

THE

MASK

OF

Kappa Psi Pharmaceutical Fraternity

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THE MASK

OF

Kappa Psi Pharmaceutical Fraternity



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EDITORIAL

39th GRAND COUNCIL CONVENTION

The one-hundredth anniversary of the nation's oldest and largest pharmacy fraternity, Kappa Psi, will be celebrated during the 39th Grand Council Convention in Scottsdale, Arizona. The convention, which is only one year away, will begin on August 5 and run through August 10, 1979. The activities are being coordinated by Jerry Shapazian (Gamma Nu), Convention Program Chairman. The site of this historic event will be Marriott's Camelback Inn. Included in the week's celebration will be five general sessions with a review of important events and dates in Kappa Psi history. A complete social program is being developed which will include a wine and cheese reception, a steak barbeque, and a Centennial Century Club Reception. The Gala Anniversary Banquet will be held on Thursday night, August 9, 1979. The plans also include a tennis and golf tournament. Remember, there will also be many activities for spouses and children so plan to bring the entire family.

MARRIOTT'S CAMELBACK INN

This is the ideal location for the Convention. It is a 120 acre resort

Editor
Norm Kobayashi



located on the slopes of Mummy Mountain overlooking Camelback Mountain. It is just 20 minutes from Sky Harbor Airport in nearby Phoenix. The resort itself has 411 rooms, each with color TV, AM/FM radio, individual climate control, telephones, refrigerators and patios. Its recreational facilities include a 18-hole, par 72, championship golf course, two year-around swimming pools, two whirlpools, 10 tennis courts and just 10 minutes away, horseback riding. Let's all plan now to attend!

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Incorporated 1903

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LETTERS TO THE EDITOR

Dear Editor

On the topic of women in Kappa Psi, where a resistance continues to receive firm and eloquent expression in some quarters, it has become increasingly evident that another era of change is upon Kappa Psi and that the changes achieved or demanded in the future are in the very area tradition has held most inviolable to alteration.

With no more perspective than we have, it would be rash to attempt any definitive assessment of the admission of women in Kappa Psi. It may well be that after a few generations that history will conclude that the admission will be of relatively minor significance but at this time we must disagree. At the recent Province III meeting the appearance of women at the meeting changed the whole flavor and feeling of the members in our area.

The significance of the number of members in Kappa Psi was brought to my attention. Numbers are of some minor importance but of much more significant nature is the quality of the numbers. This is not to infer that the mere admission of women will reduce quality, but the admission changes the attitude of many Alumni members and of many of the collegiate members.

Kappa Psi is a professional organization; we always have been and always will be, but consideration of the alternatives to declaring as a social fraternity are of a significant nature at this time.

When Kappa Psi was founded by F. Harvey Smith, it was founded to serve the needs of MEN in pharmacy. This is our tradition and we feel our right to continue this vain. The thought of Kappa Psi ceasing to exist is an appalling thought, but, if necessary, we think that the removal of Kappa Psi from the campuses that force the admission of women is a viable solution and perhaps in order at this time. The inclusion of such a statement into our By-Laws is in order with most of our members at this time.

I would appreciate any response to this letter, whether it be Pro or Con. The mailing address is listed below.

Lynn Connelly
Regent of Gamma Xi
University of South Carolina
College of Pharmacy
Columbia, S.C. 29208

Dear Editor:

Subject: Women in Kappa Psi

Resolution passed at the last joint meeting of these two chapters:

"We, the brothers of the South Carolina Graduate Chapter and the Gamma Xi Chapter of Kappa Psi Pharmaceutical Fraternity, Inc., in an effort to preserve our spirit of brotherhood, choose not to admit women to our chapters. Hopefully, legislation will be enacted on a national level enabling our great fraternity to progress as in the past. We will strive to promote such legislation, as we felt it is vital for continued prosperity."

This resolution is being sent to *The Mask*, Past Grand Regents, National Executive Committee, Collegiate Chapters, and Graduate Chapters asking for comments and support. A short questionnaire will be sent out and the results of this survey will be sent to *The Mask* for publication.

**The Gamma Xi Chapter &
The South Carolina
Graduate Chapter**

NEWS IN BRIEF

- **Richard J. Lafond (Beta Epsilon)** has been appointed to the Rhode Island drug Formulary Commission. Brother Lafond is Director of Pharmacy Services, Kent County Hospital, Warwick, RI. Also serving on the commission is **John A. Pagliarini (Beta Epsilon)**, designee of the Director of Social and Rehabilitative Services. Brother Pagliarini is Senior Medical Care Specialist with responsibility for the Medicaid prescription program administered by SRS.
- Past Grand Regent **Dr. Norman A. Campbell (Beta Epsilon)** has been appointed by Rhode Island Governor J. Joseph Garrahy to the Board of Approval and Certification of Physician Assistant Programs.

GAMMA NU AHEAD

KAPPA PSI CENTURY CLUB

In 1979 Kappa Psi will be celebrating its 100th anniversary. To commemorate this occasion a Kappa Psi Century Club has been established to pay tribute to the second century of Kappa Psi service.

Twenty-five percent of the contributions will be utilized to fund the centennial functions. These will include the placing of a historical marker at the site of our founding in New Haven, Connecticut, a commemorative favor, a Jim Beam commemorative decanter, special recognition for members of the Golden Mortar, and the Centennial Grand Council Convention. At the centennial convention in Scottsdale free transportation will be provided for members of the Century Club from the airport to the Camelback Inn. A special reception will be held on Tuesday evening for the Century Club members. **The chapter with the most members will be honored guest for the occasion and a plaque of appreciation will be presented to them.**

The remaining 75 percent of the contributors to the Century Fund will be placed in a long term limited access fund with the interest deposited in the general fund to further fraternity operations.

Anyone, including collegiate and graduate chapters, is eligible for membership by contributing \$100.00. Each member will receive a certificate, a 10 k. gold pin and national recognition with their name and chapter affiliation published in *The Mask*.

Contributions should be sent to Dr. Dewey D. Garner, School of Pharmacy, University, Mississippi, 38677. Checks should be made payable to Kappa Psi Century Club.

Fraternally,

Dewey D. Garner
Chairman Century Club

The Fraternity gratefully recognizes these Century Club members:

John Atkinson Jr. (Theta)	Irwin D. Chow, Jr. (Gamma Nu)
Donald G. Floriddia (Mu)	Chris Gong (Gamma Nu)
Robert Martini (Xi)	Jim J. Kocolas (Gamma Nu)
Douglas A. Driscoll (Pi)	Robert A. Louie (Gamma Nu)
Victor T. Johnson (Pi)	Dominic Russo (Gamma Nu)
Glen J. Sperandio (Pi)	Jerry Shapazian (Gamma Nu)
Dennis M. Fruin (Chi)	Jere Smith (Gamma Nu)
Ted Gladson (Chi)	James D. Seymour (Gamma Xi)
Harold Fullaway (Omega)	H. L. Tyler, Jr. (Gamma Omicron)
George C. Hess (Omega)	William Fitzpatrick (Gamma Pi)
Louis Tortora (Omega)	Leonard Naeger (Gamma Pi)
Joseph E. Concino (Beta Eta)	Leonard Naeger Family
Herbert Shiroma (Beta Omicron)	Gregory R. Oris (Gamma Pi)
Bruce Martin (Beta Delta)	Eugene Woo, Jr. (Gamma Phi)
Herman C. Forslund (Beta Pi)	Charles A. Carden (Delta Beta)
Dewey D. Garner (Beta Rho)	Gene Prouse (Delta Delta)
James G. Snyder (Beta Chi)	Joseph A. Altieri (Conn. Grad.)
Larry Slater (Gamma Theta)	St. Louis Graduate Chapter
John Q. Adams (Gamma Nu)	Beta Rho Chapter
Tim Chapman (Gamma Nu)	Gamma Pi Chapter
William M. Brehm (Gamma Nu)	
Tim Chapman (Gamma Nu)	

The Fraternity Welcomes the following New Members to Century Club:

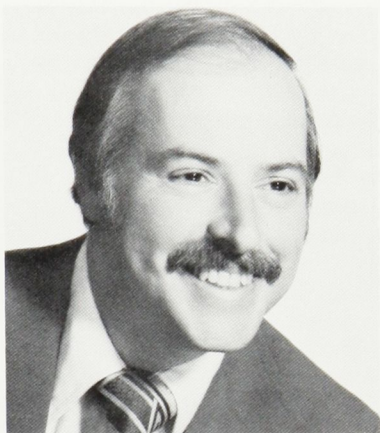
Joseph J. Johaneck (Gamma Upsilon)
Karl Kettler (Gamma Mu)
Pi Chapter

- **Andy Stergachis (Beta Pi)** has been named one of three persons to receive a doctoral dissertation grant of \$2,500 from the Pharmaceutical Manufacturers Association. Andy is currently a doctoral candidate in the graduate program in social and administrative pharmacy at the University of Minnesota.

