

THE

MASK



OF

Kappa Psi Pharmaceutical Fraternity

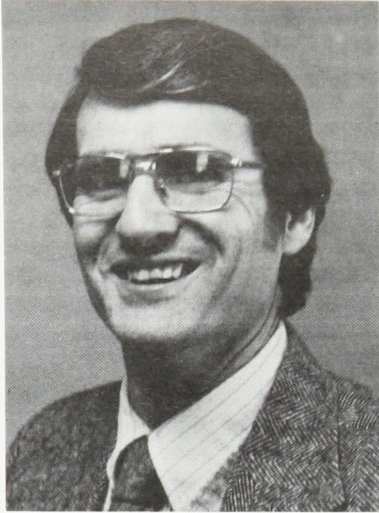
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AUTUMN

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



Grand Regent's address to 40th Grand Council Convention, Detroit Michigan on August 18, 1981

As Grand Regent of our fraternity I now realize how small and unimportant is the individual who occupies this office as compared to the greater importance which must necessarily be attached to the position itself and what it represents. I now know that Kappa Psi is the strongest of the professional pharmacy fraternities not because it is the oldest, it has the largest membership and the greatest number of chapters - all of which are true - but rather because it is the one that has the most effective organization and the most sincere co-operation.

I appreciate the high honor Kappa Psi has bestowed upon me and the co-operation with which my efforts have been supported. As an administrator I strongly believe in participative management. This philosophy has placed excessive demands upon the members of your executive

committee and I am deeply indebted to them for their devotion to the fraternity. These people who receive no financial compensation from the fraternity deserve your greatest admiration and respect. The accomplishments which I highlight are the fruits of their effort.

I am especially appreciative to the chairman of our advisory committee, Norman Campbell, immediate past grand regent, William Fitzpatrick, first grand vice regent, Pat Wells, and past grand regents', Frank Eby and Glen Sperandio for their advice and counsel. Each of these people have been involved in fraternity affairs for many years and the wisdom of their experience has benefited me immeasurably. I also want to give special recognition to your Grand Councilor, William R. Smith, whom I have literally worked to death and to Brother Frank Facione for organizing and handling the million details associated with this convention. I would be much older today had it not been for the confidence and trust I had in Frank and his convention committee to handle matters with me 800 miles away.

What have we accomplished over the past two years? Our major goals have been to make our organization more effective by improving communication between the national office, the provinces and the chapters and to improve the financial stability of our fraternity.

To improve communication, the national officers were utilized primarily as province supervisors. They have first hand knowledge of policy decision making at the executive committee level. The province supervisors now receive copies of all correspondence from the Central Office to people in their region. They are informed at least bi-annually as to the chapters' status with the Central Office. A chapter report form and a host chapter guide for province assemblies have been formulated. Chapter corresponding secretaries have been solicited to serve as a liaison between the chapters and the supervisor. The supervisors are sent to the province assembly with updated reports from the Central Office as to chapter

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



In this issue you will find a variety of Kappa Psi news. As usual, our very favorably received Margin of Success column appears as a feature article. There are lists of scholarship award winners and new brothers who have entered the Agora. Most of this issue has been devoted to news of the 40th Grand Council Convention held August 16-21 in Detroit. **Brother Frank Facione** and his group organized a memorable and successful meeting where the bond of Kappa Psi grew stronger, new officers were elected to guide us through the next two years and the Brothers were able to participate in C. E. programs. We highlight the convention in this issue with the keynote address by Brother Norm Campbell and the Grand Regent's report. I urge you to read them. There will be more convention news in the next issue of **The MASK**.

On a personal note, your editor was not able to attend the 40th G.C.C. because of the pending birth of his child. I am proud to report that our daughter, Catherine Arlene was born on August 20, 1981 while the 40th GCC was progressing.

status and with respect to matters to be discussed at the assembly. If anyone of you individually or as a chapter would like to meet with the grand regent, the executive director, or your province supervisor to discuss issues of local or personal concern, let me know and it will be scheduled.

An integral participant to this communication process is the Grand Council Deputy. Our G.C.D.'s do so much to maintain the spirit and enthusiasm of our chapters. Their many services and devotion to the fraternity's ideals have been responsible in large measure for the many fine chapters we have today. In addition to carboning the G.C.D.'s in on all correspondence to their chapter we have done everything possible to accord to them the recognition they deserve. Letters of appreciation have been mailed to their deans, each has received a special certificate of appreciation, G.C.D. National Appreciation Week was established, and special recognition was given at the A.Ph.A. Reception in Washington, D.C. Because of the importance of the G.C.D.'s role in collegiate fraternity affairs each received an article delineating their duties as Grand Council Deputy and as Grand Regent I have met personally with many of them at the APhA and NARD Meetings. As a general rule the collegiate chapter is no stronger than its G.C.D. and we will continue to seek new ways to thank them for their service.

During this 40th Grand Council Convention we held a meeting of current and future province supervisors to discuss ways of making our province assemblies more effective. During the past year we have succeeded in getting nine of the ten provinces to assemble. We need now to organize these assemblies more effectively in terms of content.

In addition to improving the effectiveness of our communication through the province supervisor and the Grand Council Deputy, we utilized the mailings from the central office and **The MASK**. Considerable time and effort goes into preparing the spring and fall packets and other central office mailings. I cannot emphasize enough the importance of disseminating these materials to every member of your chapter.

The MASK is the most effective method we have to keep in touch with our graduates. I could take an hour to outline for you the measures we have taken to make **The MASK** interesting and meaningful to the membership. The process began in the fall of 1979 with the recruitment, selection, and training of an editor to replace the retiring Norm Kobayashi. The national pledge project was implemented to update **The MASK** mailing list. Kappa Psi has recently become a member of the College Fraternity Editor Association and the editor attended a workshop this spring in Philadelphia. The results of our efforts to upgrade **The MASK** are extremely gratifying. We have a truly outstanding, dedicated editor in Tony Palmieri and we have increased the mailing list of the publication by an additional 2500 graduate brothers in 18 months. **The MASK** consumes 22% of our fraternity's resources, it is the connecting link with our graduate members and we will continue to seek ways to improve its effectiveness beginning with the ideas to be generated from this afternoon's workshop.

Recently we produced a revised issue of the fraternity handbook. As your executive director stated in his report the handbook and pledge have been combined into a single publication. The new Rush booklet, "Kappa Psi - A Professional Fraternity," has also been developed. Major credit for these two publications belongs to the chairman of your publication committee, Pat Wells and to your executive director, Robert Magarian.

Ben Welch, chairman of the Graduate Development Committee reported yesterday of the formation of a do it yourself graduate development kit outlining the procedures for organizing a graduate chapter. The kit which includes a section on the responsibilities of a graduate chapter was mailed to each collegiate and graduate chapter and extra copies are available from the central office on request.

A second major goal of your executive committee has been to improve the financial stability of our fraternity. In the fall of 1979 it became obvious the fraternity could not continue to operate at its current income and expense level. Revenues were dwindling and inflation was consuming our monies. Two major decisions were made to rectify the situation:

1. The Central Office was moved from Stockton, California to Oklahoma City. This transition resulted in a minimum saving of \$10,000.
2. An intensive alumni giving program was organized. In addition to the graduate voluntary dues program, the fund for progress program was developed. The response to these programs by our alumni has been overwhelming. The alumni giving increased by 35% in 1980 and by an additional 24% to date in 1981. The cash flow in the Central Office has also been improved through a newly organized A/R collection procedure.

The bottom line is the fraternity is in a much better condition financially now than at the conclusion of the 39th Grand Council. It will operate in the black in 1981 without any curtailment of services, because of the actions taken by your executive committee to move the Central Office to Oklahoma City and because of the savings which have accrued by printing **The MASK** in Laramie, Wyoming, coupled with the recent generosity of our graduate brothers it is not necessary to request an increase in collegiate initiation or per capita fees. I do hope you understand and appreciate how your monies are being utilized as outlined in Dr. Magarian's report.

Our fund raising efforts in the immediate future will center around our alumni giving programs. While the percentage increases have been outstanding there is no reason why we cannot expand this revenue from \$13,000 in 1981 to \$20,000 by 1983. Our alumni will support our effort to expand services to the membership. A high service priority is to resume chapter visitations and money is needed to finance these significant travel expenses. From a practical standpoint it has been the position of your executive committee that we must place ourselves in a position to do what needs to be done. Their support in the fiscal administration of this office has been an inspiration to me.

During these last two years, we have recruited and trained a new executive director and staff. I know each of you concur with me in recognizing their efforts on behalf of Kappa Psi. I have asked your executive director to undertake many non-glamorous tasks such as to stuff graduate voluntary dues mailings on the weekend or to pack a 40 pound exhibit on his back to a national meeting. He and Charmaine have always responded to these tasks with the philosophy that no task is too menial for them to undertake. They recognize that the Central Office is a service unit and are always ready to respond to the needs of Kappa Psi's membership.

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Brothers relaxing during a patio lunch at Zukins in Detroit.

Kappa Psi has taken the leadership role among the six professional pharmacy organizations in the professional fraternity association. It was our organization that created the International Council of Pharmacy Fraternities. We now meet annually at the professional fraternity meeting and the APhA meeting with the leaders of Phi Delta Chi, Kappa Epsilon, Lambda Kappa Sigma, Rho Pi Phi and Azo to discuss issues of mutual interest, i.e. contractual dealings with balfour.

