PEARL Rx is a fledgling network of pharmacists who have agreed to participate as potential research partners with faculty members at the Sonderegger Research Center at the UW School of Pharmacy. A motivation for developing the network has been to build capacity for practice-based research initiatives in response to potential funding announcements and opportunities that ultimately could enhance and advance pharmacy practice in the state. The experiences of the network architects and developers will be shared by presenters. Some of the barriers and challenges that have been overcome will be described, along with remaining issues being worked on and/or anticipated, with description of some of the strategic decisions and thinking that has occurred.

Presentation Outline:
- Developing a goal and how we arrived at it
- False starts and an ultimate strategic alliance
- Building on existing connections
- The "name game"
- Dealing with 'clustered' research partners
- Finding and making the right recruitment 'pitch'
- Using technology without getting caught in the web
- What's on the horizon yet to deal with