MAXIMIZING FRONT END PROFITS

BY

Ted R. Gladson (Chi)



Ted R. Gladson is president of PE Systems, Inc., a nationwide Drugstore Design and Merchandising firm based in Chicago. Graduated from the University of Illinois College of Pharmacy in 1959. As a member of Illinois graduate chapter. He also serves as a trustee for the Chi Chapter House Fund which recently purchased and completely remodeled a new undergraduate fraternity house just off the Illinois campus.

In addition, Mr. Gladson serves at the Drugstore Design and Merchandising consultant to the NARD, writes a monthly column in the NARD Journal titled "Strictly Business," conducts seminars on Pharmacy Management and is a guest lecturer at many Colleges of Pharmacy throughout the country.

Pharmacy design (layout) and merchandising (product placement) and its effects on retail sales.

It is essential for the community practitioner to possess the management skills necessary to run a profitable front end as well as a successful pharmacy practice. Two of the most critical areas that affect front end sales are design and the merchandising.

Design because it determines:

1. Fixture placement which controls traffic flow within the store.
2. Security (visibility down the aisles).
3. Type and quantity of merchandise displayed.

Merchandising through fixture flexibility because it determines:

1. The variety of products, (the single most important consumer consideration in selection of a store).
2. The size and cost of inventory.
3. The planogram (department positioning).
4. The type of merchandising set (Horizontal Strip, Vertical Strip, etc.).

Let's examine each of these points in depth to see how they relate to the overall pharmacy profit picture.

Product placement for maximum attention is critical to your overall merchandising plan. Hand-in-hand with the layout of your store, these two elements carry the potential to move a borderline operation into high profit categories.

In this article I would like to discuss proven methods that can expand your turnover rate. I will talk about specific considerations which relate to product movement—such as the length of aisles, cross aisles and their effects, proper display layouts, and finally I'll get into some specific merchandising "don'ts."

By following these basic merchandising rules it is possible to actually raise the sales volume of your store by as much as 30 percent while reducing your low moving inventory stocks to a minimum.

It all adds up to money in your pocket.

Let's assume, for the purpose of this article, we have a 5,000 square foot store, in a shopping center. We have positioned doors close to a supermarket to take maximum value from the traffic generated by the supermarket.

Since the prescription department is the closest thing we have to draw in a drugstore, we place it in the back of the store to maximize customer flow through the store.

AVOID CROSS AISLES

After we place the front checkout, so that it is facing back towards the prescription department, the next thing to be considered are the gondolas. The gondolas should run front to back to allow visibility from the rear checkout (pharmacy) and front checkout down the aisles for maximum security. The gondolas should be 16 inches deep, and 60 inches high. They should have promotional ends, but the most important thing about them is that the runs should be continuous without cross aisles.

If your store has runs of less than 40 feet and you have cross aisles, you are not maximizing your traffic flow. Assuming you have a store with 10 aisles, if you take five feet out of each run for cross aisles, you are losing 50 feet of display space. In addition to that the customers lose eye contact with the shelf edge two feet prior to entering the cross aisle and then upon entering the cross aisle and going into the next run, the customer will not pick up eye contact with the shelf edge for another three feet. So in effect, what you've done is lose 10 feet of display space for each cross aisle. This is approximately 20 percent of the store's actual display capacity. So if you don't need a cross aisle, don't have them.

First of all, let's describe what merchandising really is. Merchandising is, simply put, taking the right product, putting it in the right place at the right time in the right quantity and for the right price. There are two basic merchandising techniques and many variations of each one.

VERTICAL STRIP VS. HORIZONTAL STRIP

The two most popular techniques in use today are the vertical and horizontal strips. Vertical strips take the package and display it large to small, top to bottom. In other words, you take your large, medium, and small sizes and run them from top to bottom.

In the horizontal strip you take the same product and display it horizontally on the same shelf—small, medium, and large, left to right.

DOLLAR DIFFERENCE

The difference between the two techniques is one of dollars. You should always try for vertical strip wherever you can. For example, this will bring all the top sellers in a section to the eye-level shelf and in their largest sizes, which increase the gross sales.

Accordingly in the horizontal strip, you sell more units. Vertical strips will move more dollars, horizontal strips will move more units because you have more smaller-priced items at the eye-level shelf. Eight percent of the sales are generated on the top two shelves of a gondola. So horizontal strip moves more items, vertical strip moves more dollars.

There is also a disadvantage in the horizontal strip. If you have a section that is dominated by three top-selling items, then the second seller is relegated to a lower position and third, which may be only five percentage points behind Number 1, is down on the third shelf. So whenever you can, try for the vertical strip.

However, the package size has an effect. If you have small package sizes you would have a tremendous inventory quantity needed to fill a vertical strip, so that would be a limiting factor. Inventory control must start at the section level.

USE "BUYING BREAKS"

I would like to go into some examples of bad merchandising techniques. Hopefully as you are reading this, it may strike a chord, something that you can immediately change in your store.

(continued on page 12)

CONTINUING EDUCATION

Leonard L. Naeger, Ph.D.
Associate Professor of Pharmacology
St. Louis College of Pharmacy



GRAND HISTORIAN
Dr. Leonard L. Naeger

DRUG EFFECTS IN THE EYE

Certain functions of the body are regulated automatically by organized groups of neurons which collectively are called the autonomic nervous system. Generally, this system is viewed as being composed of two opposing groups of neurons. The cholinergic system is that which produces a dominant influence on the body when it is at rest. The adrenergic system is the neuronal group which is activated when an emergency or an exciting situation develops. At any given time, the overall response of an organ or tissue to this system is dependent on the relative amounts of cholinergic and adrenergic tone being exerted on it.

The activity exerted by the autonomic nervous system can be seen in the eye. The ciliary muscle is controlled essentially by cholinergic fibers while the iris responds to the effects of both systems. Under cholinergic influences, the ciliary muscle contracts and the pupil demonstrates a miotic effect. This will allow for close vision as the lens rounds up. Adrenergic tone causes mydriasis in opposition to the effect produced by cholinergic activity. The adrenergic system exerts its effect primarily on the muscles of the iris and little or no effect is noted on accommodation.

There are three major drug classes which can alter the activity of the autonomic nervous system in the eye. These include adrenergic, cholinergic, and anticholinergic agents. In order to further subdivide these agents into groups which might be easier to classify, we can consider one group of agents which exert their effects in the eye because they are used locally for some ophthalmological purpose. The second group consists of those drugs which can alter autonomic tone to the eye via side reactions which are unrelated to the actual therapeutic action of the drug.

The first group of ophthalmological agents we will discuss will be the adrenergic agents which may be useful in dilating the pupil of the eye. Since these agents have no effect on the ciliary muscle, they can produce mydriasis without causing cycloplegia. Adrenergic agents are sometimes used in a cautious manner to reduce intraocular pressure in patients with glaucoma. Agents which may be used in this manner include phenylephedrine (Neosynephrine), epinephrine salts (Epifrin, Glaucon) and hydroxyamphetamine HBr (Paredrine). Other agents such as naphazoline (Vasocon) are used to produce a decongestant effect on the eye by producing vasoconstriction. Excessive use of these agents may produce systemic side effects which can include headache, palpitations, tachycardia, hypertension, and excessive sweating.