We are now exhibiting at the A.Ph.A. Nard, and Ashp Midyear clinical meetings in addition to a number of state pharmacy meetings. The exhibit is designed to promote the academic and professional aspects of our fraternity. In the long run we will stand or fall on our own usefulness. Our reputation as a professional fraternity organized to promote the profession of pharmacy has been greatly enhanced through these displays. Secondly we have reunited many lost Brothers with the fraternity.

Over these past two years I have attended province meetings in Provinces II, V, VII, and VIII. I have visited a number of chapters, primarily enroute to other university engagements, and at a nominal expense to Kappa Psi. I attended the 50th anniversary of Beta Chi, spent two days in

the Central Office in Oklahoma City, and visited for a half day in the home of Dorothy and Frank Eby. My greatest disappointment these past two years as your Grand Regent is that I was unable to attend all province assemblies at least once and to visit more chapters. The office of the Grand Regent belongs to all members of the fraternity and I truly wish our financial resources had made it possible for me to be more readily accessible to each of you. As your Grand Regent I hope to be able to say at the 41st Grand Council that I have attended at least one province assembly in every region and considerably more chapters than from 1979 to 1981

In assuming the duties of the office of Grand Regent I did so with a profound gratitude for the great honor you conferred upon me. I expected and received the full co-operation of the central office, the executive committee and the membership. Although I recognize a large membership and dollars are a fraternity asset, quality is the one thing that has contributed the most to the outstanding reputation of Kappa Psi Fraternity. During these next two years it is my desire we use the ideas generated from these workshops on province leadership, rushing and pledging, what a graduate chapter should be, and the training ground of leadership as a springboard to enhance the quality of our organization. You are the leaders of your respective chapters. When you return home serve as the catalyst to motivate your chapter. Be the role model for pharmacy practice. Be proud of your heritage in Kappa Psi.

IN MEMORIAM

Herman C. Forslund, (Beta Pi) past Grand Regent (1961-63) and a Grand Officer for 10 years, died on May 22, 1981.

Brother Forslund taught pharmacy at the University of Idaho in Pocatello for five years, and later was on the staff of the Oregon State University School of Pharmacy for 28 years.

In 1960 and 1961 he was a visiting Fullbright professor at the University of Alexandria in Egypt.

Mr. Forslund retired from OSU in 1973 as assistant dean of the School of Pharmacy.

He was also a member of Sigma Xi and Rho Chi, and a life member of the American Pharmaceutical Association as well as state and county pharmacy groups.

Kappa Psi will miss him.

Ralph W. Clark (Beta Psi)

Forrest P. Daum of Akron, Ohio, a Golden Mortar Recipient.

Andrew S. Kohut Beta Omega, died July 12, 1981. He was Beta Omega Chapter Regent in 1950.

Ansul Suckerman (Beta Sigma)

Paul J. Wurdack, Ph.D., April 5, 1981. Dr. Wurdack was a University of Pittsburgh faculty member and secretary of the Pittsburgh Graduate Chapter.

Jack Bernardy (Beta Sigma)

Condolences are also extended to Grand Vice Regent Patrick R. Wells, whose mother recently passed away.

CONVENTION PHOTOGRAPHS, COURTESY OF BOB SMITH, DETROIT, MI.



NEW BROTHERS

BETA PI

Kim Ann Edwards
Laurie Diane Free
Julie Gallinger
Gregory Noel Gibbons
Richard S. Grillo
Lori Rose Irsfeld
Mark David Johnson
Lisa Ann Ledum
Mark Edward Leid
Cynthia Lou Muth
John P. Pribble
Rhonda F. Rhyne
Chris Otto Schrempp
Craig V. Schwab
Lore Michele Smith
Donald Lee Spedden
Mark C. Stuhrman
Burton J. Swendt
David Arthur Thomas
Rick A. Wenning
Lynnette Marie Evenson

BETA RHO

David Bullock
Chris Cullum
Kelly Reid Cummins
Danny P. Gibson
Kenneth Gooch
Thomas Keith Guntharp
Kevin D. Lassen
Gerald Eugene Megason
Martin H. Michel
Kurt R. Schoenoff
John Joe Hong
Dennis Ray Reves

BETA SIGMA

Craig Jerome Gorecki
Bradley Scott Onarheim
Gregory Alan Stenberg
William Joel Blansfield
Michael Leroy Neuwirth
Michael R. Aberle
Theodore A. Brown

BETA UPSILON

Sandra Marie Case
Lee Ann Viebrock
Jonette Lee Ramey
Constance Claire Maronovich
Anne Katherine Bailey

BETA PSI

Louis Thomas Austin
Jay Charles Blanchard
Robert C. Bookstaff

Linda Marie Dahl
Suzanne Marie Kargl
Judith Ann Kundmueller
William G. Ognacevic
Frank Chris Spexarth
Mary Agatha Tylenda
David Alan Bushee
Patricia Ruth Egan
Joyce Mary Esser
Carolyn G. Ferch
David Walter Fuhs
Edward Paul Hryciuk
Laura Jane Smith
Joseph Edward Stock
Phillip J. Stroupe, II
Larry Alan Thompson
John G. Weitekamp
Joann Lena Kempen

GAMMA GAMMA

Mark Wayne Boswell
Randal Milton Boswell
Stephen Gatlin Brogdon
John Douglas Callihan
Patrick Martin Fuchs
Mark Hanus
Bradley Charles Lanham
Phillip Blaine Ley
Eric Dean Nelson
Brian Keith Wiggins
Michael George Woodley
Claud Geoghegan Cameron
Hal Victor Cardiff, Jr.
Gary Lee Hill
Robert William Lamont
Jeff Logan
John W. Rudder
Stephen R. Ledger
Robin E. Fontenot
Richard J. Magliolo
Carlos Solis
Thomas B. Standefer
William Jay Thiele

GAMMA THETA

John M. Burke
Bruce M. Burnett
Douglas Kent Dietrich
Greg Robert Dustman
James Daniel Fleming
John David Lorenz
Craig Robert Norman
Albert L. Ogent

James Galen Wall
Mark Kevin Wiederanders
David M. Yourtee, Ph.D.
Peter H. Ziemke

GAMMA KAPPA

David Ira Bunce
Scott Edward Corcoran
Gregory Ivan Madsen
Richard Earl Crane
Michael John Olson
Daymunn Brad Mattke
Ojars Janis Inveiss
David Clifford Younie
Patrick Lee Kurth
James Virgil Acker
Dennis Duane Lingbeek
Jim Richard Strunk
Randy Robert Bahm
Steven K. Rietz
Richard Michael Glatt
Brian P. White

GAMMA NU

Dean Louis C. Martinelli (Graduate)
Daniel J. Berky
Kiran N. Pattni
John Brickley Kelleher
Kenneth John Marzocchi
Aaron A. Kawamoto
Dean S. Kumasaka
David V. Krajci
Gene Wong

GAMMA XI

John Craig MacLeod
Michel Cecil McIlwain
Henry R. Ringer
Martin Murphy Broadway
Arthur Timothy Cash
Larry Darnell Tompkins
Kamal Addada Shlon
Duane Clifton Dennis
Steven Lee Madden
Charles Randell Marchbanks
Harold John Morgan
Michael Lewis Porter
David Fulmer Sims

GAMMA EPSILON

Robert Jay Reemts
Mark Thomas Vejraska
Paul Marvin Athey
Kenneth James Braddock

Mark Van Wilson
David Alan Woods
Anthony LeRoy Uttecht
Timothy Dean Wolf
Ernest J. Dodge
Gerald Lee Schmidt
Jon Otis Miller
David Lloyd Hutsell
David Songster
Bruce Lewandowski
Gregory Bland
Geoffrey Zeldes
Peter L. Mutravers

GAMMA ZETA

Stanley F. Reeves
William L. Box
Robert O. Henderson, Jr.
Thomas G. Brasher
Darryl Sims
Van A. Bowden
Joel Troy
Steven D. Ireland
Stephen A. Roberts
P. Douglas Lewis, III
Jeffrey R. Fritsch
Donald R. Cornutt, Jr.
Jeffry H. Wolfendon
Kevn E. Higgins
Henry E. Peck
Rickey D. Manning
Martin L. Lowe

BETA PHI

Thomas Francis Ignatius Ohliger
Robert Paul Rockwood
Andrew James Gall, III
Daniel James Schindler
Timothy Michael Webster
David J. Honerlaw
Douglas B. Irvine
Jerry Wiesenhahn
Daniel J. Holt
Edwin A. McCray

BETA CHI

Brian Allan Bruggeman
Hugh Francis Fitzpatrick
Daniel Bruce Garrett
Mark Lee Hughes
Richard Kenneth Klee
Edward Francis Phelan
Gregory Michael Tenczar
Patrick Carl Verdun
Daniel L. Fahrner
Richard D. Rambo
Brian C. Reisetter
Mark G. Maxwell
Kory L. Jost

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New Officers: Dr. Dewey D. Garner, Mr. W. R. Smith, Dr. Leonard Naeger, Mr. Ben Welch, and Mr. David P. Dumouchel



Brothers watching candlemaking at Greenfield Village.

