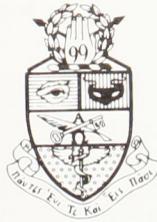


THE

MASK

OF

Kappa Psi Pharmaceutical Fraternity



VOLUME 78, No. 1

WHOLE NUMBER 312

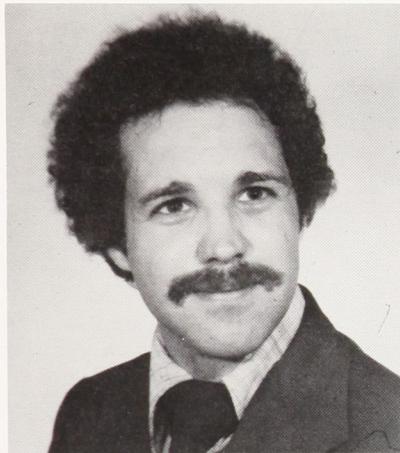
MARCH 1981

NOMINEE'S FOR OFFICE

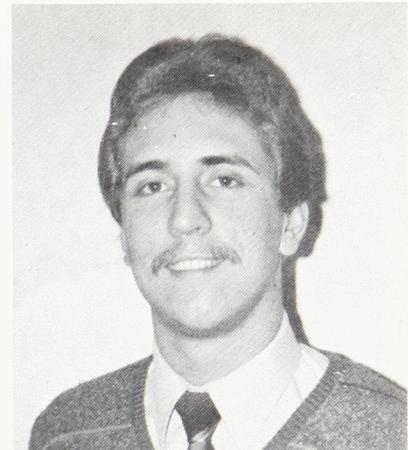
AT THE

Grand Council Convention

August 16-22, 1981



WAYNE R. MARQUARDT



ROBERT F. SMITH



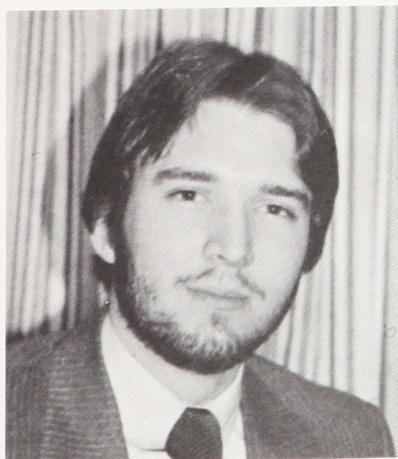
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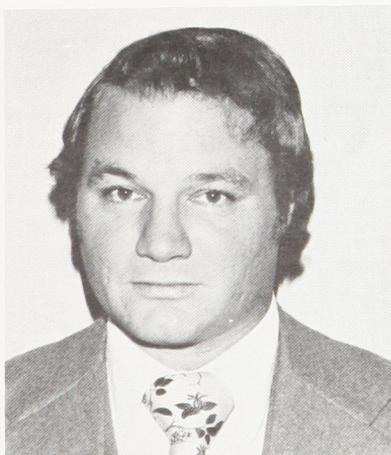
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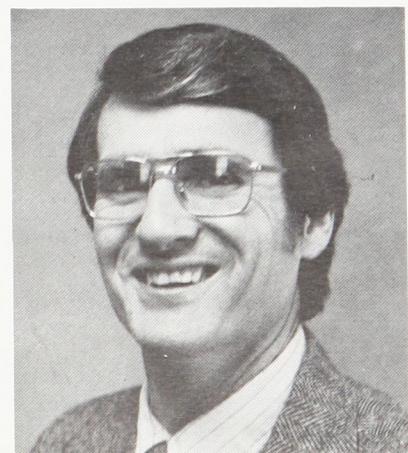
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DAVID P. DUMOUCHEL



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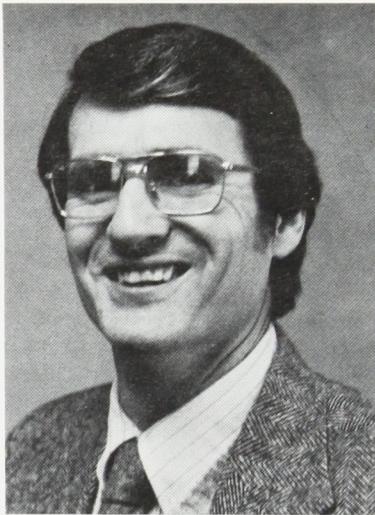
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Deadline
for the
next issue
is
MAY 20th

From the Desk of the Grand Regent ————— Dewey D. Garner



WHAT DOES KAPPA PSI MEAN TO YOU?

Kappa Psi is a professional pharmacy fraternity whose aim is to promote the high ideals and standards of pharmacy, to advance the professional knowledge of its members, and to provide the medium through which people with a common interest in pharmacy can develop friendships.

To me, Kappa Psi stands for everything good in fraternalism — not only good fellowship, but brotherly love. The keystone of our fraternity must be mutual esteem, association, fellowship, and friendship with one another. In order for this spirit of brotherly love and friendship to grow and flourish each of us must think and do for others just as we believe others should do for us. I am constantly reminding our

membership to study our constitution because it is the vehicle which binds us together in great unity of strength and purpose.

In my years of association with Kappa Psi, I am most impressed by the intense loyalty and the spirit of self sacrifice for the common cause of our order. This is an essential component of becoming a good fraternity person.

I believe the instilling into the hearts of our members the true meaning and value of the words fraternity and fraternalism is what Kappa Psi is really all about. Comprehension of fraternalism introduces a feeling of true brotherhood, real fellowship, and a realization of the inspiration to be received from association with fellow pharmacists.

From a personal standpoint I can say Kappa Psi has returned to me more than I have given it. In addition to my personal and professional development, I have established a close fraternal relationship with people I am proud to call my brothers. I believe I share this viewpoint with the majority of you.

The 40th Grand Council will convene August 16-21 in Detroit, Michigan. Certainly no member of Kappa Psi can receive a greater inspiration than to meet in national convention with people from all chapters of our fraternity. Large attendance creates enthusiasm, enthusiasm means results, and results are what we need. At this event, one begins to realize that Kappa Psi is not just a single chapter at a particular school. It is not a small group of chapters isolated in a particular region. Kappa Psi is much greater than most of us stop to realize — it is an important part of pharmacy.

Let us join together — ALL FOR ONE AND ONE FOR ALL — working in perfect harmony to advance the interests of Kappa Psi.

From the Editor ————— Anthony Palmieri, III



Now that I have been the editor of **THE MASK** for a year, I would appreciate comments on your **MASK**. Exactly what do you want from your fraternity's publication. Why do you read **THE MASK**? The little boy pictured here reads **THE MASK** because his dad is the editor. Now assuming that your dad is not the editor, you must read it for another reason. We mail **THE MASK** to 9,000 brothers and probably each reads **THE MASK** for different reasons. By answering the questionnaire, you will help the editor determine what the membership wants in their magazine. You pay for it, help us decide what goes into **THE MASK** as we continue to insure **THE MASK** is the best fraternal publication in the profession.



