

The Blue & Gold Triangle

LAMBDA KAPPA SIGMA —— INTERNATIONAL PHARMACY FRATERNITY



**ANITA MEEK,
PRESIDENT OF
W.O.N.A.R.D.**

On September 24, 1981, at the NARD convention in San Antonio, Texas, Anita Battista Meek, member of Phi Alumnae chapter of Lambda Kappa Sigma was installed as National President of W.O.N.A.R.D. She was National Treasurer in 1957, and has served as 5th, 4th, 3rd, 2nd and 1st Vice Presidents up the rungs of the ladder of Presidency. She has also been the President of Chapter 20, Indianapolis.

As a loyal member of Lambda Kappa Sigma for 43 years, she was a charter member of both Phi and Phi Alumnae chapters. Besides holding offices in both chapters through the years, she is a member of Rho Chi, NARD, Indiana Pharmaceutical Association, and Indianapolis Association of Retail Pharmacists.

Anita's background in pharmacy experience has been an interesting one. During World War II, when her brother left for the Navy, she kept his retail pharmacy going until he returned. She then tried her hand at hospital pharmacy and worked for a few years at Methodist Hospital. After that she tried the chain store Haag Drugs for about 7 years. However, in her later years, she had returned to her first love, the independent pharmacy from which she has recently retired.

(Con't pg.8)

PROJECT HOPE SALUTES LAMBDA KAPPA SIGMA FOR FUND RAISING EFFORTS

Various Lambda Kappa Sigma chapters have supported Project HOPE by staging fund raising events. As Lambda Kappa Sigma gears up to increase the promotion of Project HOPE and its medical education programs, we would like to combine our Thank you with a general statement and update for all who may not know about HOPE's goals and accomplishments.

Project HOPE (Health Opportunity for People Everywhere) is the principal activity of the People-to-People Health Foundation, Inc., an independent, nonprofit corporation. Its principal objective is health care education at home and abroad. Through HOPE, health personnel in the developing world are taught modern techniques of medicine, nursing, dentistry and allied health. Eventually, HOPE-trained personnel assume full responsibility for teaching and treating their own, in their own self-sufficient health care program. HOPE activities also help policy leaders in the United States learn new approaches to the health care of the American people.

Project HOPE was founded in 1958 by Dr. William B. Walsh: "Hope began not as a job but as a philosophy, not an idea but an ideal based on the premise that we in America did not have the obligation of taking care of the world, but rather because of our blessings, to help the world take care of itself. The essence is teaching; the basis is partnership."

The story of HOPE, of course, begins with the world's first peacetime hospital ship, the S.S. HOPE. The ship

was a teaching hospital, and for 14 years brought her cargo of health educators to developing coastal nations that had requested HOPE's assistance. America's ambassador afloat brought hope and improved health to Indonesia, South Vietnam, Ecuador, Guinea, Nicaragua, Colombia, Ceylon (Sri Lanka), Tunisia, Jamaica, and Natal and Maceio, Brazil.

In 1969, HOPE brought its international teaching to the American Southwest. Using their HOPE training, Navajo Indians in Ganado, Arizona administer the country's first Indian-operated health system, while colleges in El Paso and Laredo, Texas continue to train health personnel for surrounding Mexican-American communities.

Today, HOPE's activities focus upon a developing world that has matured. Nations that once had difficulty defining health priorities have now made considerable progress toward meeting their own national health objectives. HOPE teaching spans the entire spectrum of the health sciences from medicine, nursing, dentistry, health administration, every kind of allied health science and vital auxiliary support.

Since 1958, more than 3,000 HOPE educators have trained thousands of health care personnel who continue to teach and treat thousands more. HOPE has helped to bring the first formalized health care to many areas of the world, pioneered new concepts in the use of auxiliary health workers, helped establish the first schools of nursing, dentistry, physical therapy, and X-ray technology in several regions, assisted in further development of existing teaching institutions, taught hospital staff improved methods of patient care, and trained local personnel to expand public health efforts.

(Con't pg.7)

GRAND COUNCIL INTERIM MEETING

Following a tradition begun in 1871, the Grand Council of Lambda Kappa Sigma convened for its sixth biennial Interim Meeting. Despite three long and arduous days of work (June 12, 13, 14), the entire Council found the "bed and board" of the Haberle home, Des Peres, Missouri, to be more than satisfactory. Past Grand President, Marilyn Haberle, was the gracious hostess to all 10 Grand Council plus our 3 Honorary Advisors and the designated Convention Coordinator. Fourteen was certainly a house full!!

Numerous reports from officers and committees were presented and a large number of issues specific to fraternity business were discussed. Outlined below are some of the highlights of our deliberations.