40TH GRAND COUNCIL CONVENTION HIGHLIGHTS

by R. A. Magarian and
Leonard L. Naeger

The Pontchartrain Hotel in Detroit was the site of the 1981 40th Grand Council Convention. The Brothers of Mu Omicron Pi and Detroit Graduate Chapters were the hosts and welcomed everyone during a party at the "Top of the Pontch" on Sunday evening, August 16, 1981. Many of the Brothers enjoyed touring the Mu Omicron Pi Fraternity House and the Windsor-Detroit area, visiting many of the famous eating places and night spots. The children's and ladies' programs on Monday and Tuesday consisted of tours involving the Meadowbrook Hall, Cranbrook Institute, Detroit Science and Cultural Centers, and the Detroit Institute of Arts. They had lunch in Greek Town and visited the Renaissance Center. The First General Session on Monday, August 17, 1981 featured the greetings and welcome from the host chapters. Convention Chairman, Fr. Frank P. Facione, gave a review of the events of the coming week. Brother Frank did an outstanding job of coordinating the week's activities. This session Past Grand Regent and Chairman of the Advisory Committee, Dr. Norman A. Campbell gave a very inspiring keynote address. That afternoon there were panel discussions on topics dealing with "Chapter Finance, Management and House Development and Management," "Rushing and Pledging The Contemporary Pharmacy Student," and "Province Leadership and Programs." Drs. Douglas A. Miller and Gregory S. Umstead, both of Wayne State University, gave Grand Council accredited, continuing education presentations on "Clinical Aspects of Management of Hypertension and Treatment of Ischemic Heart Disease." The Second General Session on Tuesday, August 18, 1981, featured the report of the Grand Regent. Afternoon panel discussions covered "National Services and the Local Chapters," "The MASK and Other Publications" and "What a Graduate Chapter Should Be?" Also featured were continuing education presentations by Brothers Leonard Naeger, St. Louis College of Pharmacy, on "The Drug Class 1980-81" and Ted Gladson of P.E. Systems on "Practice Management." The evening ended with a "Demonstration and Critique of the Ritual" moderated by John Atkinson, Jr. and demonstrated by Professor Richard Doughty of the University of Kentucky College of Pharmacy, which the Brothers enjoyed immensely. Wednesday was a free day to tour Greenfield Village and see the Ford Museum. That evening a Reception Party was held in the Le Cafe. The Second, Third, and Fifth General Sessions involved other major fraternity business sessions of the convention. The Third Session dealt with the changes proposed to the national Constitution and By-Laws. The Fifth General Session dealt with the report of the Resolutions Committee and the installation of Grand Officers.

During the Fourth General Session on Thursday, August 20, 1981, Dr. Dewey D. Garner was re-elected Grand Regent by acclamation. Dr. Garner is Associate Professor of Health Care Administration at the University of Mississippi. Other national officers elected were: Dr. Patrick R. Wells, Grand Vice Regent; Mr. William R. Smith, Grand Counselor; Dr. Leonard Naeger, Grand Historian-Ritualist; Mr. E. Ben Welch, Graduate Member; and Mr. David P. Dumouchel, Collegiate Member. That evening the 102nd Anniversary Dinner was held in the Ballroom, and was preceded by a poolside Alpha Chapter Reception. During the dinner, Grand Regent Garner

presented the National Scholarship Tray Award to Gamma Epsilon (College of Pharmacy, University of Nebraska Medical Center) and a plaque and a check for \$250 to Michael A. Monè (Gamma Sigma), Frank H. Eby Award winner. The Executive Committee Members were given plaques by Executive Director Magarian to honor them for their outstanding service and contribution to the Fraternity during 1979-81. The evening concluded with a dance in "The Terrace Room", and music by "The American Scene" (compliments of Ascot Hospital Pharmaceuticals).

DELEGATES ATTENDING THE 40TH GRAND COUNCIL CONVENTION

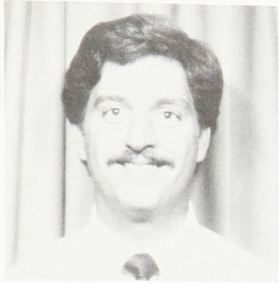
Eta	Wayne Marquardt
Mu	John J. Hynes, Jr.
Pi	Thomas Wood, Richard Fischer
Upsilon	George E. Jones, Jr., Tony Wyant
Beta Delta	Joseph Montemorano
Beta Epsilon	Emilio Squillante
Beta Omicron	Einar B. Tjolsen
Beta Rho	James Wise
Beta Sigma	Pat Slifka, Mark Scheifer
Beta Phi	Jeff Arnold, Douglas Dewey
Beta Psi	David Bushee
Beta Omega	Douglas Miller
Gamma Gamma	John Callihan
Gamma Epsilon	Harry Alcorn, Jr.
Gamma Theta	James P. Stumpff
Gamma Iota	Steve Giroux
Gamma Kappa	Jeff Kloos
Gamma Xi	Henry Armatys, Don Manus
Gamma Omicron	Lee Champlin
Gamma Pi	Enrico Bertucci
Gamma Rho	Pete Barabe'
Gamma Sigma	Doug Covey, Greg DeCrescenzo
Gamma Phi	Craig Steed, Ken Pope
Mu Omicron Pi	William McIntyre
Cincinnati Graduate	David Barkalow
Detroit Graduate	Anthony Czaplicki, Charles McIntyre
Illinois Graduate	Keith Allen Witt
Indiana Graduate	Ken Kirk, Alan Alderman
Kentucky Graduate	Don Kupper
Philadelphia Graduate	Dominic Solimando, Jr.
Pocono Graduate	Dennis Yeingst, Laurence Olezewski
St. Louis Graduate	William Gilomen, Tom Baker
Southwestern Graduate	John Porter
Texas Graduate	Rey Moreno
Province I	Jonathan Winay
Province II	Wayne Marquardt
Province III	Tommy Thompson, Henry Armatys
Province IV	
Province V	Robert Smith
Province VI	Kurt Weiss
Province VII	Enrico Bertucci
Province VIII	Bryan Gregor

MIKE MONÈ WINS THE FRANK H. EBY AWARD

Kappa Psi fraternity has established the Frank H. Eby Award for outstanding service to the Fraternity and the profession of pharmacy. At this year's Grand Council Convention, the award was given to a deserving member of Kappa Psi. This year's recipient: Michael A. Monè University of Florida, Gamma Sigma

The Student's Side

THE MASK: Its Importance to All the Members of Kappa Psi



Tom Wood, Pi Chapter
Assistant Editor of **The MASK**

While attending the 40th Grand Council Convention in Detroit, Michigan, this past August, I came away with much enthusiasm and many new ideas of what Kappa Psi really is and what it stands for. I was struck by much history and tradition that I never before realized the value of - and all to realize that it was always available in **The MASK**. Yes, **The MASK** is Kappa Psi's source of history and tradition - such a value that should always be displayed and available in all Pharmacy Schools.

The MASK is something that all of us, as members of Kappa Psi, should be proud of, as well as know what it is for. The value of **The MASK** was first introduced to us, when each one of us became a pledge. Sit back and try to remember what you were first given when you made the decision to join Kappa Psi. Do you remember your pledge pin? Do you remember what was on the pledge pin? A **MASK** - displaying the tradition of Kappa Psi, as well as the past history of Kappa Psi. We were all given these pledge pins to wear and display that we were proud to be pledges of Kappa Psi, and later members of Kappa Psi. **The MASK** was present when we opened our doors to Kappa Psi - that is important for us to remember. More importantly to realize is that **The MASK** was present in the past, and will be in the future. **The MASK** points out the history of Kappa Psi - all the steps taken to make Kappa Psi what it is today. That is the greatest value of **The MASK** - a link between the past and the present, leading into our future.

In order to maximize the value of **The MASK**, we must take it upon ourselves to record all the history of our Chapters, Provinces and Grand Council. By recording history, in **The MASK**, we obtain a source to store all the past events and stages that Kappa Psi has gone through.

Whose job is it to insure that history is recorded? It is the job of the Historian to make sure that history gets compiled - but further it is the job of the Chapter, Province, and Grand Council to present this history for **The MASK** to publish. The job of the Historian is a very important job - and this should be realized by all members. The Historian role must deal with extreme thought and honesty if we are to be true Kappa Psi. It must be handled regularly, if our history is to be complete; and it must be written concisely to include the important information - that information which will be recorded in **The MASK**.

Another important value of **The MASK** is its value as an exchange of ideas. This exchange should be utilized by both collegiate and graduate chapters. This will promote the growth of Kappa Psi, by expanding our successes, and improving upon our failures. Through a meeting of the minds we will allow the Brotherhood of Kappa Psi to multiply the growth of our fraternity.

In closing, I would like to say that history is always occurring, and it is up to us to record that history and make sure it is complete. It is very important for us, the brothers of Kappa Psi, to enshrine that history, in **The MASK**, and always preserve its value. From the beginning of our lifetime in Kappa Psi, and throughout its history, and even in the future, **The MASK** was, is, and always will be present. It is up to us to realize that value and worth of **The MASK**, and always be true to Kappa Psi.

Fraternally

Thomas E. Wood

National Scholarship Award Presented to Gamma Epsilon

The National Scholarship Award was given this year to **Gamma Epsilon** at the **University of Nebraska Medical Center**. **Dr. Edward B. Roche** is the Grand Council Deputy. This award is given to the chapter that has the highest grade point average based on their membership and their school's grading system. The calculations are based on the grades achieved during the Spring and Winter semesters. This award symbolizes the chapter's achievement for encouraging, inspiring and achieving outstanding scholarship.

