

CPFI 2025 Spring Board Meeting – Minutes

Thursday, May 29, 2025

8:30 am to 1:30 pm ET

Location: Pioneer Conference Room in Turner Lodge, St Simons Island, GA

Opening comments and updates (8:30 am ET)

- Call the meeting to order and opening remarks - President Jeff Copeland
- Devotion and Prayer - Vice President Marjorie Hayes
“Blessings that follow our humility to God”
- Roll call - Secretary Jeff Bates
Present: Jeff Copeland, Ron Herman, Keith Allhands, Rick Hess, Marjorie Hayes, Jill Boone, Susan Smith, Lucy Malmburg, Dan Spadaro (online), Nena Lindrose

Absent: Jordan Daniel

New Board members in attendance: Erin Ballentine, Stephen Canady
- Approve minutes - Jeff Bates

Nominations Committee

- Status of Bylaws changes
Awaiting official vote by NSC
- 2025 -2026 elections
See Nominations Committee report
- Appointment of new Executive Director
Discussion re: Time commitment, external presence, etc.
Jeff Copeland, self-nomination, materials distributed
Motion for Jeff Copeland as next Executive Director:
Ron Herman, Lucy Malmberg, Unanimous Support

Term begins May 30, 2025

Finance Committee

- Report on finances and investments -Treasurer Jordan Daniel submitted written report prior to the meeting.
- Review/Approve 2025 budget updates regarding membership and donation revenue
 - Presented by Jeff Copeland (in place of Jordan)
 - CPFI is financially stronger than ever before
 - Some consideration for “what’s next”
 - Strong desire by BOD to continue encouraging members to continue supporting the organization.
 - Trajectory of the 1% Group discussed
 - Encouragement to collect stories of CPFI members who have been blessed by the organization’s generosity. Members will know how the money is being used and what the money supports.
 - Concern expressed to increase and maximize CPFI financial support to student chapters.
 - **Motion to approve budget with adjustments in accounting for donations**
 - **Malmberg, Hess, Unanimous support**
- Review/Approve edits to CPFI Travel Reimbursement Guidelines to include chapter guest speaker engagements and ambassador program eligibility
 - Consider updating language in the purpose section to include “pharmacist-student outreach”.
 - Discussion surrounding those seeking reimbursement
 - This process would mirror the process in place for ambassador program
 - Latitude exists for the expansion of the use of funds
 - Challenge for all BOD members to intentionally connect with student groups/chapters/etc. annually
 - **Motion to accept updates**
 - **Bates, Boone, Unanimous Support**
- Report on development of Annual Impact Report - Jordan Daniel & Executive Director
 - Ron Herman shared proposed approach
 - Example Impact Report with Graphic Document Shared with BOD. The impact report serves as a visual description of how many Hands and Feet Grants were funded, mission trip scholarships provided, number of

virtual prayer gatherings held, number of student pharmacist members, and number of Christ-centered publications produced in 2024.

Suggestion made to include the number of pharmacist members in the 2025 report. Additionally, Ron provided more detail on these categories in a separate document. Analogy made to a “forest and trees” approach to this data.

- Discussion re: how best to share with members and potential members?
 - Recommendation: Present basic report at annual meetings, hosted breakfasts, global conference, etc.
 - Social media posts
 - BOD sharing information verbally
 - Post on website
 - Include in the various emails that go out
 - Consider adding these reports to the “give now” button
 - Consider adding student testimonies to the “give now” button
- Need more information from members and students for inclusion in future Impact Reports

Executive Director, Ron Herman

Ambassadors Program

- Report from Jill Boone – ASHP

Details presented with good response

~55 attendees

Template from Nena for attendee sign in sheet to capture CPFI members

- Report from Jeff Bates – APhA

Gene and Susan Lutz led the program

~70 attendees

Some significant interest from non-members

Promotion of the Annual Conference, Webinar, etc.

Board discussed challenges related to organizing these breakfast due to differences in the structure/function of the various pharmacy organizations. •

Continue efforts at AACP (07/25) (Bates)

Event planned for July Conference in Chicago

Details pending

Advertising pending

- State and Local Meetings as well?
- Prescription For Renewal Medical Missions Conference – Samaritan's Purse
 - Discussed (Greg Carlson)
- ACCP prayer breakfast being considered (Hess)
- Consideration for developing a QR/code system to offer free membership to attendees at these breakfasts
 - **Motion to adopt free membership via ambassadors' program**
 - **Boone, Hess, Unanimous Support**

Break

Prayer – (Director Emeritus Fred Eckel)

Membership/Marketing

- Report on membership and marketing - Vice President Marjorie Hayes
 - Social Media Changes
 - Report from Joy Greene
 - Joy is driving social media (SM) efforts
 - Gave historical perspectives in terms of prior social media platforms/followers. We are starting from scratch as prior data lost.
 - Need to pitch SM interaction, following her devotion at this Annual Meeting
 - Needs from BOD, Members: all are encouraged to “like”, comment, and share posts
 - Applicable to Pharmacists
 - Invite other pharmacist friends
 - Post 2 to 3 days per week
 - Highlight members, groups, chapters, etc.
 - Big News
 - Send everything to Joy directly

- Dropbox as a storage repository tool for photos, etc.
- Considerations for sharing to LinkedIN
- Recommend advertisement money be dedicated
- Joy will develop a budget once these new changes have been implemented.