- Educational Grants were discussed with specific focus on expanding publicity, soliciting more applicants, and further defining selection criteria and qualifications. These continue to be totally funded by the LKS Educational Trust.
- Rules and By-Laws: Proposals for the 1982 Convention will be due to the committee by December 15, 1981. Some issues under consideration include Stray Lamb vote at Convention, paid Grand Editor position, revamped Grand Council election procedures, and re-evaluation of items "Referred to Committee" during the 1980 Convention (e.g. submitting written motions, Director of Chapter Activities position, and some minor procedural items). As these proposed amendments take a more final form, you will be advised.
- Competition for a new LKS Song is still open so get your submissions in.
- The LKS Cookbook is beginning to take shape and should be ready for sale at Convention. Recipes are still needed so please contribute your favorites.
- The budget modifications dealt with so extensively at the 1980 Convention are working out well. A re-evaluation of Alumnae dues billing time is under consideration. (ie., once a year vs. twice a year).
- Project HOPE contributions are coming in but much more work needs to be done to educate our membership about this important philanthropy and coordinate fund raising.

•Interest is growing in activation or reactivation of Alumnae and Collegiate chapters. Growth is a joyful event but much work must occur before a charter is granted. More defined guidelines are being drafted to assist interested groups.

•Balfour is producing a pamphlet advertising our Official and Hygeia jewelry and they have promised to send each chapter a current Blue Book. Jewelry prices will remain the same for 1981-82 and some different jewelry purchase/distribution patterns will be implemented through the Grand Treasurer.

•The LKS International Office continues to be a center of activity and organization. A new typewriter for the office is badly needed and will be purchased soon. Forms and procedures are under review to be certain we are working most efficiently. Establishment of this office and "going computer" has required countless hours of work by Mary Grear and assistant Donna. Reviewing their accomplishments of one short (but very busy) year soundly confirms the step as the right decision done at the right time.

•Title IX is a very quiet issue so far. Current information leads us to believe that no major problems will arise in the near future.

•The Educational Trust is about to undertake a major fund-raising drive. Protection of its status as a public charity is vital and that requires significant amounts of individual contributions instead of large sums from the fraternity's funds.

•As soon as feasible, the go-ahead will be given to the Harris Publishing Co. to produce an Alumnae Directory for LKS. They do fine work and such a directory will help our membership keep in touch.

•A colonization agreement for LKS and Kappa Epsilon has been accepted. This will govern colonization on campuses where one group is already chartered.

•Stray Lambs are a growing group within LKS. For several years the desirability of a Stray Lamb vote at Convention has been under consideration. At the 1982 Convention a proposal will come before the Delegates to allow voting by Stray Lambs based on the number of dues-paid Stray Lambs on record with a minimum of one vote. The Rules and By-Laws Committee invites comments and/or alternative proposal.

•The Blue and Gold Triangle needs articles about career, professional advancement, and officer training. Keep the deadlines of the 15th of September, November, January and March in mind.

•The 75th Anniversary of LKS will be here in 1988. Plans are already underway for a Convention in our founding city of Boston, 75 year Anniversary Certificates, special commemorative items, and a historical update. The 1988 Convention promises to be a monumental one.

•The APHA Task Force on Women in the Pharmacy was discussed at length. Details of the report will appear in a later issue of the Triangle.

•Revamped election procedures for the Grand Council were suggested to the Rules and By-Laws Committee. The specific proposals will go out to chapters later in the year but any and all suggestions are welcome.

•Procurement and distribution of several fraternity items are under consideration: Lamb insignia T-shirts and jewelry, special jewelry items, stationary with our crest for chapter use, gummed stickers with LKS designs, Ritual Ribbons, etc. You'll hear much more about this in the near future.

•The 1982 Convention is scheduled for July 19-23, 1982 at the Sheraton Station Square Hotel in Pittsburgh, PA. Hostess chapters Delta and Tau are hard at work with the LKS Convention Co-ordinator to insure an exciting and productive meeting. Some special continuing education is planned as are several special events and surprises.

•Guidelines are now approved for the Collegiate Representatives to the Grand Council. Regional Reps. are due to be named soon and should be at their respective Regional Meetings. Increased visibility and use of these people is anticipated for the 1982 Convention. Get to know your Region's Rep. and make sure she knows your concerns.

•Numerous other issues were discussed during the 3 days your Grand Council was together. To comment on each specific one or even describe the above in more detail requires much more room than available in this Triangle issue. If you desire more information on our deliberations, I'd be happy to provide it directly to you. Please contact me at: 20013 Hoffstead Lane, Gaithersburg, Maryland 20879, or see any Grand Council Officer.