The silver tray, symbolic of a chapter's academic excellence was awarded at the Grand Council Convention in Detroit.



Scholarship Tray is presented to Harry Alcorn of Nebraska by Grand Regent Dewey Garner

GAMMA CHI

Jeffry Vincent Amstutz
 Brian Paul Blankenship
 Donald T. Corbiere
 Patrick Thomas Murphy
 Joseph Robert Pacella
 Richard Michael Pullicin
 Joseph Michael Wiercioch

GAMMA PSI

George Wallace Biles, Jr.
 Keith Edward Sholes
 John Brent Foster
 Harold Winston Wilson
 Steven Franklin Wright
 Jeffrey Lynn Wingo
 Joe S. Moore

DELTA GAMMA

Dean Arthur Post
 Presley Smithwick
 Deborah Lee Crenshaw
 Susan Ellen Jones

DELTA BETA

Chris C. Schilling
 Patrick Allen Wood
 Jim Bob Coates

DELTA GAMMA

Jennifer Ann Barnett
 Nancy Ann Bryan
 Germaine Cashwell
 Darrell Martain Craven
 David Stephen Darby
 Anna Kathryn Darby
 Laura Lee Griffin
 Cathryn Jeanette James
 Keith Jerome McWilliams
 Denise Dianne Ousley
 Sherry Elizabeth Poole
 Virginia A. Roberts
 Alicia Ann Swallows
 Jocely Vicki Stephens
 Rodney Huch Williams
 Jeannine Baskin
 Pamela Leigh Boyd
 Patience Collier
 Michael Rory Farmer
 Lewis Keith Hobbs
 John Francis Hoke
 William Michael May
 Samuel Bailey Millsaps
 Margaret Mary Wolverton

DELTA BETA

Gregory K. Cobble
 John H. Rose
 Robert G. Turley

DELTA ZETA

Godfrey E. Aburime
 Jonathan R. Clingman
 Jeffrey J. Dolter
 Alvin E. Hartung
 Bob J. Kieffer
 James T. McGinnis
 Steve Mickey
 Tim Mullenix
 Mark L. Nye
 Paul G. Oehrlein
 Thomas B. Pilger
 Jeff Reist
 Kirk R. Rier
 Mark A. Skaar
 Paul A. Stephens

Karim M. Suleman
 Michael T. Weisert
 Neil Robert Nelson

GAMMA OMICRON

James Oren Young (Graduate)
 Garo Philip Basmadjian (Graduate)
 J. Thomas Pento (Graduate)
 Ronald J. Carrel
 Richard Dale Harmon
 Jefferey Scott Kirkland
 Ronald J. Carrel
 John D. Campbell
 Kevin Keith Geltz
 Karlyn Kay Koenig
 Bryan Lloyd Tarman

GAMMA PI

Ronald Allen Ellison
 Scott W. Faulkner
 Jeffrey Todd Hawkins
 Robert Lawrence Mueller
 Frank L. Sours
 Michael E. Tockstein
 Jerome C. Tuman
 Robert J. VanAntwerp
 Carlos R. Varela, Jr.
 Gregory Earl Williams

GAMMA RHO

Frank Alleva
 George M. Gonzales
 Dennis Maietta
 David L. Laven
 Gary Capers
 David Vucurevich
 Karl Nigg
 Pete Barabe

GAMMA SIGMA

Charles T. Behl
 Don M. Bell
 Douglas F. Covey
 Robert S. Howard
 Leonard Keen
 Terrence O'Neil Moore
 David S. Murray
 Edwin W. Perkins
 William E. Whatley
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 Irving Charles Udell (Graduate)

SOUTH CAROLINA GRADUATE CHAPTER

Lenny A. Grubbs (Graduate)



Convention Chairman Rt. Rev. F. P. Facione receives a plaque of appreciation from Executive Director Bob Magarian.

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Tami Marie Naslund
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Nancy Vyeno
Russell Waki

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Grant Newhouse
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Stewart A. Lewis
Robert Douglas Adams
Arlen L. Smith
James Eugene Campbell
James F. Walsh
Keith James Daugherty

BETA KAPPA

John Slagle
Sally Kessling
Joseph Bryan Mayes

BETA LAMBDA

Craig Allen Buell
John Henry Franks
Willard Joseph McCall
Daniel Ernest Parkanzky
Anthony John Rojc

BETA XI

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James Keith Caviness
Ruel David Fleming
John Loyd McCall, Jr.
Robert Joseph McLaughlin, Jr.
Alexander Cheuk Yin Ng
Milton Graham Steward, Jr.
Harry Franklin Thompson, Jr.
Robert Keith Veeder
Charles Allen Wilkins
John Robert Williford
Patrick Sheppard Griffith
Kenneth Norman Tatum
David Lee Beam
David Eugene Spivey, Jr.
Alton Dale Johnson

BETA OMICRON

Roger Andruss
Ronald Beaudry
John DeSimone
Brian Heeney
Jim Ramsey
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Rob Slagle
Mark Brigdon
Martha Farrance
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Gordon Oakes
Cynthia Potts
Ralph Stuart
Mary Taylor
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KAPPA PSI: A SELF ANALYSIS



Keynote Address
to
40th Grand Council Convention
Kappa Psi Pharmaceutical Fraternity
Detroit, MI
August 17, 1981

by
Norman A. Campbell, J. D., Ph.D.
Associate Dean and
Professor of Pharmacy Administration
College of Pharmacy
University of Rhode Island
and
Past Grand Regent of Kappa Psi

Grand Regent Garner, Grand Officers present and past, Members of the Executive Committee, Delegates, Guests, fellow members of the Agora of Kappa Psi Pharmaceutical Fraternity.

Since last September when Brother Facione invited me to be the keynoter for this 40th Grand Council Convention, I have undergone numerous emotional stages right up until this very moment. The first, of course, was a feeling of pride in having been selected for so great an honor and privilege.

As I thought more about the task, I manifested symptoms of anger, recognizing that the assignment conjured up ideas of a member of the over-the-hill gang talking about the "good old days." Since I fit the image, I cannot but take it in stride.

Soon the fall semester was over; New Year's Day 1981 had come and gone; spring semester had ended; major league baseball players were on strike; and still the historic message had not taken shape. You can guess my feelings then - sheer terror!

So here I am, facing the future of Kappa Psi, Pharmacy and America. You are an inspiration and give the voice of Kappa Psi past reason to be optimistic about our Order's second century and beyond.

Before looking ahead to the future where each of us shall live our remaining days, let us review Kappa Psi's place in the world of pharmaceutical education for the most recent 102 years of our existence.

Let us put 1879 in perspective first. Please bear with me as I ask those of you who were born in the decade of the 60's to please stand and remain standing—now the 50's—40's—30's—20's—teens—00—1890's, etc. Please be seated.

This little exercise serves not only to permit a stretch at a very crucial point in this morning's deliberations, but it demonstrates clearly that none of us is capable of relating by personal experience to the factors affecting the founders of Kappa Psi in 1879.

What did our country look like then? There were 38 states admitted to the Union, excluding: Alaska, Arizona, Hawaii, Idaho, Montana, New Mexico, North Dakota, Oklahoma, South Dakota, Utah, Washington and Wyoming.

Our nation's President was Ulysses S. Grant—the Republic's 18th.

The medical treatment regimens were rudimentary by our present day standards . . . Diphtheria toxin and antitoxin were yet to be proved. There was no treatment for scarlet fever. A tetanus immunization was still in the future. Botulism, anthrax, cholera, and rabies yet to be controlled, let alone prevented or treated.

The drug treatment armamentarium was limited at best, with the "Top 200 Drugs" of today not even in the dreams of scientists and health professionals of the day.

Yet our Founding Brethren were capable of structuring an organization and molding a tradition which has withstood every pressure from two World Wars through juggling of pharmaceutical education as well as the establishment of competitive organizations. Why? How?

Clearly, the concept of a professional fraternity as visualized then included the flexibility necessary to be contemporary and relevant in any era. Kappa Psi certainly has done so. Preparation for practice alone has undergone marked revision and restructuring over the 102 years of our collective existence. Each era has presented the leadership of the times, nationally as well as at the Chapter level, with a challenge—to function and grow within the new structure. Each time, Kappa Psi has risen to that challenge!

How has this been possible? What are the implications for the balance of our second century of leadership among professional fraternities in pharmacy?

After review and careful consideration of the matter, my assessment is so simple it appears to be self-evident. But since a keynoter is expected to offer profound observations, let me share that assessment with you this morning.

The critical link between all our yesterdays as a Fraternity and the tomorrows of our beloved Order is TODAY! And how each of us performs today and every today will shape and determine the course of action, record and achievements of Kappa Psi Pharmaceutical Fraternity.

As today is the time, so too is each of us the determinant of our Fraternity's future . . . just as has been the case since the "Society Kappa Psi" became a reality on May 30, 1879 at the New England Collegiate and Commercial Institute (a/k/a Russell Military Academy) in Connecticut.

It is ironic that the answer lay right there in my title—the theme of this Grand Council Convention—SELF analysis!!

