An Executive Board Meeting of the Chicago Veterinary Medical Association was called on Tuesday, May 20th at 8:04 pm at the CVMA office in Burr Ridge, IL.

In attendance: Executive Board Members, Committee Members and ISVMA Representatives: Drs. Richard Rossman, Anthony Coronado, Lyle Brumley, Tracey Hlede, Benjamin Welbourne, Julie Bunn, Rosemarie Niznik (phone), Fred Goldenson, Mark Howes (phone), Jay Whittle (phone), David Saidel, Linda Kopija, Shannon Greeley, Priya Bhatt and Yuval Nir.

Board Members not present: Drs. Ajaz Alvi, Alexis Newman, Emil Baukert, Jack Brar, Todd Florian, and Joanne Carlson

Also present: Norm Bloch, Richard Susralski and Eric Voogd

Call to Order
Dr. Richard Rossman called the meeting to order.
The correspondences were reviewed. Dr. Rossman noted that there was not a response necessary to these correspondences, but they have been included in the packet so we can keep informed as to what is going on at the university, in our community and in our profession. He asked for any further discussion and none was heard.

Report of the Executive Director
Richard Susralski
Membership Billing – This year we had 96 people who have not renewed their 2014 dues. Last year we had a total of 87 not renewed and the year before 37. This year, 12 veterinarians have taken a membership waiver. Last year we had 16 veterinarians taking a membership waiver. Currently we have a total of 1035 memberships consisting of 773 regular, 160 Lifetime, 58 Student and 44 Honorary Memberships.

Report of the Executive Assistant
Danielle Rothe
- Maintaining advertisements
- Prepped/organized for 5/14 CE
- Preparing for 6/18 CE – Currently in communication with June speaker. She double-booked her calendar and may not be able to attend the meeting. She is in process of working with Purina (her employer) to move her other presentation to accommodate her commitment to CVMA. I am awaiting her reply and will work with CE chairs to resolve this issue ASAP!
- Collaborating with Social Media Committee. Used Facebook to “like” member hospitals, both as CVMA and as CVMF. While doing so, retrieving website and main email addresses for hospitals. Data collected is in spreadsheet form and will be uploaded into CIVI database, once all team members are done with their portion of the list. Took over Dr. Niznik’s list.
- Currently working on June/July bulletin
- Processed 3 grant applications for CVMF funding. Once approved, notified veterinarian of granted funds and requested CVMF checks to be issued.
- Once new members are approved, create website login id and print acceptance letters. Mail letter along with member name badge.

Report of the Secretary
Dr. Anthony Coronado
Minutes from the April 8th, 2014 meeting are approved as submitted.
COMMITTEE REPORTS

Animal Welfare
Dr. Linda Kopija
The committee met on April 29th. We have a new member, Dr. Lidia Komina. We also had a guest from Dr. Key’s clinic who is interested in animal welfare. We discussed the CVMF event and the members are going to help where they can. The committee is contacting local animal control facilities to learn more about the pet population dynamics in our areas and make that available to CVMA members.

Bylaws
Dr. Shannon Greeley
Dr. Greeley is currently working on revisions to the Bylaws that were requested by the Board and will try to complete by the end of July for approval at the September General Meeting.

Communications – Bulletin/Website
Dr. Yuval Nir
The June / July Bulletin is now being designed. The deadline for submission is May 15; please submit articles if you have them.

The preparation of our website from Drupal to WordPress has begun and transition will occur of Friday. We requested that work be completed by June 1, 2014. Dr. Nir also noted that he will be meeting with Todd to determine the availability and costs to piggyback the CVMF website. Since the CVMF website is much smaller, he will approach Todd to donate his time to the CVMF project.

Continuing Education
Drs. Sedlacek / Miz
On April 9, 2014 the CVMA hosted a continuing education seminar on the topic of Diagnostic Imaging with Dr. Robert O’Brien as the speaker. The meeting was held at Hamburger University in Oakbrook, Illinois, and had 198 attendees. The number of surveys turned in totaled 50. Survey respondents scored the speaker @ 4.80/5.0 and the topic @ 4.76/5.0 points. There was no Sponsor for this event.

On May 14, 2014 the CVMA hosted a continuing education seminar on the topic of Feline Medicine with Dr. Margie Scherk as the speaker. The meeting was held at Hamburger University in Oakbrook, Illinois, and had 136 attendees. The number of surveys turned in totaled 38. Survey respondents scored the speaker @ 4.78/5.0 and the topic @ 4.40/5.0 points. Bayer was the Sponsor for this event.