Respectfully submitted,
Avis J. Ericson
Grand Secretary

“Highs and Lows of Membership - Is Recruiting A Lost Art”

The following address was made by Mary Grear (Grand Treasurer of Lambda Kappa Sigma and newly elected PFA Director) at the Professional Fraternity Association meeting September 11, 1981 in Scottsdale, Arizona. She was preceded on the program by Bill Roach, Executive Director of Alpha Zeta Fraternity (Agriculture).

Bill has shared with us his thoughts on the kinds of members we expect to recruit, on how the numbers of these are limited and on what we can do to improve our membership. What we see then are some membership patterns - that there is a definite trend and that we have membership highs and lows. We can link these highs and lows not only to some external sources such as enrollment declines, Title IX legislation, and competition problems, but also to how effectively or ineffectively we recruit our members.

Since the late seventies we have begun to see a consistent drop in enrollment on the university and college campuses where our chapters exist. This trend of declining enrollment will continue on its course, particularly in the private schools. Our recent PFA survey showed that five of thirteen respondents could link a decrease in membership to a decline in college or university enrollment, that six of thirteen responding had competition problems and that three of thirteen had Title IX problems. All these factors are external in nature and somewhat uncontrollable from within our respective fraternities. To compensate for these negative factors we can turn to a new enthusiasm for joining Greek fraternities that IRAC tells us we are experiencing; and more importantly, established a good sound rush program.

It is my understanding that Title IX is being reviewed and that two sections have been deleted because they were covered in other areas of the act. I also understand that this review is not just a housekeeping measure, but may very well eventually result in the overturning of the act itself as deregulation is now the Washington trend. There has been some legal action against Title IX and a recent case reported that sporting activities which did not directly receive federal aid were not required to follow

the guidelines concerning equal male and female programs. Although, I really do not have any firm feelings, I do speculate on what, if anything, will happen to our memberships if Title IX is overturned.

We have found increasing competition on our college and university campuses and I do believe this will continue to spread. There are some very positive advantages to competition. It definitely wakes you up to the fact that sitting back gets you nowhere and the competition has helped reduce excessively large chapters. Competition also lends itself to the old adage that publicity, whether it be for a Greek fraternity already in operation on campus or a new competition, will further our cause by making people more aware of Greeks.

I would like to share some feelings that I have about how you recruit colleges. On the national level, we have a responsibility of offering our chapters some guidance in rushing. We need to work with a national theme. The American Society of Hospital Pharmacists are using two this year that are quite good. How about “Each one reach one” and “Join us - we can do more together”?

We need to give our chapters tools to work with. Have available for their use a prospectus telling the who, what, when and where of the fraternity. Let the standards and the values of the fraternity be known and identify the benefits of membership. Design or perhaps have Compolith or Maury Boyd and Associates design posters to go along with your national theme. Set recruitment goals and publicize the progress. Offer incentives to the chapters in the form of dues rebates, or cash awards for the chapters with the greatest membership increase. In our PFA management survey, three fraternities reported that two percent of their expenses were for rush related activities. Don't be afraid to budget for rush - it's a wise investment. Make your fraternity very visible. Keep your members aware of your programs and successes and do this very early in the school year.

SELL YOUR ORGANIZATION. Advertise the national affiliation of your group. When you talk about national projects, talk about the thousands of dollars your fraternity donates to philanthropy and the endless hours of volunteer work that your members contribute to the college

campus. Utilize the media to spread your word. Make sure chapters take full advantage of all the opportunities from TV to the Campus news.

BE A CHEERLEADER. Someone famous once said “If you think enthusiastic - you'll be enthusiastic”. Have your membership encourage others to join. Your most effective selling will come from one on one encounters. Use yourself as an example and tell why membership in your organization is important to you.

As a national officer or head of your recruitment program, when you are recruiting make it fun. Avoid the long, business drone of we have a job to do, now lets do it. Keep it “light”. A lack of originality and more importantly spirit will breed a lack of enthusiasm.

Be very organized in your approach. Bill talked about the importance of timing. Let me emphasize that one contact may not be enough, but you don't want to drown anyone with a constant recruit-join song and dance either.

Make your rushee feel at home. It is human nature to want to be accepted. Get to know prospective members and let them get to know you. Your attitude is the most important tool that you take into rushing. Remember that word of mouth advertising is very effective and it's free.

Chapter education is an important aspect of successful recruiting. Utilize regional meetings with workshops on rushing. Try role models and act out situations you might find that are representative of recruiting encounters. Finally, keep national informed of programs and activities that are successful so that we can share with all the chapters what formula increases numbers.

For those of you who have not had an opportunity to see the September issue of the IRAC BULLETIN, I would like to share this short article with you with the permission of Frank Brye, Executive Director of Alpha Kappa Psi.

