

**Ancillary Council Meeting of the Wildlife Disease Association
August 15, 2011
Quebec City, Quebec, Canada**

L. Creekmore opened the ancillary Council meeting and proposed it start with addressing student activities.

Council Members present were Lynn Creekmore (President), Dolores Gavier-Widén (Vice President), Laurie Baeten (Treasurer), Charles van Riper (Past President), Colin Gillin (Member at Large and Chair of Wildlife Veterinarian Section), Christine Kreuder-Johnson (Member at Large), Jane Harms (Student Representative on Council), and Kristin Mansfield (Member at Large).

Non Council members present were Thierry Work (Incoming Vice President), Carol Meteyer (Incoming Member at Large), Dave Jessup (Executive Manager), and Tom Deliberto

Student Activities Committee Report presented by Jane Harms. L.

Creekmore commended the efforts of J. Harms and the Student Activities Committee. Two student chapters applied for funds that were approved during the December 2010 teleconference. There was some discussion as to protocol regarding approving funds and spending plans. The funding is administered through the Student Activities Committee. A financial report would be provided to Council at the end of the year. Currently \$2000 is available of the \$4,000 starting budget. If the \$2,000 is not spent, that goes back into the student chapter budget. Chapter from Colorado State University and the University of Tennessee have applied for funds to support guest speakers, immobilization workshops, and a necropsy workshop. Both chapters have raised outside funds as well for these endeavors.

L. Creekmore mentioned that Walt Cotrell is interested in starting a student chapter at the University of Pennsylvania. J. Harms will speak to him about that during the conference.

Promotions Committee Report presented by L. Creekmore. The Promotions Committee has put together a WDA electronic brochure and would like Council to look at the brochure and is asking for any comments. One concern was whether WDA needs permission to put images of people in the brochure. D. Jessup suggests that Council ask other societies such as The Wildlife Society whether they need to obtain such permission for their publications.

Lisa Shender needs input from all the WDA Sections for this brochure, as she has not gotten much feedback yet except for the Australasian Section. The reason that this electronic version of the brochure is so important is that there is flexibility to alter it for individual section use.

L. Creekmore brought up the concept of dual membership perks and value-added membership items. These are ideas that may be discussed via email in the near future. Value-added items will be discussed later in the meeting if possible.

Rick Gerhold put together a list of universities with wildlife programs that are not yet institutional subscribers. The promotions committee has composed a letter to be sent to faculties at those institutions. Council members will need to look over the letter and send any comments to Rick Gerhold. C. van Riper explained that this has been tried before and that the only way it will work is by sending it to specific known faculty members who are willing to carry the letter personally to the library. It would also be a good idea to follow up the letter with a phone call.

Tom Thorne and Beth Williams Memorial Award Committee Report presented by L. Creekmore. The Committee has been working on updating their guidelines regarding responsibility for the bronze, and timing of nominations and other issues. L. Baeten made the comment that she did not think the Treasurer should have full responsibility for the bronzes. Up to now, both the Committee Chair and the Treasurer have been responsible for ordering and keeping the bronzes. L. Baeten would like the language to state that both individuals continue to be responsible. Another issue discussed was concerning the award being given to an individual and then later to the organization to which that individual also belonged. The money award brought up discussion as well. In the past, the award has covered the cost of the bronze, travel to the meeting, or, if travel support is not needed, up to \$1,000 can be awarded and used toward a specific project chosen by the recipient and the Committee. The Committee currently does not want to manage disbursement of the funds. After some discussion, based on the current status of the Fund, Council agreed that more money may be put into each award, such as travel plus \$1,000 toward an appropriate project. The awards should be flexible according to how much money is in the entire fund and should be proportional to or commensurate to the Fund. Council's suggestions on wording will be taken back to the Committee. C. van Riper felt that the guidelines should definitely emphasize the spirit of the award in that it supports worthy projects.

L. Creekmore praised the Sections for their excellent reports and looks forward to the meeting with the European WDA the following year in Lyon.

JWD Endowment and a potential USDA establishing grant. The USDA Wildlife Services has offered \$25,000 as an endowment to the WDA to support the Journal. L. Creekmore withdrew from the discussion to avoid a conflict of interest as she is employed by USDA. T. Deliberto, USDA-APHIS-WS is making funds available to WDA via cooperative agreement. This means that the two organizations will work together to achieve a common goal. In this case it is the dissemination of information concerning wildlife health and important diseases in the form of promoting worldwide distribution of the JWD. In addition USDA will add an additional \$5,000 into the cooperative agreement in support of the annual meeting in 2012 but this activity will not be identified as a separate line item or as a specific deliverable. T. Work made clear that the cooperative agreement needs to be approved quickly due to the upcoming fiscal year turnover of the US Federal

Government. Council will need to be prepared to vote quickly on the final cooperative agreement document, when it is available. This will be accomplished by email. Signatures will be needed from WDA authorities and then T. Deliberto will sign and it will be in place. T. Deliberto suggested that the signatures be acquired by September 15 as October 1 is the beginning of the new fiscal year. C. van Riper and D. Gavier-Widén thanked T. Deliberto and the USDA for their generous support.

