



## COMMISSION ON ADVOCACY AND OUTREACH

Meeting Minutes

Saturday, October 21, 2017 - Beaver Creek

### Call to Order

Dr. Bill Fredregill, called the meeting to order at 1:42 PM and thanked everyone for their presence and participation.

**Present:** Cami Cacciatore (CVMA staff), Julie Crosby CVT (CACVT), Dr. Dr. Bill Fredregill (chair), Dr. Joy Fuhrman, Ralph Johnson (CVMA CEO), Dr. Hanna Klein, and Dr. Melanie Marsden (AVMA Delegate)

### Agenda

It was moved and seconded to approve the agenda. Motion carried.

### Minutes

It was moved and seconded to approve minutes of the April 1, 2017 meeting of the Commission. Motion carried.

### Introductions

### Review of Commission Charge

### Reports and Discussion Items

- Allied organization relationships
  - CSU - Dr. Stetter was not in attendance; no further updates beyond those made during the lunch.
- Public relations
  - Cami Cacciatore, CVMA's director of communications and marketing, provided the Media and Outreach Summary that included media coverage as well as social media coverage. Plans are in place to add a blog feature starting in January, to drive more traffic to the web and our social media efforts.
  - PetCheck 2018 will be held April 7-8, with the phone bank on April 2.
  - Media & Crisis Communications workshop will be held April 19 in Denver.
- Regulatory issues
  - CDPHE is proposing new radiation Rules that would impose "best practices" that could be burdensome to veterinary practices, such as quarterly x-ray machine calibrations (veterinary clinics don't use them as much as human medicine), shielding requirements (that won't work for equine practice), and mandatory training (unknown costs and fees). CVMA expressed concerns over some of the proposed changes and is waiting for final outcomes, but CDPHE is behind schedule on the new Rules.
  - The previous SBVM convened a commission to look at the current CE approval process, which was complicated and burdensome. New rules were drafted at a

December meeting and they will no longer do CE approval. They will provide guidelines to be followed, but it is up to veterinarians to document or support their CE if audited and the onus is no longer on the SBVM to make selections of approved CE. They will provide seven or eight criteria and there will still be categories per hours.

- Changes have been made to the Prescription Drug Monitoring Program (PDMP) concerning opioids; DORA is looking at prescribing policies after 2017 statute changes that may affect veterinarians. Are there limits on prescribing similar to Colorado pharmacy or DEA regulations?
- Legislative issues
  - Updates on 2017 Legislation
    - **SB17-135 Remove Medical Release Requirement for Animal Chiropractic** was defeated this year, but the sponsor, Sen. Marble, has said she will introduce it again in 2018. Discussion was held with the chiropractors association to try to iron out an agreement before then. Can clients have direct access to those practitioners on the animal chiropractic registry? The CVMA board will explore to see if the chiropractors will agree to this. The hope is that any next iteration of the legislation will be held off until 2019.
    - Possible 2018 Legislation
      - **Colorado Rabies Law**: CVMA wants a requirement of rabies vaccinations to be in place to allow direct access (not equine). CFAWA is taking the lead on the efforts with CVMA support to reintroduce the 2017 legislation in 2018.
      - **Pet Protection Act**: This started as a “no puppy mill puppies” item to put consumer protections for recourse and transparency in place. CVMA would support.
      - **Denver Cat Declaw Ban**: The first council hearing to be held on October 25 and will receive a favorable hearing, with a public comment hearing already scheduled on November 6. While CVMA does not support or promote declawing, it does not support governing the decision out of the client/provider relationship. While CVMA will comment against the ban, it is likely to pass.
- Task Force on Pharmaceutical Issues (Dr. Peter Hellyer, chair)
  - Cami Cacciatore provided an update provided by Dr. Hellyer in his absence.
    - **Xylitol**: The task force recommends sharing the information from Oregon with members on how to prescribe to prevent the substitution of xylitol from compounding pharmacies.
    - **Pets and cannabis**: The task force recommends CVMA offering a BIG Ideas Forum on this topic to provide members with information. Ralph Johnson expressed his opinion that BIG might not be the proper forum for the topic; others in the commission urged that CVMA reconsider and provide education on the topic. It was suggested that perhaps an opening session or symposium on the Thursday of convention might be appropriate, as well as drawing a good attendance in 2018 in light of the fact that AVMA’s annual conference is being held in Denver next year. Commission attendees discussed how to present and position education on the topic without advocating for its use, including having legal experts to provide information.
- CVMA political action committee (PAC)
  - A PAC reception was held at CVMA Convention 2017, where roughly \$\_\_\_\_\_
  - Three individuals volunteered to hold fundraisers for the PAC (not candidates).
  - It was suggested that perhaps additional fundraisers could be held around the state, maybe at the same time CVMA CE opportunities are being held.