What Attracts Rushes Best? Personal Contact Of Friends

Alpha Kappa Psi at Indiana University has recently added a new section to its application for membership, which asks the rushee how he or she first learned of Alpha Kappa Psi. Members of the public relations committee have compiled the results in order to determine the most effective means of attracting new pledges.

(Con't pg. 6)

REGIONAL MEETINGS

The **Western Regional** meeting was held October 2-4, 1981 in Pullman, Washington. On Friday, October 2, the Lambs of the Western Region started arriving in Spokane and Pullman. Mu chapter graciously provided transportation to Pullman for those sisters flying into Spokane International Airport. Friday evening found the Lambs doing what they do best—EATING!! Emily Wildermuth (co-ordinator of the regional meeting) was brave enough to invite all takers over for a Spaghetti dinner (Yum!) This was our first chance to meet and get to know each other.

Saturday morning, after a continental breakfast and registration period, we were formally welcomed to Washington State University College of Pharmacy at Pullman by Paula Schulz, president of Mu chapter and Dean Larry Simons-Meier.

Next we introduced special guests attending our meeting. They included: Mary Grear, Grand Treasurer; Pat Tanac, Advisor to the Grand Council and Past Grand President; and Norma Wells, Past Grand President.

We started the business meeting by discussing Revenue sharing and Project HOPE. Then, using the Manual of Chapter Operation as a guide, we discussed such things as chapter obligations, Grand Council accessibility, pledging, educational grants, etc. Mary Grear gave us an *extensive* update on the International office and our computerization.

Just prior to lunch, Linda Garrelts, a WSU college of Pharmacy alumni, gave a slide show on what she has done to make her job more interesting for her. Basically she started as a staff pharmacist at Jones' Low Price Pharmacy and through community involvement (BP screens, public education,) and her outgoing personality has grown to be respected in the community and to own half the business. Linda was just starting a series of mini-lectures for the local TV station when we met her.

Our first speaker, Alice Nicoliasen, is an RN who now is one of the five Directors. (Topic of the speech was Women in the Executive Role.) Next we had Ann Dupuydt from the Womens Center at the university tune in our thought processes to areas where

the difference between aggressive, passive and assertive action would be highly significant.

After only a brief break we met for our final banquet held in the Compton Union Building (CUB). After pictures and story trading, we dispersed—some to return to Spokane for early flights home and some to local motel for more discussion. The late night discussion addressed problems with professional projects, money making projects and budgeting.

Sunday morning was a time for leave taking and independent departures (Chi alums had the pleasure of Mary's company for the trip home to Seattle).

A special thank you to Emily Wildermuth for co-ordinating the meeting so it ran smoothly and for Mu chapter for making our time in Pullman so nice. Well Done Ladies!!!

Submitted,
Pat Landers



The 1981 **Mideastern Regional** meeting took place in Philadelphia, Pennsylvania on October 9-11 at the Holiday Inn, University City. Delegates in attendance represented Delta, Eta, Tau, and Alpha Alpha collegiate chapters and Eta and Tau alumnae chapters. Alpha Theta collegiate chapter was unable to send a delegate but did submit a chapter report. Also in attendance were Grand President Judy Riffée, Grand Vice President Patti Kienle, and Mideastern Regional Supervisor Ruth Brown.

The morning's program consisted of announcements and the opening business session during which all the chapter reports were read. A Founder's Day ceremony was held and Judy Riffée conducted the Memorial Service to honor our departed sister, Virginia Osol. All members present signed letters that would be sent to our living Founding Members.

Original plans called for the alumnae chapters to break away from the collegiate chapters for separate discussion groups. However, it was decided by the convention at large that a general discussion session would be more beneficial to all. Topics discussed in this session included the biennial meeting plans, problems with the Blue and Gold Triangle, apathy within the chapters, financial problems and money raising projects, the inactivation of sisters, and hazing. At one point in the session Judy Riffée read a

moving letter written by one of our members in Alabama following an attempt on her life in the pharmacy in which she is employed. The letter prompted a discussion during which many of the sisters voiced their concern about the very frightening situations faced by all pharmacists every day. It was the consensus of all present that petitions be signed and sent to Senators Heiz and Spector of Pennsylvania so that our opinions could be heard. Ruth Brown will write the letters.

Judy Riffée addressed the group emphasizing the importance of a good pledge period. She suggested that pledge periods be changed to include more professional and service projects along with the social activities. She repeated the fact that hazing has no part in the training of sisters of LKS and then suggested that chapters begin offering their members more training and activities within our own profession.