Cholinergic agents are used to produce miosis as well as paralyze the ciliary muscle. These agents are useful in controlling open angle glaucoma. However, if the drug drains down the tubular network into the nasal cavity, the drug may ultimately be absorbed by the gastrointestinal tract and produce systemic effects such as excessive salivation, diarrhea, asthma like symptoms, and urinary tract spasm. The cholinergic drug used most often is pilocarpine, but carbachol (Carbachol) has been used in some cases.

One may potentiate the action of acetylcholine by inhibiting the enzyme which leads to the destruction of acetylcholine at the receptor site. The enzyme, acetylcholinesterase, can be inhibited reversibly by drugs such as physostigmine (Eserine) or it may be irreversibly inhibited by agents such as echothiophate (Phospholine Iodine) or isofluorophate (Fluoropryl) which react in an irreversible fashion with the protein. These latter two agents have an advantage over pilocarpine and physostigmine in that they have a longer duration of action. However, their popularity has waned in the past few years because of reports which have appeared linking their use with the development of opacities in the lens.

Lastly we have agents which can block the effect of acetylcholine and thus produce a mydriatic effect on the pupil as well as paralyzing accommodation. Atropine and scopolamine derivative are used for purposes of dilating the pupils for diagnostic procedures. Side effects of the anticholinergic agents include dry mouth, hyperthermia, central nervous system stimulation or depression, and hypoactivity of the lacrimal glands.

These drug classes represent the major types of pharmacological entities used in the eye. Agents such as lubricants, anesthetics, carbonic anhydrase inhibitors, astringents, anti-infectives, anti-viral agents and steroids can be discussed at another time.

II. Drugs which produce side effects that alter the function of the eye.

The first group we will discuss will be those in the adrenergic class. Adrenergic drugs are used to treat asthma, symptoms of the flu, hypotension, nasal congestion, and obesity. Therefore, patients receiving these drugs may experience adrenergic effects in the eye. Generally these effects are benign and are most often of no clinical concern. However, one must remember that dilated pupils may make the eye more sensitive to bright sunlight. Hypertensive patients that receive adrenergic medications may experience an increased severity of their condition and thus changes in the eye associated with elevated blood pressure may become more prominent during therapy with these agents.

The drugs most likely to be of most concern to those interested in observing side effects in the eye are those drugs with anticholinergic activity. These include the drying agents as well as the antihistamines often found in cold preparations. The most serious problems associated with the administration of agents with anticholinergic activity involves the production of a dry eye or production of an increase in intraocular pressure. This is especially serious in patients with acute angle glaucoma. Other agents which can produce anticholinergic side effects include major tranquilizers (chlorpromazine-Thorazine, thioridazine-Millaril), some hypnotics (glutethimide (Doriden), antispasmodics (propantheline-Probanthine) tricyclic antidepressants (aniprityline-Elavil, imipramine-Tofranil), all antihistamines, and other drugs such as trihexyphenidyl (Artane.)

Cholinergic agents such as bethanechol (Urecholine) may produce ocular effects but these are not likely to cause any serious threat to sight. These agents, when administered systemically, tend to produce miosis and cycloplegia and thus the patient can accommodate only for near vision and objects in the distance are likely to appear blurred. Patients receiving these medications, as well as any cycloplegic agents, should be cautioned about driving or operating machinery until the effect has subsided.

In summary, certain drugs have the potential to interfere with ophthalmological phenomena. Knowledge of the effects and side effects of various pharmacological agents can help one ascertain the cause of these abnormal ophthalmological responses and allow one to suggest alternate therapy.

39TH GRAND COUNCIL CONVENTION

KAPPA PSI CENTENNIAL CELEBRATION

AUGUST 5-10, 1979

SCOTTSDALE, ARIZONA



Southwestern flavor is evident in the decor of guest rooms at Camelback Inn. Aztec-inspired spreads, bold earth-toned headboards and wall plaques by Arizona artist Ted DeGrazia echo early Indian origins. This five-sided room is called a Kiva, named after an ancient Indian religious ceremonial chamber.



Overview of the main theme building of Camelback Inn and the palm tree studded South Pool. Sunbathers come home from balmy Arizona with a healthy tan even during the winter

Marriott's Camelback Inn

HISTORY & DEVELOPMENT IN THE LAST TEN YEARS

In 1967, the Marriott Corporation purchased the Inn from the Stewarts, marking the first purchase of an existing property by the Marriotts. The summer of 1969 brought bulldozers and dollars to eventually increase the total number of guest rooms to 287, including several elegant bi-level suites. Other additions at that time included a second year-round swimming pool, whirlpool, resort shop, Chaparral Specialty Restaurant and adjacent La Cantina Lounge. With the completion of these additional guest rooms and facilities, Camelback became the largest resort property in the State of Arizona.

Today's Camelback Inn consists of 413 deluxe guest rooms, two swimming pools each with whirlpools, ten tennis courts (four lighted for night play), a 6,687 yard championship golf course (with complete clubhouse), seven restaurants and cocktail lounges and a new addition of a 10,000 square foot ballroom, to bring the total meeting and convention facilities to 23,000 square feet. Arizona's largest resort is composed of casa clustered rooms scattered over 120 acres of natural desert terrain and brilliant flower gardens. The front "lawn" is a nine hole executive golf course bordered by contemporary adobe style buildings resembling the pueblo dwellings of Arizona's early residents. Guest rooms further suggest the native influence through the extensive use of Indian and Mexican art work and artifacts. Many of the rooms offer upper level outdoor patios - larger than

the rooms themselves - affording magnificent views of the surrounding mountains and well manicured desert gardens. Each room offers a private patio and refrigerator/stove unit.

The Inn has had the privilege of hosting many important personalities from the entertainment world, political field and the world of sports. In 1974, President Gerald Ford was a guest at Camelback Inn and in 1975, President Jimmy Carter visited the Inn. Prince Bernhad of the Netherlands requested Huevos Rancheros for breakfast during his stay. Senator Eugene McCarthy played tennis with hotel guests and singer John Denver delighted fellow Inn-mates by posing for pictures and signing autographs. The Oakland Raiders team recently stayed at the Camelback Inn... The list of personalities is endless.

Camelback continues to grow and meet the needs of today's traveler. The hospitality and the setting remain unchanged as Camelback continues to upgrade and improve the facilities. The Camelback Inn is ready for tomorrow, expanded, contemporized yet retaining the charm of the past. In all the world, only one... Camelback Inn!



Marriott's. Camelback Inn

NEW MEMBERS 1977-1978

Epsilon Chapter

Douglas Jerome Borys
Kevin Kenneth Graner
Ross Alan Ritari
James Allen Karker
Arvid L. Nielsen
Jon M. Brumond
Tom Curren
Gordon Lee Kohs
Robert M. Lasmmi
Randy T. Nicoski
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Scott Setzepfandt
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Arnold Christopher Day
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Orven Russell Phipps
Daniel Gray Rivenbark
Joseph Lee Singletary
John Parks Thomas
Charles Edward Zimmerman

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Richard Wayne Austin
Robert Nelson Blanchard
Juan C. Cantu
Avery Doyle
Robert Jerome Fisher
Michael Shannon Jones
Michael Bruce Varon
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Beta Pi Chapter

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James Levi Chipps
Dale N. Hackney
Jon Kevin Hillyer
Randy Scott James
Thomas A. Keefe
Robert M. Kelley
Timothy L. Lichlyter
Dale W. Murray
Richard Earl Shine
Steven L. Smith
Marvin Carl Sturgeon
Steven Mark Sutherland
Dwight Earl Thomas
Tim Kenneth Vawter