MASK READERSHIP QUESTIONNAIRE

___ I am an undergraduate ___ a graduate

I read the

- ___ Letter from the Grand Regent
- ___ Letter from the Editor
- ___ "Students Side"
- ___ Margin of Success
- ___ Chapter News from all the Chapters
- ___ Chapter News from only those that I am familiar with
- ___ News in Brief
- ___ Letter from the Central Office
- ___ History of Kappa Psi
- ___ Names of contributors of fund drives
- ___ Necrology
- ___ Directories

I think that the amount of space devoted to

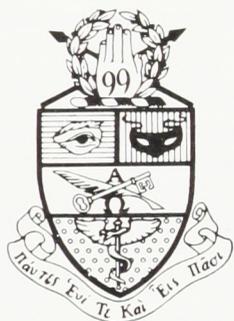
	is sufficient	is not enough	is too much
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Letter from the Editor	_____	_____	_____
Letter from the Central Office	_____	_____	_____
The Students Side	_____	_____	_____
Margin of Success	_____	_____	_____
Chapter News	_____	_____	_____
News in Brief	_____	_____	_____
Names of Contributors	_____	_____	_____
Necrology	_____	_____	_____
History of Kappa Psi	_____	_____	_____
Directories	_____	_____	_____

When you are through reading **The Mask** do you

___ keep it ___ pass it on to another ___ throw it out

___ other _____

Changes I would like to see in **The Mask** are:



Please return to:

Anthony Palmieri, III, Ph.D.
 School of Pharmacy
 The University of Wyoming
 Laramie, WY 82071

LETTER TO THE EDITOR...

Dear Brother Palmieri,

On behalf of my mother, Marie A. Dougherty, and Brother James A. Dougherty (Pi Chapter), my sister, Sr. M. Albert Dougherty, F.D.C., Staten Island, N.Y., and myself, I wish to thank you for the "surprise" remembrance in your "Notes & Quotes from the past" (July-Sept., 1980 Issue) concerning Brother Albert J. Dougherty (Gamma Chapter).

Just a few notations to complete the "Quotes of the Past". Brother Albert Dougherty was knighted as a Knight of St. Gregory by Pope Pius XII on January 31, 1951. This honor bestowed by the Pope is the highest Papal Honor given to a lay person, and was a direct result of his efforts in organizing the National Organization of Decent Literature. The ground work for this venture began in the mid-1930's when, as Commander of the local American Legion Post, he began an Anti-Communist campaign against the infiltration of the Communists through public literature, mainly magazines and the "comics". This effort was backed by the local clergy and was amplified nation-wide through our Bishop,

Brother Albert passed away August 23, 1962, in South Bend, Ind. and was buried with Papal Honors by Bishops L. Pusley, of Fort Wayne, Ind. and A. Grutka of Gary, Ind.

Too bad he couldn't be around today to continue his efforts against our present day publications!!

Many thanks again.

Fraternally yours,

John J. (Jack) Dougherty
 Pi Chapter, Purdue
 Indiana Graduate Chapter



UNFINISHED BUSINESS

In the October-December issue (Vol. 77, No. 4) the story on Brother **NICHOLAS W. FENNEY** was authored by Past Grand Regent and Present Chairman of the Advisory Committee, **Dr. Norman A. Campbell** of the University of Rhode Island.

KAPPA PSI IN THE SEVENTIES

by Dr. Leonard L. Naeger - Grand Historian

Editor's Note: This series began in the July-September, 1980 issue of **THE MASK**.

1970

The year 1970 was to become a memorable one for the brothers of Kappa Psi Pharmaceutical Fraternity. The "Dawning of Aquarius" represented the first year of the tenth decade for our great fraternity and it was to become a decade for decision, as predicted. Grand Regent August G. Danti implemented William A. Fitzpatrick to the newly established office of Assistant Executive Secretary for Graduate Development.

Mickey C. Smith (Beta Rho) resigned as Editor of **THE MASK**. The publication took on a new size and format as the Publication Committee revised the publication.

The concept of Field Secretaries was established as a method by which a closer contact might be maintained between the Central Office and the individual chapters.

FIRST ANNUAL KAPPA PSI RECEPTION

The annual breakfast at the American Pharmaceutical Association Convention was replaced by a reception. The first annual reception was held in the Blue Room of the Shoreham Hotel in Washington, D.C. on April 12, 1970. Over three hundred were present to see the scholarship tray presented to Regent Jerry L. Bolin of Upsilon Chapter of the University of Kentucky. Grand Regent Danti presented the tray and Lee C. Schramm, Chairman of the National Scholarship Committee, presented the Certificate to Dean Joseph V. Swintosky (Beta Psi). The substitution of a reception instead of a breakfast appealed to many and a new tradition was started.

GOLDEN ANNIVERSARY RECOGNITION

Gamma Epsilon of University of Nebraska and Gamma Delta of Ohio Northern University in Ada, Ohio, celebrated their Golden Anniversaries. Suitable celebrations took place at each school.

Dean Arthur H. Uhl of the University of Wisconsin, was presented his membership in the Order of the Golden Mortar. Dr. Uhl was initiated into Beta Psi 50 years ago.

APPOINTMENTS

The men of Kappa Psi Pharmaceutical Fraternity guided pharmacy into the seventies just as they have guided the profession for over 50 years. Dean Varro E. Tyler (Gamma Epsilon) of Purdue University was selected as the 43rd Kappa Psi Brother to be named President of the American Association of Colleges of Pharmacy. Less than a dozen non-Kappa Psi Members have held this post since 1915. Lloyd M. Parks (Pi), Dean of the College of Pharmacy at the Ohio State University, was elected president of the American Pharmaceutical Association. Several brothers were promoted to deanships of colleges of pharmacy.

The covers of the new **Mask** showed a picture of the New Purdue Pharmacy Building. Three Kappa Psi brothers have influenced, not only the physical, but also the psychological ideas at Purdue. William S. Bucke (Chi), Dean Varro E. Tyler (Gamma Epsilon) and Dr. Glen S. Sperandio (Pi) have helped initiate this new concept of "Educational Clinical Pharmacy" at Purdue.

The leadership of Kappa Psi will surely be evident in this new decade.

1971

The Executive Secretary Gerald C. Henney suffered a cerebral accident early in December, 1970, and succumbed February 10, 1971. During the period of his illness, Assistant Executive Secretary William A. Fitzpatrick was directed by Grand Regent August G. Danti to manage the Central Office. The new secretary reported immediately that he found the fraternity finances in a very critical condition. On February 13, members of the Executive Committee met in St. Louis. Brother Fitzpatrick was appointed Executive Secretary and was authorized to reorganize and stabilize the affairs of the fraternity through its Central Office. The Executive Committee approved a program of rigid economy which included the transfer of the Central Office to new quarters at 12015 Manchester Road, and cancellation of the annual reception planned for the week of the Convention of the American Pharmaceutical Association. In addition, the 1971 Grand Council Convention scheduled for New Orleans was postponed for one year. By the end of 1971, Executive Secretary Fitzpatrick had effectively restored Central Office services, and activities in general were stabilized.

NATIONAL SCHOLARSHIP AWARD

Although an annual reception was held in 1971, the annual National Scholarship Award (Silver Tray and Certificate) was not presented until a later date. At the fall meeting of Beta Omega Chapter (Temple University) Grand Vice Regent John Atkinson, Jr., Scholarship Chairman, made the official presentation in behalf of the fraternity.

CHAPTER REACTIVATION

Gamma Omicron Chapter at the University of Oklahoma was reactivated by newcomers to the school Dean Charles Blissitt (Gamma Psi) and Dr. Robert Magarian. The reactivation took place on October 6, 1971.

The Columbus Graduate Chapter was reactivated on January 9th, 1971 by graduates of XI Chapter. Eighteen men were initiated into the new organization and Frank P. Facione represented the Executive Committee.

CONVENTIONS

The Grand Council Convention scheduled for 1971 as well as the Executive Committee meeting scheduled for October of that year were cancelled due to lack of finances. However, pursuant to the Constitution, Grand Regent Danti appointed four brothers to the Executive Committee. Dr. Durward N. Entrikin, University of Georgia, Ronald S. Doyle of Oklahoma, undergraduates Douglas E. Dexter of Dayton, Ohio and Craig Hostetler of Lawrence, Kansas were named to this committee.

