

American Veterinary Medical History Society
35st Annual Business Meeting
Monday, August 6, 2012
San Diego, California
Manchester Grand Hyatt Hotel
Ford A & B Room

1. Call to Order

President-Elect Martha Littlefield filled in for President Russell Currier who had an early meeting conflict and would arrive later. She called the AVMHS business meeting to order at 8:00 am. The order of business followed the protocol specified in the Bylaws (Article 9, Section 2).

2. Roll Call

An attendance roster was routed. A total of 12 members and 2 guests were present.

3. President's Address

President Russell W. Currier submitted the following report for 2012.

Membership: During the past year, I realized that the AVMHS would really benefit from an expansion of our membership. It would be reasonable to set a goal of doubling our membership in the next year especially since the AVMA is planning for their sesquicentennial in the next 11 months and recognizing that we still have consciousness of our profession's modern reincarnation 251 years ago in Lyon. Now is the most propitious time to expand our membership and recruit new members. There will be plenty of brochures in San Diego and everyone in attendance is encouraged to pick up a half dozen and start petitioning our colleagues in correspondence and face-to-face to 'do a little more' for our history. Expanded membership will enable us to accomplish special projects and expand our *Vet Heritage* publication among a host of possibilities.

Bierer Book Project: I never heard from Wiley-Blackwell who promised to get back to me after a brief meeting in Ames no later than a week ago Friday. Also I received no response from Elsevier in St Louis and tried to arrange another meeting unsuccessfully. Needless to say there is no interest for a gratuitous printing even very small one of the Bierer book

This prompts me to the next step in the strategy which is to consider utilizing this transcription as an opportunity for some large pharmaceutical firm to underwrite a publication as either a token 'give away' at AVMA 2013 or perk for a drug order. This was mentioned in a circumstantial way with my meeting with Wiley-Blackwell. This has been done before by large drug companies and purchased a book recently on antibiotics that was given away by Merieux per sticker on the cover. I have seen books on a variety of topics in the medical section of used book stores that attest to this as well as a publication that our own beloved Dr. Born compiled several years ago. In fact the Wiley editor mentioned that some volume by Dr. Carl Osborne at University of Minnesota [one of my instructors] is a classic and commands a high price on the secondary market!!!

What to do? We must recognize that marketing people have out-sized influence in companies that service veterinary medicine. They will all be represented in San Diego. We need to work this exhibit hall and recall that Dr. Roncalli extracted a 'soft' commitment earlier from Merial to support Smithcors Essay Contest. Although it did not come to fruition, the AVMA meeting itself

was a stellar venue to 'spread the gospel'. Also large publishers will be exhibiting and well represented e.g. Wiley-Blackwell that may offer support if our petitioning or soliciting generated any interest

I am having two mock-ups prepared for AVMA this week for display and 'show-and-tell.' So we will have a copy to illustrate what we are all about on this project and its value to the vet community. So maybe Howard and I, and any others can assist during this meeting to bounce this off of the large drug companies.

What are the costs involved? The two spiral bound prototypes are being printed by Plaza Printers here in Des Moines and have used them a great deal in the past. These two copies will be \$15/copy and I will absorb the fee. I asked about a large run and I can't recall number of pages but it was around 230. Their quote is \$950 for 100, \$2,100 for 250, and \$3,940 for 500. I'm not even remotely suggesting we pursue such a publication project given our experience with post cards last year and the fact that our marketing muscle as such is pretty atrophied at the moment to use a medical metaphor. Too we must acknowledge that AVMA is putting together a coffee table book on their history that would in a sense compete with our efforts. That is why I think a 'give away' by a large firm would really be best. They have the \$\$\$, the distribution system to undertake it all, and possibly are looking for opportunities for unique perks that would be most appropriate at the AVMA 2013 confab. Also I'm not promoting the services of Plaza Printers but would prefer a Wiley Blackwell to the rescue as they have a staff of editors, layout artists and the like who could really jazz it all up a bit and maybe an attractive cover in color. If this all comes to fruition, I would try to secure 200 gratuitous copies for the AVMHS that would ensure a copy for each member and 100 to have on hand for other future purposes.

If we can't pull this off, I guess I will remain disappointed and we can resort to CDs and print-on-demand venues. Needless to say we will have a limited opportunity at AVMA in San Diego and need to accomplish much in a short period of time to explore possibilities. So much for Bierer.