Two programs were held on Saturday afternoon. The first was a continuing education lecture about Interferon given by Dr. Zoriana Malseed while the second program given by Ms. Roseanne Johnson focused on investment counseling for women. Both Dr. Malseed and Ms. Johnson are members of Eta chapter.

The keynote speaker at dinner on Saturday evening was Ms. Carol Ann Kell, a local broadcaster who is an expert on "networking". Ms. Kell stressed the importance of women establishing a good professional networking system. Following dinner and Ms. Kell's lecture everyone boarded buses for a trip to the Atlantic City casinos.

A closing business session was held on Sunday morning. During this session it was decided that the Mideastern region make a recommendation to the Grand Council that a no hazing statement be placed in the international by-laws. There was also some further discussion about the Blue and Gold Triangle.

Submitted,
Ruth Brown



The 1981 **Midwestern Regional** meeting was held August 7-9 in Chicago, hosted by Gamma chapter.

The weekend began in the Hospitality Suite of the Lakeshore Best Western Hotel, where an informal party greeted all the guests. Saturday was a day of meeting and discussions. Gloria Bernstein, Midwestern Regional supervisor covered a variety of topics important in the management of any chapter including chapter files, project reports, and financial obligations.

Mary Grear briefly discussed the upcoming fund drive for the LKS Educational Trust Fund, which is being implemented to ensure the fund's exempt status. She explained the need for budgeting within a chapter, and gave a quick run-through on how one might go about it. Anyone with questions concerning budgeting should feel free to contact Mary, as she will be more than happy to help. Mary also discussed the advantages of our newly computerized International Office, and stressed the importance of cooperation in the following areas: 1) Use of proper forms, 2) Typed forms or reports, 3) Prompt payments to the Grand Treasurer. She also pointed out that returned badges are the property of the Fraternity, not of the chapter involved, and as such, should be returned to the International Office.

Marlene Fichter gave an update on the LKS Cookbook, telling us that many more recipes are needed. The goal is to have 500 recipes in the book, so take advantage of this opportunity to share a favorite recipe or two with sisters nationwide. Send them to: Marlene Fichter, 32739 White Oak Trail, Birmingham, MI 48010.

Avis Ericson, Grand Secretary, explained the importance of getting the Graduating Senior questionnaires filled out and returned. These are very important for the Fraternity to continue to grow and meet the ever-changing needs of its members. She then discussed some of the duties of her Office, and the amount of work involved in the interaction of the Grand Council with the chapters, stating that correspondence is a significant factor in the success and growth of LKS.

Guest speaker at Saturday's lunch was Nicole Giancola, Pharm. D., who talked about the proper utilization and growing need for drug information centers. A Continuing Education Seminar was offered, entitled, "Care of the Caretaker: A Program on Burnout".

The rest of the evening was spent in a variety of ways. There was a continuing party at the hospitality suite, visits to Chicago-Fest, Packman, pyramid building, and a late-night walk along the beautiful Lake Michigan.

Fraternally,
Sharon Craig, Alpha Iota chapter



The **Northeast Regional** meeting was held the weekend of September 11-13th, here at the U. Conn. School of Pharmacy in Storrs, Connecticut. Thirty-six enthusiastic sisters attended the Regional representing four of our chapters: Alpha (Massachusetts College of Pharmacy), Alpha Pi (St. John's University), Beta (Albany College of Pharmacy), and Alpha Beta (U. Conn. School of Pharmacy). Michelle DeBalko, Northeastern Regional Supervisor; Patricia Kienle, Grand Council Vice President; Sue Corkum, Grand Editor; and Dr. Steven Gould, Alpha Beta's faculty advisor were present as well.

The Regional Meeting began with Registration and a Wine & Cheese party for all of the sisters on Friday evening. Saturday, following breakfast, various meeting and workshops were scheduled. During the General Session, chapter reports were heard and problems were addressed—the biggest being apathy within the membership and possible solutions to the problem. Two workshops followed, the first being on "Chapter Pledging" and the second on "Industry in Pharmacy". After lunch, the third workshop entitled "Chapter Involvement" and a General Meeting followed. Free time came next with a group picture and visits to the U. Conn. Co-op and Dairy Bar for ice cream. At dinner Saturday evening, Dr. Judith Deglin, our guest speaker, told us of the expanding role which women are playing in the profession of pharmacy.

Alpha Beta wished to thank all of those who attended and helped to make the Regional a success. A special thanks to Michelle DeBalko and Dr. Steven Gould for all their time, help and patience.

Fraternally,
Florence Jello, Alpha Beta



This past couple of months has all been geared to the occurrence of the **Southern Regional** meeting which was held in Lexington, Kentucky on November 6th, 7th, and 8th. The meeting was attended by ALL the 6 collegiate chapters in the region and both of the alumni chapters. We especially welcomed the Alpha Sigma Chapter from Texas Southern University whom we had not heard from for a while.

