

2019 Veterinary Ultrasound Society Business Meeting
2019 American College of Veterinary Radiology Annual Meeting
Baltimore, MD
7-8 am, 2 November 2019, Johnson Room

Committee Members or Officers:

Dr. Adam Watson – President (2018-2020) – Present
Dr. Peter Noel – President-elect (2020-2022) - Absent
Dr. Adam Yoskowitz - Secretary (2017-2019) – Absent
Members-at-large: Dr. Grant Middleton (2018-2020), Dr. Nate Nelson (outgoing) - Absent

Meeting Minutes

- Dr. Adam Watson ran the meeting.
- Call to Order
- Approval of 2018 business meeting notes – passed without edits
- Treasurer report
 - Account \$62,803
 - New fee structure
 - Friends of ACVR (society only) - \$120
 - Additional society fee is \$30
 - ACVR/ECVDI – \$30
 - Residents - free
- VUS executive council review
- VUS member statistics review
 - 594 members (corrected*)
 - 253 society only members
- Social media report – (prepared by Dr. Yoskowitz)
 - Huge increase in VUS Facebook page membership in the summer this year
 - Increase to 4106 members currently from ~2000 in June
 - 842 members in US, 304 in UK, 193 in India
 - Content currently monitored by Dr. Yoskowitz (secretary) and Dr. Fischetti (past-president)
 - With recent growth, need an additional moderator (member-at-large) for content and regulation
 - Dr. Marina Mavromatis volunteered
 - Ideas for social media
 - Get Facebook page in order and well covered
 - Stop free telemedicine consultation?
 - Moderate people replying and information being disseminated?
 - Moderate people allowed to post cases?
 - Generate regulations for posts and restrict access with violations?
 - Close to paying membership or make private?
 - Be sure COTM is posted with appropriate delay
 - Consider Instagram account
 - Will require much more imaging content
 - Likely require dedicated social media person or committee

- Consider advertisement with student groups (SCAVMA, etc.)
- Business discussions
 - Unfinished business
 - 2019 VUS Keynote speaker – Dominique Penninck “The Day After Tomorrow”
 - US endorsement discussions
 - ACVR consensus statement oversight committee (CSOC), US subcommittee formed to generate white papers on US protocols. Information from CSOC, presented by Dr. Gabi Seiler and Dr. Jen Bouma to follow this meeting.
 - Discussion on VUS’s role in this process.
 - Some members in attendance suggested VUS work on protocols and white papers in parallel to CSOC that may not be encompassed by the scope of their white papers.
 - VUS historically is the platform for interfacing w/ ACVR Executive Council on US issues.
 - VUS’s role is unclear at this time and will engage with CSOC to further identify its role in white paper/protocol development.
 - Tabled further discussion regarding endorsements and consensus statements until CSOC presents their information and opinion.
 - VUS exposure and globalization – what is our role?
 - VUS mission statement and benefits reviewed
 - VUS benefits reviewed
 - VUS is a society under the umbrella of ACVR
 - No exclusive to DACVR or DECVDI
 - Membership includes technicians, general practitioners, other specialists and potentially vendors
 - Stakeholders?
 - Anyone performing or interpreting ultrasound exams
 - Anyone selling US equipment
 - Friends
 - VTTS-DI
 - 16th tech specialty, approved 2018
 - Individual CE track at meeting 2019
 - IVUSS and other organizations in support ultrasound imaging and of VUS
 - Seeking more friends
- New business
 - Social media clean-up/presence - Dr. Mavromatis to help
 - Ideas for 2020 keynote speaker – email Adam Watson
 - VUS Case of the Month (COTM)
 - Reviewed new website and COTM submission format
 - Continued struggle to get COTM submission from our members
 - Call for members to contribute
 - Drs. Cohen, Besso, and Penninck volunteered to submit a case
 - Dr. Knox potentially will provide a case

- Define VUS stakeholder organizations and possible liaisons. Examples: ECVDI, IVUSS, POCUS (?), SCAVMA other?
- Discuss with COSC role that VUS may or may not play in their work
- Investigate advertisement opportunities for VUS to increased global exposure
- Create a VUS logo – independently or through ACVR
- New officer nominations
 - Positions available: secretary, member-at-large (social media help)
 - Call for nominations during meeting – none filled
 - Dr. Watson to send email calling for nominations

Meeting adjourned at 8 am with appreciation for Dr. Watson's work by applause.

Meeting minutes recorded by: Dr. Marina Mavromatis