The goals, aims and objectives set forth in our pledge training and rituals assures that persons selected for admission to the Agora will have mutually compatible ideas and plans for Kappa Psi's progress at each operating level. This is, of course, enhanced further by the very process of selection of prospective members.

Each one of us—you, you, you and I—must recognize that the summation of our respective individual efforts for Kappa Psi provides the basis for judging the progress our Order will make in the near term and longer range future.

How best this can be accomplished depends upon how each of us meets our respective obligations.

To that end, let me share with you some thoughts on responsibilities of membership in Kappa Psi in Our Second

FOR THE SECOND CENTURY

Century. They all apply equally to individual Brothers, Collegiate Chapters, Graduate Chapters, Provinces, Alpha Chapter and the Grand Council:

(1) Renew regularly your Oath of Allegiance to Kappa Psi, preferably by attendance at the Ritual of Initiation of your nearest Collegiate Chapter for Graduate Brothers, if feasible.

These periodic "booster shots" of fraternalism serve to remind us of what Kappa Psi is; what it has been in our lives; and instills added enthusiasm to help overcome the inertia which sets in over time.

Above all, in my view, these experiences remind us all, collegiates as well as graduates, of those solemn promises which we gave.

(2) Exhibit pride in your membership in Kappa Psi. Don't hide that fraternal light under the proverbial bushel basket. Take advantage, in campus life and in practice, of every opportunity to identify with members of Kappa Psi. Wearing the badge of the Order or even just the lapel pin gives notice to the world around you that you are someone special who is seeking those who have made the same commitment.



40th G.C.C. in general session

(3) Graduates should seek out the nearest collegiate chapter and offer assistance of any kind which is appropriate. Collegiates, while they appreciate financial assistance, often desire to have a mature professionally responsive ear to bend, particularly in the current state of the economy and changing health care delivery environment.

(4) Our fraternal "Roots" should be reviewed and recognized annually by chapter Founder's Day programs. Recognizing that May 30 poses a scheduling problem at most academic institutions, why not start each academic year with such an event? The date is not as critical as the renewal of our Fraternity's heritage and the resultant "shot in the arm" and renewed spirit this instills in all those who participate.

(5) Be proud to be a Kappa Psi and "First in Pharmacy," not only in point of time, but in terms of service and leadership to our profession. Having coined the notion of our Order being "The Training Ground" for professional leadership, I look forward to seeing this area developed in tomorrow's panel discussion. But even more important, each of us must manifest awareness of this phenomenon by noting who among those singled out as outstanding pharmacy leaders are Kappa Psi members. We have much to be proud of in this regard!

(6) Finally, I would implore you to be the best Kappa Psi Brother you can be!

The cumulative effect will be a Fraternity which is grounded in the traditions of quality, hard work, leadership and mutual respect—industry, sobriety, fellowship and high ideals.

The formula has worked for 102 years and I know it shall continue to work.

In closing, let me share with you the words of Helen Steiner Rice in her poem, "Not By the Years We Live But How Much We Give:"

From one day to another
God will gladly give
To everyone who seeks him
and tries each day to live
A little bit more closely
to God and to each other.
Seeing everyone who passes
as a neighbor, friend or brother,
Not only joy and happiness
but the faith to meet each trial
Not with fear and trepidation
but with an "inner smile"
For we know life's never measured
by how many years we live
But by the kindly things we do
and the happiness we give.

HELEN STEINER RICE

Thank you and God Bless you all!



The 40th G.C.C. Banquet

GRAND COUNCIL SCHOLARSHIP KEYS

This year three Kappa Psi Brothers graduated first in their class and were awarded Grand Council Scholarship Keys.

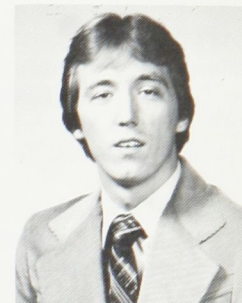
Mary Louise Farrance (Beta Omega - Washington) graduated in March, 1981 with a B.S. degree. Mary holds a B.A. degree from the University of Denver (1966) and was awarded the Ph.D. degree in 1977 from Washington. Also a member of Rho Chi, Mary plans on participating in a residency program in Seattle and a career in clinical pharmacy.

Kevin Yingling (Beta Eta - West Virginia) graduated in March, 1981. He also attended Marshall University, is a member of Rho Chi and Phi Kappa Phi and is active in church activities. Kevin plans to attend medical school.

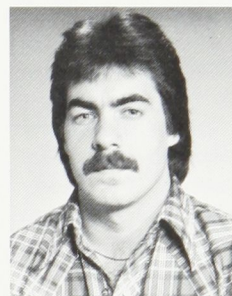
John Harley Wickersham, Jr. (Iota Chapter - Medical University of South Carolina) is a May, 1981 graduate. John also attended the University of Michigan and Wayne State University and was active in Rho Chi and president of his senior class. He was the recipient of the Lemmon Student Award for scholastic achievement as well as the Roche Award for patient communication. Brother Wickersham plans a residency in hospital pharmacy, a master's degree in health care administration and a career in administration.



MARY LOUISE FARRANCE



KEVIN YINGLING



JOHN HARLEY WICKERSHAM, Jr.

BICENTENNIAL FUND

The Bicentennial Fund is supported by Kappa Psi brothers who pledge one-hundred dollars a year for five years. To honor the brothers who make such a great commitment to our fraternity, a gold cross pen, with the fraternity's emblem will be presented to contributing brothers. Your contribution can be made through VISA or MASTERCHARGE.

The following brothers have already contributed to the Bicentennial Fund. How about joining them?

Charles Carden (Delta Beta)
William A. Fitzpatrick (Gamma Pi)
Dewey D. Garner (Beta Rho)
Ted Gladson (Chi)
William J. Heisler (Beta Gamma)
Eugene Francis Kaclin (Gamma Pi)
Kenneth W. Kirk (Gamma Chi)
Robert A. Magarian (Beta Rho)
Roger B. Miller (Rho)
Leonard L. Naeger (Gamma Pi)
Hugo H. Orlandini, Jr. (Gamma Pi)
Larry H. Pafford (Psi)
Johnny Porter (Delta Beta)
Steven Rimar (Omega)
George Skenderian, Jr. (Mu)
Dominic A. Solimando, Jr. (Eta)
Jack Trezona (Mu Omicron Pi)
Patrick R. Wells (Gamma Epsilon)

Many of the graduate brothers who responded to our readership questionnaire were concerned that news from their chapter of initiation was not included in *The MASK*. All chapters should make a strong effort to be sure that they have an article in each issue of *The MASK*. Please mail your chapter news article directly to the editor.

The Convention General Committee on behalf of the Host Chapters and all Brothers of Kappa Psi wishes to extend a special note of thanks and appreciation to the following firms for grants in support of the 40th Grand Council Convention.

Ascot Hospital Pharmaceuticals	Marion Laboratories
Ciba-Geigy	McNeil Laboratories
Cunningham Drugs	Mead Johnson and Company
Cutter Medical	National Wholesale Drug Co.
Dorsey Laboratories	Parke Davis
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Gordner's Pharmacy, Ltd.	Smith Kline and French Lab.
P. C. Jezewski Drugs	Travenol Laboratories
Key Pharmaceuticals	The Upjohn Company
Eli Lilly Company	

NEWS IN BRIEF

Dr. Mickey C. Smith of the University of Mississippi and a former Editor of *The MASK* is the recipient of the first annual AACP Distinguished Educator Award. Dr. Smith was nominated by his peers and selected for the Award by the AACP Board of Directors in recognition of his record of excellence in teaching, educationally-related research and service activities.

Thomas E. Blanchard has been named director of marketing plans for Eli Lilly and Company. Tom is a 1961 graduate of SUNYB and has been with Eli Lilly since 1968.

Dr. and Mrs. Frank H. Eby celebrated their 60th wedding anniversary on July 28, 1981.

Richard Ashbaugh (Beta Omega) has been appointed assistant surgeon general of the U.S. Public Health Service.

Dr. Norman A. Campbell (BE), Past Grand Regent, has been named to the newly-created position of Associate Dean, College of Pharmacy, University of Rhode Island effective July 1, 1981.