ELECTIONS AND APPOINTMENTS

Robert R. Auger (Nu) resigned as Grand Counselor on October 30, 1971 and Dr. Benjamin R. Hershenson (Mu) was appointed to that post. Dr. Hershenson had held the position of Graduate member-at-large and Jerome P. Delaney was elected to complete Dr. Hershenson's term of office.

J. Craig Hostetler (Rho) was elected president of the Student American Pharmaceutical Association and Jack V. Nicholais, Jr. (Beta Delta) was elected President-Elect of that organization.

CHAPTER ANNIVERSAIRES

Gamma Iota of Buffalo, New York celebrated its Golden Anniversary in January of 1971. Gamma Pi Chapter of St. Louis celebrated its 25th Anniversary.

DEATH OF A PAST GRAND REGENT

Dr. James R. Thayer (Beta Gamma) former Grand Regent, died on August 6th. He had served the fraternity in various capacities during his career.

SUMMARY

Kappa Psi Pharmaceutical Fraternity experienced a sudden shock following the death of our Executive Secretary Gerald G. Henney. The bright and peaceful world seemed to crumble momentarily but under the leadership of Grand Regent August G. Danti and Executive Secretary William A. Fitzpatrick, the entire executive committee worked unselfishly and handled the crisis in a manner exemplary of Kappa Psi Men. We will forever owe a debt of gratitude to those men who served above and beyond the call of duty in times of intense need.

1972

The beginning of 1972 definitely saw Kappa Psi Pharmaceutical Fraternity possessed with an air of determination and brotherhood. The August Grand Council Convention selected new leaders including a new Executive Secretary. As the year opened brothers were busy evaluating the men who had expressed interest in guiding the fraternity through the seventies. A Century Club was to be formed to gather funds which could be used to re-establish a reserve fund and also provide funds which could be used for the 1979 Centennial Convention.

ANNUAL RECEPTION

The 1972 Presentation of the National Scholarship award took place in Houston, Texas on April 23, 1972. Dr. Carl Marazzi accepted the tray in behalf of Gamma Chapter. Ironically Gamma Chapter is the oldest of the Kappa Psi Chapters and Columbia University School of Pharmacy is in its last year of operation. Grand Regent Danti and First Grand Regent Norman Campbell presented the award at the Annual Reception.

ORDER OF THE GOLDEN MORTAR

Grand Regent Norman Campbell (Beta Epsilon) presented the Order of the Golden Mortar to Lionel A. Roberts of Daytona Beach, Florida. Also receiving the honor from Grand Regent Campbell were brothers Clarence Vars and Leo J. Brenner. All brothers were initiated into Beta Epsilon Chapter over 50 years ago.

NEW CHAPTERS

The 60th Kappa Psi Chapter was established at Xavier University College of Pharmacy in New Orleans, Louisiana on April 24, 1972. Delta Eta Chapter was formally initiated into the fraternity by Grand Regent August Danti (Beta Kappa) and brothers from Gamma Mu Chapter of Monore, Louisiana.

36th GRAND COUNCIL CONVENTION

The 36th Grand Council Convention, postponed from 1971, was held at the Hilton Inn in New Orleans, Louisiana. It was the first Grand Council Convention since the Kappa Psi Pharmaceutical Fraternity was organized in 1925 when delegates were required to pay their own travel and other convention expenses. There were 105 registered delegates representing 31 collegiate chapters and 12 graduate chapters.

Preceding the first regular session of the convention, an Executive Committee meeting was held August 13. A variety of items received consideration and a new Executive Secretary was elected, Dr. Donald G. Foriddia, (Mu), University of the

Pacific School of Pharmacy. He will serve January-December 31, 1974.

Grand Regent August G. Danti presided at all of the regular sessions. Highlights of the convention included:

(1) The Workshops and panel discussions (2) the presentation of a "Supplement" to the history of Kappa Psi Pharmaceutical Fraternity (1966-1972) by James D. Seymour (Gamma Xi) (3) an address by Irving Rubin who received an Honorary Membership, also displayed the approved design of the coming Commemorative U.S. Postage Stamp, "Pharmacy;" (4) Sight-seeing in New Orleans.

When the convention adjourned there was evidence of strong loyalty and an enthusiastic outlook for a bright future in Kappa Psi.

OFFICERS ELECTED AT THE 36th GRAND COUNCIL CONVENTION

Grand Regent Norman Campbell (Beta Epsilon)
First Grand Vice Regent Benjamin R. Hershenson (Mu)
Second Grand Vice Regent John Atkinson, Jr. (Theta)
Third Grand Vice Regent William A. Fitzpatrick (Gamma Pi)
Grand Historian James D. Seymour (Gamma Xi)
Grand Counselor Jerome P. Delaney (Gamma Iota)
Grand Ritualist Patrick R. Wells (Gamma Epsilon)
Graduate Member at Large Larry L. Slater (Gamma Theta)
Grand Regent Campbell wrote "Head 'em up and move 'em out." This exemplified the attitude of the convention and Kappa Psi was once more up to full strength.

ELECTIONS AND APPOINTMENTS

Raymond A. Gosselin (Mu) was elected president of Massachusetts College of Pharmacy and Dr. Linwood F. Tice, (Honorary), Dean of the Philadelphia College of Pharmacy and Science was presented the Remington Medal.

CONCLUSION

Kappa Psi Pharmaceutical Fraternity had regrouped. The enthusiasm was such to insure a successful path on the way to our centennial celebration in 1979.

1973

INTRODUCTION

The offices of the fraternity were officially moved by June 2, 1973. The new address in Stockton, California, was in a modern, exquisitely appointed office complex. The new staff Secretary was hired and Kappa Psi had made yet another step toward regaining the financial stability it previously enjoyed. The office duties increased to such an extent that a new Assistant Executive Secretary was appointed to assist the office staff. Robert Fisher (Gamma Nu) was appointed to the non-salaried position. Brother Fisher had served as Vice Regent of Gamma Nu and had helped coordinate Province IX assemblies. (The Mask ran an ad from a member of the Order of the Golden Mortar. Lafayette-Pharmaceutical, Inc., William S. Bucke, President, purchased a full page ad.) The Mask emphasized Rushing and Pledging in an effort to help chapters in their quest for good qualified men.

ANNUAL RECEPTION

The Brothers of Gamma Nu Chapter at the University of the Pacific were the recipients of the Philadelphia Graduate Chapter's Scholarship Award. The award was presented at the Kappa Psi Reception at the Annual American Pharmaceutical Association's meeting. Brother Randy Miller accepted the award in Boston on July 22.

Continued on page 8

NOMINATIONS FOR GRAND OFFICERS, GRADUATE MEMBER-AT-LARGE AND COLLEGIATE MEMBER-AT-LARGE

The following Kappa Psi brothers have indicated a willingness to serve their fraternity in the respective capacities as of March 8, 1981.

For the office of GRAND REGENT:

Dewey D. Garner (Beta Rho) is associate professor of Health Care Administration at the University of Mississippi. He is currently serving as chairman of the Section of Teacher's of Pharmacy Administration of AACP and the immediate past chairman of the Social, Economic and Administrative Sciences section of the Academy of Pharmaceutical Sciences.



Dewey's Kappa Psi activities include: Grand Regent 1979-81, First Grand Vice Regent 1976-79, Third Grand Vice Regent 1974-76, Graduate member of the Executive Committee 1972-74, Grand Council Deputy of Beta Rho 1972-81, Province II Supervisor 1973-79, Chairman, Graduate Development Committee 1974-75, Chairman, Century Club Committee 1974-79, Member of Legislative Committee (1972-74), Public Relations Committee (1976-77), and Eby Awards Committee (1979).

