



Fall Board of Directors Meeting Minutes
Southeast Christian Church, Rm ED 230/240
Louisville, KY
November 9, 2017

Opening Comments and updates:

President Jeff Copeland called the meeting to order at 8:32AM (EST) on Thursday November 9, 2017 in Room ED 230/240 of Southeast Christian Church in Louisville, KY.

Board member Gene Erb offered opening devotions from Romans 12:1-2, the walk to Emmaus, and expanded on the topic of sacrifice.

Roll call and approval of minutes:

Members present: Ron Herman (Executive Director), Jeff Copeland (President), Fred Eckel (Immediate past president), Daniel Wilson (Vice President), Susan Lutz (Secretary), Greg Carlson (Treasurer), Jordan Daniel, Gene Erb, Joy Greene (by phone), Mark Johnson (by phone), Gene Lutz, Lauren Willis. Administrative Director Nena Lindrose was also present. Guests: Keith Allhands, Barbara Porteous. Minutes of the June 15, 2017 board meeting were approved as previously sent out. (M/S/C Eckel/Herman.)

2018 and 2019 Annual Conference: (see report)

Keith Allhands reported for the committee that everything is set for return to BonClarcken Conference Center in Flat Rock, North Carolina for the 2018 annual conference May 30-June 3.

The conference location for 2019 is not confirmed at this time. Options were discussed (BonClarcken, Ridgecrest Lifeway Christian Conference Center in North Carolina, Doubletree Resort-formerly Springmaid Beach in Myrtle Beach.) After discussion, M/S/C (S. Lutz/Herman) to go to Ridgecrest in 2019.

Finance/Fundraising: (report as printed)

Treasurer Greg Carlson reported for the finance committee. He notes that revenue sources have not changed. He also encouraged all members to consider adding CPFI in their estate planning. Information on CPFI revenue sources should be distributed to all members for them to see the impact of their contributions and special donations on the bottom line. Discussion followed on what, if any, action should be taken at this time of year to solicit additional contributions-a letter from the president? What kind of appeal? How often? What is the most effective tool? Above all, we have been blessed! This needs to be communicated to the membership and a big thank you should be prominent in the letter.

It was suggested that two letters/communications be developed—a fund-raising focused one to members and a membership appeal focused one to non-renewals. Both should include information on all the activities that CPFI participates in. As a result, the content of a communication will be left to the discretion of Jeff and Nena, as will the method of distribution. Joy offered to provide a link to photos.

Budget discussion followed, with explanations of various line items offered by Treasurer Greg Carlson. Included in the discussion was President Copeland's review and assessment of Administration Director Nena Lindrose's job performance and potential increase in salary for 2018. Budget modifications were also discussed re: CPFI presence, such as a prayer breakfast or informal gathering, at the national ASHP meeting as well as APhA in 2018. It was determined that such presence is important, despite the significant differences in venues and ability to publicize. Mark Johnson volunteered to assist planning for ASHP, Gene and Susan Lutz will help with APhA. M/S/C (Erb/Carlson) to approve a 3% salary increase for Nena and amend line item 58310 to \$1700 (from the current \$350). (58310 will be broken down to \$1000-APhA and \$350-ASHP).

Marketing: (report as printed)

Jordan Daniel reported for the committee that CPFI's biggest assets are fellowship and service. This is what needs to be promoted, through better and more communication and promotional products. Discussion followed on how to increase social media presence beyond only the student pharmacist population. MemberClicks is not being utilized adequately (and likely will not be in the future for various reasons.)

The possibility of appointing a chairperson for Social Media was discussed. Joy Greene expressed her willingness to initiate such a position as a pilot project. M/S/C (Eckel/ Daniel) to provide \$500 in the 2018 budget for a multi-month campaign, with ad hoc committee oversight and reporting to Jordan Daniel. Line item #65110 of the budget will be amended to \$650.00 (from \$150.00).

Providing legislative updates to members is part of marketing. From time to time, CPFI is requested to support pending Right of Conscience court cases and members may not be aware of this activity. Discussion followed on the pros and cons of such activity. M/S/C (Eckel/Carlson) to authorize the CPFI president to take a position/ sign on to Right of Conscience cases on behalf of CPFI when invited by CMDA to do so. (This may be done without Board approval in the essence of time in some cases.)

Publications: (report as printed.)

Nena reported for editor Mary Ferrill that the upcoming journal publication encountered a few issues that have resulted in a slight delay. A theme is needed for the Spring journal; the issue of Biblical versus world view was mentioned, as was the theme of transitions in life as a Christian. The latter could include such topics as pharmacy school perspective, spirituality issue, compassion, empathy, incorporating faith based elements into the curriculum. Other ideas are encouraged.

Following a break for lunch, and a prayer by Jordan Daniel, the meeting resumed at 12:30 PM.

Membership: (report as printed)

Chairperson of the membership committee, Daniel Wilson, reviewed the charts and graphs provided which continue to show declines in membership. Discussion followed on possible initiatives for

recruitment and renewal. All members are encouraged to be involved in actively recruiting members. Daniel will provide an email list for use in contacting non-renewals by phone. The question of how to “charge” late renewal applications was asked. It was decided to address each case individually and to be flexible and grateful for the renewal.

Follow-up needs to be done with signup sheets gathered at such events as GMHC and prayer breakfasts to assure contact continues and new members are garnered.

Pros and cons of a “lifetime membership” category were discussed. No action was taken.

Per Daniel’s report, it was moved that the international membership guidelines be utilized for billing potential international members. (M/S/C Wilson/Eckel.)

Student chapters and student membership: (see report)

Daniel requested clarification on the requirements for Hands and Feet grants. It was determined that if international chapters are interested, they be referred to student scholarships.

Student chapters must have members or deactivate as a chapter.

Any officer of a student chapter must also be a member of CPFI national organization. (M/S/C Wilson/Eckel).

Memberclicks upgrade report:

Ron Herman reported that the upgrade is in process and will require lots of work to complete.

AACP/CPFI Prayer breakfast:

Mark Johnson reported that the breakfast was well attended and continues to be a good forum to advertise CPFI.

It was noted that Lucinda Maine’s husband should be contacted to also join CPFI. No one was appointed to follow up with this.

Prayer Committee:

Fred Eckel noted that NOTHING is more important than prayer! He suggested focused prayer at times on specific topics, and received input. Continue to pray on behalf of CPFI.

Tangible items for sale:

Joy Greene led discussion on the sale of tangible CPFI logoed items for the future. Discussion followed, with ideas and suggestions of items, how and when to sell. It was decided that the Marketing committee should work on this and make decisions. Susan will work with Joy and Nena on specific items (i.e. T-shirts/ polos).

Open Board Discussion:

In addition to items already noted above, several topics were discussed.

Minimum requirements for members of the Board of Directors and Chair positions:

It was determined that Board officers should have first served as members of the Board of Directors or committee chairs. Not more than two candidates should be presented on the ballot for each board position. At least three years of active involvement in CPFI is the recommended guideline before seeking election to the board. (This would include student membership, active dues paying, committee

involvement). These suggestions will be included in an upcoming meeting of the nominations committee. A phone conference will be set up to enhance discussion. The process and guidelines will be included in the information provided to the membership by the nominating committee in its call for nominations prior to the annual meeting in the summer.

President Jeff Copeland thanked the Board for a productive meeting.

The meeting was closed in prayer by Fred and adjourned at 3:15 PM.

Respectfully and prayerfully submitted,
Susan Lutz, Secretary