SCHOLARSHIP HONOR CERTIFICATE RECIPIENTS

1980-81

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**University of Missouri-
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Larry Handlin
Bill Cowden
Keith Perkins
Scott Holden
Joe Gier
Tim Smith
Rick Carter
Mike Shoemaker
Hank Wedig
Dan Thompson
Glen Meador
Kim Shores
Kevin Sides

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W. Tompkins
C. Carter
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D. Meyer

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Bryan Gregor
Tim Mangin

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Ross Kushner
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Dennis Parker
Terry Vest
Douglas Vaal

PSI

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J. Steven Owens
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Larry M. Rouse

C. Wyatt Thompson
Jerry S. Trotter
Larry A. Wiley

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Dwight Marble
Tony Coniglio
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Joe Booruji
Jeff Harrison
Marty Forest
Bill Barberi
Tom Chamberlain
Jack Hulbitzel
Ed Staffa

BETA ETA

West Virginia University

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Thomas F. Law
Donald E. Berisford
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Vincent M. Gioia
Michael A. Massett
Joseph C. McGlothlin
Larry H. Prunty
Stephen E. Toompas
David P. Andrews
Karl W. Sommer
Ted D. Thornton
Paul G. Stakias
John A. Swisher, Jr.
Kevin Wesley Yingling
Michael T. Nordsiek

BETA KAPPA

University of Pittsburgh

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Susan Fidler
Lynn Gawne
Suzanne Wysocki
Michael S. Kline
John R. Slagle
John S. Mytrysak
Ronald D. Frola
Christine Carey
Anne D. Redding
Christina Ruscitto
Kent Maneval
Fred Rispiagliati

BETA NU

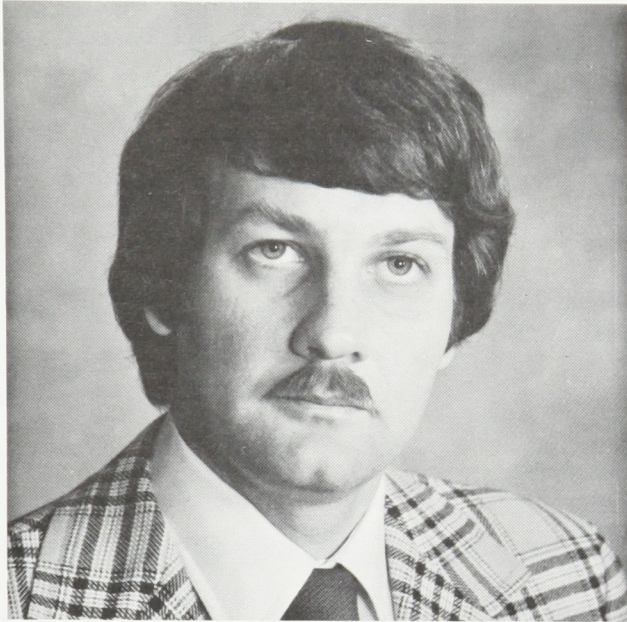
Creighton University

Eli Abou Chedid
Steve Borin
Don Howard
Lester Lorhan

Continued on page 18

THE SOCIAL AND BEHAVIORAL SCIENCES FOR PHARMACISTS OF THE FUTURE

by Holly L. Mason



Holly L. Mason is an Assistant Professor of Pharmacy Administration at the Purdue University School of Pharmacy and Pharmacal Sciences. He was initiated into the Beta Psi Chapter in 1969 at the University of Wisconsin and served as Regent of the chapter in 1972, his senior year. Holly was awarded the Ph.D. degree in 1979 at the University of Wisconsin in the area of pharmacy social and behavioral sciences prior to joining the Purdue faculty.

Social/Behavioral Sciences in the Pharmacy Curriculum

Over the past ten years a significant change has occurred in the training of pharmacy students. The central feature of this change has been the implementation of clinical pharmacy education. The Study Commission on Pharmacy (Millis Commission) in their 1975 report, *Pharmacists for the Future*, analyzed in-depth the present and future needs of the profession. They strongly emphasized that the clinical practice role now evolving requires the ability to work with both drugs and the people who use them.

In the future the knowledge and skill must be of drugs and of people. . . . The knowledge required of the pharmacist of the future must encompass not only the physical and biological sciences but also the behavioral and social sciences as well. The skills required of the future pharmacist must be those of dealing with a drug as a biologically active chemical and those of dealing with the complexities of a living and behaving individual.¹

The Study Commission further observed that in existing pharmacy school curriculums, "Knowledge about drugs appears to be much more heavily stressed than knowledge about people," and that as a result, "The present day pharmacy graduates have much greater knowledge of drug products and their effects on the human organism than they have of human behavior."² The report concluded that to optimize the future pharmacist's clinical role, more attention must be given to altering this imbalance.

The schools of pharmacy are responding to this mandate to correct the deficiency in the "people portion" of their programs by developing the social and behavioral science

(SBS) component of their curriculums. A whole new inventory of topics has been introduced to the pharmacy student, either through separate SBS classes or by integration with other coursework. People-related topics that were scarcely mentioned a decade ago have become standard fare for today's pharmacy student. Patient compliance, illness behavior, the placebo effect, health beliefs, and communications are all now well-established topics of study. These are just a few of the areas where it is essential for the pharmacist of the future to have SBS-based knowledge and skills.

From a broader perspective, it is important to recognize that the SBSs provide a framework for understanding our actions and the action of others, as individuals, or groups, within our social environment. Thus, a knowledge of SBS principles will be crucial for understanding the continuing changes in pharmacy as well as for establishing a basis on which to predict and influence the way patients, other providers, or other segments of the health care system will react to the ideas embodied in the patient-oriented role envisioned for pharmacists of the future.

Social/Behavioral Sciences and Student Experience

As a pharmacy student you are often faced with information overload. There is a seemingly unlimited amount of material in the pharmacy curriculum vying for your limited time. Early in pharmacy school the basic sciences require most of your attention. At that point you are primarily concerned about understanding drugs from a theoretical point of view. However, as you move into the clinical experience portion of your education, you must orient yourself to applying your knowledge of drugs to actual people. It is here a SBS-derived understanding of the way people react in various situations becomes invaluable as a basis from which to formulate your own activities.

As a pharmacy student you are often faced with information overload. There is a seemingly unlimited amount of material in the pharmacy curriculum vying for your limited time.

The SBS principles and concepts you learn in pharmacy school will be directly applicable in the "real world" pharmacy setting. The problem is that you need the opportunity to develop your people-related skills by practicing them. For example, you are or will be aware of a number of strategies that have been used to improve patient compliance. By trying these strategies with various kinds of patients, you will learn which approach works best for you with which kind of patient. This is one reason why most pharmacy faculty members advise you to get as much pharmacy experience as possible before graduation. In no area is practical experience more important than for understanding people. So, if you do work in a pharmacy before graduation, be aware of what is going on around you. File your experiences mentally. If you later reanalyze them in light of SBS concepts you are introduced to, they can provide a wealth of fascinating examples of the SBS principles in action.

If you don't have the opportunity to work in a pharmacy, your first real chance to apply SBS principles will come during the practical experience component of your education. But, don't be overly concerned if you have little previous experience, because people-oriented skills are most effectively mastered when combined with opportunities for developing and sharpening them in the supervised clinical setting. It is here where you have the best chance to put it all together—your knowledge of both drugs and people—through repeated interaction with patients, pharmacists, and other professionals in actual practice situations.

By watching successful practitioners you will learn that patient-oriented practice need not be clinically complex. I've always found it interesting that the best therapy in the world for many patients is the pharmacist's willingness to answer questions, or just listen.

Social/Behavioral Sciences and Patient-Oriented Practice

Most successful pharmacists will tell you, in so many words, that they are intuitively skilled at understanding what makes their patients "tick." It really isn't intuition they are drawing on, but rather they have learned to effectively apply SBS-based skills in their practices. A principle feature of the SBSs is their relationship to day-to-day living. They are the sciences of experience in that many SBS concepts discussed in the classroom can be demonstrated in real-life situations just by interacting with another person. As a pharmacist for the future, you will be expected to master ideas embodied in the SBSs earlier in your practice career than did today's practitioners.

By watching successful practitioners you will learn that patient-oriented practice need not be clinically complex. I've always found it interesting that the best therapy in the world for many patients is the pharmacists's willingness to answer questions or just listen. These pharmacists' practical knowledge of SBS concepts maximizes the effectiveness of their interactions and often provides a therapeutic bonus by clearing up misunderstandings or other patient problems that may affect therapy. As the pharmacist of tomorrow, you will have the training to serve the patient even more effectively, both therapeutically and as a human being.

"What is it that you do there behind the counter?"

By using your training and knowledge in the SBSs, you will have a role in advancing patient-oriented pharmacy practice. Advancing pharmacy practice in this context means using your skills to implement and improve upon the kinds of services needed to insure effective and efficient patient therapy. Pharmacists of the future must be problem solvers. This entails working with and understanding others. A growing body of research in the SBSs is concerned with identifying effective methods for solving patient problems: How do we improve compliance? How do we meet the special needs of the elderly? How do we improve our interactions with the patient's physician? How can we provide these patient services economically? Answers to all these questions and numerous others are being developed as pharmacy-related SBS knowledge grows. This knowledge, in turn, gets recycled in the form of practical applications used to further pharmacy practice.

...it must be stressed that the clinical practice role is still developing.

Finally, it must be stressed that the clinical practice role is still developing. It is by no means certain what tomorrow's pharmacy practice will be like. It is said of yesterday's pharmacist that he was too often content to let the cash register establish his relationship with patients. Even today, pharmacists too often wait for the patient to ask questions instead of taking the initiative to head off problems or to demonstrate the value of the services they have to offer. You, as a pharmacist of the future, must do more if you are to secure your claim to be a clinically oriented practitioner. When you move from the classroom to the pharmacy, you must both perform and promote the patient-oriented role embodied in your pharmacy training. The SBSs provide you with an understanding of how the patient and others will react to you, what their needs are, and how you can solve their problems. It is then up to you to apply your people-oriented skills to provide quality pharmaceutical services. However, you must also make an additional commitment to identifying and explaining your role in response to various forms of the stated or frequently unstated question; "What is it that you do there behind the counter?" It could mean your future!

References

1. **Pharmacists for the Future. The Report of the Study Commission on Pharmacy** (Ann Arbor, MI: Health Administration Press, 1975), p. 101.
2. *Ibid.*, p. 126.