For the office of GRAND VICE-REGENT

Patrick Wells (picture and biography not available at press time).

For the office of GRAND COUNSELOR:



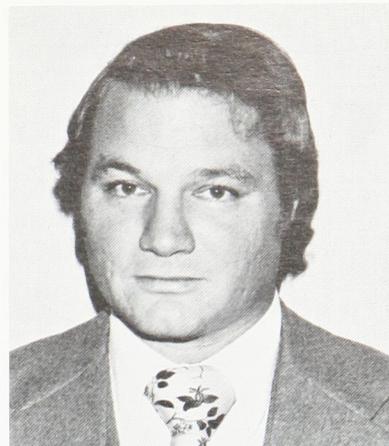
Charles P. McIntyre (Mu Omicron Pi) is a May, 1981 graduate of Wayne State. He has served as Recording Secretary and Vice Regent of Mu Omicron Pi and presently serves on the general committee of the 40th Grand Council Convention.

For the office of GRAND HISTORIAN - RITUALIST:

The Rt. Rev. Francis (Frank) P. Facione (no picture available) is a 1960 initiate of Mu Omicron Pi and presently a faculty member at Wayne State. He is Vice-Chairman of the Michigan Internship Commission. Franks' present Kappa Psi responsibilities include being the General Chairman of the 40th Grand Council Convention and as a member of the Board of Directors and Director of Continuing Education, Detroit

Graduate Chapter. He is also G.C.D. for Mu Omicron Pi. His past activities are Regent (Mu Omicron Pi, 1961-62), Detroit Graduate, 1963-65), Secretary-Treasurer (Detroit Graduate, 1974-75) and Province V, (1965-66, 68-70), Public Relations Committee member (1967-69), Publications Committee Chairman (1969-71), Executive Committee member (1970-1974) and Editor of the **MASK** (1971-1974).

Leonard L. Naeger has been a member of Kappa Psi Pharmaceutical Fraternity for over 20 years. He has served as an officer at the chapter, graduate chapter, province and national level. Currently he is GCD for Gamma Pi Chapter, Secretary-Treasurer for the St. Louis Graduate chapter, Province VII Supervisor, and Grand Historian. He has a Ph.D. degree in Pharmacology from the Medical School at the University of Florida and lives in St. Louis County with his wife and two sons.



For the office of GRADUATE MEMBER-at-LARGE:



Albert Alan Alderman is a 1975 initiate of Pi Chapter and a 1979 graduate of Purdue. He was Chapter Treasurer (1976) Corresponding Secretary (1977) and Alumni Committee Chairman. He was the Editor of **The Dope Peddler** newsletter for alumni (1977-79) and Province VI Satrap (1977-79). He has been a member of the Indiana Graduate Chapter since 1979. He has been active in AACP as a student and since graduation in the Indiana Pharmacists Association. Currently Al is employed as store manager and pharmacist for Hook Drugs, Connersville, Indiana.

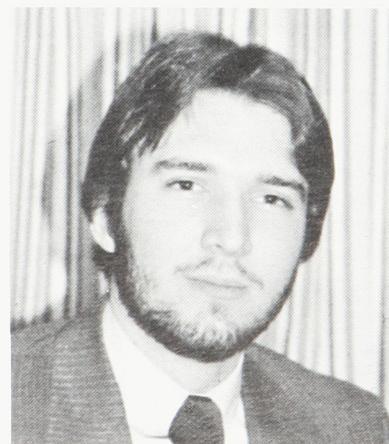
Anthony D. Czaplicki (no picture available) was initiated into Mu Omicron Pi in 1972. He was Recording Secretary as an undergraduate (1973-74). He is a member of the Detroit Graduate Chapter and was Province Delegate to the 1974 GCC. He has served the graduate chapter as Chaplain (1975), Vice-Regent (1979-1980) and Regent 1981. Anthony is a member of the 1981 GCC Committee and co-chairman of the

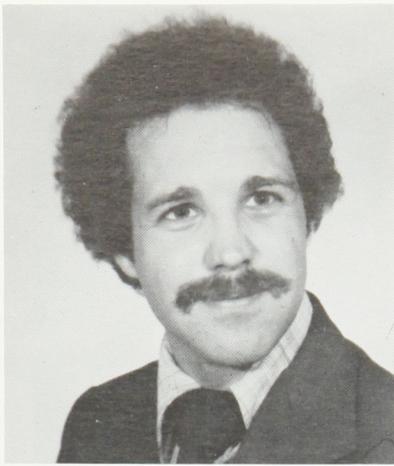
GCC Finance Committee. He is currently employed as Director of Pharmacy of Wyandotte General Hospital and is an Adjunct Instructor of Pharmacy at Wayne State.

The Rt. Rev. Francis (Frank) P. Facione (See biography under Grand Historian Ritualist candidate.)

For the office of COLLEGIATE MEMBER-at-LARGE:

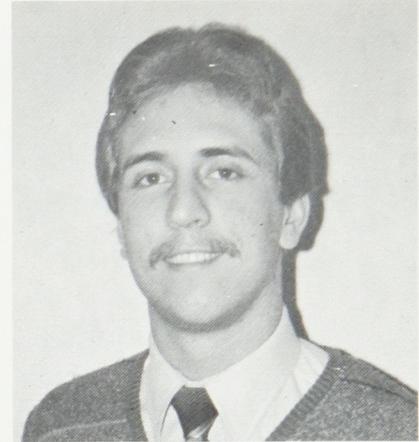
David P. Dumouchel, a 1979 Pi chapter initiate has served his chapter as Historian (1980), Publicity Chairman (1980), Chairman of Student NARD (1981), Alumni Committee (1981), Faculty Committee (1981), Finance Committee (1981) and Professional Projects Committee (1981). Other university activities include being a member of Purdue Top 500 Club, Phi Eta Sigma Freshman Honor Fraternity and the Ski Club. He is also a teaching assistant in Organic Chemistry.





Robert F. Smith is a fourth year student at Wayne State University, initiated into Mu Omicron Pi (1977). He has held offices of Chapter Chaplain 78', Treasurer 80', Province V Historian 78', and undergraduate representative to the Board of Directors of Mu Omicron Pi Graduate Chapter 79'. He has been Chapter Delegate to the Province V Assembly 78' and also the 39th Grand Council Convention 79'. He currently is Chapter Treasurer, Province Vice-Satrap, Registration Chairman for the 49th Grand Council Convention, National Legislature Committee Member, State of Michigan Internship Commission Member 79'-81', Editor of the **Pharmic** (College Newsletter), and local SAPHa Treasurer. He is interning at Bi County Community Hospital in Warren, MI.

Wayne R. Marquardt is an initiate of Eta Chapter at Philadelphia College of Pharmacy and Science. A fourth year student, he has served his chapter as historian, vice-regent and chairman of Professional Projects Committee and the Alumni Relations Committee. He has also been Liason Secretary of the International Pharmacy Student Federation. Currently Province II Satrap, he has served the Province as Historian and Secretary-Treasurer. He is a member of the 1976 GCC Planning Committee and is currently a member of the Collegiate Development Committee. Wayne is the recipient of a National SAPHa Achievement Award and is listed in **Who's Who in American Colleges and Universities**. He is currently employed in the pharmacy department of Hahnemann Medical College and Hospital.



KAPPA PSI IN THE SEVENTIES

Continued from page 5

APPOINTMENTS

Grand Regent Campbell announced the appointment of Dr. Dewey D. Garner (Beta Rho) and Randy Miller (Gamma Nu) to the Executive Committee as Graduate Members. Collegiate members appointed to the committee were Brice Deal (Gamma XI) and Marvin Knoech (Beta Psi). All four men were present at the Executive Committee meeting which was held in July.

