AHVMF Board Meeting Minutes

Dial 800-791-2345

Code is 52361

**Date: February 11, 2015**

**Time: 6 pm PST, 9 pm EST**

**Present were Dr. Bernstein, Dr.Nancy Scanlan, Dr. Jean Dodds, Dr. Marjorie Lewter, Dr. Rick Palmquist, Dr. Barbara Royal, Dr. Natasha Lily**

**Call to Order 9:10 pm**

President's Opening Remarks Dr. Royal expressed goals of communication about the Foundation to specific individuals.

**Minutes were approved**

**Financial Report** – Larry has met with financial advisors and the advice was to not risk any volatile investments. Audit is moving along. Financial report was accepted.

**Committee Reports**

Marge discussed scholarships that have been offered this year and funding of the scholarship program.

Jean discussed an equine study from Australia and the continuation of the small dog vaccine study.

Rick has been discussing plans for a research project at UFL with World Association Traditional Chinese Veterinary Medicine Foundation. Other alliances are being explored.

 Capital Campaign – Membership Wall and memorial wall were discussed.

New Business:

Nancy explained that a written plan must be adhered to for educational programs such as the one at University of Tennessee.   
Large donors should be contacted at least 3 times after a donation to follow up. Board members will be asked to participate.

Scholarships vs grants: Scholarship money is tax free, scholarship to come to conference is not.

If we award grants, all monies are tax free. Dr Royal’s scholarship will be a grant from now on. Dr. Lily requested that her scholarship also be converted to a grant.

Student AHVMA business vs. AHVMF business was discussed and Nancy agreed to send a summary to each of us.

Marketing was discussed. Our organization is young and we have no endowments, so we need to build up core donors. 20-44% of budget should be spent on marketing for an organization in our position. Nancy will structure a specific plan to present to the board.

Facebook posts were discussed and we must follow the rules Rick described regarding advertising specific veterinarians or clinics.

Nancy will be sending out tasks for board members for the upcoming fundraiser.

Barbara Royal discussed letters to donors, Marge mentioned exhibitors from AHVMA conferences and cancer treatment centers. Natasha Lily discussed memorial donations to Foundation and various options for on-line possibilities were discussed.

**Motion to Adjourn 10:55 pm**

**Future Board Meetings**

Apr 8, 2015

Jun 10, 2015

Aug 5, 2015