

**Members Business Meeting**  
**Thursday November 2<sup>nd</sup>, 2017 Lincolnshire, IL**

**Executive  
Board / Members**

**Topic**

**Roll Call**

<u>Advanced Veterinary Specialists</u>	<u>Matt Hernandez</u>
<u>Animal Emergency &amp; Referral Center</u>	<u>Karen Reynhout</u>
<u>Canada West Veterinary Specialists</u>	<u>Marta Jackson</u>
<u>Center of Veterinary Expertise</u>	<u>Dani Russ</u>
<u>Four Seasons Veterinary Specialists</u>	<u>Tara Britt</u>
<u>Memphis Veterinary Specialists</u>	<u>Todd Tobias</u>
<u>Pittsburgh Veterinary Specialty &amp; Emergency Center</u>	<u>Ken Spokane</u>
<u>CARE (Charlotte Area Referral &amp; Emergency)</u>	<u>Jack Henderson</u>
<u>Veterinary Specialty Care (South Carolina)</u>	<u>Perry Jameson</u>
<u>Upstate Veterinary Specialties</u>	<u>Aaron Wey</u>
<u>Veterinary Specialists and Emergency Services</u>	<u>Chad Roy</u>
<u>Veterinary Specialty Center (Illinois)</u>	<u>Mitch Robinson</u>
<u>WestVet Veterinary Specialists</u>	<u>Ann Selander</u>
<u>Wisconsin Veterinary Referral Center</u>	<u>John Beltz</u>

**Treasurers Report (Ken)**

1. P&L and Balance Sheet Review current position 35k net income, fall conference expenses 32k, 2 months management 5.5k, Osborne estimate 8k. Expected 5-10k loss. Cash assets 112k.
2. 2018 Budget – Projected inc 107k, projected exp 121.4k, projected loss 14.4k. Beginning cash assets 112.7k.
3. New sponsor discussion. Cavanaugh Partners, Platinum Plus Sponsor (10k). Some members will sell to consolidator, Brian is available to VSPA members, individually, as a negotiator for optimal outcome. VSPA will receive a Transaction Fee (TF) from Cavanaugh income on any sale negotiated by Cavanaugh. This will not change any costs for the selling member. Cavanaugh will be a Platinum Plus sponsor at conferences they attend. The first TF will be reduced by 10k, subsequent TF will be reduced by 2.5k per conference attended. VSPA will continue to actively engage sponsors and speakers that specifically focus on non-consolidator sales to associates and private sales.

**Nominating Committee (Shaun)**

1. Officers elected: Vice President – Tara Britt Officer at Large – Dani Russ
2. Tony Pardo moves to Past President

### Agenda Committee Report (Tony)

1. Spring 2018 Boise hotel options, May 16-18, 2018 (BOD 5/15)
  - o Inn at 500 Capital – exceptional property, small sponsor area, adding a supply chain managers conference (day TBD), also an Emergency Department ½ day meeting Wed am or Fri PM.
  - o The Grove Hotel – suitable, 2<sup>nd</sup> option if sponsor or session areas at 500 Capital not selected
2. Fall 2018 Twin Cities - hotel TBD – October 3-5, 2019 (BOD 10/02)
3. Select 2019 locations
  - o Proposed dates May 15-17, 2019 (BOD 5/14) Location: Four Seasons
  - o Proposed dates fall 2019 Oct 1-4 OR 22-25 Location: Upstate, Latham (Albany area)

IVECCS	VHMA	Rosh Hashanah	Yom Kippur	VSPA FALL	Wild West	ACVR	ACVO	VCS	ACVS	Dent Forum
September 6-10, 2019	Late Sept	Sept 30 - Oct 1, 2019	October 9-10, 2019	Oct 1-4 or 22-25, 2019 ACVR?	October 9-13, 2019	??	Nov 6-8, 2019	October 17-19, 2019	October 16-19, 2019	September 26-29, 2019
DC					Reno		Maui	Houston	Vegas	Orlando

### Publishing Committee Report (Kari)

1. 2017 Article to be published this month in Patterson Insight
2. Select 2018 article from a 2017 VSPA conference presentation