Smithcors Essay Contest: I have been singularly unsuccessful in securing a grant for this next year and we need to explore options that may include direct funds solicitation or suspension until we secure funds. I have executed sustained efforts on this and clearly am not using the right approach, incorrect buzz words, or something along those lines. Accordingly I am prepared to hand off this task if anyone else that is interested. I have prepared electronic solicitations as well as hard copy petitions that I have had spiral bound with clear acetate front cover and black opaque back cover enabling or facilitating selection committee perusal and study. Responses have been negative on the electronic solicitations and have not even received an acknowledgment of receipt of the hard copies. This has been disappointing to me and Susanne has suggested that perhaps I should consult with a third party on this matter. I do have a business card from a presenter who was a consultant on procuring grants [coincidentally in San Diego about 3 or 4 years ago as part of a 'skill building' workshop hosted by the National Rural Health Association]. He was a very accomplished individual and may visit with him by phone this week to see what he may suggest. [Note to Howard: I did receive an acknowledgment from Pfizer 'Cattle Call' program and suspense date is soon so may hear from them in any case on this effort recognizing that Smithcors is clearly out of scope of their intent.] In the final analysis, my skills at 'grantsmanship' are questionable at best and if anyone within our membership, especially academics who want to give it a try, I will be happy to transfer the task and would welcome assistance.

Continuing yet on Smithcours, I noted that the Society of Veterinary Medical Ethics, held an essay contest and recently presented the winner Kansas State University with a \$1,000 honorarium and \$1,000 travel award to AVMA to present same. I asked Dr. Dennis Lawler, who is a member, where they obtained their award funds and he replied Waltham Foods. I paste in my inquiry FYI: "In a recent email I observed detail on the SVME essay contest. Question: Where do you get the largess for the prize? \$2K isn't bad for a small society. Dues? Contributions from members? Or other deep pockets? Do you know how many submissions you received in the recent contest?" [No mention of number of essays received.]

Speaking personally, I will be teaching a one credit disease-specific veterinary history course at Iowa State University on a 'trial basis' this fall semester. Also the AVMHS would welcome a volunteer to host a 'regional' AVMHS meeting next year in any state/province but Kansas, Texas, Iowa or Ontario. It would be nice to keep this up and are always fun and informative to attend.

4. Presentation of Minutes

The minutes of the 2011 AVMHS meeting held in St. Louis were presented and copies were available for review in the room. It was moved by Dr. Howard Erickson and seconded by Dr. Helen Wojcinski that the minutes be approved. The motion carried.

5. Rules and Procedures

No changes to rules and procedures were suggested.

6. Nominations for Honorary Membership

No nominations were presented at this meeting.

7. Introduction of Guests

Dr. Sam Ridgway was introduced as emeritus professor at the University of California at San Diego. He is a pioneer expert on marine mammal medicine, director of the National Marine Mammal Foundation, and author of many publications. Also introduced was Dr. Monica Murphy who had recently published a new book titled, *Rabid: A Cultural History of the World's Most Diabolical Virus*. Both individuals presented papers as featured speakers at this annual meeting.

8. Officer's Reports

a) Treasurer's Report

In the absence of the Treasurer, copies of the 2011-2012 Treasurer's report composed of an income and expense sheet and account balance summary were available in the room. As of June 30, 2012, the Society had total assets of \$15,387.81. If the original Shomer estate gift of \$15,400.81 is removed and "protected," the working balance is \$13.00 below that amount.

During 2011/2012, we spent \$9,241.29. This is \$3,414.27 more than was taken in as income in the same year. Expenses for two issues of *Veterinary Heritage* for May 2011 and November 2011 amounted to \$3,279.65. In addition, \$1,432.45 was spent on a special exhibit booth celebrating the Vet2011 year and another \$2,082.00 was allocated for

transcribing Dr. Bierer's 1940 book, *American Veterinary Medicine*. The annual IRS filing was completed as required.