**BLYTHE HONORED
WITH HONORARY D. Sc.**

The Albany College of Pharmacy (Union University) conferred an honorary Doctor of Science degree upon Dr. Rudolph H. Blythe at its Centennial Commencement exercises. In its presentation, it cited his pioneering contributions to pharmaceutical formulation of superior dosage forms and to his role in promoting graduate education in pharmacy.

Blythe maintained his interest in Kappa Psi long after serving as Vice-Regent of Beta Delta in 1931. He was a member of the National Executive Committee from 1951 - 1958 and recently received his certificate of the Order of the Golden Mortar.

He has received many awards for his contributions to Industrial Pharmacy and to graduate education in pharmacy, but is best known for having conceived the idea for, and for having lead the laboratory team that developed the first practical sustained release dosage form.

Blythe still continues his interest in pharmaceutical activities while enjoying his retirement in Gainesville, Florida.

FUND RAISING TIPS

Submitted as part of the report of the collegiate development committee to the 40th GCC - written by Wayne R. Marquardt, other members of the committee were Alan L. Hanson and Kenneth W. Kirk.

ANATOMY OF SETTING UP A PROFESSIONAL PROJECT AND/OR FUND RAISING EVENT

1. develop the project
 - a. determine the needs of the school
 - b. determine the needs of the surrounding community
 - c. determine the type of project i.e. fun vs. serious
 1. diabetes screening vs. talent show
 2. charity fund raiser vs. house fund
2. Get approval of the majority of the Brotherhood
 - no matter how good the project may be, if the Brotherhood will not get involved and participate in it, it is doomed to disaster.
3. committee
 - a. chairman (1) has final say and coordinates the entire project
 - b. members of the committee (3-10) depending on the size of the project will set up individual parts of the project.
 - c. this does not in any way exclude the Brotherhood from participating in the project
4. time and date
 - pick a date well ahead of the project so there is enough time to develop and fully plan for the project
 - include place, time of year, and time of day for the project
 - take into account such things as holidays, exams, vacations, and general availability of Brothers. Also see what other events are scheduled for that time period (Dinner dances, fraternity weekends, alumni days, etc.) You want to plan it so the maximum amount of Brothers can serve the maximum amount of public during the Fraternity project
5. timetable
 - set up a timetable for committee meetings and deadlines for the project
 - make sure advertisements, letters, and invitations are sent out with ample time for the other side to plan or give a response
 - plan on materials that will be needed and used
 - if possible have a dry run of the event to work out any unanticipated bugs (this will enable you to prevent last minute corrections and/or additions.)
6. after the event
 - send out letters of thanks or appreciation
 - return all props borrowed or rented
 - make sure the area you used is returned to the condition previous to the fraternity's use
 - pay for or replace all damages

Murphy's Law - prepare ahead and consider all options for whatever can go wrong and will go wrong at the worst possible moment. So anticipate EVERYTHING.

RUSHING (to impress rushee)

1. Plan events so as not to conflict with the rushee's exams, early morning classes, etc.
2. Have Brothers actively meet and talk to freshmen, (good for when blackball comes around), especially younger Brothers who just entered the fraternity.
3. Plan events ONLY for the prospective rushees.
4. Plan rush as not only a good time, but also as a learning experience about the fraternity and fraternity life in general. (i.e. highlight professional activities of the fraternity, Brothers who are officers, or who are actively involved with campus organizations). If the party is in a house, stress the work the Brothers must do for upkeep (painting, panelling, cleaning, etc.).
5. Try to have prominent faculty Brothers at all rushes and pledging activities.
6. Take slides or pictures and names of each potential rushee attending a rush function. This will help identify a name and a face at a future blackball meeting.
7. The newest initiates into the Brotherhood should sponsor a private "non-fraternity" party for rushees interested in pledging.

BLACKBALL MEETING

1. Plan the meeting at a time when you are able to have a leisurely and possibly a lengthy meeting. Do not schedule around exams or vacations.
2. Plan the meeting to be strictly a blackball meeting, no other Fraternity business should be brought up at this meeting.
3. No drinking.
4. Mandatory attendance.
5. The use of slides or pictures will help identify the rushee in question.
6. Let all Brothers have a turn to speak (pro then con) about a rushee. (see #2 in rushing section)
7. Two questions should be asked of all who speak about a rushee;
 - a. What can he/she do for the fraternity?
 - b. Would you mind calling him/her Brother?
8. Set up a fair voting procedure;
 - a. show of hands, if more than three people vote to PASS an applicant, there is no vote necessary to give a bid. The applicant may be brought up again at a later blackball meeting. (usually used if no one really knows the applicant)
 - *watch out, this may also be used if some Brother has a personal gripe or vendetta against the applicant.
 - b. secret vote; by paper or marbles
 - white ball - allow applicant a bid to pledge
 - black ball - three will not ever get a bid
 - abstain - do not know enough about applicant to judge one way or another

DEADLINE FOR THE NEXT ISSUE IS NOVEMBER 20, 1981! Please send all news directly to the editor, NOT the Central Office!

PLEDGING & RUSHING HINTS

RUSHING & PLEDGING

Plan for a quality rush and pledge program.

There probably is no such thing as a bad pledge, only bad teachers of a pledge. He wouldn't pledge if there wasn't some interest there. Show interest in him and it will most likely be returned ten-fold.

QUALITY PLEDGE PROGRAM

1. Have a planned pledge program, at the beginning of the pledge program. Know what happens each night/day (include all major activities and undertakings.)
2. The first night explain what is expected of pledges. (duties, dues, work nights, etc.)
3. Big Brother/Sister - either chosen by pledge or by the fraternity for the pledge. Make sure time is regularly allotted for a big brother/little brother meeting.
4. Make sure pledge knows at least the names and home towns of all Brothers before the end of pledging. *This is one of the most important aspects of the pledging program.
5. Test all pledges. They should have a working knowledge of the history of Kappa Psi in the pledge handbook. (see enclosed exams of Eta Chapter) Make sure all knowledge will be useful.
6. Bring pride in being a Kappa Psi pledge.
 - a. Dress professionally during school hours. (shirt/tie/jacket or white lab jacket with name tag.)
 - b. Never degrade or embarrass a pledge in public, or hold him up for ridicule. This doesn't mean you can't have fun with a pledge, just make sure that he doesn't lose his self-respect or his respect for the Fraternity or the Brothers.
 - c. If the Fraternity has a house, have the pledges work on some project for improvement and upkeep of the House.
 - d. Have at least one professional project sponsored solely by the pledge class, and run by them.
 - e. Have the pledges make their own paddle. (sanding, painting, decorating, etc.)
 - f. Pledging is just as rough on the involved Brothers as it is on the pledge. Let each of them learn during this experience.
7. When pledging is done at the end of the day or the end of a work night, consider them Brothers. Let them have use of the Chapter Library, party privileges, housing privileges, or whatever else he can expect to enjoy as an initiated Brother. Pledging should never be a twenty-four hour a day job.
8. Allow only pledges who pledge at Fraternity functions. This should only last as long as the pledge period lasts. Keeping outsiders from attending Fraternity functions during pledging will give the pledge the feeling that he is important and you don't just want another body or dues paying member.

Ideas for pledging

1. A scavenger hunt with both the Brothers and the pledges joining in on the festivities.
2. Turn about day - this is a single day done once towards the end of pledging where the Brothers become pledges for a day and the pledges become Brothers for a few hours. This has endless possibilities.
3. A party and/or breakfast sponsored by the pledges for the Brothers.
4. If possible integrate the pledges into ongoing fraternity activities, intramurals, professional projects, etc. There is also the idea of letting the pledges attend portions of a non-ritual meeting. This might be especially valuable if the outcome of the meeting will affect the pledges after they are initiated.

5. Allow pledges time off for rest and study during long work nights. Since Kappa Psi is also a professional fraternity we should care about the academic standings of future Brothers. A Brother on academic probation is of no real use for the Fraternity. Time should be given the nights before quizzes or tests. There should be no worknights one week before midterms or finals.
6. There should be a system of rewards/punishments with specific penalties listed during the pledge period. (i.e. merits/demerits)
7. Have something planned at the end of the pledge period which will equalize all Brothers in the fraternity. This will prevent hard feelings and recriminations from occurring. No one can then say that "you had it easier during pledging than I did". Ideas for this would include a Hell Night or an Inquisition.

INITIATION

1. This is a very serious affair. Brothers should be dressed up and all parts should be rehearsed before the initiation ritual.
2. No drinking before or during the ritual.
3. Mandatory attendance.
4. Have the Fraternity or the Brothers throw the new Brothers a congratulations party after the initiation.

POST-INITIATION

1. Get the new Brothers involved immediately in full Fraternity functions. Such ideas are to place them on standing committees and projects. I have also seen certain offices of different fraternities which were picked by the incoming Brothers (i.e. corresponding secretary, IFC representative, etc.)
- Pledging is one of the most important projects of any Fraternity. Not only is it the only way of self-preservation, but also the quality and attitudes of those pledging will affect the Fraternity once you and I are gone.



