



**Annual Board of Directors Meeting Minutes  
Spring Maid Beach Resort, Live Oaks Board Room  
Myrtle Beach, South Carolina  
June 8-9, 2016**

**Opening Comments**

President Fred Eckel called the meeting to order at 8:32AM (EST) on Wednesday, June 8, 2016 in the Live Oaks board room of Spring Maid Beach Resort, Myrtle Beach, SC.

Jeff Copeland offered opening devotions by paralleling the fundamentals of the San Antonio Spurs training program with our Christian basics. To have success in our meeting and strategic planning, we must use our basics of 1) love (John 3:16 and others); 2) “W-I-F-E”-worship, instruction, fellowship, evangelism as noted in the book of Acts.

**Roll call and approval of minutes**

Members present: Ron Herman (Executive Director), Fred Eckel (President), Gene Lutz (Vice President), Susan Lutz (Secretary), Greg Carlson (Treasurer), Jeff Copeland, Jordan Daniel, Joy Greene, Daniel Wilson, Shawn Kohlhaas (Student representative) and Nena Lindrose (Administrative Director). Guests: Herb Hames, Keith Allhands, Mark Johnson, Tristram Ford (new student representative.) Members absent: Cortney Mospan, Gene Erb.

**Updates on previous business**

Minutes of the previous meeting (November 2015) were approved (M/S/C Copeland/Herman).

President Eckel noted that most reports had been emailed to the board prior to the meeting and only a few would be highlighted for discussion, to allow the maximum time for strategic planning.

Co-chairs of the conference committee, Herb Hames and Keith Allhands, announced that contracts have been signed and deposits have been paid for the 2017 (Glen Eyrie in Colorado Springs, June 14-17) and 2018 (Bonclarken in Flat Rock, NC, May 30-June 3) conference locations. No specific plans have been made for a meeting with CMDA.

**Finance/Fundraising Update** (see Treasurer’s report)

Treasurer Greg Carlson reported that the 1% group and Power Hour programs continue to grow, providing needed resources. The Vanguard investment accounts continue to grow and remain strong. Jeff Copeland offered encouragement to create new ideas to generate new revenue. Discussion followed regarding dependence on that income and the need to encourage new, active members as well as younger members with new ideas and input.

Ron highlighted the differences between CMDA and CPFI re: the percentage of the budget that comes from membership; CMDA has a much lower percentage from membership due to other resources. At this time, CPFI is not registered to solicit in every state.

**Membership update** (see membership report)

Vice President Gene Lutz presented the membership report, indicating that while the numbers have been “flat” the last four years, there has been a 15% increase overall since 2011, primarily due to increased

student numbers. He identified five people who have been selected to serve on the membership committee for the coming year: Daniel Wilson, Sue Hussar, Amy Holmes, Jessica Levitt, and Kinbo Lee. Ron helped to explain the membership graphs, noting that some improvement is noted in student membership retention. Daniel Wilson reported that 20 schools represent 74% of the student members. Joy offered ideas to “ignite” more schools.

**Student Chapter update** (see report)

Daniel Wilson reported that there are currently 84 active student chapters. Specific individuals are being prepared for specific tasks within those chapters to enhance the entire student program. While some chapters are doing great things locally, they are not joining the national organization and offering their input for the benefit of the whole. He also stressed the need to encourage more young members to become involved as a way to retain them once they graduate.

Following the presentation of the previous reports, there was discussion regarding the need for new ideas to promote what CPFI does with its dollars, encouraging more meeting participation and the general need for more “visibility” for CPFI.

It was noted that once a member attends an annual meeting, they become more excited and involved. Discussion followed on how to keep meeting costs down for attendees, engage more members and perhaps offer savings opportunities for the younger professionals. Should there be an endowment fund? (Seed money could come from the investment income.) Money is also available in the budget for offering grants to chapters to increase their service project involvement. The idea of presenting an annual report to our members via e-blast(s) was offered. This would allow members to see how their donations and membership dollars are spent, hopefully as an encouragement to increase giving. The idea of securing a “publicist” to create a dynamic presentation for members was also offered.

**Executive Director’s update** (see report)

Ron Herman noted that Memberclicks has improved and there are now more links. The updated CPFI ethical statements are now available on the website; 16 have been approved so far. There is also a link to the CMDA ethical statements for comparison.

The topic of on-line elections needs to be pursued as soon as possible in order to have the process in place for next year if approved.

**Publications update**

Mary Ferrill, journal editor, reported that the Journal continues to be well received. She noted that the opportunity for an on-line option for receiving the journal could be considered, as an option to reduce printing expenses. In addition, a “joint membership” option, with the need to only provide one journal per family, would also decrease costs.

**Strategic Planning Session**

President Fred Eckel offered Proverbs 19:21 (“Many are the plans in a person’s heart, but it is the Lord’s purpose that prevails.”) to introduce the session, with the hope of addressing the goals and purposes of CPFI for the next 3 to 5 years. Fred reminded the members of the need to be unified in our focus of where we are headed as CPFI and with CMDA.

During the earlier part of the meeting, the question was raised regarding the absence of Gene Rudd, member of the CMDA executive staff, at the meeting. At the November board meeting (see minutes), it was decided that he should be invited to assist with the CPFI strategic planning process. Following the November meeting, Ron and Fred determined that it might be more appropriate to have our own CPFI strategic planning meeting first, then engage Gene Rudd if the board determined it would be useful. Discussion followed, with pros and cons presented on how to proceed. The issue highlighted the need for

more regular communication with all members of the board during the year to keep everyone updated on activities and issues.