The Society's overall financial status has stabilized in recent years, but should continue to be carefully managed.

b) Secretary's Report

The current status of the Society's membership as of June 30, 2012 is as follows:

MEMBERSHIP - 2011 / 2012

Paid Members/Couples

United States	83	(continuing 78, new 5)
Canada	3	(continuing 3, new 0)
International	3	(continuing 3, new 0)
Total Paid Members/Couples	89	
Life Members	4	(continuing 4, new 0)
Honorary Members	1	
Student Members	4	
Total Life & Gratis Members	9	
TOTAL MEMBERS	98	
New first time members (U.S. 5, Canada 0, Int 0)	5	
2006/2007 members who did not renew for 2008-2009	14	
Late year payment carry-over	1	

Paid *Veterinary Heritage* Subscriptions

United States	5	
International	5	
TOTAL PAID	10	

Gratis Subscriptions -- Veterinary Libraries

U.S.	27	
Canada	5	
Caribbean	4	
International	1	
TOTAL VET LIBS	37	

Gratis Subscriptions (AVMA, NLM)	2	
Total Gratis Subscriptions	39	
TOTAL <i>Veterinary Heritage</i> SUBSCRIPTIONS	49	

Issues of *Interim News & Comment* were distributed electronically by e-mail in July 2011, August-September 2011, February 2012, and May 2012. Members without e-mail or whose e-mail was not active received printed copies.

c) Past President's Report

No report was given.

d) Incoming President's Report.

No report was given.

9. Committee Reports

President-elect Littlefield called for committee, project, and activity reports.

a) Finance Committee

No report was given.

b) Smithcors Student Veterinary History Essay Contest Committee

For the 2012 contest, 29 essays were received and judged by Drs. Wolfgang Jöchle, Raffaele Roncalli, and Debbie Tacium. Since Merck & Company notified AVMHS in St. Louis that company changes required discontinuation of their support, funding for the three prizes was provided by two generous members this year.

The 2012 winning essays were:

First Place \$750: "*The Covert Arsenal of Biological Agents Throughout History*" by Amy Sents '15, Kansas State University

Second Place \$500: "*The Humble Beginnings of the Corporate Companion Animal Hospital*" by Tracey L. Mullins '15, Kansas State University

Third Place \$250: "*The Dogs of War: History of the U.S. Military Dog*" by Katie Beach '13, Kansas State University

Dr. Currier indicated that he is actively contacting some drug companies and has submitted several applications to obtain stable funding for the essay contest, but without success thus far.

c) Veterinary Heritage Committee

Two issues of *Veterinary Heritage* dated November 2011 and May 2012 were produced by David Williams along with a graphic designer and printing services staff at Purdue University.

The following summary was also presented by Dr. Larsen.

Dr. Phyllis Hickney Larsen, reporter for *News & Comment*, has this past year submitted the usual columns to the two issues of *Veterinary Heritage*. There have also been four interim issues, which, with their professionalization by Susanne Whitaker, have helped to keep our members aware of activities in our Society and in the wider world of veterinary history. Several members have indicated use of the list of books and articles included.

d) AVMHS Web Site

No specific report was provided, other than to indicate Dr. Kevan Flaming continues to serve as Webmaster in posting new material and providing overall maintenance of the Society's Web pages at Iowa State University.

e) Liaison to the American Museum of Veterinary Medicine (AMVM)

No report was given.

f) Liaison to World Association for the History of Veterinary Medicine (WAHVM)

The following report was submitted by WAHVM Liaison Lesley Ann Gentry in absentia.

Veterinary historians will join together August 22-25, 2012 in Utrecht, Netherlands for the 40th Congress of the World Association for the History of Veterinary Medicine. There are 40 papers and 20 posters from 22 different countries including the US, Japan, China, South Korea, the Philippines, Mexico, Egypt, and several European countries. In addition the host country has prepared an interesting social program for those attending.

2014 41st WAHVM Congress will be in London, England with the 2016 42nd WAHVM Congress in Austria.

President Peter Koolmees sends a warm welcome to American colleagues who will be attending the congress in Utrecht.

At the 2010 Congress in Turkey the WAHVM Board and Liaison Committee held a lengthy discussion regarding membership subscriptions with little resolve. President Koolmees has asked that AVMH consider the financial situation of WAHVM. Any suggestions as to what rate would be considered as reasonable would be welcomed.

g) Student Connections Panel.

No report was given.

h) Time-Bites Project

The following report was submitted in advance by Dr. Larsen.

As a coordinator of the Time-Bites project with Veterinary Information Network (VIN), Dr. Larsen reports that VIN has recently asked for more of these short veterinary history items. She and Susanne Whitaker have several in the works, and all members are encouraged to submit or suggest topics for Time-Bites.

i) *International Dictionary of Veterinary Biography Project*

No report was given.

j) *Veterinary Heritage Q&A Series*

No report was given.

k) *Registry of Heritage Veterinary Practices*

Concerning the Registry of Heritage Veterinary Practices, Lesley Ann Gentry submitted the following status report in absentia.