EXECUTIVE COMMITTEE MEETING

The Executive Committee met in Boston in July of 1973. The meeting was held prior to the annual meeting of the American Pharmaceutical Association. Among the many topics discussed was the future of **The Mask**.

CENTURY CLUB

A century club was started in efforts to make the 100th anniversary of our fraternity special. Gold pens and special certificates were given to members who joined this club.

NEW CHAPTERS

Delta Theta Chapter at Texas Southern University was officially installed into the Fraternity as the 61st collegiate chapter. Dr. Patrick R. Wells, Dean of the College of Pharmacy, was most instrumental in organizing the chapter at his school. Dr. Wells, the Grand Ritualist, helped initiate 15 charter members, along with a ritual team from Delta Delta.

SUMMARY

The number of Kappa Psi Brothers continues to increase. Almost 1000 men were added to the Agora during 1973 and the future of Kappa Psi Pharmaceutical Fraternity seems bright for the 1970's.

To Be Continued . . .

DR. EUGENE C. JORGENSEN

The death of Dr. Eugene C. Jorgensen, Acting Dean of the University of California, San Francisco School of Pharmacy has stunned colleagues, staff, and students. The prominent medical researcher was found shot to death in his home on Friday, February 13, 1981.

Dr. Jorgensen, a member of the Beta Gamma chapter of Kappa Psi, joined UCSF School of Pharmacy in 1953 as an instructor in chemistry. He had received his bachelor and masters degrees from UC Berkley and his Ph.D. from UCLA. A world known researcher in the field of thyroid hormones, he developed hundreds of chemical analogs or variants of the hormone thyroxine. By 1978, he had developed a drug called DIMIT which prevents certain problems of premature infants.

Dr. Jorgensen was the recipient of numerous awards and honors. In 1978, he received the prestigious American Pharmaceutical Association's Award in Medicinal Chemistry from the Academy of Pharmaceutical Sciences. In December of 1980, he received an honorary doctorate from the Sorbonne in Paris.

Dr. Jorgensen's untimely death has been a tragedy for all of us. He will always be remembered as a well liked, personable and warm individual, as well as an outstanding professor.

Tami Naslund
Joan Fredella, Beta Gamma

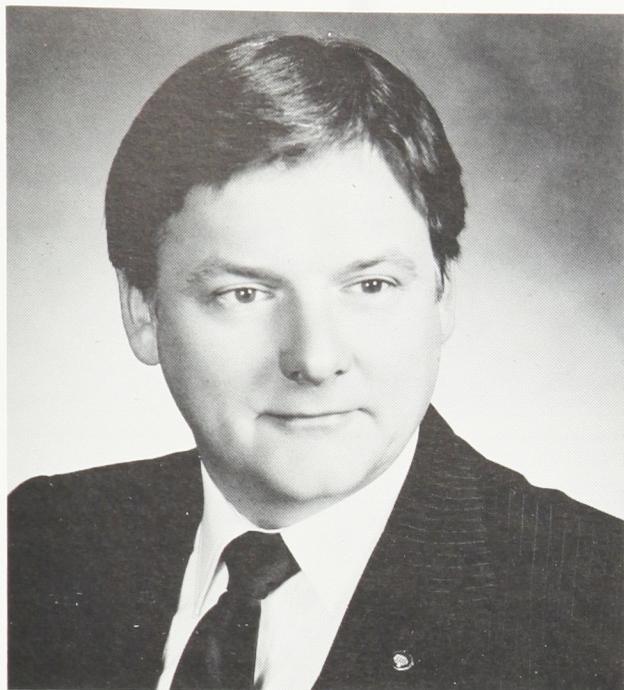


DR. EUGENE C. JORGENSEN

margin of success

Coordinated by Ken Kirk

Thomas J. Smith



Thomas J. Smith, R. Ph., is Vice President, Sales and Marketing, Sickroom Service, Inc., Milwaukee, Wisconsin, a national organization which, for the past fifteen years, has offered a unique program to community pharmacists. The program enables pharmacists to enter or expand into the home care and rehabilitation segments of the medical equipment and supply market. Currently, Sickroom Service Agencies are located in 175 community pharmacies, in 35 states.

Mr. Smith received his B.S. in pharmacy from the University of Wisconsin and is currently registered in Wisconsin.

He was initiated into Beta Psi Chapter at the University of Wisconsin in 1961, where he served as Regent. He currently is a member of the Wisconsin Graduate Chapter and has served as its Regent for one year.

Marketing Medical Equipment and Supplies as part of the Pharmacist's Professional Practice

Defining one's pharmacy practice ultimately becomes a marketing exercise designed to deal with the realities of economic success, tempered by an inner search of one's expectations and perceptions of professional success. The profitability of providing medical equipment and supply services (let's call it home care service) as part of pharmacy practice, qualifies it as an economically successful aspect of practice. And, just as important, a pharmacist's sincere commitment to meet the home care and supply needs and wants of the pharmacy's clients can be extremely satisfying professionally. Clearly, then, further examination of the inclusion of home care service in pharmacy practice is in order.

Marketing has been defined as meeting needs and wants through an exchange process. Any time one considers what product or service (including pharmacists' services) to offer, when to offer it, how to price it, etc., marketing decisions take shape. If the product or service is to sell successfully, these

marketing decisions must take into consideration the needs and wants of the particular audience to which the given product or service is being offered. In other words, if the option of including home care service as part of the pharmacy practice is to succeed, it demands a careful examination of the anticipated needs and wants of a particular buying public.

WHO NEEDS AND WANTS HOME CARE PRODUCTS?

Caring for sick or disabled people at home was a standard practice until the early part of this century, after which hospitalization and institutionalization rapidly grew. Recently, however, there has been a growing recognition that equal or superior results could be obtained by treating certain conditions at home — at a significantly lower cost.

Obviously, individuals who paid for their medical services personally liked the idea, as did government agencies and the insurance companies responsible for paying the bills of an ever-increasing number of people. As a result, many of those involved in the health process recognized and accepted that many individuals can receive better and less expensive treatment at home. Further, this recognition has created the need for specialists within the hospital setting who identify those patients who could recuperate at home. The specialists arrange for the equipment and service needs within the framework of the patient's personal resources, perhaps using a combination of insurance benefits, Medicare, Medicaid, and patient funds. An outgrowth of the developing home care market has been broadened benefits for home care under private insurance, Medicare and Medicaid.

Today, more than 25 million persons in the United States, roughly one out of every ten, need some type of home care device. That estimate is conservative, and does not specifically address the fact that as the proportion of the aging population continues to increase significantly each year, the estimate will increase. The market for home care products has been estimated well in excess of 100 million dollars annually and is expanding rapidly.

Another factor to consider is that manufacturers, both new and old, are responding to the increasing emphasis on home care. Consequently, they are developing new products, and modifying old ones, to make them practical for home care use.

Clearly, there is ample evidence that home care is viable and that there exists a tremendous need in every community to make certain products and services available. The needs and wants are there, and the means to satisfy and to pay for them also exist.

WHO SHOULD MEET THE NEED?

The pharmacist is uniquely qualified to provide home care product service. He is professionally trained to understand disease and disability while having a professional rapport with other members of the health care delivery team. He is accustomed to offering additional services within the pharmacy setting and is readily available to the public. He is consumer oriented and takes pride in accommodating special requests and satisfying customers' needs. He is viewed by the consumer, and by other health professionals, as the likely and appropriate source for home care products. Schools and colleges of pharmacy are adding courses in areas such as ostomy, urology, wheelchair fitting, ambulatory aid fitting, T.E.N.S., oxygen therapy, and respiratory therapy. Inclusion of such course work should better prepare pharmacists to meet the challenge of the expanding home care market. Additional educational and practical exposure are a must; nevertheless, the first steps have been taken.