On June 18, 2014 the CVMA will host a continuing education seminar at Hamburger University in Oak Brook, Illinois on the topic of Endocrinology; featuring Dr. Deborah Greco as the speaker.

Historian
Drs. Arndt / Greeley
Dr. Greeley reported that they will meet at the AVMA Office and have a meeting with the Librarian to see what historical information they have about the CVMA. A future meeting with Dr. Arndt and Dr. Greeley will be held at the CVMA Office.

Human Animal Bond
Drs. Coughlin / Swanson
The Human Animal Bond Committee coordinates Wings Support Group Meetings the first Wednesday of every month at the CVMA Office. The next Wings meeting is scheduled for June 4, 2014.

The Human Animal Bond Committee will be holding a training seminar for the Helpline in September on the 21st. It will include information on speaking with the bereaved and helping them manage the various emotions that accompany grief and loss. Special considerations for seniors and children may be included as well. We will take time to demonstrate how the Helpline works and its origins, and
demonstrate how volunteers make calls and use the phone system. The cost is $50 for the day, and that has been waived for anyone who signs up to be a Helpline volunteer. Lunch is included.

I have asked Linda Harper to speak, and I plan to ask Jay Davy, who has attended many of the Wings meetings and also facilitates a pet loss support group in the city. There may be another speaker as well. In addition, Judith Rae, Emil, and I have spoken and I hope Mary Baukert will join us as well. Tentatively we are looking at 10-4 with an hour for lunch. Last time we had it at the CVMA office. Lori

**Legislative**

Dr. Shannon Greeley

The Cook County Board of Commissioners passed "The Cook County Companion Animal and Consumer Protection Ordinance". This ordinance prohibits the sale of commercially bred dogs, cats and rabbits in pet stores in Cook County, IL.

The CVMA, ISVMA and AVMA are working together on a sensible amendment to this ordinance including getting the USDA involved in the legislation to weed out and discipline offenders.

Another proposal has been tabled which imposed significant restrictions on shelters and is back in committee. This legislation would affect the way they receive animals from Animal Control.

Dr. Rossman noted that we need to keep members informed of current and upcoming legislation and help to promote a grassroots movement by veterinarians in Chicago. The ISVMA has recently put out a plea for its members to become involved by contacting their legislators.

**Marketing** – No Report

Dr. Yuval Nir

**Membership**

Drs. Bunn / Comm

Unfortunately we had to cancel our small group discussion on April 16th due to poor response in RSVPs.

**Veterinarian Applicants:** Drs. Robert Armentano, David Brdecka, Anna Czekala, Jerome Gagnon, Brett Andrew Grossman, Tracey Haslitt, Heather Johnson, Toni Kwan, Tiffany Leach, Adam Mordecai, Jessa Ovitt, Melissa Pales, Edward Payne, Jusmeen Sarker, Matthew Schnabl, Simone Sidel and India Wood

**Student Applicants:** Karoline M. Roderer

**Motion** made by Dr. Goldenson, Seconded by Dr. Whittle to approve new members; Passed

**Nominations**

Dr. Alexis Newman

**Motion** made by Dr. Coronado, Seconded by Dr. Goldenson to approve Dr. Brumley as Secretary; Passed

Dr. Rossman noted that with Dr. Brumley moving to the Secretary position, there would be a 3 year Director position open and asked the Board to solicit volunteers. Dr. Bhatt who was in attendance said she would be interested. The Board asked her more about herself and thought she would be a good fit for this position.

**Motion** made by Dr. Coronado, Seconded by Dr. Goldenson to approve Dr. Bhatt as 3-Year Director; Passed
Public Education

Dr. Coronado reviewed the Public Education Action Items.

Targets/points of focus for first quarter 2014

Focus on driving clients into the DVM’s offices

Identify 12 veterinarians to be our media team. Specialists/ER are needed!! (Dr. Coronado)

DONE – need to prioritize the volunteers based on availability and media types.

Activities to work with school kids (Dr. Ferraro) DONE

Active with District 211 – Dr. Ciribassi

Grants to be presented to CVMF

- Identify areas of potential grants (Dr. Lewison)
  - No progress as of yet.