The meeting started on Friday night with an opening hospitality night. It was a nice time to sit around, snack and chat. Saturday started bright and early with a quick business meeting and a quick run through of the Regional Meeting Reports. Then Mitsuko Perry, from Alpha Nu, led a discussion on Idea-Sharing. Many problems and suggestions were brought up and hopefully solved. The attendance of Judy Riffie, Grand President and Patti Kienle, Grand Vice President helped greatly at this point with all their experience. The Luncheon was highlighted by a fashion show entitled "Dress For Success", that was put together by Jimmi Hatton from Alpha Nu and Dawahare's of Lexington. All the models were members of Alpha Nu! Then the afternoon sessions were presentations on the following topics: "Pharmacy—What's In It For Me" by Maureen Fink, R.Ph.; "Stress and the Pharmacist" by Dr. Rosa Kathleen Riggs; and "Assertive Communication" by Ms. Nikki Garret-Fulks.

The afternoon was then left to going to the Horse Park or relaxing. The meeting ended on a historical note at Spindletop in Lexington. This old plantation house has a lot of Kentucky tradition in it and the banquet hall was beautifully fixed for the banquet. After the banquet meal, Mr. Emil Baker, R.Ph. spoke about his unique community pharmacy practice in Mount Sterling, Kentucky. To relax for the rest of the night, a party co-hosted by Kappa Psi was given.

Fraternally,
Becky Hunter



PFA MEETING, SCOTTSDALE, ARIZONA

The annual meeting of the Professional Fraternity Association (PFA) was held at the Registry Resort in Scottsdale, Ariz. on Sept. 10-12, 1981. Three LKS women were in attendance at the meeting. Judy Riffée, Grand President and Mary Grear, Grand Treasurer attended as delegated from the fraternity and Marilyn Haberle, Honorary Advisor of LKS as well as Past President of PFA attended as a member of the Board of Directors of PFA.

The theme of the meeting was "Members, Money and Management". The program was quite an interesting one utilizing people from inside and outside PFA for presentations. Topics were effective chapter visitations, the selection of officers, fund-raising techniques, the highs and lows of membership, increasing alumni participation, how to motivate members and officers to action and planning a productive convention.

The PFA Career Achievement Award was presented to Dr. Quincalee Brown, of Zeta Phi Eta (Communication Arts and Sciences) for outstanding professional achievement in her field. Dr. Brown is currently serving as executive director of the American Association of University Women (A.A.U.M.) and the AAUW National Foundation. At the time of the award presentation, Dr. Brown briefly addressed the group with regard to current trends in censorship of reading materials in public schools and libraries.

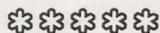
It was a special treat for Judy, Mary and Marilyn to meet with nine members of our Phoenix Metro Alumni chapter. These lovely ladies treated our visit of Grand Council to a most enjoyable dinner and evening out at the Arizona Country Club, which is picturesquely set at the foot of Camelback Mountain. It was a real joy to share with our Phoenix alumni sisters the current state of the fraternity, as well as tidbits of mutual friends in LKS around the country. Among the Phoenix Metro Alumni present were Cecilia Fermaniak, a Gamma initiate and 50 yr. member of LKS, and Stella Lechkum, an Omicron initiate and the first president of the Phoenix Metro chapter. Others present were: Jean

Nahom, Patricia Hoyt, Janet Hegenderfer, Virginia Howe, Vivian Jeras, Nina Foushi, and Dorothy Jaegar.

At the closing session of the PFA meeting, President Dan Beeman presented to Past PFA President Marilyn Haberle, a plaque in recognition and thanks for her hard work and dedication during the merger of P.I.C. and P.P.A., as well as her leadership during the early years of the newly formed P.F.A. We are very proud of Marilyn.

We are also pleased to announce that Mary Grear was elected to the office of Director and will serve on the P.F.A. Board for the coming year. Other newly elected PFA officers are: President, Angela Settell, PhiChiTheta (Business and Economics); V. Pres., Bill Roach, Alpha Zeta (Agriculture); Sec'y, Fanni Hicklin, Zeta Phi Eta (Communication Arts & Sciences); Treas., Toby Hoover, Omega Tau Sigma (Vet. Medicine); and Director, Earle Rotter, Phi Delta Epsilon (Medicine).

As always, many innovative ideas and much fresh and stimulating information was shared among the professional groups. The LKS Grand Council members in attendance look forward to finding ways to utilize that which is relative and useful to Lambda Kappa Sigma.



