

FPA Local Unit Leadership Summit 2021-
Building Your Profession Through Leadership
Newsletter, Publications, Keeping Touch with the Membership
Moderators: William Garst and Charlie Brown
February 13, 2021

1. Outline of Workshop

- a. Get a separate email address for the newsletter. Example:
acapnewslettereditor@gmail.com .
 - i. This facilitates communications and the Gmail address gives you storage for your documents.
 - ii. Gmail also lets you have applications that can be downloaded as Microsoft documents and it keeps these in the “Cloud” for retrieval if you are not at your home computer.
- b. Develop a format for the newsletter
 - i. Header- Can have a “catchy title”, but has address, contact information, and the mission statement.

“Appropriate Doses”

Alachua County Association of Pharmacists
Newsletter
5200 NW 43rd St., #102-191
Gainesville FL. 32606
www.alachuapharmacy.org
ACAPnewslettereditor@gmail.com

Mission: To support communications to the membership of the Alachua County Association of Pharmacists.

- ii. Mission statement- why important? You need to always keep in mind what is the newsletter’s purpose.
- iii. Format Continued:
 1. List the Officers and Board of Directors (BoD)
 2. Board Meeting Highlights -Mention highlights of BoD meetings. Do not need to publish the minutes unless requested by a member. Remember to keep your organization in the “sunshine”-

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3. Schedule of CE Meetings
4. Calendar of Events
5. Membership Focus- special mentions, member bio
6. Pearls
7. FPA News

- FPA is our voice at the State Legislature and Board of Pharmacy. Support the FPA advocacy efforts by contributing on a regular basis to the Florida Pharmacists Political Committee (FPCC). You can do this easily by going to the FPA website and go to <https://www.floridapharmacy.org/page/FPCC>. As little as \$ 5 per month would be a great help. A lot of people giving a little can do a lot!

8. Employment- help wanted or employment sought

9. Personal Milestones- varies

10. Did You Know? - Some tidbits of trivia

c. Benefits-

- i. It is hard to over communicate
- ii. Gives official information from Unit Association
- iii. Explains situations
- iv. Reminds members of upcoming events
- v. Promotes our Unit Association as well as FPA to the profession

d. Let us look at an example: *ACAP February 2021 Newsletter*

e. Gives us your email address and you will be included in our newsletter distribution. In addition, ACAP would like to receive your newsletters when you publish them. Let us stay in touch!

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- f. Try to find some interesting websites for current information

Example:

<https://www.pharmajournalist.com/>

<https://www.univadis.com/>

Also, the FPA Stat News is helpful in alerting members to current issues concerning pharmacy in Florida.