"LOST BROTHERS"

If you are a Kappa Psi brother and do not receive information from the Central Office, or if you know of a brother who does not, please contact Executive Director Magarian at:

The Central Office - Kappa Psi
College of Pharmacy
University of Oklahoma Health Science Center
644 NE 14th St.
Oklahoma City, OK 73190

chapter news

GAMMA XI

University of South Carolina

Our officers for the 1981-82 year are as follows:

Regent **Terry Rayfield**
 1st Vice Regent **David Sims**
 2nd Vice Regent **Randy Marchbanks**
 3rd Vice Regent **Mike McIlwain**
 Acting 4th Vice Regent **Henry Armatys**
 Secretary **Mike Porter**
 Treasurer **Henry Armatys**
 Historian **John Morgan**
 Chaplin **Don Manus**
 G.C.D. **Casey Chapman, RPh**
 G.A.D. **Dr. John Voris**

This year, as always, the Brothers have been very active. We made \$1,200 by selling mums for Homecoming, which not only showed our support for George Rogers; the Heisman winner; but our Carolina Pride. This adventure also took us out of a very bad financial problem. Other projects we did were to teach CPR to Explorer Scouts, video-tape a program about accidental poisoning and its prevention; which is being shown to local grammar schools, sponsoring of a child through art classes through the Kiani Foundation. During Poison Prevention Week we had a table at one of the local malls to inform the public of poison prevention. During Family Fest; a state wide sponsored affair; we again talked about poison prevention and a program entitled "Drugs and Driving". Finally, during our Spring Health Fair, we held a hypertension and a blood typing screening.

Our parties this year were interesting and unusual; such as a barbecue dinner after a home football game, a victory celebration of the Heisman, and a PJ-"PJ" party. Our winter formal was held at the St. Andrews Clubhouse on Dec. 3rd and our spring formal was held on May 5th at the Camelot in the Hills clubhouse, to welcome our 10 New Brothers.

In March we traveled to Charleston, S.C. for the Province III Convention. All who participated had a great time and we didn't even get "seasick" on the harbour cruise. At the convention, we were awarded the "Outstanding Chapter of the Year" award. This makes 8 out of the past 11 years. Brother **Henry Armatys** was elected to the office of the Province III Chaplin.

Henry T. Armatys

PROVINCE V

University of Toledo

Province V's Annual Convention was held this year in April in Sharonville, Ohio, with our host chapter being Cincinnati. Delegates assembled from the various Chapters and much enthusiasm and hard work helped make the convention successful.

Elections were held at the Assembly and the results were as follows:

Satrap **Don Kupper** (Ky. Grad.)
 Vice Satrap **Mike Marx** (Beta Phi)
 Sec.-Treas. **John Cerrito** (Cin. Grad.)
 Historian **Rob Carter** (Beta Lambda)
 Chaplin **Pat Shea** (Gamma Delta)
 Delegate to GCC **Robert Smith** (Mu Omicron Pi)
 Alternate **John Nygard** (Mu Omicron Pi)

We are very proud of our new officers and hope that each chapter supports them. We wish the very best to each of them in achieving the goals of the Province.

A special "thank you" goes to Grand Regent Dewey Garner for his support and comments throughout the assembly. Also attending were Joe Miletta (2nd Grand Regent), William R. Smith (Province V Supervisor, Grand Counselor), Dick Doughty (Grand Council Deputy, Past Grand Ritualist) and Dr. Bob Lee (Asst. Dean, Univ. of Cincinnati, College of Pharmacy).

We tip our hats to the Brothers of Mu Omicron Pi, who were this year's Outstanding Chapter of the year. Also this year a special award went to Gamma Iota being awarded Outstanding Chapter Improvement Award.

Province V Chapters' have a strong heritage for Kappa Psi, and their Brothers showed it at this year's Conference.

Robert W. Carter
Province V Historian

Continued on page 19

Continued from page 13

BETA RHO

University of Mississippi

George C. Hurst
 Charles G. Rymer
 James H. Wise

BETA CHI

Drake University

Steven King
 John MacDonald
 Tim Michels
 David Newell
 Steve Oster
 Ron Snow
 Dale Wagener
 Tim Block
 Robert Harvey
 Ronald Kijowski
 Robert Kuhl
 Carter Scofield
 George Sippel

BETA PHI

University of Cincinnati

Steve R. Adoryan
 Philip C. Garber
 Ronald L. Pohl
 John E. Reilly
 Paul Conover
 Edwin A. McCray

GAMMA EPSILON

University of Nebraska

Richard L. Aerts
 Dean L. Arneson
 Douglas Baltes
 Dominic Baron
 Gregory Bland
 David J. Effken
 Dan P. Gardner
 Howard K. Levy
 Bruce A. Lewandowski
 Alan F. Parr

James Ray

Geoffrey Zeldes
 Robert Dudzinski
 David Hutsell
 Kevin Kratz
 Peter Matravers

GAMMA GAMMA

University of Texas at Austin

Stephen Edward Boswand
 Claud Cameron
 Robert V. Demarest
 Dennis Wayne Song
 Robert Oddy Williams, III

GAMMA DELTA

Ohio Northern University

Bruce Elliot Franken
 Frank George Farone
 Hanley Hanford Wheeler

BETA PI

Washington State University

Dale N. Hackney
 Martin A. Hanson
 Paul T. Jaquish
 Daniel G. Steiber
 Margaret L. Fanning
 Larry Edward Weber
 Charles Lewis James
 Eric D. Werttemberger
 Roger A. Woolf

BETA OMICRON

University of Washington

Martha Farrance
 Gerald Johnson
 Nelson Kaneishi
 Cynthia Potts
 Douglas Sharp
 Ralph Stuart
 Einar Tjolsen

chapter news

Continued from page 18

BETA CHI

Drake

This year Askelpios Keys were awarded to **Ken Cosmer, Tim Michels, Steve Oster, and Dale Wagener**. Congratulations for a job well done.

Beta Chi elected **Cheryl Daum** as our Sweetheart this spring for her outstanding service to the chapter.

Beta Chi's new little sisters during 1981 are: **Ann Armstrong, Doreen Carter, Brenda Grubbs, Michelle Landeck, Kris Mizgate, Renee Werchan, and Sue Wright**.

Outstanding active member was awarded to **Jack MacDonald** and outstanding Senior was awarded to **Dale Wagener**.

Professional activities during 1981 included hypertension screenings, CPR instruction at the YMCA, Poison Prevention talks at local grade schools during Poison Prevention Week, and talks on "What is a Pharmacist" at several schools.

Officers for the 1981 calendar year are:

Regent	Perry Mackrill
Vice Regent	Dave Striker
Secretary	Peter Alden
Asst. Secretary	Dan Fisher
Treasurer	George Sippel
Pledge Trainer	Alan Kellogg
Asst. Pledge Trainer	Dwayne Riendeu
Chaplain	Carter Schofield
Historian	Dave Sula

Dave Sula

GAMMA NU

University of the Pacific

The Brothers of Kappa Psi, Gamma Nu Chapter, would like to congratulate the graduating senior class members. Further congratulations go out to **Gordon Hayashi**, the outstanding KY graduating senior and to **Debbie Wong**, the outstanding KY little sister. Graduate **Scott Robertson** will continue his education by entering the Masters Degree Program in electro-physiology under **Dr. Howell Runion**.

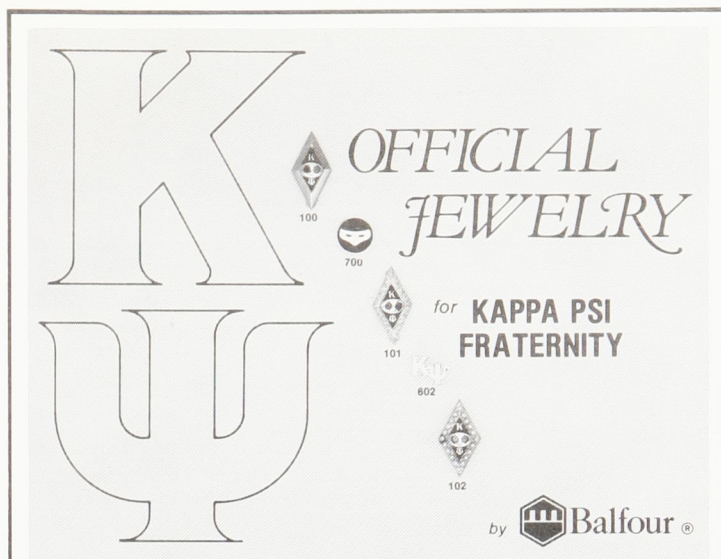
The SAPHA Spring Picnic turned out to be a rousing success this year!

Academically, **Larry Hall, Phil Dedded, and Ken Morris** were awarded the Kappa Psi Recognition Award of Academic Achievement. Congratulations guys.

The newly elected officers for this year are:

Larry Hall	Regent
Edward Derderian	First Vice Regent
David Quon	Second Vice Regent
Gene Wong	Recording Secretary
Gordon Wong	Corresponding Secretary
Brad Hoshiko	Treasurer
David Krajci	Chaplain
Darryl Nomura	Historian
Ray Welz	Sargent-at-Arms

Many of the graduate brothers who responded to our readership questionnaire were concerned that news from their chapter of initiation was not included in the **MASK**. All chapters should make a strong effort to be sure that they have an article in each issue of the **MASK**. Please mail your chapter news article directly to the editor.



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In the next issue:

Communication Skills by Dean Norman Billups
More Convention News & Photographs
Margin of Success