**Motion: Joy can access up to \$200/month
Boone, Malmberg, Unanimous Support**

o Rightnow Media – Jeff Copeland

- Netflix of Christianity
 - Bible studies
- \$5 million library
- “Watch-party” idea distant group(s) watching same material remotely
- Free to all CPFI members
 - CPFI pays \$90/month for member access
 - Non-members can gain access too
- Jeff Copeland as CPFI Administrator
 - Members can contact him for access
 - Self, family, others
- Do members know they have access?
 - Possible access via churches, university, etc.
- Membership Committee
 - 309 Pharmacists
 - 321 Student pharmacists
 - 630 total (5% growth over the last year)
 - Reached out to lapsed members
 - Handful of renewals, but minimal response
 - Strong, dedicated Membership Committee
 - After graduation, students often lose their school email; they are currently already encouraged to provide an alternative email when they become members
 - Communicate:
 - Membership fees ramp up over time; however, as a first-year pharmacist, the dues are the same as a student; in the second year, it is half of a pharmacist membership. Dues do not go up to pharmacist level until third year out of

school. Advisors could remind students of this dues structure - may encourage more students to join upon graduation.

- Share Executive Director Reports/Graphics
- Concern for student membership falling off between P3 and P4 years
- Empower chapter advisors in keeping membership active
 - Engage advisors more effectively
 - Communicate well with them
 - Ask advisors how CPFI can help them advise more effectively; how can CPFI help open the information highway? How connected do chapter advisors feel to national CPFI?
- Intentional connections with SCAC and NSC
- BOD needs to build a strong pipeline to S/COP's
 - Collection of needs from advisors
 - Action needs to be developed
 - Erin Ballentine to help bridge this gap

Board Discussion Items

- CPFI webinars - Jeff Bates

- o Consider purchasing a Zoom License? ~\$160/year

Motion to purchase CPFI Zoom License

Allhands, Smith, Unanimous support

Help with Meetings, Webinars, etc. Dedicated to CPFI (Administrative Director Control)

- NSC bylaw changes / implementation - Jeff Bates
 - Report from Ron Herman on membership forms
 - Request for BOD Orientation and Transitions
 - o Mentoring and Development of Future BOD members
- Jill/Lucy/Susan/Rick to meet with Erin and Stephen

- BOD Intentionality in nominating future BOD members - identify potential board members “now” to give them time to think about what they could “subtract” from their responsibilities as they take on a BOD member role.
- Frequency of BOD Meetings, Communication
 - Have shorter more frequent meetings to discuss topics (e.g. orientation process)

Prayer – (Director Rick Hess)

Lunch (Noon ET -12:30 pm - lunch will be delivered to conference room)

Prayer – (Director Lucy Malmberg)

Annual Meeting Committee

- 2026 Lake Junaluska - Director Keith Allhands

June 3 to June 7th, 2026

- 2027 Venue

Bonclarken as possible site

Consideration for finding a site a bit further west

The Ark Encounter (see report) as an option

Discussion ensued re: costs to individuals, growth of attendance at conference, transportation, etc.

Concern for closing registration early for the last two years and how this affects the growth of the organization

Consideration for hotel rooms as the primary rate limiter for registration

Consideration for high workload for administrative staff member, esp. in a new venue

Motion: The Ark for 2027 and Bonclarken 2028

Bates, Hess, 9 affirm, 1 abstain

Student Chapters

- Update from National Student Council Chair Jessica Revelle

- Update on student chapter activities and Policies & Procedures update– Student Chapter

- New P&P (By-laws) have been approved
- New approach has been implemented
- Increased student updates received
- Erin Ballentine moving to CPFI BOD
- Jessica Revelle moving from NSC Chair to Regional Director
- Jessica Langdon stepping down. Sarah Freeman and Juliette Miller have been identified as two possible candidates to become the new co-chairs.
- Jessica Revelle has been working with Logan Grove as successor. Logan did more with mentorship. Bring up mentorship at advisor luncheon.
 - Elections management as well
- Concern for students registering for the conference and then canceling
 - Consideration for deposit possibly paying a fine.

Advisory Council (SCAC) Co-chair Jessica Langdon

- Assign a Board member to work with student leaders to oversee student activities. Board liaison to students: Rick agreed to serve in this way; Erin will also help in this effort.

Additional Board discussion

Marketing - board discussed best ways to market our organization.

- Consider talking to a firm for some help/guidance. In November, we discussed the need for a marketing strategy. This may entail looking at our website at some of the things we are doing.
- There are some organization marketing ministries that could look at our cohesiveness; they could approach CPFI from a business perspective to see what is working, what is not. Board gave Lucy permission to reach out to [MUAMedia](#).
- Additionally, Lucy befriended donors from Save a Life International. People in this organization shared what they support and why. Lucy began meeting with people to share personally about CPFI.

Closing Remarks and Prayer - President Copeland