

Members Business Meeting Agenda
Thursday May 18, 2017 Vancouver, BC 4pm-5pm

Roll Call (Tony)

<u>Advanced Veterinary Specialists</u>	<u>Andrea Wells</u>
<u>Akron Veterinary Referral & ER Center</u>	<u>Shaun McWilliams</u>
<u>Animal Emergency & Ref Ctr of MN</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 & ER Ctr</u>	<u>Ken Spokane</u>
<u>Southern Arizona Veterinary Specialists</u>	<u>NOT Present</u>
<u>Upstate Veterinary Specialties</u>	<u>Kristin Kesnowski</u>
<u>Veterinary Specialists and Emergency Service</u>	<u>Simon Kirk</u>
<u>Veterinary Specialty Center</u>	<u>Jayne Richardson</u>
<u>WestVet Veterinary Specialists</u>	<u>Ann Selander</u>
<u>Wisconsin Veterinary Referral Center</u>	<u>Billie Fisher</u>

Treasurers Report (Ken)

See VSPA Website, members only section, financial reports for details

- a. Accounts receivable as of April 30 27.2k, as of May 14 10.5k
- b. Expected 9.4k net loss for year. Sponsor funds are lower than normal. 40k was normal and 30k or less is *new* normal over past few years.
- c. Potential solutions
 - i. Three new members for total 17 members, ideally 6 new for 20 members.
 - ii. New sponsors – Pam to send each practice the list of current contacts & companies. Each member practice to send Pam name and contact at other companies.
 - iii. Local host practice requested to solicit support from their high volume vendors.
 - iv. Member assessment to recover annual loss (if any). *No action at this time.*
 - v. Dues increase. *No action at this time.*

Agenda Committee (Tony)

1. Fall 2017 Lincolnshire Marriott Resort \$194 (BOD 31st, Members 1st – 3rd)
2. Boise Spring 2018, May 15-18, (BOD 15th, Members 16th – 18th)
3. Minneapolis Fall 2018, Oct 2-5 (BOD 2nd, Members 3rd – 5th)
 - o Confirm dates by 6/30 – ***speak up before then if these dates represent a conflict***

Operational Management Education (Ken)

1. Engaged Darren Osborne for VSPA Management Statement evaluation and presentation
2. Salary & Benefits survey this year
3. Dates for 2016 Mgt Stmt- to members 6/1, to Pam 07/15, to Darren 08/15, to Members by 09/25

ExpertVet Committee (Marta)

1. See program for brief ExpertVet report Nov 2016-April 2017 (additional info)
 - Increase in questions submitted via the Ask a Specialist page
 - 8 articles since fall 2016 conference
 - All traffic up 36% to 44%, higher volume + more consistent traffic
 - Events (trackable user interactions) up 81%- 84%
 - Sessions Up 40.87% 29,710 vs 21,091
 - Users up 40.66% 26,813 vs 19,062
 - Page views up 35.73% 44,088 vs 33,013
 - Returning Visitors up 43.90% 2,983 vs. 2,073
 - Events up 80.62% 20,717 vs 11,470
 - Unique Events up 83.74% 15,221 vs 8,284
 - Highest viewed articles – IVDD, Brain Tumor, Pancreatitis, FHO
2. Reinstating Google Ad Words, reducing social media posting to offset cost
 - Results from Facebook and Twitter (SM) posts do not justify the cost (\$300-\$500)/mo.
 - The SM results are insignificant.
 - ExpertVet receives minimal SM support from members.
 - Decision to re-up Google AdWords, using the majority of the funds invested in SM
 - Invite marketing person from each practice to be administrator on ExpertVet SM
3. Eight new - keep them coming, remember at least 2 per practice each year
 - Lilly Toxicity, Pericardial Effusion - WVRC
 - Tooth Resorption – WestVet
 - ColangioHep, Cholecalci, Lymphangiectasia – AVS
 - Megacolon, Ringworm – edited previously compiled content

Membership Committee (Shaun)

1. New member VSC Charleston, SC
2. ACVIM booth – need volunteers for Friday, mailing 6/1, create booklet similar to conference program
3. Listing openings in your practice **by specialty** for single sheet document at booth, send info to Pam
4. Need volunteers for VSPA booth at IVECCS

Nominating Committee (Shaun)

1. Fall 2017 will need a Vice President and Officer at Large. (need boarded clinician by fall 2018)

Intalere Proposal Discussion

1. Discussion of features and benefits. Motion Ken Spokane, 2nd Jim Vogt, Vote on VSPA member participation – 14 members
 - 12 Yay, 1 abstain (VSES), 1 absent (SAVS)

Meeting Adjourned @ 5pm