CVMA EXECUTIVE BOARD MINUTES  
Tuesday, March 18th, 2014

An Executive Board Meeting of the Chicago Veterinary Medical Association was called on Tuesday, March 18th at 8:02 at the CVMA office in Burr Ridge, IL.

In attendance: Executive Board Members, Committee Members and ISVMA Representatives: Drs. Richard Rossman, Anthony Coronado, Ajaz Alvi, Alexis Newman, Lyle Brumley, Tracey Hlde, Benjamin Welbourne, Emil Baukert, Julie Bunn, Rosemarie Niznik (phone), Fred Goldenson (phone), Mark Howes (phone), Todd Florian and Linda Kopija (phone).

Board Members not present: Drs. Natalie Marks, Jack Brar and Joanne Carlson

Also present: Daniella Rothe (phone), Richard Susralski and Eric Voogd

Call to Order  

Dr. Richard Rossman

Correspondence  

Dr. Rossman reviewed and discussed the following correspondence:
- Dr. Cecelia Burke’s Ideas to Increase Membership
- University of Illinois Award Winner Thank You Letters
- Bank of America Eblast Request
- Dr. Marks Resignation Letter

Report of the Executive Director  

Richard Susralski

*Membership Billing - There are 90 people who have not paid their 2014 dues. Last year at this time there were 80 and the year before 47. So far this year there is 23 that are not renewing. Last year we had a total of 87 not renewed and the year before 37. Calls were made to some and an email was sent to all between March 6-10, 2014 to all members who have not yet paid. See attached spreadsheet for those that are still outstanding. If you see names that you would like to call, let me know.

On February 19-23, 2014, the office set up and managed the “IKC Show” display.
On March 12, 2014, the office managed the CE Event “Dermatology” in Oak Brook
On March 14-16, 2014, the office set up and managed the “Chicagoland Pet Expo” display

Report of the Executive Assistant  

Danielle Rothe

Report of the Secretary  

Dr. Anthony Coronado

Minutes from the February 18th, 2014 meeting are approved with one addendum. “Dr. Goldenson commented that there should be personal contact from the office with members that did not renew.”

COMMITTEE REPORTS

Animal Welfare  

Dr. Linda Kopija

Hadley Junior High in Glenn Ellyn, I did a presentation for the 8th graders as part of a STEM event they were having. They seemed to enjoy it and we are expected to be asked to participate again next year.

Linda Kopija working on CVMF fundraising event with planning committee. Hoping to have animal welfare committee members help as well.

Planning CVMA Animal Welfare Committee meeting for April.
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**Bylaws**  
Dr. Shannon Greeley

Dr. Greeley will research what is necessary to change in the Bylaws to have additional categories of memberships. She stated that Southern California VMA added a non-voting which allows non-veterinarians to become members.

Dr. Goldenson also asked her to look into what type of grace period might be acceptable for members to put their memberships on hold and still be eligible for Lifetime Membership.

**Communications – Bulletin/Website**  
Dr. Yuval Nir

The April / May Bulletin is now being designed. The deadline for submission was March 15; please submit articles if you have them.

We have begun testing to convert our website from Drupal to WordPress. Testing consists of taking the existing database, and copying it into a test / development site of Wordpress; keeping that intact and not starting from scratch. After researching, we were instructed to attempt a migration in the following order:

1) Migrate the Drupal Site into WP  
2) Install CiviCRM plug-in for WP  
3) Then attempt the import of the existing Drupal CiviCRM database.  
4) Test the functionality of CiviCRM

If all goes well, we will build a complete duplicate site in WordPress, update the database and change.

**Continuing Education**  
Drs. Sedlacek/Miz

On March 12, 2014 the CVMA hosted a continuing education seminar on the topic of Dermatology with Dr. Dana Liska as the speaker. The meeting was held at Hamburger University in Oakbrook, Illinois, and had 144 attendees. The number of surveys turned in totaled 44. Survey respondents scored the speaker @ 4.81/5.0 and the topic @ 4.85/5.0 points. There was no Sponsor for this event.

On April 9, 2014 the CVMA will host a continuing education seminar at Hamburger University in Oak Brook, Illinois on the topic of Diagnostic Imaging; featuring Dr. Robert O'Brien as the speaker.

The CE Committee is planning to meet April 7, 2014, at 7:30 pm. at the CVMA Office to begin the planning process for 2015 CE Events. Topics and potential speakers will be discussed. If you have any suggestions, please contact the Rich.

**Historian**  
Drs. Arndt/Greeley

Dr. Greeley reported that she spoke with Dr. Arndt and they would compile an updated history of the CVMA. She noted that they currently have up to 1951 and would like to put out a call to members for help getting the history up to date.

She also note that the American Veterinary Medical History Society has a registry of Heritage Veterinary Practices and the committee would like to encourage participation by local veterinary practices to have more exposure.

Another Idea was to have some type of a virtual museum on the website to help capture the history of veterinary medicine.

Lastly she noted that in 2016, the CVMA will celebrate its 120th year and they would like to explore opportunities to help celebrate and commemorate this event.
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**Human Animal Bond**
Drs. Coughlin/Swanson
The next Wings meeting is scheduled for April 2, 2014. We welcome those interested in volunteering to assist the Helpline to contact us so we know if there is enough response to schedule a training seminar as our volunteer numbers have dropped.