Continued on page 15

Bicentennial Fund

Charles Carden (Delta Beta)
William A. Fitzpatrick (Gamma Pi)
Ted Gladson (Chi)
William J. Heisler (Beta Gamma)
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Jack Trezona (Mu Omicron Pi)



Contribute to Kappa Psi

There are three basic options for the brothers of Kappa Psi to make a financial contribution to their fraternity.

Graduate Dues	\$ 10.00 yearly
Fund for Progress	\$ 25.00 yearly
Bicentennial Fund	\$100.00 yearly for 5 years

Each volume of the MASK will recognize your gift. The Central Office is now prepared to accept your gift which can be charged through VISA or MASTER CHARGE.



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Ted Gladson - Chi
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William B. Hennessy - Mu Omicron Pi
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Ronald T. Hofmeister - Gamma Kappa (Trans.) Epsilon
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Jamesburgh Pharmacy, Inc. (Stephen Rimar) - Omega

Frank Jezewski
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Louis A. Kosinski, Jr. - Eta
Dr. H. W. Leicy - Gamma Delta
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David S. Lustig
Oran Wilson McDonald - Gamma Omicron
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Gerard Wood - Gamma Pi
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GRAND COUNCIL CONVENTION

August 16-22, 1981

Detroit, Michigan

Certainly at the 100th Anniversary Grand Council in Scottsdale, a good time was had by all in celebration of our first 100 years. Now at year 102, we must address ourselves to the next 98.

In this, our 102nd year, it behooves us to embark upon a self-analysis of that which makes us great. Each of our Chapters has contributed to the greatness that is Kappa Psi. This total greatness is far beyond the sum of the individual contributions. We have done a lot of things right or we would not have survived 102 years; however, there is always room for improvement. During the course of this Grand Council Convention, we shall carefully analyze those things that have made us what we are and seek to add to them with the idea that even better years lie ahead.

You have seen the basic program outlined in *The Mask* and it is obvious there will be many heavy discussions concerning decisions for the 80's and beyond. At first blush, it may appear that a three ring circus is in operation - and you're right.

At any given time, there will be at least three workshop/discussion sessions occurring simultaneously. This is imperative because there are so many necessary topics which require a thorough exploration and so little time in which to meet the goals. For each Chapter to fully benefit, it should have at least one representative at every discussion session. Therefore, each Chapter should attempt to send at least two delegates and two alternates to Detroit. Of course, while this will maximize your Chapter's opportunity to benefit, it will also allow your Chapter to have input into every facet of Fraternity operations.

Of course, all work and no play makes Jack a dull boy, and we know the way to your hearts is through your stomachs; therefore, you will have many opportunities to eat and drink, first class, for free, and many more opportunities to tour, be entertained and party down!

For our married brothers, you have not been forgotten. Enough interesting and entertaining activities have been planned to keep your wives and children totally entertained and completely occupied for three whole days and there will

be several self-guided options for all remaining time. Your family will fall in love with Detroit.

Your accommodations at the Hotel Pontchartrain are, unquestionably, the finest in Detroit. (Just ask George Bush, John Chancellor and Walter Cronkite.) Within a ten minute walk, there are over one hundred American and ethnic restaurants in which it is possible to eat heartily for 3 to 4 dollars. So you can eat good and cheap on those occasions when the Fraternity is not providing the meal.

Detroit is truly an international city, hosting an ethnic festival each and every weekend, Friday through Sunday; therefore, at no additional cost, you will be able to participate in two ethnic festivals in front of the hotel on the river front. One mile across the Detroit River you can go abroad to an exotic foreign country - Canada (the only point where Canada is south of the United States).

In spite of the availability of continuing professional education from a multitude of other sources, the Host Chapters believe strongly that the Fraternity has an obligation to participate in this aspect of professional growth. Therefore, nine hours of ACPE certified presentations will be available for graduate brothers in attendance. It is hoped that this will provide an additional incentive for your greater involvement in the 40th Grand Council.

Your Brothers in Detroit look forward to extending to each of you a warm Kappa Psi welcome and are fully prepared to do everything possible to make your visit an enjoyable one. Further information concerning registration will be forthcoming from the Central Office.

As soon as that information has been received, you are urged to make your plans and please remember that July 23, 1981 is the deadline for receipt of reservations by the hotel. Please honor that deadline by responding early.

Fraternally,

For the General Committee
40th Grand Council Convention
Rt. Rev. F. P. Facione
General Chairman



Dean Emeritus Heber W. Youngken, Jr. draws the winning ticket for BE's Christmas raffle.



At URI in the office of the Dean, *MASK* Editor Dr. Anthony Palmieri, III (BE) congratulates Dr. Louis A. Luzzi (BE) on being named Dean at URI.

chapter news

MU

Massachusetts

Greetings from the Brothers of Mu Chapter! We have been busy with many activities, and planning others. Back in December, the fraternity sponsored a Christmas party in our school's student lounge, at which we sang carols, served munchies, and trimmed a Christmas tree with handmade ornaments. The party was open to all students and faculty of the college, and was a big success; we hope to make it an annual event. The special attraction of the party was our nine winter quarter pledges dressed up as elves; they added authenticity to the occasion!

Other projects that we have been busy with include organizing our annual spring raffle. Our title for this year is "KY's Sound Investment Raffle"; all of the prizes relate to music in some way. Plans for the Annual Kappa Psi Smoker on April 27th have been finalized. (This year the event will be held at Hilltop Steak House in Saugus, Mass.) All collegiate, faculty, and graduate brothers who plan to attend, may be assured of a great time and great food! For professional projects, Mu Chapter is sponsoring a child through the SAVE THE CHILDREN FOUNDATION. (Our child's name is Bruce Phillips; he is a Pueblo Indian living in Jemez, New Mexico.) We hope to be in close contact with Bruce, to let him know that the Brothers care about him more than just financially. We also will be working with the Boston Indian Council on April 29th, to help with their Health Fair.

May all the Brothers of Kappa Psi have a pleasant and prosperous new year.

Kerry McCann

DELTA EPSILON

Duquesne University

The brothers of Delta Epsilon Chapter, are proud to announce the induction of several new brothers into the square of brotherhood in Kappa Psi.

During Dusquesne's annual October "Carnival", the Delta Epsilon Chapter sponsored two live bands while the carnival crowd enjoyed Kappa Psi's university renowned cheese steaks. Posing as a gypsy palm reader, Brother **Chuck Miller** revealed student's futures. Chuck was not a profiteer, but he provided hours of entertainment for brothers and the mystified onlookers.

The officers for 1981 are:

Regent **Rich Lippincott**
 Vice-Regent **Chuck Miller**
 Treasurer **Ralph Pater**
 Secretary **Tim Cagney**
 Historian **Kerry Rosen**
 Parliamentarian **Scott Venetti**
 Chaplain **Bill Riley**

The 1981 spring semester started off with a Kappa Psi/Lambda Kappa Sigma mixer at which the brothers of Beta Kappa, University of Pittsburgh, were invited. Also, on February 4th, we sponsored a N.A.R.D. presentation which included a film and information pertaining to the National Association of Retail Druggists.

Finally, the brothers of Delta Epsilon would like to acknowledge Grand Council Deputy, **Dr. Gene Riley**, and **Dean Bruce Martin** for all of their help and cooperation; also, we would like to welcome newly appointed assistant-advisor, **Dr. Ken Ferrett**.