Beta Rho Chapter

William Hubert Berry
Alan Keith Dossett
William Gregory Evans
Mitchell Keith Golden
Sidney Errol Haney, Jr.
Joseph Donald Holder
Donald R. McKay
Ramon Monroe Napier
Donald Ricky Parker
Ronald Edward Peeples
Michael Stephen Phillips
Norman Wesley Samuelson, III
Jim Joward Still
Kenneth Stewart Vanexan
Charles Frederick Wurth
Edward Alan Frashier
Murke Franklin Harrison, IV
Charles Victor Watts

Beta Sigma Chapter

Clifford E. Davis
Kevin John Donlan
Mark R. Erdrich
Lee Michael Gregoire
Timothy Richmond Lapp
Andrew John Lucking
Craig Alan Paepier
Russ Patyk
Scot Dwayne Peterson
Stuart James Remus
Mark Steven Schiefer
Alan Richard Szymialis
Jay Lynn Stearns
Gary Kirk Wolf

Beta Upsilon Chapter

Terri Elizabeth Anderson

Kerry Vaughn Armstrong
Preston W. Black
Brenda Ann Brethauer
Julie Ann Eichelman
Cherryl Anne Hines
Karlene Kay Lightcap
William Michael McKinley
Jean L. Phillips
Tom David Robinson
Lisa M. Schaefer
George Wilson Triplitt, III
Jeffrey Alan Wooden

Beta Phi Chapter

Steven D. Rathman
Richard Howard Wiehe
Steven William Plogsted
Robert J. Hodgeman.
(Facultate Member)

Beta Chi Chapter

Kenneth Earl Coulter
Richard Joseph DeSlover
Mark Thomas Kennedy
John Adrian MacDonald
Timothy L. Michels
David Lee Newell
Ronald Joseph Snow
Philip V. Bacidore
Kevin James Curran
Lawrence G. Gathercole
Donald Lee Johnson
Edward Joseph Novak
Gary Charles Novak
Bruce J. Riendeau
Allen Brdley Wade
Dale Richard Wagener

Beta Psi Chapter

Charles W. Chaveriat
Armin H. Gerhardt III
Leo V. Hayes
Julia A. Ihlenfeldt
Charles A. Julin
John M. Jung
Gregory Krivec
Andrew P. Rice
Michele L. Scanlan
Wendy A. Weingart

Beta Omega Chapter

Michael C. Baloga
Gail G. Childers
Ronald J. Clerico
Minh U. Dao
Robert P. DiGiovine
Jerome E. Drogalis
Terence C. Dunn
Peter M. Hightower
James B. LaNunziata
Kenneth W. Sonich
James H. Vickery

* Beta Nu Chapter

Tom Joseph
Tom Dyjach
Jerry Shaw
Harry William Alcorn, Jr.
Bradford A. Cinto
Francis M. Dematteo
Roy Gary Goldstone
Ronald James Klein
Ronald Alen Lowe
Bruce E. Madara
Robert Anthony Matli
Daniel Joseph Michel
Guy Anthony Reale
Norbert M. Wenzl

* Reactivated Chapter

Gamma Gamma Chapter

Michael Lynn Murphy
John Mark Sherman
David Terry Walthall
James Harold Brown
Steven Anthony Burrisk
David R. Dooley
Carlos G. Salinas
Daniel D. Vela
Albert J. Wagman
Javier Enrique DeLaGarza
Russell Wayne Fenoglio
Daniel Ladd
Oscar Lopez
Albert Franklin Pearson
Greg Lloyd Sharp
David William Waddelow
John Allen Baker
John Patrick Johnson
Ronald Noble Walker

Gamma Delta Chapter

James Thomas Dixon
Kevin Mark Harris
Michael Joseph Ferguson
Ronald Anthony Mundziak
Randy Dee Shell
Chris Vincent Simmons
Daniel Harold Muskoff, III
Steven Martin Salo
Hanley Hanford Wheeler
David F. Merk
Jeffrey E. Zawada

Gamma Epsilon

William D. Kurtenbach
Howard K. Levy
Michael S. Miles
Garry R. Pollock
Varner R. Richards
David M. Schiessler
John C. Voris
Jeffrey H. Bean (Graduate)
Joseph Mark Brighich
John D. Gross
Deborah M. Kishbaugh
Richard T. Lippincott
Michael F. Mastroianni
Susan E. Ruppelt
David D. Shetter
Raja B. Velagapudi (Graduate)
Diane Louise Zalaznik
Stanley F. Zeszutek
Kip Albin Burkman
Louis Anthony Hays, Jr.
Steve E. Richards
Robert Paul Marshall
Paul Richard Matuschka
Keith Melvin Olsen
Thomas John Troshynski
Michael Frank Szwaneke
Bradley George Wulf

Gamma Zeta Chapter

Danny Ray Alexander
Larry Egan Boatwright
Alan Douglas Bryson
Robert William Buckner
John Donald Creech
William Allan Davis
Justin Keith Floyd
Donald Edward Goggans
Gregory Steven Hilton
Chip Kistner
Charles Allen Jordan
Billy Joe McComas, Jr.
Ray Wallace Naugher
Terrance S. Smith
James Rodney Neat
Allen Jett Seidel, Jr.
Peter W. Somerville, Jr.
John David Viglione
David Leonard Waits
Lawrence Edward Alston
Edward Robert Arnold
Edward Lynn Baise
Thomas Eugene Crosslin, Jr.
Marion Thomas Forrester, Jr.
Steve Henderson
Joe Keith Janeway
David T. Johnson
Eddie Lee Lambert
Paul R. McVey
John Dewey Owings, III
Thomas Gerald Pire
Christopher E. Rich
Ronald Richard Vigder

Gamma Eta Chapter

Michael J. Clairmont
Douglas John Deppel
Dave E. Grinder
Mark Steven Kapfer
Richard Steven Kirk
Toney Frank Ruggirello
Steven Douglas Shear
Gary Alan Sohm

Gamma Theta Chapter

Michael Ray Broyles
Larry A. Dowdy
Jackie L. Evans
Timothy T. Gormley
Steven D. Gregory
William W. Koehn
Roger D. Lander
Daniel W. Kenslow
Bruce L. Mandel
Jeffrey S. Phillips
Marvin A. Roehers
Michael A. Ross
Larry W. Shively
Ernest W. Snyder
Kevin A. Stanley
Donald G. Scharlott
David F. Van Houten
Aaron Craig Vaughan

Gamma Iota Chapter

Edward L. Akromas, Jr.
Christopher Paul Oraveta
Daniel James Sculley

Gamma Kappa Chapter

William Jeffrey Brown
William Joel Flohrs
Patrick Dean McGowen
Michael William Rasmussen
Zachary Philip Smith
Robert Graham Vagstad

Gamma Mu Chapter

Richard Mannino
Stephen Ortego
Randall Lavelle Camp
Eric W. Gibbs
Donald Wayne McCoy

Gamma Nu Chapter

John Ping-Yin Cheung
Stanley Chew
Ryan R. Chin
Jerry Lee Costanzo
George Kenneth Dwinell
Melvin James Ezaki
Norman Edward Fox
Peter K. Kwok
Calvin Lee
Alan S. Morita
Fred Yasushi Nishioka
Michael K. Nishioka
Frank Russell Scapa
Kenneth Bernard Scott
Ray Scott
Jimmie Joseph Warmington
Darrell Kiyoshi Yamada
Raymond Young
Brian Norm Benson
Thomas W. Broyles
Herbert H. Cho
Michael John Dalto
John Elmo Dunn, Jr.
Daniel D. Hines
Ying-Wing Ho
David Jonathan Kreuter
Michael Alan Mattes
Peter Joseph Nudo
Mike Curt Omlansky
Isaiah Simpson
James John Sylvia
Martin Kinsmon Vacca
Wesley Hoover Wong
Stephen Mark Wurzbarger
Alan Shoji Yayasaki

Gamma Xi Chapter

James Willey Alexander
Henry Thomas Armatys
Donald Wynn Beam
Daniel Wayne Beanblossom
Gary Bernard Bell
Robert M. Defee
Howard Daniel Hardin
Roy Michael Smith
William J. Stevens, Jr.
Ricky Lamar Stowe
John Russell Varner, Jr.