### **Action Items**

- Referred items - none
- Recommendations to the board to present to the Board of Directors for consideration - none

### **Other Business**

- Dr. Hannah Klein asked if this commission was the appropriate place to bring up the subject of Weld County creating a network of places (clinics, shelters, etc.) where victims of domestic abuse can place their pets. ??????

### **Adjourn**

The meeting adjourned at 2:44 PM.





## COMMISSION ON ANIMAL ISSUES

### Meeting Minutes

Saturday, October 21, 2017 – Beaver Creek, Colorado

#### Call to Order

Dr. Radway called the meeting to order at 1:37 PM.

**Present:** Dr. Kim Radway, Dale Davis, Dr. Marguerite Flett, Dr. Renee Rumrill, Dr. Sam Romano, Diane Matt (CVMA CEO-designate), and Kara Basinger (CVMA staff).

#### Agenda

It was moved and seconded to approve the agenda. Motion carried.

#### Minutes

It was moved and seconded to approve minutes of the April 1, 2017 meeting of the Commission on Animal Issues. Motion carried.

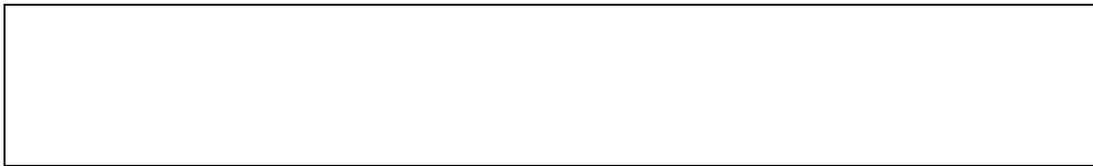
#### Reports and Discussion Items

- Report from liaisons and allied organizations
  - Colorado Unwanted Horse Alliance – A written report was provided by the CUHA President, Dr. Kate Lewis. In two years, CUHA has had 54 successful horse adoptions. In 2017 the cost to CUHA was \$25,000 after receiving \$90,000 of in kind training and care. Since being added to the Colorado State Checkoff fund in 2010 CUHA has awarded over \$422,000 in grants to Horse rescue facilities, veterinarians, and individuals.
  - Colorado Pet Overpopulation Fund – Katie Parker sent an update for the commission that over \$2.72 million has been donated through the tax check-off since 2001. This funded over 60,000 spay/neuter surgeries for cats and dogs owned by income qualified Coloradans. Additionally, over 16,911 Adopt-a-Shelter-Pet License Plates have been sold.
  - Colorado Livestock Care Coalition – Dr. Curtis Crawford (absent, no report given)
- Update on resources for animal ER response – Of Note Voice Article #2 was distributed to the group as a resource
- Dr. House – Colorado State Public Health Veterinarian
  - Where do Colorado doctors get their information regarding zoonotic conditions (both from the animal health aspect and the occupational risk)? Where would you like to see guidance and information?
    - The commission unanimously decided that they are currently receiving the majority of their updates from CVMA, with a few communications from the State Public Health office. They requested that CVMA continue to keep them updated on any “outbreaks” and zoonotic information, no change necessary.

- Public Policy Updates:
  - Denver Cat Declawing Ban – Dr. Sam Romano and Diane Matt updated the group on the new legislation around a proposed cat declawing ban in Denver and how CVMA has discussed handling the issue. The board of directors have decided to focus on education vs. legislation as their argument when they are scheduled to testify on October 25, 2017. Everyone in the commission agreed that the stance CVMA was to take at the legislature was the best position to take at Denver city council and recommended that once a decision was made, it would be crucial to inform every veterinarian in the state of Colorado.
  - Animal Chiropractic – Diane Matt provided an update on the ongoing Animal Chiropractic legislation and how the CVMA group and Chiropractic group are working together in order to come to an agreement on legislation for the coming year. The commission agreed on the stance CVMA was taking in the legislature and will look for more information to come from CVMA as this evolves.

### **Action Items**

- Referred items – none
- Recommendations to the board to present to the Board of Directors for consideration. Motion – no recommendations.



### **Adjourn**

The meeting adjourned at 3:19 PM.





**COMMISSION ON EDUCATION**  
Meeting Minutes  
Saturday, October 21, 2017 - Beaver Creek

**Call to Order**

Dr. Emily Graves, chair, called the meeting to order at 1:32 PM.