### Operational Management Education (Ken)

1. Management Statement - feedback for Darren & next year – presentation much improved from prior years, make sure to label chart axis (Darren to send revised charts), Pam to collect comments from evaluations, members to email Pam with comments and suggestions.
2. Format – add age of each service to stmt, add question – do ER doctors cut

### ExpertVet Committee (Marta)

1. Brief summary in conference booklet CPC 0.09-0.054 = avg 0.25
  - o Stalled growth (reduced activity & content addition), >100% increase in clicks to practices
2. Future of ExpertVet
  - o Continue w/site for 2018 and convert to WordPress + Google Ad Words - cost 4k (\$285 per/practice) + \$400/mo GAW (members approved expense)
3. Article submissions - Propose stipend for writers (\$50-\$100), offer to interns, residents, vet students. Ask practices to send their discharge instructions for possible content. (members approved expense)

### Membership Committee (Shaun)

1. All in compliance 2017
2. Future of VSPA – discussion of “Farm Team” & new practices member type, dues (same, maybe more), how to handle data (BOD met w/Darren to discuss data options), young practices w/out full specialties, meet at same location, joint sessions, split breakouts. Member preference for ability to combine and also separate the two groups management statements.
  - o By-law change motion Karen Reynhout, second Aaron Wey.
    - Article 7, page 3 of VSPA by laws change from ER plus 3 specialties to ER + 2 specialties. Also drop the minimum revenue requirement. Passed - Yay 15, Nay 0, Abstain 0

3. Recruitment plan for 2018

- Spring invites – 1-2-3 plan (save the date postcard, letter, packet)
- Registered for 2018 ACVIM non-profit booth
- IVECCS 2018 – approved, Pam to reserve VSPA non-profit booth

**Clinician & Technician Recruiting Task Force (Kari)**

1. 10/17 call w/Jayde, Kristin, Mike, Dani, Miariem Gersholowitz (SAM Staff), Pam
  - a. Proposed VSPA clinician recruiting cooperative SAM Staff & Miariem Gersholowitz, reviewed contract, Dani to negotiate reduced percentage and edited wording regarding “known by any other means.” Approved by members, participation encouraged but not required.

**GPO Intalere Purchasers Conference**

1. Supply Chain managers conference w/spring in Boise – approved by members, at least 10 practices will send representatives. Pam to coordinate with Art (Intalere)

**Designate New Committee Members for *calendar year - Jan-Dec 2018***

*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**

Current: John Payne, Jeff Stallings, Aaron Wey, Tony Pardo (liaison)

**Agenda (5) Board liaison, President**

Marta Jackson, Donna Recupido, Billie Fisher, Jen Rastle, Matt Hernandez, Jayde Quigley (liaison)

**Nominating (2) Board liaison, Vice President**

Peggy Sayer, Anna Schilz, Tara Britt (liaison)

**Publishing (2) Board liaison, Secretary**

Karen Reynhout, Kari Severson (liaison)

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

Jen Lowry, Perry Jameson, Heidi Brenegan, Dani Russ (liaison)

**Operational Management Education (2) Board liaison, Treasurer**

Ann Selander, Karen Reynhout, Matt Hernandez, Jack Henderson, Ken Spokane (liaison)

**Clinician & Technician Recruiting Task Force (#?) Board Liaison , Secretary**

Jayde Quigley, Kristin Kieslowski, Dani Russ (liaison)

### ExpertVet Question Response 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**

- November 2017      Four Seasons Veterinary Specialists
- December 2017     Charlotte Area Referral & Emergency
- January 2018        Charlotte Area Referral & Emergency
- February 2018      Veterinary Specialty Center (IL)
- March 2018         Veterinary Specialists & Emergency Services
- April 2018          Veterinary Specialty Care (SC)
- May 2018            Advanced Veterinary Specialists
- June 2018           Animal ER & Referral Center of MN
- July 2018            Canada West Veterinary Specialists
- August 2018        Pittsburgh Veterinary Specialty and ER Center
- September 2018    Center of Veterinary Expertise
- October 2018       Upstate Veterinary Specialties
- November 2018    Wisconsin Veterinary Referral Center
- December 2018    Memphis Veterinary Specialists