General brochures (All)

- Responsibilities of Pet ownership
- Lifetime Commitment
- Zoonotic diseases
  - Benefits of early veterinary care/types of veterinarians
    - Cost savings benefits
    - Health Benefits
  - Benefits of preventive care
    - Cost Savings Benefits
    - Health Benefits
    - Zoonotic diseases
    - Benefits to YOU on owning a pet

Specific brochures

- Emergency/Disaster Preparedness - Dr. Cornelius
- Humane Animal Bond (committee)

Media – guided by/supports the brochures

- Billboards/Signage
  - Cost breakdown of benefits of preventive care vs. non treatment (heartworm disease)
  - Cost benefit of early care
  - Flow charts (increased life spans, dental care, heartworm, emergency/illness, etc).
    Multiple charts to provide fresh material for owners.

- Videos
  - Zoonotic disease
  - Testimonials about worst case scenarios due to delayed or neglected care
  - Existing sources?? (VNN- AVMA)
  - Power points (sources, AVMA, etc)
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Public Relations – See Attached
Eric Voogd

Scholarship – No Report
Dr. Lori Civello

Social Media
Dr. Rosemarie Niznik
CVMA FB Page
Likes 476; Rating 4.3; Total reach of 105; Women are 78% FB Likes, men 20%. Most of the FB page followers, about 119, are from the Chicago area

Recent popular posts were concerning World Veterinary Day and Happy Easter Holiday. Each posts had about 60 people engaged.

CVMF FB page
Likes 150; Total Reach 72; Women are 69% of Likes, Men 28%.

Recent popular post was a link to a video about the cat that chased the dog away from the little boy with a reach of 68

Committee Meeting
Dr. Greeley, Eric, Danielle, and I met recently to discuss the CVMA and CVMF Facebook pages. We discussed the branding of social media posts and how we can make the CVMA/CVMF posts related to promoting general veterinary medicine and CVMA/CVMF activities. I can post items that are pre-written stories with photographs from articles in the Newsletter or from emails from Committee Chairpersons. We also talked about making a calendar of planning posts to all our social media sites. I will do my best to post CVMA/CVMF branded posts. However, my relief work schedule limits my ability to write and post articles to the pages to days that I am not working. Another option is to send a few FB post articles to the CVMA Office with dates for them to be posted.

We also got the list of hospitals that were members of the CVMA and we started to “Like” them as the CVMA and CVMF and follow them on twitter. As we “Liked” the hospitals, we obtained the hospital website information and email address. Eric checked what other social media pages the veterinary hospitals were promoting on the websites.

Please send any articles and/or pictures to me that you would like posted to our social media pages.

Report of the Treasurer
Dr. Ajaz Alvi
Dr. Rossman presented the Profit & Loss statement and Balance Sheet for this fiscal year period ending 043014 as submitted by Dr. Alvi.

Report of the President-Elect
Dr. Anthony Coronado
Dr. Coronado noted that he reviewed the President-Elect job description with Dr. Newman.

Dr. Coronado presented the survey that Dr. Newman prepared and discussed with the Board. Some suggestions were made about the length of the survey and whether or not to have written responses. Dr. Coronado will review a previous survey done in June/July 2012 and modify the survey for the CVMA Office to distribute through Constant Contact.

Report of the ISVMA Representative
Dr. David Saidel
Dr. Saidel noted that the ISVMA Board met on April 23, 2014 at Starved Rock. At that time he made them aware of the Letter from Dean Constable to Veterinarians and response letters from Dr. Rubin and Dr. Podell. The next ISVMA meeting is scheduled on June 18, 2014 at the ISVMA Office.
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UNFINISHED BUSINESS

Foundation Update  
Dr. Yuval Nir  
Dr. Nir gave an update to the CVMA Board about the status of the CVMF. The CVMF Board met prior to the CVMA Board meeting. The efforts of the CVMF are focusing on a fundraising event scheduled for September 19, 2014. They are looking to raise money to operate the event and items that can be used in the Silent Auction. Dr. Nir asked that CVMA Members become involved in raising funds for Charitable Care as the funds that can be distributed are limited by the funds that are raised. Dr. Nir will work with Danielle to send the CVMA Board and Committee Chairs an email with a solicitation letter and information about the CVMA and Fundraising Event.

NEW BUSINESS

Dr. Greeley asked if there was going to be a Strategic Planning Meeting before the Budget Meeting. Dr. Rossman said he thinks it would be a good idea and will meet with Dr. Coronado to try to pick a date in July.

Next meeting is scheduled on August 19, 2014.

Budget Meeting is scheduled August 12, 2014.

Motion made by Dr. Goldenson, Seconded by Dr. Coronado to close the meeting at 9:30pm