**Present:** Dr. Steven Benscheidt, Dr. Matthew Braunschmidt, Dr. Curtis Crawford, Dr. Emily Graves, Dr. William Hope, Dr. Jackie Cristakos, Dr. Will French, Dr. Kayla Henderson, and Kristin Payne (CVMA Staff)

**Agenda**

It was moved and seconded to approve the agenda. Motion carried.
--

**Minutes**

It was moved and seconded to approve minutes of the April 1, 2017 meeting of the Commission. Motion carried.
--

**Introductions**

**Review of Commission Charge**

**Reports and Discussion Items**

- Convention Updates and Discussion items
  - Convention 2017
    - Convention 2017 Final Report - Kristin Payne, CVMA staff, distributed the report to the group. Key highlights included overall registration summary and comparison to years past.
    - Morning Keynotes - the group enjoyed the new morning keynote sessions but were unclear if CE credit was offered. Group concluded that being more proactive with messaging and continuing with high quality content will help drive future attendance at this program.
    - Small Animal Ultrasound - a new offering this year and was an attendee success. CVMA had challenges in securing volunteer dogs for the lab, ultimately securing animals through *Power of Ten* volunteers along with complimentary registration. The group concluded that continued outreach to volunteers for animals should be continued, and to include Leadership Council, exhibiting vendors, and reaching out to local area for volunteers, but with no complimentary registration.
  - Convention 2018
    - Kristin Payne confirmed the dates of September 20-23, 2018 in Loveland. Call for Presentations currently ongoing.

- Convention 2019
  - Kristin Payne confirmed the dates of September 12-15, 2019 with a location change to Keystone.
- Commission on Education update
  - Proposed model change
    - Kristin Payne distributed a handout outlining the new Commission on Education Model for how volunteer groups plan CVMA education programs. Dr. Emily Graves discussed the change from program-specific planning groups (i.e. CE West, Convention, and SkiCE), to content working groups (i.e. small animal, equine). The change would allow the groups to think more cohesively instead of program-specific, and would streamline resources and efforts across the many offerings that CVMA provides. Small animal was given as an example, whereas one volunteer group will plan all small animal education offerings instead of separate committees. The group agreed and was in support of this change, with the model going into effect immediately with the upcoming planning of convention, SkiCE, and Professional Development Series (PDS).
    - The group reviewed current committee and track volunteers under the old model and how their rolls would convert into the new model. Suggestions for additional volunteers were provided. Kristin Payne will review and pursue the recommendations.
  - Completed Education Program Recaps - 2017
    - Kristin Payne provided a handout with program summaries of 2017 completed programs: PDS, CE West, and CE Southwest.
      - The group discussed declining attendance at PDS sessions. Kristin will survey current and past attendees to try to better understand the importance of this program and its format and day/time in their choices of obtaining CE. Update will be provided at next commission meeting.
  - Upcoming Education Program Updates and Discussion Items
    - Kristin Payne provided a handout with updates on upcoming programs for 2017 and 2018. Group discussions occurred around the following programs:
      - CE Agricultural Animal – Dr. Crawford reported that program content is being revised in order for CVMA to comply with USDA rules and regulations, and in particular, with the Animal Welfare Act and USDA oversight. Once details and speakers are confirmed, registration should open.
      - SkiCE 2019 – discussion on overall topic crossing over into equine/large animal to attract mixed animal practitioners and increase exposure for CVMA. Sunday opening session could include all attendees and parallel equine track offered on other days. Suggested topic – regenerative medicine. Kristin will proposed this idea the small animal and equine working groups when the planning for SkiCE begins later this year.
      - CE West – Kristin reached out to Dr. Carol McDanel and Dr. Mark Ryan, who are active in Chapter 15 Grand Valley, for topics of interest to their members. She shared their suggestions to the group, who in turn shared ideas and recommendations on dermatology, reproduction, ophthalmology, renal, CKD, and tick borne disease topics. Kristin will follow up with Dr. McDanel, Dr. Ryan, and the Equine working group to review options and confirm topic and speakers by the end of November.

- Webinar Updates
  - Learning needs of our audience include other forms of education, such as webinars and online delivery. No current webinars or discussion items relating to webinars are tasked to the Commission on Education. Awareness of the CVMA offerings was provided on the agenda.
- Online Delivery
  - Learning needs of our audience include other forms of education delivery, such as webinars and online delivery. No current online delivery programs or discussion items relating to online delivery are tasked to the Commission on Education. Awareness of the CVMA offerings was provided on the agenda.

**Action Items**

- Referred items - none
- Recommendations to present to the Board of Directors for consideration - none

**Other Business**

None

**Adjourn**

The meeting adjourned at 3:17 PM.