**Legislative**
Dr. Shannon Greeley
Dr. Greeley updated the group about the City of Chicago Companion Animal and Consumer Protection Ordinance that was recently passed and the efforts the CVMA has been taking to prevent its passage. Although the ordinance has passed, the CVMA put out a position statement and was able to get wording changed to exempt veterinarians. The position statement received national exposure with other VMA’s.

The Southern California VMA has a Pac and a Lobbyist which Dr. Greeley is going to explore for the CVMA.

Due to the new Illinois Puppy Lemon Law, Animal Hospitals and Clinics should be providing proper notification to anyone who adopts an animal though their facility to comply with the law. Dr. Greeley will explore the notifications needed and inform the membership of this responsibility.

Dr. Alvi noted that we should have some mechanism in place to be proactive regarding proposed legal requirements. Possibly we should work with larger practices especially in the City of Chicago to create a stronger connection with legislators.

Dr. Newman recommended that these issues be sent back to committee for further review before final recommendations are made to the Board. She noted that the Board has final approval of actions, but discussion of these topics should be at the committee level and final recommendations brought to the Board.

It was agreed that the Legislative Committee should look into a PAC and Lobbyist and report back.

**Marketing** – No Report
Dr. Yuval Nir

**Membership**
Drs. Bunn/Comm
We will be holding our next small group discussion at 7pm on Wednesday, April 16th at the CVMA office. The topic will be "Playing Well With Others: Interoffice Communication". The moderator will be one of our new membership committee members, Dr Dena Reinisch.

**Veterinarian Applicants:** Drs. William Fischbach, Stephanie J. Fitzgerald, Lisa L. Hatfield and Patricia Ho

**Student Applicants:** None

Motion made by Dr. Jay Whittle, Seconded by Dr. Alexis to approve new members

**Nominations**
Dr. Alexis Newman
The open President-Elect position was discussed and potential candidates were selected. Dr. Brumley and Dr. Coronado were identified as potential replacement President-elects. Dr. Newman will discuss with each and report back at the next Board meeting.

**Public Education**
Drs. Coronado/Lewison
We had great showing of volunteers at The Chicagoland Family Pet Expo! Dr. Coronado was very happy with the new brochures that were produced and distributed. He is exploring a possible radio show by veterinarians.
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Public Relations – See Attached

Scholarship
Dr. Rossman and Dr. Howes attended the Awards and Scholarship Recognition Luncheon held Saturday, March 15, 2014, from 11:30 – 1:30 at the I Hotel & Conference Center in Champaign, IL.

Social Media
CVMA Facebook Page
Total Likes: 457
Weekly outreach 526
Recent popular post: Mardi Gras Day Photograph

CVMF Facebook Page
Total Likes: 145
Weekly outreach: 76 people
Recent popular post: Happy Valentine's Photograph

CVMA and CVMF Twitter
Is anyone actively posting on these pages? Does anyone want to use these pages? Twitter can be used to post live "Tweets" from our events and pet health information.

Pinterest
The CVMA should get a Pinterest Page to post pictures from our activities with a link to direct back to our website

Google +
Is the CVMA on Google +? I did a search and did not find it. This is the latest social media that we can use to direct the public and veterinarians to our website.

There is a message to our FB page calling for local felines for a diet trial.

Dr. Greeley recommended a more branded look and messaging for the social media outlets. She will contact and work with Dr. Niznik on these efforts.

Report of the Treasurer
Dr. Ajaz Alvi
The Profit & Loss statement and Balance Sheet for this fiscal year period ending 022814 was reviewed.

Report of the President-Elect – No Report

Report of the ISVMA Representative
Drs. Florian/Saidel
Dr. Saidel noted that he updated the ISVMA in their February 26th meeting about all upcoming CE events; and the PSA about pet care in cold weather which received attention locally and across the country. He also shared the letter to the Alderman of the City of Chicago and kept them up to date about meetings with the City.

Dr. Saidel mentioned that the ISVMA will be sponsoring Kidzeum of Health and Science in Springfield; a museum in partnership with SIU School of Medicine and St. John’s Children’s Hospital; with a $50,000 donation over a 5 year period. The ISVMA will be looking to constituent organizations to defray these costs. Dr. Florian noted that they will be soliciting $1,000 from each region, annually. Dr. Rossman noted that there are regional children’s museums that also need support.
Dr. Florian also noted that currently there is no limit to the amount of electronic CE that can be used toward licensing, but other states have limits and they will be looking into changing. The next ISVMA meeting is scheduled for March 23, 2014 at Starved Rock.

UNFINISHED BUSINESS

Membership Survey
This was tabled until next meeting.

Review Eblast Criteria
Dr. Newman said the following guidelines should be used for Eblasts:
● Not for profit groups
● No direct competitors to other CVMA members
● Must be related to dated event for veterinarians to attend
● No “vets needed” classified ads

NEW BUSINESS

Insurance Renewal
Insurance premiums and a quote from a new broker were discussed. Dr. Greeley requested that our current broker be given the opportunity to re-quote our insurance needs. Rich will request from our current broker and report back to the Board at the next meeting.

Eric Voogd Agreement Renewal
The Executive Board went into closed session which allowed only veterinarians to remain. The Board discussed the renewal of Eric's agreement.

Motion made by Dr. Saidel, Seconded by Dr. Coronado to approve Eric Voogd’s Agreement

Next meeting is scheduled as a telephone meeting on April 9, 2014.

Motion made by Dr. Ajaz Alvi, Seconded by Dr. Anthony Coronado to close the meeting at 10:06pm