



June Board of Directors Meeting Minutes
Convocation Hall, Bonclarken Conference Center
Flat Rock, NC
May 31, 2018

Opening Comments and updates:

President Jeff Copeland called the meeting to order at 8:30AM (EST) on Thursday May 31, 2018 in the Convocation Hall of Bonclarken Conference Center in Flat Rock, NC.

Immediate Past President Fred Eckel offered the opening prayer and devotions. His focus was on the sovereignty of God, with passages from Jeremiah 29, Lamentations 3 and Ezra 7. We were reminded that we need to know God to know God's plan for ourselves and for CPFI.

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, Gene Lutz, Lauren Willis, Ashley Devaughan (Student representative).

Administrative Director Nena Lindrose was also present. Board member Mark Johnson was unable to attend. Guests: Herb Hames, John Cowley, Keith Allhands, Michael Merrick, and Stacy Cody.

Minutes of the November 2017 were approved as previously emailed (M/S/C Eckel/Erb).

2019 and 2020 Annual conference: (see report)

Keith Allhands and Herb Hames reported that, despite the ownership change and renovations at Springmaid Beach Resort, which is now a Double Tree Resort by Hilton, the meal plan and general program will be unchanged in 2019.

No definite decision has been made for 2020. Scheduling of the conference to accommodate everyone's needs is always a challenge.

Finance and Fundraising: (see report)

Treasurer Greg Carlson shared his concern that there continues to be a downward trend in revenue/ dues/ gifts. Discussion followed that a personal touch is needed to reach out to renewing members in an effort to retain them. Both new and renewal memberships are essential, as are on-going gifts. Despite the downward trends, the budget remains balanced based on investment dividends.

Publications: (see report)

Nena Lindrose reported for editor Mary Ferrill on the status of current publications. The spring edition of Christianity and Pharmacy has been mailed. The theme for the fall issue has not yet been chosen.

Membership and student membership: (see report)

Student representative Ashley Devaughan reported that a good number of student attendees have registered for this annual conference. The regional directors have provided excellent support to chapters. Eight chapters applied for Hands and Feet grants and money was available for all. She thanked Joy Greene for her time and talents in producing a promotional video of the varied projects.

Vice President Daniel Wilson again stressed that a personal contact to renewing members is critical, as he observed some long time members are not renewing their memberships. Joy volunteered to put together a short video here at the conference, interviewing attendees on why they are CPFI members.

It was noted that CPFI annual membership dues are much less by comparison to other professional pharmacy organizations.

Following a prayer by Lauren Willis and a brief break, the meeting resumed.

Memberclicks upgrade report: (see report)

Executive Director Ron Herman explained the newly enhanced Memberclicks features, including a new renewal process, which will now be done for the most part by computer rather than manually. Based on earlier discussions and ongoing budgetary issues, M/S/C (Herman/Carlson) to increase the basic annual membership dues to \$120.00 and the contributing member dues to \$150.00. There will be no change in the supporting and sustaining member annual dues. These changes will begin January 1, 2019.

Marketing: (see report)

Jordan Daniel and Joy Greene reported an increased number of “likes” on the CPFI Facebook site. More social media coverage is positive and an inexpensive way to promote CPFI and its activities. M/S/C (Greene/Jordan) to add \$250 for Facebook promotion to the next budget. Logoed items ordered prior to the meeting will be distributed here at the conference. If there is additional interest, polos and pullovers can be ordered directly from the vendor; that information will be available to members following the conference. There was discussion regarding future T-shirt options, but no action was taken.

Jordan recommended that a new board member be put on the marketing committee for the coming year.

Update on CPFI Prayer breakfasts:

Gene Lutz reported that the APhA prayer breakfast, held in March at the annual convention in Nashville, received positive feedback from those in attendance. He thanked Joy Greene for graciously being the speaker for the event. A prayer breakfast continues to be held yearly at the ASHP mid-year meeting as well. Mark Johnson has agreed to coordinate this event again in December.

Update on Prayer committee:

Immediate past president Fred Eckel has agreed to chair this committee. Discussion followed regarding what to do on a regular basis; no decision was made. Nena will send out a prayer warriors list with the weekly update. Fred will invite his committee to meet. Everyone was encouraged to pray daily for the board and the activities of CPFI.

Following a brief lunch recess, President Jeff Copeland opened the New Business discussion with prayer.

New Business:

Right Now video has made a proposal to CPFI for their services for \$2000/year on a trial basis. Several members were able to view some promotional information prior to this meeting to familiarize themselves with the company, a resource offering solid Biblical teachings to members. Discussion followed on whether to spend this money, who would have access to the materials, and when to begin. M/S/C (Greene/ Eckel) to take \$2000 from reserves, if necessary, to offer this program to all members (including students) for a one-year trial, beginning in the fall of 2018. The program will be evaluated during and after the one year to determine volume of use, responses to it to and whether it should be continued.

Greg Carlson offered a prayer as discussions continued.

Following discussion, it was decided that hard copies of Christianity and Pharmacy will continue to be sent to all pharmacists members. The impact of the printed material was deemed important enough to not change to on-line only publication at this time.

Discussion regarding the video recording of the annual conference was introduced. Among the factors to consider were cost, methods, return on investment, availability of individuals to do the recording. The issue of live programming vs. recorded programming, charge to members for

viewing in lieu of attending the conference were also noted. There was no clear- cut decision on what direction to take.

M/S/C (Copeland/S. Lutz) to allocate \$500 to recruit a pharmacy student to video some of next year's annual conference to determine feasibility for the future. Joy Greene agreed to pursue this and report at the November meeting in Louisville.

President Jeff Copeland noted that there was not time to thoughtfully complete all discussion topics slated for this meeting before the conference begins. He plans to schedule a phone conference in the near future to complete the agenda.

Susan Lutz offered a closing prayer.
The meeting was adjourned at 1:45 PM.

Respectfully and prayerfully submitted,
Susan Lutz, Secretary