"HIGHS & LOWS"

(Con't from pg.3)

Committee members have discovered that the best source of new pledges is current active members. Of eighty-seven applicants, forty-two per cent heard of Alpha Kappa Psi from actives. Sixteen per cent became interested through friends, indicating the crucial influence of individuals.

Twelve per cent of the rushees discovered the fraternity from posters and bulletin boards. Another twelve per cent learned about Alpha Kappa Psi from the information table which was set up in the Business Building.

Additional sources of information included the following: the campus newspaper, which nine per cent noted; faculty members, which six per cent mentioned; the business faculty, which received letters announcing rush meetings to be read in classes; alumni, and several miscellaneous sources.

The members of the Public Relations Committee have recognized that approximately sixty-four per cent of rushees discovered Alpha Kappa Psi through direct communication with other people, while a considerably smaller number were affected by the planned efforts to publicize Alpha Kappa Psi. The chapter will base its future plans for publicity on these observations in an attempt to increase the effectiveness of advertising.

—The Diary of Alpha Kappa Psi

We hold onto our collegiate membership for a relatively short period of time when you consider the many years that a member may associate with their professional fraternity. We all have many inactive alumnae members, so perhaps we should also consider recruiting alumni into active membership. We know there is an interest already kindled, or the member would not have chosen to join us in the first place. So it seems that the hardest part of recruiting alumni should have been accomplished. Our PFA survey shows that of those groups reporting, eighty three percent of the current membership is comprised of alumni. Alumni dues accounts for only twenty five percent of income versus sixty percent income from student initiation fees and student assessments.

A good alumni basis can help us in many ways. Although the competition from family and other interests is great, we really should attempt to keep the new graduate as interested in the fraternity after graduation as before. Women have a particular problem or disadvantage in trying to keep in touch because of married name changes. In maintaining our national roster of names and addresses, I am constantly astounded by the vast number of name and address changes that we process. It's hard not to lose new graduates into inactivity, but try hard not to make this mistake.

Interaction between alumni and collegiate chapters can serve many purposes. I'm very impressed when I see strong alumni support for the collegiate chapter. I think this very definitely impresses a prospective rushee.

Metropolitan Alumni chapters can attract even more numbers into the active rolls and sustain a feeling of camaraderie.

One of the greatest downfalls with respect to alumni chapters is the "we always do the same thing" type attitude. Enthusiasm is the key word again. Constantly keep new ideas and new programs before the group and rotate your officers. Don't look like yesterdays lettuce salad to new graduates.

In conclusion, work with committees, set your goals, have a definite plan of action and follow through. You must make some promises when trying to attract membership. You must also live up to these promises. A personally satisfied member will be willing to go out and "beat the bushes" to increase membership.

GRAND COUNCIL

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Midwestern Regional Supervisor-Gloria Bernstein, 1700 44th St., Des Moines, IA 50310

Southern Regional Supervisor-Becky Hunter, Circle Court Apts., #223, London, KY 40741

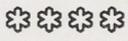
Western Regional Supervisor-Pat Landers, 1518 N. 80th St., Seattle, WA 98103

HONORARY ADVISORS

Marilyn Haberle, 12543 Elaine Dr., Des Peres, MO 63131

Adele Lowe, 6181 N. Parker Ave., Indianapolis, IN 46220

Pat Tanac, 18533 Burke Ave., N. Seattle, WA 98133



HOPE (Con't from pg.1)

HOPE's operations are planned and directed from the Project HOPE Health Sciences Education Center, located in Millwood, Virginia. The Center serves as the nucleus of HOPE's activities in program planning, evaluation, and curriculum development, and a focal point where leading health professional educators, and other interested individuals come to reflect, to share, indeed, to effect change through HOPE activities.

It is the firm conviction of Project HOPE that people are a country's greatest resource. Protecting and improving their health will help them realize their potential and ultimately raise their standard of living. No country or community can be stronger than the health and vigor of its people.

Project HOPE salutes Lambda Kappa Sigma for not only recognizing HOPE's goals but joining with us as we help others to help themselves.

FROM THE VICE PRESIDENT

Our recent Stray Lamb response has been great! For the first time, our computer allows us to identify sisters who've lost touch with the fraternity—all of you out there who thought you'd been forgotten! It's nice to hear so many responses.

These contacts have brought us in touch with many alumnae for the first time in many years. Several of you have asked questions concerning changes in our fraternity that have occurred over the last 15 years or so. Maybe some of you have the same questions.

Why are we no longer a sorority and why did we change? At the 1968 LKS convention, the term "sorority" was official replaced with "fraternity". This action had nothing to do with the "co-ed" issue 14 years later (!), but was done to keep with the trend in professional fraternities.