Seven veterinary hospitals and clinics were added to the *Register* in 2011 and 2012 bringing the total to thirty 50+ year old practices. In particular, Dr. Sprayer from McNabb Veterinary Hospital in Illinois has promised the articles about their celebration they had in June, 2012. They were the

only recipients of a plaque with funds remaining from a grant from Pfizer this year. I am still working on a sponsor for future plaques.

l) Vet 2011 Activities

No report was given.

m) Regional Meetings

The 4th regional meeting was held at Guelph, Ontario, Canada at the Ontario Veterinary College on the campus of the University of Guelph on Friday, June 12, 2012. It coincided with OVC's 150th Anniversary.

Overall, the meeting organized by Drs. Brian Derbyshire, Helen Wojcinski and Zbigniew Wojcinski was highly successful and enjoyed by all who attended. Titled, "Cross-Border Connections in Canadian and U.S. Veterinary History," it featured eight speakers from Canada and the United States. Topics ranged from cross-border contributions in pathology and by Frank Schoffield, bovine tuberculosis consequences, historical role of veterinarians' wives, early OVC student life, Golden Age activities of C. Barnwell Robinson in Washington, D.C., and presentation of OVC's Barker Canadian Veterinary History Museum. In addition to one of the speakers being the dean at OVC, the college clearly values its rich heritage.

n) Oral Histories of Veterinary Medicine program

Dr. Born was not in attendance, but shared the following status report.

The AVMHS *Oral Histories of Veterinary Medicine* program was kicked-off in St. Louis. With the help of Lesley Ann Gentry, plans involve contacting each of the state veterinary medical associations that responded positively to the AVMA electronic survey. In addition, a "Getting Started" page and folded brochure will be prepared along with a more in depth guide to how to select interviewees, what interviewers do, why transcription is important, preservation for future use, and other basic things a VMA or group would need to know in order to get started.

AVMHS's role will be advisory in providing help with equipment recommendations, format, and possible questions to ask. We will be notifying state VMAs and work to get them involved in joining this effort in any way they feel appropriate.

10. Amendment to the Constitution and Bylaws

No Bylaws changes were submitted for consideration.

11. Election of Officers and Directors

This year's Nominating Committee was chaired by Dr. Russell Currier. The following slate of officers and board members for 2012-2013 were presented:

Officers

President--- Dr. Martha Littlefield (Baton Rouge, LA)
 President-Elect/Program Chair--- Dr. Helen Wojcinski (Ann Arbor, MI)
 Past-President--- Dr. Russell W. Currier (Des Moines, IA)
 Secretary/Treasurer---Susanne Whitaker (Ithaca, NY) [Continuing 2nd-year]

Board Members at Large

Dr. Ana Alcaraz (Claremont, CA) [New 2-year term]
 Dr. Ronnie Elmore (Manhattan, KS) [Continuing 2-year term]
 Lesley Gentry (Beliot, KS) [Continuing 2-year term]
 Dr. Cynthia Hoobler (Friendswood, TX) [New 2-year term]

There were no nominations from the floor. Dr. Russell Currier made a motion to accept the slate as presented for approval by acclamation. It was seconded by Dr. Howard Erickson and the motion carried.

12. Unfinished Business

a) AVMA 150th Anniversary Planning

Dr. Howard Erickson reported that our proposal has been accepted by the AVMA program committee and plans are well underway for a day-long “Smithcours Symposium on Veterinary Medicine.” It will be held in conjunction with the AVMA’s sesquicentennial celebration in Chicago in July 2013. CE credit can be earned by attending any of the presentations. More information and list of speakers and their talk titles will be outlined in a forthcoming issue of the *News & Comment* newsletter and posted on the Society’s Web site. This is an accomplishment for AVMHS. All are encouraged to attend this significant event.

13. New Business

Dr. Currier noted that so far no regional meeting for CY 2013 was announced and encouraged members to promote this idea with the idea that an annual regional meeting would be most desirable to promote and preserve veterinary history.

[Secretary’s note: Dr. Pat Kennedy Arrington is organizing the 5th regional meeting to be held in Kentucky at the Kentucky Mid-America Conference on Saturday, September 28, 2013.]

14. Adjournment

A motion for adjournment was presented by Dr. Martha Littlefield; seconded by Dr. Howard Erickson. The meeting adjourned at 9:00am.

Respectfully submitted,
 Susanne Whitaker, AVMHS Secretary/Treasurer, and President Dr. Russell Currier
 July 15, 2013

Members present: (12)