EXECUTIVE COMMITTEE
Meeting Minutes
March 27, 2015

1) Call to Order
Dr. Erin Epperly, president, called the meeting to order at 9:10 AM. Present: Dr. Erin Epperly, Dr. Curtis Crawford, Dr. Sara Ahola, Dr. John Rule, Dr. Pete Hellyer, and Ralph Johnson. Dr. Sam Romano joined the meeting at 11:30 AM, and guests present from CSU included Dr. Melinda Frye, Dr. Mark Stetter, and Jocelyn Hittle.

2) Approval of Agenda
It was moved and seconded to approve the agenda. Motion carried.

3) Approval of Consent Agenda
a) Minutes of the January 16, 2015 meeting of the Executive Committee
   It was moved and seconded to remove the minutes from consent agenda for discussion. Motion carried.
   It was moved and seconded to amend the minutes by changing the date of the June 3 learning meeting to BIG Ideas Forum | Fall 2015.

b) Charge for the Task Force on Pharmaceutical Issues
   It was moved and seconded to approve the charge. Motion carried.

4) Reports
   a) President
      i) Welcome Dr. Melinda Frye, associate dean
      ii) Lunch guests Dr. Mark Stetter, dean, and Jocelyn Hittle, Denver operational initiatives
         (1) National Western Center update
         (2) AVMA accreditation
         (3) Todos Santos
   b) Secretary/Treasurer – Dr. Romano presented the draft financial statement for the year ending December 31, 2014, which projects a surplus of approximately $36,000.
   c) Other Officers – Dr. Crawford noted that Don Brown has been confirmed as the new Commissioner of Agriculture, and a priority issue is how enforcement of animal cruelty under the criminal statutes will work.
   d) AVMA Delegates – Dr. Rule noted that the new SAVMA president, Jessica Carrie, asked Dr. Marsden to be a presidential advisor to her. There is discussion about the House Advisory Committee proposed change to have House of Delegates voting open to public view; it was agreed that transparency is enhanced by having voting records open. He and Dr. Marsden asked for input on whether CVMA would sign on to a resolution urging AVMA to work with the DEA to authorize research on marijuana with pets; it was agreed CVMA would support such a resolution. AVMA has put three staff members in place as regional liaisons to the veterinary colleges, and one representative is based in Denver.
e) Executive Director – Ralph Johnson noted that the year is off to a great start, with significant progress on bills of interest in the legislature, with delivery of programs including Advocacy Training, Media Training, and the BIG Ideas Forum, and with PetCheck expanding.

5) Advocacy and Outreach
   a) Regulatory Issues
      i) State Board of Veterinary Medicine
         (1) Working group on continuing education – Ralph Johnson is representing CVMA on the working group, and will be contacting executives at national veterinary conferences in regard to RACE perspectives. It was suggested that CVMA ask the working group to approve CSU courses for automatic CE approval.
         (2) Discussion session on practice monitor system and manual to be scheduled – This item is on hold until the new program director is available for discussion.
         (3) Supporting nomination of Dr. Dean Vicksman – It was agreed to endorse Dr. Vicksman’s nomination with the Governor’s Office of Boards and Commissions.
      ii) Communication from American College of Veterinary Anesthesia and Analgesia – In response to a letter received from ACVAA expressing concern about potential unlicensed activity, it was agreed that CVMA would indicate it understands their concern, presuming that a valid VCPR and veterinary supervision must be in place, but they have taken the correct action in placing this issue with the state board (which has the investigative and disciplinary authority and resources to determine and evaluate the facts of the case).
      iii) Question from district member in regard to legality of lay person performing pregnancy checks at a certified bred cow sale – CVMA encourages the member to take this complaint to the state board.
   b) Legislative Issues
      i) 2015
         (1) HB15-1187 Expedited evaluation (support) – Passed the House, scheduled for Senate hearing April 9, meeting upcoming with Senator Sonnenberg to address concerns.
         (2) HB15-1062 Penalties for animal fighting (support) – Signed by the Governor. Testimony presented in House and Senate by Dr. Bill Fredregill.
         (3) SB15-013 Extend deadline for dog protection training of law enforcement (support) – Passed both House and Senate, awaiting Governor’s signature.
         (4) SB15-031 Reciprocity to practice a profession (oppose) – Postponed indefinitely.
         (5) SB15-042 Animal cruelty reporting (neutral) – Postponed indefinitely.
      ii) 2016 potential legislation
         (1) Cat declawing – Likely that attempt will be made to find sponsorship of a bill to ban cat declawing.
         (2) Law enforcement authority for BAP agents – It was agreed that this is a priority one issue for 2016.
         (3) Rabies requirement – Given the interest in this topic by the state public health veterinarian, CVMA would like to move forward on a bill but it is priority two if BAP legislation is going to be introduced.
         (4) Using forensic veterinarians in large-scale animal seizures – ASPCA has not indicated further interest in running this bill.
   c) Member Engagement
i) Advocacy Training – The program was attended by 25 participants, whose comments indicated the program is of high value, and involved six speakers.