-Kerry L. Rosen



CAPTION

Front row (left to right): T. Dempsey, G. Niemic, J. Nygard, and P. Jablonski. Back row: R. Gordon, B. Arthur, B. Smith, M. Simek, M. Eldredge, and D. Zaran. Not photographed: R. Smith

MU OMICRON PI

Wayne State

Last fall the brothers of Mu Omicron Pi intitated eight new brothers to the Agora. The officers for 1981-82 are:

Regent **William McIntyre**
 Vice-Regent **Karl Widak**
 Recording Secretary **John Nygard**
 Corresponding Secretary **Paul Cyprus**
 Treasurer **Robert Smith**
 Historian **Michael Christie**
 Chaplain **Mark Isopi**
 Sgt.-at-Arms **David Malian**

We extend our thanks to the retiring officers who invested their time and effort for the advancement of the chapter.

Professionally, the brothers have been active providing services to the community. During the Christmas season we raised \$1,000 for the Hubbard-Richard Community center. The money was used to purchase food baskets for needy families in the Corktown area of Detroit. On campus, the chapter has been active, in association with the local S.A.Ph.A. chapter, in an attempt to remove a misleading advertisement concerning O.T.C. stimulants and sleep aids published in the University newspaper. This attempt has brought much local media attention to the problem and reflects well upon the principles of Kappa Psi.

The chapter has been socially active as well. Besides the traditional back-to-school and finals parties the chapter co-sponsored a mixer and a skating party with the sisters of Delta Zeta. We also sponsored a VD Party (Valentine's Day) which also was a great success.

If you need more information concerning transportation or lodging for the G.C.C., feel free to contact us at the house.

Rickey L. Smith



BETA PHI

Cincinnati

Beta Phi is proud to announce the initiation of eight new brothers to Kappa Psi. They are a much welcomed addition now that our senior brothers are busy with their externship obligations.

Many preparations are being made in conjunction with the Cincinnati Graduate Chapter in preparation of the Province V convention to be held April 10-11 in Cincinnati.

The past winter break was highlighted by many parties at the house including an "After Exams" bash, an Alumni, Faculty Undergraduate card party, and a New Years Eve gala. Also, many of the brothers took part in an off-school visit to Eli Lilly. We hope to see everyone from our Province at the convention and we plan on seeing everyone from the fraternity in Detroit this summer.

— Doug Dewey

GAMMA GAMMA

Texas

The Gamma Gamma Chapter is proud to announce the new officers for the Spring, 1981 semester:

Regent	Tim Halfin
Vice-Regent	Rick Sasano
Treasurer	Sing Lock
Secretary	Gary Hill
Chaplain	Jimmy Black
Historian	Bill Williams
Social Co-Chairman	Hal Cardiff
	Jeff Pick
Sgt.-at-Arms	Steve Boxwank
	Dennis Song

We would like to extend our congratulations to these new officers and express our sincere appreciation for all the hard work contributed by our past officers. With Fall Initiation, our chapter has grown to 42 active members.

As a Professional Project for this Spring, we have chosen to present drug information lectures to area schools. We extend appreciation to our Kappa Psi Faculty for assisting us in this endeavor.

In conclusion, the Gamma Gamma Chapter would like to express their sincere thanks to it's Graduate Chapter for the establishment of two \$250 scholarships to be given each semester to active Kappa Psi members. One scholarship is based on service to Kappa Psi, and the second is based on academic achievement. This Spring, **Dr. Victor Yanchick**, Grand Council Deputy, awarded the Service Scholarship to **Sing Lock**, and the Scholastic Scholarship to **Bill Williams**.

— Bill Williams

IOTA

South Carolina

Greetings from Iota. We at Iota Chapter have been making plans for the Province III Convention. We would like to cordially invite you to this event which has been scheduled for April 10-12, 1981. If you know of any scheduled conflicts with this date, please notify us as soon as possible. We will try to reschedule the Convention to a time that will be acceptable to all. We also need to know approximately how many Brothers will be attending. You will be hearing from us again later this month as plans are finalized.

Fraternally,

Allen Lee, Regent

BETA EPSILON

Rhode Island

This past semester two brothers maintained the reputation of Kappa Psi men constantly achieving. Jeffrey Ares, presently a fourth year student was awarded \$240 for his organic medicinal chemistry research project entitled, "Microbiological Reagents in Drug Syntheses." Michael T. LaBrecque also a fourth year brother applied for a Burroughs-Wellcome Scholarship guaranteeing him of a nice pill tile. As it turned out, Michael was awarded a \$750 Scholarship for U.R.I.

Last semester was also a very successful one for the Beta-Epsilon as we held a prosperous "Holiday Basket of Cheer".

This semester the brothers hosted a party for their outgoing Dean entitled "Good-by Dean Youngken", after 24 years of Dean at URI and ever faithful allegiance to Kappa Psi. The four hour cocktail party which included hors d'oeuvres was open to all graduates, undergraduates and faculty.

On March 12 the brothers of Beta-Epsilon held a drug fair.

Down the line, the brothers look to top last year's highly successful Spring banquet. Planning is presently underway and the favorable response from graduate and faculty brothers makes things look very promising.

The brothers of Beta-Epsilon would especially like to welcome Dr. Louis Luzzi, a brother of Kappa Psi, as the new Dean of the College of Pharmacy. Dean Luzzi's past accomplishments are quite impressive and we would like to wish him the best of luck in his new endeavor.

Jeff Harrison



PI.

Purdue

At our final meeting of the fall semester, Pi Chapter elected new officers for the upcoming year. They are:

Regent	Kurt Weiss
Vice-Regent	Rick Fisher
Secretary	Tim Cagney
Treasurer	Brad Harth
Corr. Secretary	Doug Johnson
Historian	Don Paultet
Chaplain	Dave Ogden
Athletic Director	Bill Losin
Social Director	Larry Yost
Rush Chairman	Dave Purdy
Pledge Trainer	Tom Adners
Professional Proj.	Jeff Luce
Sgt.-at-Arms	Lou Juliano
	Clark Widmoyer

In maintaining our image as a professional fraternity, we are getting involved with the Lafayette Big-brother Program by sponsoring two outings per semester for 40 unmatched kids, ages 6-16.

Don Paultet

chapter news

GAMMA SIGMA

Florida

The brothers of the Gamma Sigma chapter in Gainesville, Florida kicked off their 1981 winter quarter with the welcoming of nine very active new members into our brotherhood. A successful social function with the ladies of Kappa Delta Sorority was held and everyone had a good time as there was plenty of music and cheer to help celebrate the new and friendly association between our organizations. Additionally, the Gamma Sigma chapter little sister program culminated its activities with the initiation of ten additional women.

Active would be the best word to describe the theme of this new quarter as already a professional project, public blood screening, and the establishment of a new "Paul Hudson" memorial scholarship fund have been accomplished. Other functions in our busy winter quarter include our annual blood drive which will be sponsored this year in conjunction with the colleges of Medicine and Nursing of the University of Florida. The proceeds from this year's golf tournament will go to a fund to help build a Ronald McDonald house for the parents of children staying at the Shands Teaching Hospital in Gainesville, Florida. All graduates, alumni active brothers (and their respective friends) are of course more than welcome to attend, on May 17, 1981. New officers for the winter quarter have also been elected and we are proud to announce our new leaders:

Vice Regent **John Noriega**
Chaplain **Greg Decrescenzo**
Sgt.-at-Arms **Greg Jones**
Historian **George Corripio**
Eduardo M. Corripio

GAMMA DELTA

Ohio Northern

The cold winds and snow of Ada, Ohio have definitely not discouraged the Brothers of Gamma Delta. The past couple of months, from our Homecoming activities at the end of October up through our Spring Break plans, we have kept moving. Our Homecoming Banquet and Raffle proved successful and while there was not a large number of Alumni returning, the ones who did attend enjoyed the chance to relive some of their favorite college moments.

