



CPFI 2024 Fall Board Meeting Minutes

Tuesday, November 19, 2024

9:00 am to 5:00 pm ET

Location: Via Zoom or TEAMS

Opening comments and updates (9:00 am ET)

- Call the meeting to order and opening remarks – **President** Jeff Copeland •

Devotion and Prayer – **Director** Dan Spadaro

Genesis 5

Two Key Principles:

- A.) Never compromise from God's Word
–Check everything against God's Word
- B.) Overarching Goal: Proclaim Gospel Message (Matt 28)

- Roll call – **Secretary** Jeff Bates

Attendees: Ron Herman, Lucy Malmberg, Fred Eckel, Jeff Copeland, Dan Spadaro, Jordan Daniel, Marjorie Hayes, Nena Lindrose, Jeff Bates, Susan Smith, Richard Hess
Keith Allhands (joined in afternoon)

- Approve minutes - Jeff Bates

May 30, 2024 BOD Mtg Minutes were approved in electronic vote July 19th
May 31, 2024 Business Mtg Minutes were also approved in electronic vote on July 19th
Official minutes have been submitted for publication on CPFI Website

Nominations Committee

- Status of Bylaws changes – Jeff Bates

Report submitted and reviewed (see report)

- 2026 elections

Report submitted (see report)

Ron Herman reminded BOD of option for BOD to appoint a secretary rather than using a formal election process

Finance

- Report on finances and investments - **Treasurer** Jordan Daniel

Report submitted and narrated (see report)

See: Summary of Assets: "Brief Summary"

- Approve 2025 Budget

Discussion re: Revising ways that Contributing, Supporting, Sustaining donations appear in the budget. No change was made at this time.

Discussion took place regarding:

Item 58310: Meetings and Conferences (CPFI Ambassador Program)

- a. Consideration for an increase in marketing funds to help promote CPFI Ambassador Program
 - i. Ask other CPFI members to assist with marketing
 - ii. Consideration for concerted efforts to reach non-members
 - iii. Formal Needs:
 1. Members need to share the formal invitation within our circles
 2. Faithfully expand marketing reach re: Prayer Breakfasts
 - a. Resources: email lists?
 - b. Coaches
 - c. “Complimentary” added to marketing
 - d. Consideration for CPFI to sponsor a session
 - iv. \$40,000 initially budgeted for this next year
 - v. Members to connect with marketing colleagues who may be able to help strategically drive this need

Item 54001: Salary (cost of living adjustment)

- a. Annual Review has been completed by CPFI President
- b. COLA = 2.5%
- c. Significant discussion ensued
- d. M/S/C (Bates/Malmberg) Motion to give 5% increase to Administrative Director (Nena): Unanimous approval

Item 54300: Healthcare

- a. CPFI to cover difference in Medicare premium increase while staff member begins to collect Social Security benefits
 - i. Consideration for BOD to cover this increase in costs
 - ii. Increase took place in September
 - iii. Finance committee to evaluate this situation in more detail with a formal proposal being brought to BOD in May 2025
- b. Discussion re: CPFI to cover difference in Medicare premium increase at retirement until premium is reduced in with a lump sum distribution at retirement or monthly reimbursement at discretion of the BOD

• Report on development of Annual Impact Report – Jordan Daniel & **Executive Director** Ron Herman

- Assemble and send an annual impact report to members
- Discussion ensued re: Goal of Impact Report?
 - When?
 - Who is the intended audience?
 - Work will be devoted to assembling this over the next few months

• CPFI Ambassador’s Program Update – Jordan Daniel & **Director** Jill Boone

- Extensive discussion amongst the BOD regarding goals and need in this

space. Additional detail is included in the Financial Report.

Break

Prayer – Director Fred Eckel

Membership/Marketing

- Report on membership and marketing – **Vice President** Marjorie Hayes ○
 - Please see Vice President Report
 - Strong efforts on individuals with lapsed membership
 - Student chapter advisors list assembled and networked within leadership
 - Relevant content is still needed for Social Media efforts
 - Discuss continuing service with Social Media Morgan Houghton
 - Discuss any additional marketing strategies
 - Consider shift to general Communications Committee (from summer meeting) - unassigned
 - Efforts will be made to connect Morgan with Joy Greene (Highpoint University) as a Social Media coach who knows CPFI well.
- Discuss membership changes in Memberclicks – **Ex. Director** Ron Herman
 - Please see Executive Director report
 - Efforts to simplify options for members, new members
 - Membership growth over the last year of ~20%
- Update on conference program and speaker pool – Jeff Bates
 - Draft of agenda has been assembled and shared with BOD
 - Speaker pool has been assembled and exceeds 50 speakers
 - Difficult to accommodate all interested speakers each year
 - Discussion came up re: regular online presentations for membership
 - Efforts to assemble a presenter/presentation application process very similar to other larger professional organizations