L. Creekmore followed up the previous conversation with the fact that the almost always has a significant projected budget deficit and that this discourages Council in terms of sponsoring or supporting worthwhile endeavors. These deficits do not generally come to fruition and therefore there is some frustration when it comes to being able to quickly or decisively respond to requests to support projects, sponsor conferences, or otherwise support activities consistent with the WDA mission. C. Meteyer developed an idea to identify discretionary funds and a means by which members could apply to use these funds to be able to be more effective in supporting these activities. C. Meteyer expressed a need for infrastructure such as a committee to evaluate proposals. An electronic ranking system may work well. The membership should be solicited for project ideas, although they should perhaps not be specific animal studies or similar such research. L. Creekmore said that the Budget and Audit Committee needs to be consulted regarding how the discretionary funds should be distributed based on the different priorities of Council. How much money goes to the new endowment for the JWD and how will the rest be distributed. L. Baeten reminded Council that Jacobsen and Schmidt said that if the increase (interest, dividends, capital gains) on 80% of current WDA funds is earmarked for the JWD endowment, this alone will increase the endowment by a minimum of \$40,000 per year. The increase on the remaining 20% of WDA's funds would be available for other purposes.

T. Work said that Council needs to take the suggestions from the Long-Term Vision Committee very seriously. The top recommendations from this committee included sustainability of the Journal and potential open access and website development. These priorities should be default targets for funds coming in. Certain percentages of donations would automatically go to these targets and then a smaller percentage could go to other important initiatives. There was general agreement by Council members. In the past these extra funds have been put in a savings account and were not dedicated to any target. L. Baeten. D. Jessup had an additional suggestion to set aside funds to match potential donations or grants, as many donors like to see matched funding.

There was a request to distribute to Council the report from the Long-Term Vision Committee. This should also be furnished to the Budget and Audit Committee as it would be the one to develop the plans as to how distribution percentages will be calculated regarding how much money goes to what accounts.

Part Time fundraising contract. L. Creekmore introduced the subject of bringing in outside funds to support the JWD endowment and other initiatives that Tom Yuill

had presented to Council in the past. T. Yuill and Anne Fairbrother have worked very hard to further this project. However, someone needs to champion the effort to hire a fundraiser. L. Baeten said that JSA could give Council good guidelines on how to hire a fundraiser and structure the position what types of returns to expect. D. Jessup mentioned that one of the metrics in establishing an agreement with a fundraiser is that that person needs to bring in a certain percentage of the salary being offered. There should be an expectation of return on investment. There are pros and cons to having a heavy emphasis on percent intake. There is a risk to having the mission compromised by a donor who wants the money to be used for a specific thing.

There was a question as to whether Council should hire a professional who may not be familiar with WDA or hire someone familiar with WDA but is not a professional fundraiser. Two options were discussed in the past. One was to pay just a small salary or to offer a certain percentage of a basic salary. D. Jessup emphasized that Council should not be directing the functions of the fundraiser.

L. Creekmore asked about the FoundationSearch software and whether we still have time to make effective use of the software in order to get a return on that investment.

C. van Riper expressed the need to target the membership as well. For example, one of the founding members of the WDA who recently died did not leave any money to WDA, but to other organizations.

Creating a target for the Endowment and New Funds Committee to design and formulate a simple brochure that targets emeritus or retired WDA members and describes the target funding accounts was discussed. L. Baeten said that we may want to consider a professional to put together such a brochure. T. Work responded with the need to keep things simple for now in formulating a brochure. C. van Riper emphasized the importance of face time. D. Jessup mentioned that the New Funds Committee did identify foundations that may support WDA and so the FoudationSearch Software needs to be used.

L. Creekmore encouraged Council to look at the priorities for funding already discussed and also look critically at the case statements the New Funds Committee developed. Fundraisers needs case statements in order to do the job. C. van Riper stressed the need to move on this subject and decide soon about hiring a fundraiser. This type of work will not be successful if it relied on volunteers.

C. Kreuder-Johnson suggested that Council use the \$40,000 to hire a member as a part time fundraiser soon. D. Jessup said that Council must define the position. There was discussion whether to try to hire a member or target very competent professionals regardless of relationship with WDA. C. Gillin said that to get a good fundraiser, Council will need to offer a substantial salary.

C. Kreuder-Johnson suggested talking to various people who are familiar and experienced with fund raising, like Joe Gaydos, and have the New Funds and Endowment Committee to have these conversations as well.

D. Jessup said that Council need to specifically define what it wants as top priorities for funding. The recommendations from the Committee need to be addressed. C. Meteyer added that a committee needs to be formed to develop a fundraiser job description and structure.

D. Jessup said that there are foundations that actually help nonprofit organizations to develop fundraising arms. This should be seriously considered as something to apply for.

Changing the term “Disease” to “Health” in the name of the organization presented by Kristin Mansfield. This word disease has some negative connotations especially in the fundraising realm. P. Wolff thought that this could be something that the fundraising committee could discuss, and there is also an option to call the fundraising arm something other than “Wildlife Disease Association”.

L Creekmore said that this might be something to survey the membership about. C. van Riper suggested using SurveyMonkey for this. Questions must be very carefully developed. C. Meter asked if an ad hoc committee should be formed for this. T. Work suggested that the Teller Committee might be able to do this. L. Creekmore emphasized that this committee needs to interact closely with all the other committees regarding their needs and thoughts. This committee would be charged with formulating survey questions based on what Council and the other committees want to know.

D. Gavier-Widén stated that we need to prioritize interaction with the membership. Currently there is little interaction and this was reflected in the very low member participation in the election this year.

L. Creekmore was honored as the outgoing President. A plaque will be presented to her at the business meeting.

Motion to Adjourn (van Riper/Baeten): *Passed Unanimously*