Didn't we pay \$10 Life Dues at graduation? Some sisters have questioned our recent billing of dues to Stray Lambs because they thought they had paid "Life Dues". The \$10 fee that most of us paid around graduation time was for a Life Subscription to the Blue and Gold Triangle, our publication. Due to some sisters in the late 1920's with brilliant foresight, this fee goes only to the costs of publishing the Triangle. This way, our endowment for this publication is separate from any dues collected, allowing us to have a sound financial base for the Triangle. (Incidentally, the Life Subscription is now a part of the Initiation Fee.) Alumnae who have never purchased a Life Subscription to the Triangle can do so for \$15 through the International Office.

Thanks for your continuing interest!



The Blue and Gold Triangle is the official publication of Lambda Kappa Sigma, International Pharmacy Fraternity published quarterly by Lambda Kappa Sigma.
Ms. Sue Corkum, Grand Editor
22 Hathaway Road, Lexington, MA 02173
Lambda Kappa Sigma is a member of the College Fraternity Editors Association and the Professional Fraternity Association. Next deadline for materials in the Blue and Gold Triangle is January 15, 1982.

LETTERS FROM FOUNDING SISTERS

Dear Sister Avis,

Thank you, so much, for the pot of beautiful golden chrysanthemums with the royal blue bow on the pot.

Thank you, and the many members of the sorority for remembering me on Founders Day.

While I am legally blind, I am thankful that I can see some things. I can no longer read, even with magnifying glasses, but do enjoy talking books.

My best wishes to you and the rest of the members of LKS.

Annabel has had to go to a convalescent home. My family is looking for someone to live with me.

Fraternally, Mary C. Livingston

Dear Avis,

I am Annabel Jones sister writing for her to thank you for the beautiful bouquet the Lambda Kappa Sigma Sorority sent her on Founders Day. I took them to the Convalescent Nursing Home where she has been since the 20th of July except when she has been in the hospital. The family has been called to her bedside on two or three occasions but she has pulled through each time. She suffered a severe shock two or three weeks ago which paralyzed her left side. I am late writing to you as I have been very sick with pneumonia.

Thanking you again,
Harriet C. Filson (sister)

Dear Ms. Ericson,

The lovely chrysanthemum you sent me have brought me much pleasure and I was delighted you remembered me on Founders Day.

I am now 88 years old and until recently, was fairly active. However, age has caught up with me in the past few years among my infirmities is poor vision, hence, my daughter is writing for me.

I have been so pleased being kept informed on the various activities and worth while charities of our sorority.

Please accept my best wishes to you and to all the sorority sisters!
Sincerely, Emma C. Cronin

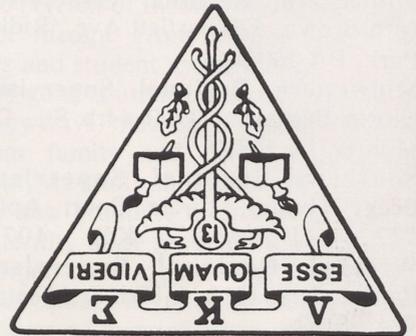




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Address Correction Requested



IO = International Office = IO OFFICE SPOTS

★ Work continues on address updates at the office. We have reached our year end goal of 3000 current alumnae mailing addresses. Our last count was 3050! Congratulations to all those sisters who have worked so hard to help us make our goal. Let's keep up the good work.

★ Greek letter lavaliers are available for Lambda Kappa Sigma through the International Office. The cost is \$11.00. This Balclad pendant comes

with an 18" gold filled chain. Please use the standard jewelry order form as pictured in the MANUAL OF CHAPTER OPERATIONS. Add \$1.50 for postage and handling in your order.

★ Happy Holidays from the International Office. Each year the office receives numerous holiday greeting cards from other fraternities and those who serve as LKS suppliers. Although we can't list all of these greetings, we do want to share these messages with you the Sisters of LAMBDA KAPPA SIGMA.

★ The current MANUAL OF CHAPTER OPERATIONS is available from the IO. Each pledge and initiated member should have their own copy. Alumnae who would like to receive a copy may do so by writing the International Office: 2025 Andrew, Cape Girardeau, MO 63701.

MEEK
(Con't from pg. 1)

Still active in her fraternity and pharmacy groups, Catholic Church, and W.O.N.A.R.D., we offer with pride our congratulations to Anita and wish her well in her year at the helm of W.O.N.A.R.D.

CHANGE OF ADDRESS FORM

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(TRIANGLE mailing label may be attached here)

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City _____ St. _____ Zip Code _____

NEW ADDRESS

Name _____

Street _____

City _____ St. _____ Zip Code _____

CHAPTER of Initiation: _____