

Members Business Meeting Minutes

Wednesday October 7th 2015 @ 2:45pm Reno, NV

Roll Call for Voting Member

Pittsburgh Veterinary Specialty and Emergency Center **Ken Spokane**
 Veterinary Specialist of Rochester **Jen Bidwell**
 Wisconsin Veterinary Referral Center **Kari Severson**
 Akron Veterinary Referral & Emergency Center **Shaun McWilliams**
 Seattle Veterinary Specialists **Art Arnaiz**
 Memphis Veterinary Specialists **Todd Tobias**
 Advanced Veterinary Specialists **Andrea Wells**
 Canada West Veterinary Specialists **Marta Jackson**
 Animal ER & Referral Center of MN **Karen Reynhout**

Officer Elections

- ❖ President Elect (no candidate)
- ❖ Vice President - Shaun McWilliams all in favor
- ❖ Officer at Large – Marta Jackson all in favor

Motion by John Payne to delay President Elect for one year and to extend the Treasurer position by one year. No discussion. Motion to be posted to the list serve followed 30 days later by an electronic vote.

New officer election schedule:

Fall 2016 Nominations/Elections **(not elected position)** PENDING By-law vote 12/2015

2016-2017 VSPA Officers	Voting Member	Term	Current Officers	Boarded	DVM	Term Expires
Immediate Past President	no	1 year	vacant	yes	yes	new term to begin fall 2017
President Elect	no	1 year	n/a	n/a	n/a	Begins Fall 2016 <i>(assumes office of President Fall 2017)</i>
President		2 years	Tony Pardo	yes	yes	Fall 2017
Vice President		2 years	Shaun McWilliams	no	no	Fall 2017
Treasurer		2 years	Todd Tobias	yes	yes	Fall 2017
Secretary		2 years	Art Arnaiz	no	no	Fall 2016
Officer at Large		2 years	Marta Jackson	no	no	Fall 2017

Treasurers Report (Todd)

P&L and Balance Sheet Review Jan-Sept 2015 compared to Jan-Sept 2014

Revenue down 90k (23.6k dues, 25.8k sponsorship & 43k ExpertVet assessments)

Expense notes: Marketing/Rebranding 7k, Meeting expenses down 13k, ExpertVet down 43k, overall expense down 64k. (fall meeting expenses and accounting to be booked in Oct/Nov)

Net down 26k (14.1k vs. 40.5k)

Cash assets up 5.4k (106.4k vs. 100.9k)

Total assets 130k 2015 vs. 133k 2014

Cash flow projection 10/01/2015 – 07/31/2016 shows projected assets stable at current levels

Agenda Committee Report (Tony)

Spring 2016 **NEW Dates ** May 18-20 (BOD 17th) in Chicago (\$259) – details available soon

Location for Fall 2016 – Rochester, new member practice or return to Reno @ WWVC

ExpertVet Committee (Jen)

Hospital listing tri-fold brochure sent to >150 practices last week. Want smaller or NO quarterly assessment? Encourage non competing practices to list. Pam will send you brochures – just ask. We need 23 practices listed to cover all ExpertVet costs.

Only need ER & 1 specialty, primary care included OK. A VSPA member can say not to an affiliate listing if the practice is a competitor.

Each practice – who (specifically) is your social media (SM) person. Let Jen know. Pam will create 1 page how to document for your SM people.

A few performance statistics ---

Page views up 26% Jan-Sept vs. Jan –Sept 2014 Sessions up 72%

Share, comment on EVet (and VSPA) social media accounts.

Time for new content – what do you have in your practice that can be used to create new articles? CE sessions, new handouts for clients.

Membership Committee (Tony)

New Branding – share the new brochures, it's also on specialtyvets.com as a flip book and a download. *** If you want more brochures Pam will send to you!

Our FOCUS needs to be on recruiting new members!

Speaking at conferences – mention VSPA

Testimonial – what do you get from VSPA – send to Pam for VSPA website and marketing materials

Talk to your colleagues – what can VSPA do for them

Pam to send out list of potential new members again. EACH member practice to bring a contact (or interested member!) to Pam every 6 months. We need at least 5 new members this year.

Reach out to the member practices on the recruiting list – just like clients it takes MANY exposures to generate interest OR to be there at the right time for potential members.

2016 Committee Members

Designate New Committee Members for *calendar year- Jan-Dec 2016*

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 (2) Board liaison, Immediate Past President/President Elect

John Payne, Shaun McWilliams, Jayde Quigley, Tony Pardo (liaison)

Agenda (5) Board liaison, President

Marta Jackson, Ken Spokane, Jim McCutchan, Jen Bidwell, Matt Hernandez, Tony Pardo (liaison)

Nominating (2) Board liaison, Vice President

Todd Tobias, Kari Severson, Shaun McWilliams (liaison)

Publishing (2) Board liaison, Treasurer

Karen Reynhout, Todd Tobias (liaison)

Website/Webinar (3) Board liaison, Officer At large

Jennifer Nearhoof (Akron), Jenna Arnaiz, Heidi Brenegan (MN), Marta Jackson (liaison)

Operational Management Education (2) Board liaison, Secretary

Ken Spokane, Karen Reynhout, Art Arnaiz (liaison)

2016 ExpertVet Questions Rotation

Responsibility for responding to ExpertVet questions to be shared among 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 2015 Canada West Veterinary Specialists
- November 2015 Animal ER & Referral Center of MN
- December 2015 Wisconsin Veterinary Referral Center
- January 2016 New member practice or Rochester
- February 2016 New member practice or Akron
- March 2016 Memphis Veterinary Specialists
- April 2016 Seattle Veterinary Specialists
- May 2016 Pittsburgh Veterinary Specialty and ER Center
- June 2016 Advanced Veterinary Specialists
- July 2016 Veterinary Specialist of Rochester
- August 2016 Akron Veterinary Referral & Emergency Center
- September 2016 New member practice or Canada West
- October 2016 New member practice or AERCMN

2016 ExpertVet Specialty Content Clinicians (SCC)

3-6 articles per year – check for medical accuracy only – NOT writing or editing. It's not a big commitment!

Internal Medicine Steve Shadwick AERCMN, Andrea Wells AVS

Surgery John Payne, PVSEC

Emergency & Critical Care Jenna Arnaiz, SVS

Oncology WVRC (name?)

Ophthalmology Ken Burgesser, Rochester

Cardiology Marco Margiocco, Canada West (verify name – thought it was Michelle??)

Dermatology Tina Brown, Memphis

Neurology Ed Mackillop, PVSEC

Avian/Exotic David Hannon, Memphis

Meeting adjourned 3:35pm, 10/07/2015 – minutes submitted by Pam Stevenson 11-07-2015