Gamma Omicron Chapter

Emmanuel Uche-Chukwuka Igbeke
Abdul Majeed Kapadia
Gary Lewis Watkins
Marc O. Merrill
Abdualmalik Nathani
Frank Charles Paar

Gamma Pi Chapter

Gary W. Baker
Enrico Bertucci
Richard Scott Byars
Byron Gerard Peters
John W. Rees, Jr.
Joe David Trapani

Gamma Rho Chapter

William O. Medina, Jr.
Robert A. Swanson, Jr.

Gamma Sigma Chapter

Hylan Lee Boxer
Terry E. Cullison
Howard Freiman
Andrew Floyd Hobbs
Gary Ray Lykins
Calvin Barry Sher
Joseph David Vargas
John Deas Adicks
Winfred Castro
Philip Joseph Powell
Paul Ralph Steadman
Mikel B. Tuten
George E. Lomax

Gamma Phi Chapter

Craig Wells Carver
Kent Hugh Sears
Steve W. Smith
Carrol M. Beavers
John Curry Butler
Thomas Craig Clark
Frank Leslie Gibson, Jr.
Gary Leslie Jones
George William Mason
Roger Lynn Mills
Daniel R. Murphy
David Richey Stancil
Frank Pardee Thrower
Richard L. Walthour, III

Gamma Chi Chapter

Elmer Thomas Arne, Jr.
David Edward Emeigh
Steven Roger Erickson
Rick Joseph German
Michael John Jarvis
Paul Edward Kliman
Tod John Vander Pas
Richard Lee Fila
Ronald Alan Fila
David V. Frobel
Todd John Hook
Harold Allan Peterson
Michael J. Pavlovich
Kenneth Edward Shultz
William H. Walker
Robert William Wetmore

Robert Grodin
Kurt Johnson
Thomas Luce
Jerome Tanski

Gamma Psi Chapter

Robert Dillard Pollard

Gamma Omega Chapter

Bill Roland Altland
Stephen Marcus Brick
Garry Dean Bridges
Gary L. Carter
Tony Dasher
Alan Eugene Dodd
James Timothy Peterson
Robert Lee Shirley
Chaney Wes Taylor, Jr.
Mark Edward Thicksten
Robert Cecil Woolard
Kenneth Baxter
Keith Dace
Benjamin Kam-ming Ng
David Steele
Virgil Franklin Todd

Delta Beta Chapter

Denneth Ray Daniels
Randall Lynn Felder
David Kevin Fite
Gregory D. Greenlee
Francis Fu Lau
Lonnie A. Kirk
Ricky Edwin Merritt
Joseph Michael Thompson
Jerry Vandiver
Gregory Steve Brooks
Steve Carter
Larry Don Gudgel
Brent Haven Thacker

Delta Gamma Chapter

Edwin N. Bickerstaff
Charles D. Cottrell
Randy C. Dockens
Don O. Hagler
William Clyde Head
David C. Holden
Robert Winston Deese
Ronnie Dale Owens
Timothy Joel Presley
Gary Lee Snyder

Delta Epsilon Chapter

Thomas Daniel Altieri
Craig G. Cochenour
Heidi D. Enis
Ernie J. Gribschaw
Stephanie Marie Groth
Cynthia Louise Iannarelli
Robert A. Maletta
Elizabeth Anne Maurer
John C. McGinnis
Victor Moretti
Tanya Marie Novotny
Kalley Lee O'Hara
Nancy Ann Peline
Gregory Stephen Presti
Thomas C. Riley
Edward G. Rohaly
Walter Jerome Stolarski
Vincent Joseph Strate
Janet A. Ungar
Keith W. Wallace
Francis Wiertel
Michael H. Wright
John Patrick Thomas

Delta Zeta Chapter

Bruce Alan Billmeyer
Craig Leo Clark
Jeffrey Steven Hartzler
Michael James Page
Marc David Squillante
Robert Allen Stagner
Harlan Craig Yoder
Alan Leslie Bellairs
Joseph Richard Connolly, Jr.
Joseph Vincent Mullarkey
Ronald Lee Schieffer
Lloyd E. Matheson,
(Honorary Faculty Member)

Delta Eta Chapter

Eddie Bruce Cook
James L. DeClouette
Joseph Hall
Stoney B. Toomer, Jr.

Delta Theta Chapter

Adeniyi O. Adekunle
Mike Adetula
Christopher Ajayi
Kelly Azuike
Clyde Cassel
Yommy Daramola
Jimmy Dixon
Lincoln B. Fagbemi
Dale Harris
Ernest Hernandez
Darrel Hooker
Charles Mitchell
Vincent R. Saenz
Clyde E. Walker Jr.

Delta Iota Chapter

Edger Adams
Wilber Bate
Donald Brown
Walter Clark
William Elliott
George Harley
Kenneth Ingram
Mark Leath
Charles Lockley
Cordell Mitchel
Alvin Sermons
Carlos Spikes
John Watkins
Jeffery Williams
Larry Williams

Mu Omicron Pi Chapter

Steve Evans Corden
Larry Marc Diamond
Jeffrie Don Hite
Umakant C. Joshi
Gerard Joseph Shaw
David Michael Smith
Gregory Michael Carrick
Duane John Corsi
Mark Allen Kuehn
Henry James Mioduch
Steven Michael Snider
Robert Francis Smith
Daniel Joseph Stayer
thomas Manes Stuart
Gregory Joseph Szpunar
Kenneth S. Woods
Mark Stefan Figacz
Donald Salvatore Ventimiglia

Pacific Graduate Chapter

Raymond Mark Quock

Portland Graduate Chapter

Barnett Carroll Howard
Richard Milton Olson
Bruce Michael Thorn
Vernon Neal Utz, Jr.
George Demis Weinhardt

Seattle Graduate Chapter

Martin Lee Dafforn



PI CHAPTER PURDUE UNIVERSITY

Pi Chapter held its Third Annual All-Pharmacy Open Golf Tournament on April 8, with over ninety golfers in attendance. The weather didn't really cooperate for the festivities since it was a brisk forty degrees and rainy at the first tee-off time. However, later in the day, the sun came out and enabled a graduating Pi Brother, Marty Herrell, to again win the tournament for the third straight year. The awards party, held later that evening at Mulberry Conservation Club, was attended by several Kappa Psi Alumni and allowed many of the undergraduates a chance to find out what is presently going on in the field of pharmacy as an occupation and what the pharmacy schools were like a few years ago.

The following day, the Indiana Graduate Chapter of Kappa Psi was established here at the Purdue University School of Pharmacy. There were 26 Kappa Psi Alumni present to become the charter members. The meeting was presided over by Dr. Kenneth W. Kirk, Grand Council Deputy of Kappa Psi, and following the introduction of the charter members and the signing of the official charter, the Graduate Chapter held a short meeting. They then agreed upon a set of By-Laws and elected the following officers:

Regent Mike Werner
Vice-Regent Don McClarney
Secretary/Treasurer Ken Kirk
Historian Nick Kerkhof

This day also marked Pi Chapter's Fiftieth Anniversary at Purdue University. Dean Varro E. Tyler was present to welcome everyone while the history of the chapter was elaborated on by Past Grand Regent, Glen J. Sperandio. Dr. Kenneth Kirk spoke of the original 16 members of Pi, initiated in May 1928, and presented the Order of the Golden Mortar to these men for having been Kappa Psi Brothers for Fifty Years. A luncheon in the faculty and student lounges followed the day's festivities.

Pi was host for the Province VI Conclave held on April 14 and 15. Brothers and sisters from the University of Wisconsin, University of Illinois, and Butler University were in attendance. Pi Chapter's Al Alderman, as Province SATRAP, presided over the meeting which included a welcome from Purdue School of Pharmacy Associate Dean Adelbert Knevel. In the morning session, Dr. Ken Coleman, Associate Dean of Students at Purdue, discussed pledging procedures and overall fraternity appearance with a talk entitled "Selling a Fraternity." Later that afternoon, Dr. Robert Chalmers, Head of the Department of Clinical Pharmacy at Purdue, spoke upon the "Role of Professional Organizations in Pharmacy." Several committee meetings were held as well as workshops concerned with Rush Programming. The Province VI Constitution was revised and updated as the major point of business for the day. Also the chapters agreed to work together on a single professional project to be carried out in the states of Wisconsin, Illinois, and Indiana. Following the meeting, a banquet was held at The Trails Restaurant with Dr. Frank Murphy, Assistant Professor Department of Clinical Pharmacy, as the main speaker.