President Fred Eckel posed a number of questions to open the discussion:

- How do we measure success in CPFI;
- Where does the Christian pharmacist find needed resources to walk through the Christian life;
- Why do we need CPFI;
- In the present culture, is CPFI entering a phase of centrality in the life of a Christian pharmacist;
- Does our “branding” need an update;
- What are our core values?

A review of our current core values followed, with the following amended statements agreed upon.

- Provide Godly encouragement and fellowship among like-minded professionals
- Challenge and promote spiritual growth of members
- Advance student chapter ministries to strengthen and equip student pharmacists
- Encourage the advancement of knowledge and ethics in practice
- Promote evangelism and the integration of faith into practice
- Provide support and opportunities for Christian service and outreach

M/S/C (D. Wilson, J. Greene) to adopt the revised core values.

Following lunch, the Strategic Planning session resumed, with a review of the short term and long term goals. The update presented in May 2013 was discussed and revised to the following:

### **Strategic Planning Short Term and Long Term Goals**

#### Communication/Education

##### Short-term

- Have a regional director in every region
- Develop a method to sustain CPFI gatherings at state and national pharmacy meetings
- Develop new practitioner courses at annual meeting
- Identify at least 1 new site where we could host the annual conference

##### Long-term

- Hold a regional retreat in each region at least every other year
- Increase pharmacist membership by 5% annually in addition to increasing 2-year membership retention of pharmacy graduates to 30 per year

#### Operations

##### Short-term

- Create marketing task force committee to explore marketing options
- Consult a marketing company to enhance and expand image of CPFI
- Match each member interested in serving from conference evaluations to specific tasks

##### Long-term

- Increase fundraising opportunities to shift revenue weight from membership dues

## Governance

### Short-term

- Investigate opportunity of having a non-profit student internship with King University
- Coordinate a joint board meeting between CPFI and CMDA to determine future collaboration relationship
- Quarterly Board of Directors conference calls

### Long-term

- Increase participation of members through involvement on committees

## Ministry/Mission

### Short-term

- Create a CPFI/pharmacist social event at GMHC
- Consider developing system to promote student chapter projects

### Long-term

Included in the discussions resulting in the above revisions, Gene volunteered to speak at the annual meeting to encourage more members to become involved by serving on committees.

Jordan volunteered to chair a marketing committee to enhance and expand the CPFI image. The “A Group” was offered as a suggestion to investigate re: marketing abilities and opportunities. Gene requested that this group be asked for a proposal for the strategic planning process. It was also noted that King University in Bristol may provide an opportunity for a student internship to help with office responsibilities.

Shawn suggested that more should be done to encourage increased student activity, with the hope that more involvement will transition to full membership more frequently. Joy noted that internal grant programs with individual schools may be a way to enhance student participation. A pilot program could be developed, utilizing the proceeds from this year’s silent auction. The board informally approved the use of the silent auction monies for this pilot project. Daniel will also obtain a list of pharmacy schools that have no CPFI chapters, with the hope of increased school participation for the future.

Discussion regarding the scope of duties of the meetings committee followed. Currently, the By Laws notes an “Annual Meeting(s) Committee.” (Article X, Section 3.) The duties of this committee could be modified to include activities at other national meetings (GMHC, APhA prayer breakfast). Fred noted that his goal would be to expand the involvement of others in planning and executing many of the CPFI activities. Much discussion followed regarding the importance of CPFI presence at large national meetings. It was again noted that more participation by more members is needed to really engage them and enhance the membership.

The pros and cons of conducting on-line elections were discussed. It was decided that this needs to be pursued soon if it is determined that such elections will be done for the future.

Daniel requested that a refined pricing structure for the annual meeting be explored to encourage more young professionals to attend. M/S/C (Wilson/G.Lutz) to provide 50% reduction in annual conference registration fees for up to and including the second year following graduation.

Herb, reporting for the annual meeting committee, commented that 1) problems continued this year with the meal plans and “requests for exceptions” on registration. The conference site needs to have firm numbers prior to meeting dates in order to adequately prepare for guests; 2) the registration forms can be confusing to some and may need to be revised. He suggested considering a rate change for guests from other countries. No action was taken.

Executive Director Ron Herman offered the closing devotion and prayer from Jeremiah 29:10-13.

M/S/C (G. Lutz/ G. Carlson) to adjourn the meeting at 5:10 PM.

Respectfully and prayerfully submitted,

Susan Lutz, Secretary

Note: With special thanks to Daniel for compiling the revised core statements and short term/long term Strategic Planning goals.

**Addendum #1:** A brief meeting of the members of the Board of Directors was held on June 9 to appoint Ron Herman as the Executive Director for CPFI for the coming year. The vote was unanimous.

**Addendum #2:** A motion was made and approved on line on June 23, 2016 to finalize the “Hands and Feet” grant application process. It reads: “CPFI Board agrees to implement a new grant program for CPFI student chapters that will be called “The Hands and Feet Grant” this fall. The grant will be up to \$500 with a maximum of 4 grants this next academic year. The grant program will be funded by using any unexpended student related funds supplements by funds from the (silent) auction this year. The Board agrees to evaluate the grant’s utility and will budget for it in the next budget.”