## COMMISSION ON LEADERSHIP

### Meeting Minutes

Saturday, October 21, 2017 - Beaver Creek, Colorado

#### Call to Order

Dr. Jeff Fankhauser, chair, called the meeting to order at 1:35 PM.

**Present:** Dr. Jeff Fankhauser (chair), Dr. Colleen Carnes, Dr. H Howells, Dr. Lyndsey Larson, Dr. Susan Woodard, Garry Watts, Dr. Sarah Lipkin, Dr. Amanda Levesque, Dr. Janeal Weisbrod, Dr. Lisa Mausbach, Dr. Rebecca Ruch-Gallie, Dr. Courtney Diehl, Dr. Caroline Cervelli, Dr. Cindi Hillemeier, Dr. Randy Hays, Juliebeth Pelletier (CACVT), and Katie Koch (CVMA staff).

#### Agenda

It was moved and seconded to approve the agenda. Motion carried.

#### Minutes

It was moved and seconded to approve the minutes of the April 1, 2017 meeting of the Commission on Leadership. Motion carried.

#### Reports and Discussion Items

- Chapter Representatives
  - Dr. Jeff Fankhauser provided a brief summary of the shift to the Leadership Council and the role it plays in serving as a point of communications with both members and the board.
  - The Chapter Representatives in attendance agreed that it would be helpful to have written procedures on the tasks they should be doing, so that they know how to carry out their roles.
  - They mentioned it would also be helpful to have a one-sheet that they could send to their replacement if they are ever unable to attend BIG Ideas.
  - Staff will work on compiling more concrete position descriptions and putting together an on-boarding document.
- Inside CVMA
  - The group discussed the continuation of the "Inside CVMA" presentations. The consensus was that the audience for this presentation is people who have already decided they want to be involved and are looking for information on how to activate on that.
  - It was proposed that a second PowerPoint be developed for people looking for more information on the general structure and purpose of CVMA. This could perhaps be recorded and posted on the membership page, to help members feel more invested in the organization ("Here's why you should care.")
  - For an upcoming BIG Ideas, perhaps test a more relaxed presentation on for those looking to get involved. They could talk with current CVMA leaders and learn more about what they do and how they got involved. Perhaps incorporated into the welcome reception (e.g. a video looping in a corner).

- Power of Ten Update
  - Veterinarians (P10 | DVM)
    - Trends from program and what we've learned from recent classes
      - The group agreed that having veterinarians outside of the traditional 1-7 year graduate range participate provides valuable perspectives.
    - Projects
      - Ignite Session – Dr. Fankhauser noted that the Ignite Session presentations will not be held this year. Feedback over the past few cohorts has shown this project to be frustrating and a point of great stress for some involved. A different project will be selected this year.
      - Katie reported that CSU will be interviewing the 2017 graduating class of P10, to complete the outcomes assessment.
  - Practice Managers
    - Katie reported that the Power of Ten | Practice Managers program will be launching in 2018. Three facilitators have come on board (Kat Burns, Marianne Mallonee, and Josh Vaisman). The application process will be opening in November and the Initial Gathering will be held in January 2018. She also noted that the P10 | PM and P10 | DVM cohorts will have some cross-over at events such as Advocacy Training and Media Training.
    - The group agreed that having P10 meet-ups at events like Convention is a valuable way to keep alumni engaged.
- Peer Health Assistance Program – Katherine Garcia, absent.
  - Katie reminded the group that CVMA is always looking for input on topics for future wellbeing webinars.
- CACVT update – Juliebeth Pelletier, executive director
  - Juliebeth had no additional report to add to the remarks made during the luncheon.
- Leadership Engagement
  - Micro-volunteering opportunities
    - The group discussed ways to invite members to volunteer. Ideas included a “Call for Volunteers” on social media, in eVOICE, and on the website. In addition, it was suggested that a flyer could be included in registration packets at events.
    - A suggestion was made to create a “team volunteer” option in case a team of doctors from a practice wanted to do something together.
    - It was also suggested that practice owners (or associates actively involved with CVMA) could be valuable resources in promoting opportunities and information about CVMA within their practices. CVMA should engage them with info to share at rounds or team meetings.
  - Mentorship opportunities
    - The commission discussed the label of “mentorship” and whether it seems intimidating to those wanting to get involved.
    - The group agreed that the goal should be to create opportunities for people to have meaningful interactions and then mentorship opportunities may come from that. Potential ideas included:
      - Speed networking (based on speed dating)
      - Roundtable breakfasts for everyone (based on student roundtable breakfast)
    - The commission also suggested inviting student to chapter events, which can be ways to facilitate connections with practicing veterinarians.

**Other Business**

None

**Adjourn**

The meeting adjourned at 3:19 PM