

2011 President Laura Borgelt

Inaugural Address

It is truly an honor to accept the position of President of the Colorado Pharmacists Society. I would like to first thank Randy Knutsen for his leadership and dedication to the Society this past year. As he mentioned in his State of the Society address, many things have been accomplished this year and he was instrumental in that. I also really appreciate the hard work of the Board members and I look forward to another year of working together to achieve our goals. Lastly, I want to thank both Val and Daina Kalnins who do so much work behind the scenes to make sure our Society is a top organization. I can say confidently that our organization is top-notch after my visit to Maryland for the leadership conference.

Randy shared with us earlier the four main strategic areas of our organization: membership, continuing education, public relations, and advocacy. As I was thinking about what I wanted to address in the coming year, the one common theme I see in these areas is **communication**. It is the one thing that keeps us connected and keeps us growing. It also keeps us on our toes because it is evolving at incredible speeds. I saw this video a while back when we had our strategic plan review and I wanted to share it with you so we can all take a quick look at what has happened over the years in our country. (Did “U” Know video)

Now, when you think about us processing all of that information, it can be quite overwhelming. Yet, if we do not think about how we are going to integrate ourselves into this evolving technology and ways of communication, we will fall behind quickly. So I want to ask you to think about these questions: how do **YOU** think CPS should be using communication to move forward? How will our communication impact our membership? Our continuing education? Public relations? And our advocacy? Let me take you through a few of the “modern” day technologies that we may think about integrating into our organization...(slide show)

Telephone – from days of dialing, to pressing numbers, to having no cords, and now carrying our phones in our pockets...we have come a long way to make talking to each other convenient. Any ideas about how we could use our phones to communicate? Maybe calling our legislators in the advocacy arena? Calling our colleagues to tell them about the benefit you see by being a member of CPS...and asking them to join as well?

Text – we can’t get too far into the cell phone conversation without talking about texting. Who would have thought thousands of messages would go out each day? Might we consider using text as a way of reminding people where the next CE program is? The address could then be easily linked to their navigation application. While watching the line of “annoying”, we may be able to find ways to be helpful for our members through these functions.

Email – how many of you have already checked your email today? One of the major changes that occurred a few years ago was making the E-Capsulette available electronically. I think this has been one of the most significant and important communication changes we have made recently. It makes sense for most of our members and it makes sense financially.

Webpages – our webpage provides a lot of valuable information about the organization, upcoming events and meetings, legislative issues, and relaying public relations information. This mode of communication relies heavily on the user to seek out the information. While the website provides a lot of good information, it could also be a place where discussions could occur. We have not fully explored things like discussion boards where members living anywhere in the state could provide input about issues.

Facebook – how many of you have a profile on Facebook? Now we are getting into the realm of social media. Facebook tends to be more of a personal network, but we have a page you can “like” and keep abreast of information, legislative issues, etc.

LinkedIn – how many of you belong to LinkedIn? This form of social media is more professional networking. Again, another opportunity to connect and communicate with our colleagues.

Twitter – does anyone here Twitter? What topics or following what people? We have not entered into this arena, but just another example of social media.

Skype and WebEx – other communication tools that can be used for meetings and live communication streams.

These are just a few popular technologies we have now. We know that there will be even more opportunities in the future. It is a lot to manage in this age of exploding technology and communication. I really think we need to be thinking about what communication strategies we should be using to best meet the needs of our membership, CE programs, public relations endeavors, and advocacy efforts. I’d like to challenge you to think about this and provide input about how we can best reach you, other members of our organization, and pharmacists across the state of Colorado.

One nice thing is that we don’t have to have all the answers today. As Abraham Lincoln said, “The best thing about the future is that it comes only one day at a time.” We have time to figure out how to best use these communication tools. I want our organization to connect effectively with pharmacists of all ages and professional backgrounds in our state. I hope we will hear from you about how we can best do that.

I want to thank you for this opportunity to serve as your President in the upcoming year. I look forward to the challenges and changes ahead of us...and communicating well so we can continue to move ahead successfully in the future. Thank you.