The Pi Chapter Spring Banquet was held on April 21 at Holiday Inn. Guest speaker for the evening was Dr. Rev. Joseph G. Wick. Scholarship Certificates were presented to 23 Brothers who had maintained a semester index above 5.0 for the past two semesters. Also, the banquet was to commemorate the graduation of 17 of our members. The accomplishments of these men and their dedication to Pi Chapter will definitely stand as an example for future Pi Brothers to follow.

The members of Pi Chapter wish all our Brothers and Sisters the best of luck in the coming year.

Jim Bona

BETA GAMMA CHAPTER UNIVERSITY OF CALIFORNIA, SAN FRANCISCO

This spring quarter has been a very productive one for Beta Gamma. It began with a weekend ski trip to Donner Lake near Lake Tahoe. Other social events during the quarter were a daiquiri party and a "rush" cocktail reception.

Fifteen pledges were initiated at our initiation ceremony and dinner on May 25. We welcome them to Kappa Psi and express thanks to Norm Kobayashi, Editor of *The Mask*, for attending.

Congratulations to members Sue Hale, who was recently elected Vice President of Student Affairs of UCSF, and Carol Colvin, who was elected Student Body President of the School of Pharmacy.

Our CPR class was very successful. Ninety pharmacy students received their CPR certification after taking the course. This week our members will instruct a continuing education CPR class for fifteen pharmacists.

Member Rick Beltramo is beginning work on what proved to be a very worthwhile project last year, orientation folders for incoming first year pharmacy students.

As the academic year draws to a close, on behalf of the members of Beta Gamma I would like to express our gratitude and appreciation to Gail Gatterer, this year's Regent. She has consistently led us well and was instrumental in renewing interest in Kappa Psi on the UCSF campus. Thanks, Gail, for a job well done.

Carol Colvin

BETA LAMBDA CHAPTER UNIVERSITY OF TOLEDO

These past few months have been very busy for us here in Toledo as many activities have been planned and are taking place.

The brothers of Beta Lambda hosted this year's Province V Convention, April 7th and 8th. Thanks to the efforts and planning by brother Dave Waller, the convention was a big success. Business-wise, many new resolutions were passed, chapter reports given, and new Province V officers were elected. Socially, everyone enjoyed the party given and some of the brothers visited the local favorites to relax. We at Beta Lambda would like to congratulate the new officers of Province V and wish them the best of luck in the coming year, as well as to thank the retiring officers for a job well done this past year.

Our pledge program here at Beta Lambda is booming. The night before the convention, 7 pledges were activated and, simultaneously, 8 new pledges were initiated. This increase in new actives and possible future actives will more than balance out the eight graduating brothers, increasing the size of our chapter. Hopefully, this pledging success will continue.

In March, the brothers were involved in a survey for a local physician who was doing a study on people who smoke; their ages and population. The survey was given to as many people as could be reached. Results of the survey have not yet been completed.

Socially, the annual Alumni Stag will be held late in April. This is an event held by the actives for all alumni, which gives them a chance to get together, get reacquainted with old friends and make new ones. In May, our social event of the year will be held. This event is the 25th Annual Dinner Dance, which is sponsored by the brothers in honor of the 5th year graduating seniors.

Sportswise, the actives will be taking on in softball, the sisters of Lambda Kappa Sigma, the alumni, possibly the faculty and hopefully a few contests can be scheduled with some of the other chapters. Also, our team will again be involved in the intramural program.

In closing, we would like to wish all Kappa Psi graduating brothers congratulations and the best of luck in the future. To all brothers everywhere we wish a healthy and successful year.

Tom Kessler

BETA NU CHAPTER CREIGHTON UNIVERSITY

We the charter members of Beta Nu Chapter are happy to announce to all our Kappa Psi Brothers its reactivation and are proud to join the ranks of our fellow chapters.

Beta Nu was established at Creighton University November 21, 1914. Within two years the chapter became dormant as members enlisted in World War I. The chapter was then reactivated in 1919, but again became dormant in 1939 and remained so, until today.

Three brothers from Mu Omicron Pi Chapter conceived and initiated the reestablishment of our chapter. Through their consolidated efforts and strong determination, with the involvement of the Kappa Psi faculty, Mu Omicron Pi (Wayne State), Gamma Epsilon (University of Nebraska) and the Central Office, they were off to a dynamic start. A rush party was held and eleven pledges dedicated themselves to help create and develop a productive and successful Kappa Psi Chapter. After the initiation period and the induction ceremony the eleven pledges became active members making a total of fourteen brothers.

On March 4, 1978 at the Province VIII Spring Conclave, Beta Nu was officially reactivated by Dr. Patrick Wells. It is our belief this will be so for many years to come.

At our first meeting officers were elected:

Regent Thomas Joseph
Vice-Regent Jerry Shaw
Recording Secretary Brad Cinto
Corresponding Secty. Ron Lowe
Treasurer Thomas Dyjach
Historians Frank DeMatteo,
Roy Goldstone
Chaplain Norbert Wenzl
Grand Council Deputy Dr. Walter Gloor

Other members include: Harry Alcorn Jr., Ronald Klein, Robert Matli, Dan Michel, Guy Reale.

Several ideas and prospects for future activities and fund raising are a raffle, keggers, car wash, casino night, a freshman orientation program next fall semester and several charity events. We are currently selling Creighton University School of Pharmacy emblems. We are also strongly considering obtaining a chapter house. One prospect is extremely appealing and it is our desire to obtain it by mid-May. At our second meeting we will be establishing our constitution and bylaws.

We hope all brothers will feel free to contact our chapter for any assistance, on any matter or even just to correspond. We would also like to extend an open invitation to all brothers and alumni to visit us when traveling through Omaha.

Frank DeMatteo

GAMMA THETA CHAPTER UNIVERSITY OF MISSOURI, KANSAS CITY

Greetings to all of the Brothers of KAPPA PSI from the Brothers and Little Sisters of Gamma Theta.

We have been very busy at our chapter since the last edition of *The Mask*. With spring drawing to a close and summer moving in, we have elected new officers for the upcoming year. The new officers are:

Regent Larry Dowdy
Vice-Regent Jim Keown
Secretary Bruce Mandel
Treasurer Jeff Phillips
Sergeant-at-arms Jack Evans
Historian Mike Broyles
Chaplain Ken Mullins
Parliamentarian Roger Lander

Congratulations to each of you and much success in the work that lies ahead of you.

Spring is our busy season for professional projects and this year has been no exception. Many hours have been spent on a very successful project called "DO-CARE." Physician drug samples were collected and repackaged for use in "free clinics." This was a very good project with lots of cooperation from the physicians in the Kansas City area. Special thanks to Mike Kimminau who spent many hours helping with this project. Brother Kimminau is our newly elected Assistant Grand Council Deputy. This summer we are sending an underprivileged child to a Salvation Army Summer Camp. Some of the braver Brothers also participated in the Blood Drive sponsored by the School of Pharmacy.

Our annual Spring Banquet was held at the Hills of Walden Clubhouse with over 150 actives, graduates, faculty members and their dates in attendance. With Cocktail Hour beginning at 6 p.m. and the dancing ending at 2 a.m., a lot of things happened in between. After cocktails, dinner was served and after dinner was the presentation of awards. Grand Council Deputy Dr. William Rost and Mr. Mike Kimminau were co-winners of the Kappa Psi Professor of the Year. Terry Ayers received the Scholarship Award presented to the Senior with the highest GPA. Jerry Stephens received the Outstanding Senior Award. Many Brothers also received recognition for high scholastic achievements.

