall 2015 and Spring/Fall 2016. Rochester for Fall 2016. No decision

on Fall 2015 and Spring 2016 locations other than a need for 1 west coast and 1 central location. Pam again advocated for Jackson Hole, WY.

4. This meeting RACE approved for 4.5 hours

Operational Management Education (Art)

1. Mini Management Statement adding latest updates from committee & sending out soon.
2. Will have Sister/Satellite topic on 2015 agenda(s).
3. Discussion of Peters Management Statement presentation. Members are pleased with the presentation this year and feel that each year, it is getting better.
4. The Management Statement needs to be turned in earlier and a strict cutoff date needs to be enforced. Please remember that if a practice does not submit their data on time, the practice will not receive a copy of the Mgt Stmt and will need to step out during the formal Mgt Stmt presentation. The last minute rush to add data does not allow time to rigorously check the document and to get it to the practices on time. In 2015, the call will go out by June 1st and the *final* cutoff date will be no later than July 15th.

ExpertVet Committee

1. The site is growing nicely. Slower than desired but consistently growing.
2. Social media reach and interaction is also growing nicely. Once again, we are asking for you to participate. We have over 2,000 employees collectively and should be achieving much more reach, interaction, and exposure.
3. The initial monthly cost was $5,400, reduced to $3,400, and now will be reduced to approximately $2,000. This will bring the quarterly assessments down to $400 or less per practice.
4. We have one committed advertiser and another very close to a commitment.
5. The activity in all areas of ExpertVet is growing and the rankings are improving.
6. There is enough content on the site to begin to market this to RDVM's as a backup support for their recommendations and additional reading on conditions & treatments.
7. Lori Ramig suggested a YouTube channel be added to ExpertVet's social media activities. (Post meeting note – the channel is up and populated with dozens of videos as of today)
8. Finally – ExpertVet is a recruiting tool for VSPA. A number of practices have contacted ExpertVet regarding participation which leads to the membership conversation. So far, 2 qualified practices with a strong intent to join and 2 hospitals that are not qualified have shown interest

Membership Committee (Tony)

1. Membership Recruiting
    - We have 2 guest practices at this meeting and will be inviting more to the Spring meeting.
    - There are 7 practices in active membership conversations.
    - The departure of BluePearl opens geographic areas for recruiting.
    - The VSPA needs 7 – 9 new members by July in 2015. We will need the help of all VSPA member practices to make this happen.
2. Meeting Attendance
    - BP-Michigan is out of compliance with no attendee at this meeting.
    - Wisconsin is out of compliance with no owner present at either 2014 meeting.
3. Membership Changes
    - VMSG (Ventura) resigned due to meeting attendance requirements.
    - LVS (Lauderdale) resigned for personal reasons not related to VSPA.
    - VSCOT (Tucson) has been purchased by PetVet Care Centers. This does not affect their membership.

4. A Recruiting Task Force has been created
    - Current Task Force clinicians Jim McCutchan, Todd Tobias, Rose Lemarie, Kenton Rexford, and Tony Pardo. Additional clinicians are needed – please let Tony know if you are interested in participating.
    - A new VSPA brochure is almost completed.
    - Each practice will be assigned 3-4 potential member practices to call and asked to make the calls within 2 weeks. A guideline script will be provided.
    - The VSPA members approved sharing of listserv discussions (with identifying details removed) with potential practices.
    - Testimonials from members for the VSPA website and marketing materials are needed.

2015 Committee Members

Designate New Committee Members for *calendar year-2015*

Please remember that it is important (required) to attend and participate – if the designated volunteer cannot attend on a regular basis it is **their** *responsibility to find a substitute in their practice.*

Membership	**Board liaison, Immediate Past President/President Elect**
Southeast	Rose Lemarie
Akron	Shaun McWilliams
Agenda 2014	**Board liaison, President**
VRCC	Tammi Abt
PVSEC	Ken Spokane
WVRC	Billie Fisher
Michigan	Ned Kuehn
Seattle	Jim McCutchan
Tampa	Sonja Olson
VSH	Kevin Concannon
Nominating	**Board liaison, Vice President**
VSH-NC	Jerry Waddle
PVSEC	Tony Pardo
Publishing	**Board liaison, Treasurer**
VRCC	Lori Ramig
VSEC	Kristin Hoffman
Website/Webinar	**Board liaison, Officer At large**
VSEC	Rebecca Orsher
PVSEC	Kenton Rexford
PVSEC	Sherwood Johnson
Operational Management Education	**Board liaison, Secretary**
VRCC	Lori Ramig
SVS-WA	Lyn Blevins

Specialty Content Clinicians - Designate New for *calendar year-2015*

Internal Medicine

Alan Klag (VSEC)

Surgery

Tony Pardo (PVSEC)

Emergency & Critical Care

Kenton Rexford (PVSEC)

Oncology

Jerry Waddle (VSH)

Ophthalmology

Shelby Reinstein (VSEC)

Cardiology

Bryan Bottorff (Seattle) (from 2014)

Dermatology

Tina Brown (MVS)

Neurology

Ed MacKillop (PVSEC)

Avian/Exotic

David Hannon (MVS-Memphis)

2014 - 2015 ExpertVet Questions

Responsibility for responding to ExpertVet questions to rotate between practices in a rotating order. Questions to be forwarded to practice contact for distribution to the appropriate clinician for response. Responses returned to Pam to send to pet owner and post to ExpertVet. Our goal is to respond to the pet owner within 1-2 days.

- October 2014 Veterinary Specialty Center of Tucson
- November 2014 Akron Veterinary Referral & Emergency Center
- December 2014 Wisconsin Veterinary Referral Center
- January 2015 BluePearl – Kansas
- February 2015 BluePearl- Manhattan
- March 2015 BluePearl- Tampa
- April 2015 Memphis Veterinary Specialists
- May 2015 Southeast Veterinary Specialists
- June 2015 Pittsburgh Veterinary Specialty and Emergency Center
- July 2015 Veterinary Specialist of Rochester
- August 2015 New member practice or VSEC
- September 2015 New member practice or VSH
- October 2015 New member practice or SVS-WA
- November 2015 New member practice or VRCC

Next Members Business Meeting – May 7th 2015 – Milwaukee, WI

Minutes Submitted by Pam Stevenson on October 22, 2014