Board Discussion

- Annual review for Nena Lindrose – Jeff Copeland
 - See Financial Report section for details
- Report from Executive Committee on process for appointment of new Executive Director
 - See Nominations Committee report for details
- Frequency of Board meetings – Jill Boone
 - Discussion ensued regarding increased frequency of BOD meetings
 - Shorter meetings make it simpler to fit BOD member's schedules
 - Consideration for difficulty to block time
 - Goal is to set Mtg dates, times during the annual meeting board meeting

–Trial was agreed upon to establish three to four meetings each year

Prayer – Director Jill Boone

Lunch (Noon ET – 12:30 pm)

Devotion and Prayer – Director Lucy Malmberg

“Don’t forget the spiritual markers in your life.”

Matt 18:20

Student Chapters

- Update from **National Student Council Chair** Jessica Revelle
 - Please see report
 - Regional directors working with NSC team
 - Meetings are planned
 - Connect Mtg is planned for 11/19/24
 - Testimonial/prayer link has been revived
 - NSC Mtgs at least once each month (except Dec)
 - Mentorship program is in development
 - Publicist is highlighting events at various chapters
 - Membership transitions coordinator is planning mixer in near future
 - Student retreat coordinator is working to develop NSC conference speakers/topics
 - Significant involvement by Erin Ballentine, Jessica Langdon, and Zach Krauss
 - Preferred communication with students: email, GroupMe, FB and LinkedIn
 - Ways to maintain student engagement: Mixers, Recap of membership benefits after graduation, consider webinars that target P4 students specifically
 - Discussion about offering APPEs at Christian schools of pharmacy
 - Discussion about helping connect P4’s seeking residencies in faith-based institutions
 - BOD offered to help NSC with any needs
- Update on student chapter activities and Policies & Procedures update
 - **Student Chapter Advisory Council (SCAC) Co-chair** Jessica Langdon
 - Please see SCAC report
 - Multiple previous SCAC leaders serving as mentors to current NSC
 - All SCAC members have signed Code of Conduct
 - NSC Bylaws update submitted, BOD to consider
 - Discussion took place with review by BOD pending
 - CPFI BOD will review and share comments with this group
 - CPFI By-laws committee will drive next steps
- Assign a Board member to work with student leaders to oversee student activities
 - Value in having contact information for professors/advisors at S/COP’s
 - Assembling advisor lists with goal of enhanced communication
 - Nena, Rick H, Jeff B, Jeff C

Annual Meeting (please see Annual Meeting report)

- 2026 at Lake Junaluska - **Director** Keith Allhands
- 2027 conference venue committee recommendation – Keith Allhands
- Status on visiting The Ark – Keith Allhands
 - Invest time in investigating The Ark (Bates, Boone, Allhands, etc.)
 - Discussion re: Essentials, Needs, Preferences, Optional aspects of annual conferences
 - BOD to contribute ways to consider what important aspects influence annual conference venue
- Update on livestreaming CE sessions – **Director** Jeff Bates
 - Live Streaming at Annual Conference:
 - Discussion re: technology issues, equipment
 - One person cannot run the live conference as well as the virtual component
 - Content was fine, just need dedicated technology and personnel for the presentation and technology
 - Goal:
 - a. Increased access to those who cannot attend in-person
 - b. Possible revenue generation
 - Two approaches
 - Owl vs Dedicated Technician
 - Throughout the Year (non-conference): Much easier to accomplish
 - Establish a few webinars with speakers bureau

The Faith Script Assignments

January: Keith Allhands
 February: Susan Smith
 March: Jeff Bates
 April: Lucy Malmberg
 May: Dan Spadaro
 June: Fred Eckel
 July: Nena Lindrose
 August: Jeff Copeland
 September: Rick Hess
 October: Jill Boone
 November: Jordan Daniel
 December: Marjorie Hayes

- Messages should be under 500 words with at least 2 or 3 Scripture verses with full citation including translation.
 - Challenging and encouraging to readers
 - Due by 1st of the month

Closing Remarks and Prayer – President Copeland