ii) Political Action Committee – Background research is being conducted to inform structuring the CVMA PAC.

d) Community Outreach

i) Media Training – The program was attended by 31 participants (plus two speakers and two staff), and enthusiasm for this program remains high and comments about its usefulness are frequently received.

ii) PetCheck – With 9PetCheck now in its sixth year with 9News in Denver, we are able to add 5PetCheck with KOAA Channel 5 in Colorado Springs/Pueblo. It is anticipated that 1,600 appointments will be offered this year.

e) Relations

i) AAHA – Ralph Johnson shared information gleaned from the “state of the industry” presentation by Dr. Mike Cavanaugh at the AAHA yearly conference.

ii) AVMA

(1) AVMA is developing a pilot program on member communications where state VMAs can distribute a co-branded piece that included AVMA information items; CVMA has signed up to participate in the pilot.

(2) AVMA Cooperative effort on workforce models and veterinarian markets

(3) Economic report series – It was agreed that CVMA would communicate with Drs. DeHaven and Dicks at AVMA appreciation for and kudos on the economic report series.

iii) CACVT – After discussing options for mutual promotion between CVMA and CACVT, it was agreed that CVMA’s intention is to deepen a collaborative relationship that is based on mutual commitment. Accordingly, CVMA will define what it is providing to CACVT and ask for their benefits list in return. It was agreed that CACVT information could be included in eVOICE and VOICE, with frequency to be determined, rather than providing email lists directly to CACVT.

iv) CSU –

(1) CVMA sent its list of questions about the proposed VPA program to Dr. Wayne Jensen program.

(2) Dr. Stetter and Jocelyn Hittle joined the meeting. Ms. Hittle described the process they’ve engaged in about the National Western Center, and how the project will support the CSU mission in terms of student experiences and community outreach (but not compete with alumni).

v) Partners for Healthy Pets – Ralph Johnson reported on attending the PHP board meeting. PHP is launching a forward booking initiative, and gained very favorable outcomes from a pilot project where clients who had not visited their veterinarian in the last 14 months were contacted to make an appointment.

vi) PetAid Colorado – The bylaws for PetAid Colorado specify that the CVMA president and president-elect are PetAid board members during their terms, but the time demands from CVMA on these two officers often preclude their participation in PetAid board matters. Accordingly, in order to maintain a strong bond between the two organizations, it was agreed that CVMA would ask PetAid if its bylaws could be changed to specify the secretary/treasurer and secretary/treasurer-elect as the CVMA representatives.

f) Task Forces

i) Task Force on Collaboration – The playbook is being finalized.
ii) Task Force on Pharmaceutical Issues – Dr. Hellyer is serving as chair of the task force, and invitations have been extended to task force members.

It was moved and seconded to approve the charge for the Task Force on Pharmaceutical Issues. Motion carried.

6) Education
   a) BIG Ideas Forum
      i) Fall 2015 – October 23-24 at the Sheraton Steamboat Springs. From the list of possible topics, it was agreed that topic (4) is preferred:
         (1) Food in the Future and the Ethics of Eating: What constitutes sustainable agriculture, and what will be the veterinarian’s role? Drs. Crawford and Marsden will take the lead in preparing a concept paper on this topic. Possible speakers: WSU speaker (Dr. Crawford contacted but speaker will be out of the country at the time); Dr. Tom Parks; Unitarian Church Food Ethics Committee; CSU representative (Dr. Stetter or dean of animal sciences?)
         (2) Millennials in the Workforce and in the Marketplace (Cam Marsden, Bob Wendover, Eric Chester, Jason Dorsey)
         (3) CSU-proposed VPA Program
         (4) Adult Learning Concepts. In what ways do you want to get your CE, what would CE offerings look like in the area of non-technical competencies, perhaps with a facilitator that could help us workshop ideas. Presentations from CSU folks (Melinda Frye, Lori Kogan, Kristy Dowers); someone from the regional academy through the WICHE consortium; someone from the Experiential Education Association; invite Mike Cavanaugh (including VetFolio?); check out if Jim DeLizia would be available to facilitate.
   b) CVMA Convention 2015 – September 17-20 at the Embassy Suites, Loveland – Staff relayed that due to acquisition MWI is unable to sponsor the steak fry event this year.
   c) CVMA CE West 2015 – June 5-7 at the Wine Country Inn, Palisade – Dr. Crawford and Ralph Johnson will attend.
   d) CVMA CE Southwest 2015 – October 3-4 at the Doubletree Hotel, Durango
   e) VetFolio – Staff participated in a meeting with AAHA on behalf of ASVMAE; a CVMA demo microsite in the making.
   f) Task Force on Telehealth – Dr. Epperly to chair at least to begin with; possible participants Dr. Staci Santee, Dr. Ed Blach, P10 participants, Commission on Animal Issues participants, Dr. Hellyer and/or Dr. Kogan; charge and timetable need to be developed. Dr. Hellyer noted that he and Dr. Lori Kogan have submitted a survey on some telehealth questions to VIN.

