

Membership Committee

Members Present: Zeb Blanton (Chair).

Board/Staff Members Present: Alejandro Mazzotta and Lisa Hovey.

New Members: None.

Visitors/Guests: None.

Meeting Called to Order: 3:07 p.m., Saturday, July 27, 2013.

Recording Secretary of Minutes: Zeb Blanton.

Old Business: None.

New Business: Membership Stats were distributed by Lisa Hovey and discussed. Clearly there has been a trend increase in IAFP among the U.S., Canada and Mexico has decreased and international has had a slight increase. Overall, membership is doing well.

The idea of increasing Brand recognition was discussed as a possible avenue to increase membership, outside our current industries, IAFP does not have any Brand recognition at all. It was also noted that many people join IAFP for reduced AEC rates but a consensus could be reached how this could be managed.

At our current levels, we have approx 19% of our membership is International, focus needs to be placed in the LATAM and Europe to drive membership in the future.

It was discussed that the Symposia is too technical and needs to be more Global to drive membership and attendance at the annual meeting. As we expand on the Technical subjects, we need to find a way to put them into practical use/application.

Recommendations to the Executive Board:

1. Track and nurture current dialogue between IAFP and AVMA.
2. Explore means of certifying CEU credits for DVMs participating in IAFP meetings.
3. As IAFP is a world leader in education, emerging issues and driving improvement, find a way where we can expand on the technical subjects and put them into practical application for industry.

Next Meeting Date: August 2, 2014, Indianapolis, IN, Indianapolis Convention Center.

Meeting Adjourned: 4:19 p.m.

Chairperson: Zeb E. Blanton, Jr.