Our sports seasons have come to an end. In basketball only one of our teams made it into the play-offs and they suffered a disappointing four point loss in the tournament. In softball we fielded two teams. Neither team made the playoffs but we had lots of fun, especially those who played coed softball. Preparation for football will soon begin.

The Little Sisters have been helping with parties and this spring have been raising money to help pay for their composite. At this time the Brothers are preparing for fall rush and a trip to Royals Stadium is in the planning stages at this time. If any graduate of Gamma Theta has not received a newsletter from our housing corporation, please contact Dr. William Rost at the UMKC-School of Pharmacy.

Jerry Stephens

GAMMA NU CHAPTER UNIVERSITY OF THE PACIFIC

Greetings from the Brothers and Little Sisters of Gamma Nu chapter at the University of the Pacific.

We proudly announce the initiation of 17 outstanding pledges last semester. Despite the stringent and tough pledging program prepared by the pledge committee headed by Chester Louie, pledging turned out to be a successful and rewarding moment for those who completed the program. These fine men brought our chapter membership to 65, 24 brothers graduating this year, netting our current membership to 41 for the coming year.

Our newly elected officers for this semester include:

Regent Alan Morita
First Vice-Regent Lit Ng
Second Vice-Regent Calvin Lee
Treasurer Steve Walden
Recording Secretary Darrell Yamada
Corresponding Secty. Frank Scapa
Historian Herb Cho
Chaplain Ying Wing Ho
Sergeant-at-Arms John Winzler
ASUOP Senator Mike Omlansky

Congratulations to the 24 brothers graduating this year. Our most outstanding senior of 1978 is awarded to Curtis Chong for his effort and dedication to the Fraternity. An Asklepios Key was awarded to Ken Scott and Bill Bearce for their graduating GPA of 3.65 and 3.66 respectively, and for their outstanding services toward the Fraternity. Graduation ceremony was held on May 6. We are honored to have the opportunity of ushering the ceremony. After the ceremony we had a reception at the house for the graduated brothers and their families. Punch, champagne and cookies were served.

Our annual Spring Picnic was held on April 8. All the brothers and little sisters had a good time relaxing under the sun. We had softball game, volleyball, tennis and beer. The delicious barbeque hamburgers and hot dogs prepared by Lit Ng and Darrell Yamada added more life to the picnic and we all enjoyed the food after the challenging softball game. Our annual raffle was drawn later in the day and our grand prize winner was Ying Wing Ho who was lucky enough to win 500 dollars in cash and 100 dollars in American Saving Bonds. Other 22 lucky winners got different prizes.

The brothers also participated in National High Blood Pressure Month sponsored by San Joaquin Pharmaceutical Association on May 6. We stationed at 2 busy shopping centers, Mervyn's and Weberstown Mall in Stockton and we took blood pressure from 10 a.m. to 4 p.m. non-stop. A group of brothers headed by Peter Nudo representing Kappa Psi attended Intrafraternity committee's spring party on the same day. They set up a booth to take blood pressure for those who were interested. Gamma Nu chapter is also sponsoring an every-day-tour service for the school to those who plan to attend UOP, School of Pharmacy next Fall. We showed them around the school, classrooms and lab facilities, answered questions regarding the School and Pharmacy.

As far as activities go, we plan to have a tubing trip in Sacramento or go to Marriott's Great America on June 3. We also set up a carwash on May 20 for fund raising to cover up the deficit on our budget. We are all charged up to make arrangements in hosting the 39th Grand Council, Kappa Psi's 100th anniversary next summer at Scottsdale, Arizona.

The brothers of Gamma Nu are looking forward to an exciting and challenging summer semester and we wish all our brothers a good time and success.

Herb Cho

PACIFIC GRADUATE CHAPTER

Greetings to all Kappa Psi Brothers. On April 15, 1978, the Pacific Graduate Chapter hosted a hospitality suite at the California Pharmacists Association Meeting in Palm Springs. It was a big success as everyone had an excellent time. Brothers attending the convention included: Cal Matsumoto, Steve Briggs, Tim Chapman, John Stuhall, Carl Britto, Don Floriddia, Mitch Hoggard, Mike Baum, Chuck Hildebrand, John Apostolo, Bill Brehm, Mike Pastrick, Doug Wilcox, Bob Campbell, Norm Fox, Larry Coats, Rick Muzio, Frank Selvaggio, Randy Miller, Steve Funck and Grover Lee.

Congratulations are due for our own editor of *The Mask* and Pacific Graduate Member, Norm Kobayashi. Norm received the distinguished alumnus award at the University of the Pacific commencement May 7, 1978. He was honored for his contributions to the profession and continued interest in activities at the UOP Pharmacy School.

Plans are now being made for homecoming activities with Gamma Nu in Stockton, Saturday, November 11, 1978.

Bill Brehm

SOUTHWESTERN GRADUATE CHAPTER

The Southwestern Graduate Chapter is alive and doing well even though few reports have been issued by us in the past. It is one of our hopes that this report may inspire other graduate chapters to begin reporting to the Province VII Newsletter and *The Mask* and stir interest in graduate chapters all over the United States.

The fall found us meeting in Oklahoma City for our annual meeting in conjunction with the homecoming party given by the Brothers of Delta Beta. Later in the winter our fifth annual Christmas Party was held in the home of Brother Mike Smith. Many Graduates

were in attendance and a great time was enjoyed by all. In February the third annual ski trip participants left Dallas bound for the snowy peaks of Colorado for a week of playing drinking and some skiing in that winter wonderland. In April the fourth annual White Water Canoe Trip was held on the Guadalupe River in San Marcos, Texas. There was plenty of white water, cold beer, and COLD, COLD river water for all the brothers in attendance. As you can see, it has been a fairly busy year for us between work, home, family and Kappa Psi but all in all it has been a great time for all of us and only helps us to realize what a great Fraternity Kappa Psi is and how much it can contribute to your life if you will only contribute half as much as it does to you.

Johnny W. Porter

PROVINCE VI CONCLAVE April 15, 1978

Host Chapters: Pi, Indiana Graduate

Chapters in Attendance: Beta Psi (University of Wisconsin), Chi (University of Illinois), Pi (Purdue University), Illinois Graduate and Indiana Graduate.

Friday evening a welcoming party was scheduled at Tippecanoe Battleground at Battleground, Indiana.

Saturday morning, registration began at 8:30 a.m. at the Stewart Center in West Lafayette. Following the opening ritual, the invocation was given by chaplain Doug Gromann. Those in attendance were welcomed by Dr. Adelbert Knevel, associate dean School of Pharmacy and Pharmacal Sciences, Purdue University.

Secretary-Treasurer Jerry Nooker read the minutes of the previous conclave and the financial report of the province.

Province VI supervisor, Dr. Kenneth Kirk reported from the Central Office. His remarks dealt mainly with the defeating of the proposed increase in initiation fees and alternatives for generating revenue or reducing expenses. He also mentioned the centennial anniversary of Kappa Psi in 1979 and that the Grand Council Convention will be held in August in Scottsdale, Arizona.

Chapter reports were then read. Chi chapter reported on the progress of their new house.

Ken Coleman, associate dean of students, Purdue University, spoke on "Selling a Fraternity" and a workshop on rushing closed the morning session.

Following lunch, Robert Chalmers, head of Dept. of Clinical Pharmacy, Purdue University spoke on "The Role of Professional Organizations in Pharmacy" followed by a workshop on professional projects.

During the business meeting, we addressed the task of updating our province constitution, which hadn't been amended since 1955. The proposed amendments are subsequently subject to approval by the Grand Council. Other things discussed were the formation of a Province VI songbook and the organization of a Province VI professional project.

Cocktails and dinner were held at The Trails. Following dinner, Frank Murphy, assistant professor, Dept. of Clinical Pharmacy, Purdue University, spoke on "Achievement."

Following the closing ritual, the brothers adjourned to one of the local discos.