7) Leadership
   a) Inside CVMA – The presentation has been updated thanks to Dr. Shivley, Dr. Romano, and Tara McChesney.
   b) P10 – Ralph Johnson will be assisting with the P10 Institute next week in Indianapolis; 22 VMAs now participating.

8) Support
   a) Member Connections
i) Online Forums – All districts have been launched as opt-in groups; additional groups to be established. Continuing promotion is planned in order to engage members.

ii) District Visits – The schedule is finalized, with Royal Canin aboard as the sponsor.

iii) Service Awards – Nominations are being received, with the deadline of May 15.

iv) Student Chapter
(1) April 8, 12-1 PM – Student Chapter District Visit (Dr. Crawford and Ralph)
(2) May 5 – Foundations Program (The Role of VMAs in Professional Practice; Drs. Epperly, Marsden and Hellyer)
(3) May 12 – Graduation (Dr. Epperly)
(4) August 21, 2 PM – First-year coating ceremony (Dr. Crawford, Ralph Johnson and Katie Koch)

v) Surveys
(1) Empathy in students – In collaboration with CSU and NCSU; released on March 26
(2) Opioid diversion, use and disposal – Awaiting Consortium development of the survey for Executive Committee review
(3) Veterinary prescribing and dispensing issues – on hold for TF on Pharmaceutical Issues

b) Tools and Resources
i) VCN – implementing relief veterinarian module; ramping up marketing efforts; collaborate with CSU on how it can be even more useful to students and new graduates.

ii) DVMelite webinars – The first webinar was well attended with 25 clinics connecting (with 37 registered individuals).

iii) Return for Care – The board will be provided an update on pilot project during tomorrow’s meeting. CATalyst Council technology development is progressing apace. Interest in launching the program in 2016 has been received from both the Humane Society of the Pikes Peak Region and from Larimer Humane Society.

c) Career Management – The P10 alumni is developing an “early careerist” workshop for convention, and Dr. Betsy Charles will participate (with sponsorship from AVMA PLIT).

9) Association Health

a) Governance
i) Antitrust policy – It was suggested that the introduction’s second sentence needs the word “no” in front of manner; with this correction, the Executive Committee asks that the document be circulated to the board for consideration at the fall meeting.

ii) Board agenda – The agenda was restructured to include a consent agenda component, and to align subjects with the five “pillars” and key performance areas reflected in the strategic plan.

iii) District Representative survey – Responses from district representatives were reviewed.

iv) Commission agendas – Commission agendas were reviewed.

v) Executive Committee
(1) The board will be informed that Dr. Epperly will complete her presidency and is able to be at the convention for the transfer of the presidency.

(2) It was moved and seconded that the Executive Committee recommend to the Board of Directors that Dr. Peter Hellyer be appointed to continue serving as immediate past president effective September 19, 2015 through September 17, 2016. Motion carried.
vi) Nominating Committee – Nominees for Secretary/Treasurer-elect are Dr. Will French and Dr. Jenelle Vail, and for AVMA Alternate Delegate Dr. Rebecca Ruch-Gallie with one more candidate to be confirmed.

b) Organization Structure – The Executive Committee discussed a presentation by Ralph Johnson about “evolving needs, evolving structure” that addressed potential changes:
   i) Chapter model
   ii) Tiered membership model
   iii) Governance model

The Executive Committee embraced these three models, and suggested that commission meetings be cancelled on Saturday so that the models could be presented to and discussed by the full group of BIG Ideas Forum participants.

c) Strategic planning – Jim DeLizia is confirmed for August 5.

10) **Upcoming Meetings**
   - May 20 – 10 AM meeting
   - June 3 – 9 AM meeting to focus on learning content and delivery → email update instead
   - July 1 – 10 AM meeting
   - August 5 – 9 AM meeting with Jim DeLizia for strategic planning
   - September 17 (Thursday) or 18 (Friday) – 9 AM meeting (at CVMA Convention 2015) → Friday, September 18
   - October 4 – email update
   - October 23 – 9 AM meeting (at CVMA BIG Ideas Forum | Fall 2015)
   - November 4 – 9 AM meeting → skip or change to December?

11) **Other Business**
   None

12) **Adjourn**
   The meeting adjourned at 3:30 PM.