At the beginning of winter quarter we indoctrinated twenty four pledges into the Sisters of **The Mask**, our Little Sis organization. During January, our activities have included participation in the Red Cross Bloodmobile and in the ONU Campus Chest. This is a day when all of the organizations on campus sponsor booths at a Fair to raise money for charity. Our Pie-Throwing booth was one of the most popular and successful ones there.

This year we are striving for more campus involvement of the Brothers of Kappa Psi. We currently have brothers involved in Student Senate and on the executive council of the ONU Interfraternity Council in addition to participating in SAPH.A.

Over Spring Break, a field trip to Eli Lilly in Indianapolis and to Abbott Labs in Chicago was sponsored by Gamma Delta.

Upcoming we are planning our Spring Fling, involvement in Greek Week on campus and the Province Five Convention to be held in Cincinnati. Also we are planning to send a delegation to the Grand Council Convention to be held in Detroit. Hope to see as many of you there as possible.

John A. Falkenbach

PROVINCE V

During the Christmas recess of most of the chapters within the province, the Executive committee, representatives from the host chapter, Cincinnati, and delegates from the chapters gathered together in Sharonville, Ohio for the Province V Interim meeting. Also present at the meeting was Brother **William Smith**, Province V supervisor and **Dr. Doughty**, former GCD of the Upsilon chapter. We discussed in great detail the upcoming Province V convention and Mu Omicron Pi's progress with the Grand Council Convention coming up in August of this year.

The program for the Province V meeting will be an educational one with emphasis on introspective self analysis of the brotherhood as collegiates and as professional pharmacists. There will be discussions on how the brother can improve on himself so that he may achieve the excellence that has made Kappa Psi the leaders in the profession of pharmacy. The selected areas of how one might achieve this excellence will center around such topics as Academics, Leadership, Visibility, etc. For this type of program to be successful each chapter is going to have to have enough brothers attend, so that each workshop can be covered and its information may be taken back to your respective chapters. Our program at the convention is going to be a preview of the Grand Council Convention and will provide us with some insight on what to expect in Detroit.

The permanent repository for the Province V historical artifacts was given to the Mu Omnicron Pi chapter, the decision was made by an unanimous vote of the Executive Committee.

Along with the introspective self analysis portion of the convention program, it was suggested that each chapter prepare a historical presentation.

The Interim Meeting was truly successful in terms of what we wanted to accomplish as a province for each of the chapters. The convention should prove to be an excellent time for all of us planning to attend. Hope to see you in Sharonville, Ohio!!!

Michael Jarvis
Province V Historian



XI

Ohio

The Xi chapter inducted six new members this fall quarter. We helped sponsor a Halloween party for the Columbus School for the Blind. We also went to Diebel's with Kappa Epsilon for a night of fun.

This quarter we have several activities planned. We will have a ski party, our annual wine and cheese party, and an intramural basketball team. We also plan to hold another initiation. We at XI chapter wish all brothers a prosperous and exciting New Year.

Tom Whiston

GAMMA CHI

Ferris State

We are proud to announce our new officers for the 1980-81 school year:

- Regent **Michael Jarvis**
- Executive Vice-Regent **Patrick Murphy**
- Administrative Vice-Regent **Michael Spray**
- Recording Sec. **Richard Pullicin**
- Corresponding Sec. **Richard Pullicin**
- Pledge Master **Doug Richards**
- House Manager **Ken Shultz**
- Historian **Mark Langlois**

We would like to extend congratulations to these new officers and express our thanks for all the hard work done by our past officers.

Winter Carnival is almost over now, with only the snow sculptures left to be judged. The money making projects such as the T.G., raffle, and Happy Hour were financial successes as well as providing a great time campus-wide. Rounding out the quarter socially, a casino party is planned and on the final day of class the end-of-the-quarter party is scheduled.

As for the professional aspects, the Over-the-Counter Drug Clinic held yearly at a large shopping mall in Grand Rapids, was again a success. In the two day event, brothers counseled over 600 people in their use of commonly purchased products. Again this year Brothers have been elected to the Inter Fraternity Counsel. Congratulations to **Paul Kliman** and **Pat Murphy** for their elections to Executive Vice-President and Administrative Vice-President.

Spring quarter we look forward to events like the campus-wide Health Expo and Spring Weekend. Both of which promise to be bigger and better than ever before.

—Mark Langlois

BETA PSI

Wisconsin

Spring Rush gained us eight pledges, and we hope they will all become members in the spring.

We will be doing many professional projects this semester. We have been asked to bring our Diabetes Screening to the Student Health Fair here at the University. We also had our booth set up during Pharmacy Week at the School of Pharmacy.

We also have two colloquia planned for March, one on Computers in Community Practice and the other on PPI's. The latter is part of last semester's pledge class project. We are also continuing our Drug of the Month project this semester, and have started a new bulletin board which presently has a display on Smoking and Cancer.

We have been asked to bring our High School "Careers in Pharmacy" Program to a local high school career day.

Our social calendar is also quite full this semester, as we have scheduled a Valentines Day Party and are also having our annual "Not Going to Florida Party" to which the entire Pharmacy School is invited. A new bar being built for the house by last semester's pledge class will be appreciated for these functions.

Probably the most important function for Beta Psi this Semester in Conclave. We will be hosting Province VI for the Conclave in April.

Rosemary Tweed

MARGIN OF SUCCESS – Continued from page 9

Pharmacists have begun to accept the challenge. A growing number of community pharmacists are adding or expanding their home care departments. Many pharmacists are operating completely separate home care businesses. One can hardly read a pharmacy journal today which does not devote one or more articles to home care. Home care is new and exciting. It's growing. It's profitable.

PROFESSIONAL PRACTICE?

Meeting home care needs can be very professionally rewarding, as well as personally satisfying.

When a marketing decision indicates that a proposed service can be economically successful, the pharmacist usually measures the anticipated return against his professional sensitivities.

The purpose here is not to be critical about certain activities and products which are typically sold in pharmacies and by pharmacists. One does not, however, have to be naive about the situation, either. The fact is that many pharmacists spend a good portion of their time engaged in activities not considered "professional" or "health-related".

Providing home care service enables the pharmacist to expand his knowledge of health services. He must develop relationships with other health care providers such as physicians, physical therapists, nurses, respiratory therapists. Working with these other professionals builds respect for the pharmacist, as he combines his expertise with theirs, in an attempt to devise the best possible solution to a patient's problem. The pharmacist is in the mainstream; he is intimately involved in the total health care of his clients. He develops a closeness with his clients, made possible only

through devoting time and attention to their total health needs

Providing home health care service requires the pharmacist to function outside the confines of his pharmacy. This "getting out" can enable the pharmacist to gain a valuable perspective of the health delivery system and his own pharmacy operation, something not possible when viewed from behind the counter.

Feeling good about one's professional contribution is important, and a commitment to providing home care services can enhance that contribution.

NECROLOGY

ROBERT J. PORRECA (Beta Omega)
Charter member and Golden Mortar member.

JOHN W. PAINTER (Beta Omega)

JOSEPH W. GARTLAND (Beta Omega)

WILLIAM M. ARMSTRONG (Beta Omega)
A past regent of Beta Omega

LAUREN R. HANMER (Beta Delta) died at Montour Falls, New York, November 1, 1980. He was a former Professor of Pharmacology, Union University, Albany College of Pharmacy. He served as Grand Council Deputy of Beta Delta Chapter for more than twenty years and was active for years in affairs of Province I.

RALPH L. KLINE
HUBERT T. KRONING

WAYNE LEBIEN
BENTON B. SMITH



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- Margin of Success
- Chapter News
- Results of Readership Survey