Jerry Nooker

PROVINCE VII

We the brothers of Province VII would like to heartily congratulate ourselves for a province meeting "Well Done." Hosted admirably by Gamma Omega chapter of Little Rock Arkansas, all who attended I'm sure would like to express their most sincerest thanks. Friday night seemed to be where the most sincere thanks were expressed (mainly to the women supplied for the party by Gamma Omega).

Call to order was at 9:00 a.m. April 1, 1978. Those chapters represented were Beta Rho, Delta Beta, Delta Delta, Gamma Theta (finally), Gamma Omicron, Gamma Pi and host chapter Gamma Omega. Special thanks are in order to members of the executive committee who were in attendance, Brother William A. Fitzpatrick, Grand Regent; Dr. Dewey D. Garner, Grand Vice Regent; and Larry Lee Slater, Grand Ritualist. The morning consisted of announcements, roll call, and province officers report. Discussed in the second-half of the morning session were chapter reports. Some very interesting problems were presented to the convention for discussion such as the "Little Sisters Program," Problems with faculty participation, how to eliminate dead-weight members (a problem with all organizations), and what to do about non-paying chapters in the province. Hopefully these and other problems presented can be reconciled as this effects all members of *Kappa Psi*.

After a lunch break the real fireworks began with election of new province officers. Several hotly contested races for positions took place with all brothers running being competent. Finally a board was elected with the new officers being as follows:

Satrap Charles A. Carden,
Graduate Delta Beta
Vice-Satrap Jim Still, (Beta Rho)
Secretary/Treasurer Mike Phillips, (Beta Rho)
Historian Craig Vaughan, (Gamma Theta)
Chaplain Don McKay, (Beta Rho)
Editor of Newsletter Ken Daniels, (Delta Beta)

Congratulations to the new Province VII officers

The convention came to a close with a banquet featuring John Ostner, Mutual of New York, as the guest speaker. His informative talk dealt with the question "What do New Pharmacy graduates do with their money?" (What do they do with it?)

The site of next years convention will be Oxford, Mississippi, hosted by the brothers of Beta Rho. To those chapters who were not represented this year may we impart our deepest sympathies and hope to see you next year in Oxford.

Craig Vaughan

PROVINCE VIII

Province VIII met March 3-4, 1978, for the semi-annual Province Assembly. The Assembly was hosted by Gamma Epsilon (Nebraska) and chapters in attendance included Beta Chi (Drake), Gamma Epsilon (Nebraska), Gamma Kappa (South Dakota State), Epsilon (Minnesota), Beta Sigma (North Dakota State), Beta Nu (Creighton), Iowa Graduate Chapter and Minnesota Graduate Chapter.

Following a get-acquainted party Friday night, the opening session of the meeting took place Saturday morning at the University of Nebraska Medical Center. Satrap Michael Schmidt (Iowa Graduate) presided, and welcomes were offered by Gamma Epsilon Regent John Weight, and Dean Albert Haskell of the University of Nebraska, who gave us a quite humorous view of the life of a Dean.

Second Grand Vice Regent Patrick R. Wells, Province VIII supervisor addressed the assembly. Brother Wells initiated a discussion about some of the hard questions that the fraternity will be facing soon. He stressed the importance of the local chapters playing an active role in choosing the fraternity's leadership based on qualifications of the individual. Grand Ritualist Larry L. Slater and former Mask Editor Frank Facione were also in attendance.

Without a doubt, the highlight of the meeting was the re-activation of Beta Nu chapter at Creighton University. Beta Nu had been dormant since 1939, and under the guidance of Brothers Tom Joseph, Jerry Shaw, and Tom Dyjach, all of whom transferred from Wayne State University (Mu Omicron Pi) the groundwork for the chapter was established. At the Province VIII meeting Brother Wells officially reactivated the chapter, and then presented the chapter with their charter. Brother Wells commented "There is great pride in taking something that has laid dormant for many years and making it a fruitful chapter."

After a luncheon at Omaha's swank Riviera Club, Satrap Schmidt reported on the announcements from the Central Office, Secretary-Treasurer Jerry Karbeling reported on the responses from other chapters concerning Province VIII's resolution concerning the initiation fee increase. The chapters all shared their chapter reports, comparing ideas, parties and professional projects.

The meeting concluded with a banquet dinner and a "Monte Carlo" casino party.

The province wants to recognize Brother John Reitan, who coordinated the planning and programming of an outstanding meeting.

Jerry D. Karbeling, R. Ph.

(continued from page 4)

Always give the customer a buying break. A buying break is something you do when you open up a display, take out a couple of pieces, because two-thirds of the people will not be the first one to take the first product out of a display of a new item. Also this makes the product look "active."

So you are really doing yourself a big favor by what we call giving the customer a buying break. An old term would be called "salting it."

KEEP YOUR TOP SELLERS HIGH

Never place the top selling items on the lower shelves. The difference if you were to take a dozen VO-5's from eyelevel and move them onto the bottom shelf is half your normal sales-in this case let's say six items. If you were to take another high markup item on which you make 40 percent, take it from the graveyard (bottom shelf) and put it at eyelevel, you would double the sales on that product. But going from one to two product sales on the slower moving item is not going to make up the difference and your overall loss is going to be five product sales.

So while you may pick up a few points on percentage on one item, your overall picture shows you will lose considerably. Just another reason to always feature your top sellers in position and facings.

Another seemingly minor item, but one that can work big, is to keep your shelf line "tight." By tight I mean to eliminate wasted air space. You don't pay for a store just by the square foot. The money is made right at the shelf edge and how you maximize the square frontal feet of your shelf determines how much money you make.

And while you're trimming up your shelf line remember to keep your larger sizes on the right. Study after study shows you will gain one-half percent on sales. And keep those products forward on your shelf edge. This will make a quarter of a percent difference. Through proper placement and "fronting" you'll make more money and with no more effort than it takes to do it the wrong way.

DON'T NEGLECT YOUR CHECKOUT

Finally, let's not forget the checkout. If we are going to be talking to customers and patients, let's have a place to do it. The days of putting everything at the checkout are over, there is just too much congestion. You should display only a few select professional products at your checkout. It should be clean and attractive with space for a customer to put down his or her packages to write a check. In the end, both you and your store will leave the customer with a better impression.

In a well merchandised store there is easy product identification—one department leads into another. There are increased related sales, increased impulse sales and increased large-size sales.

Featuring the top-selling products, putting your money in inventory that turns rapidly is what cash flow is all about and it allows you to take advantage of deals and cash discounts.

Never forget the potential you could gain through remodeling but even more so through more effective merchandising. In one store which I recently remodeled, a 5,000 square foot store, not one square foot was added. Existing fixtures were used. They were repositioned and remerchandised. The volume went from \$700,000 to \$1 million in one year and the inventory was reduced by \$20,000.

This is what I'm talking about. The potential in every store through proper design and proper merchandising. It can open up your volume by 25-to-30 percent a year. □

yes, alumni we want to know what you have been doing. So, sound off and let us hear from you.

NAME _____

CHAPTER _____ ADDRESS _____

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Joseph S. Case (Eta)

Ralph B. Rogers (Eta) on February 5, 1977

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John Vangor (Nu)

KAPPA PSI CALENDAR

September 17-21, 1978

National Association of Retail Druggists 80th Annual Convention in New Orleans, Louisiana. This year's meeting will feature the installation of Brother **Ken Mehrle (Gamma Pi)** as president of N.A.R.D. Ken is a charter member of Gamma Pi and active member of the St. Louis Graduate Chapter. Kappa Psi is planning a reception at the Hilton Hotel on Tuesday, September 19, 1978.

*Ex Officio

Articles for Publication in THE MASK

Brothers wishing to submit material for publication in *THE MASK* and Collegiate Chapter Historians sending their articles for publication should observe the following dates:

Issue
July-September

Postmarked not later than
May 15

Send your article to:

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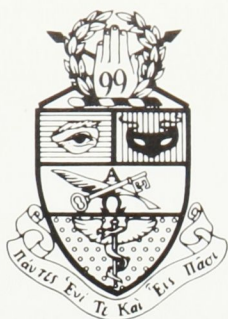
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