

# Laurel

## Inside this issue:

APhA-ASP MRM	1
Chapter Communication Tools	2
EC Officer Spotlight	3
Discussion Board	4
Chapter Spotlights	4
Strategic Planning	5
National Updates	5

## PLS National Officers

- Executive Director: Mary Euler, PharmD
- President: Cathy Worrall, PharmD
- President-elect: Cynthia Boyle, PharmD
- Immediate Past President: Leslie White, PharmD
- Speaker of the House: Lisa Savage, PharmD Candidate
- Member-at-large: Aleshea Schultz, PharmD Candidate
- Treasurer: Alan Spies, RPh, JD, MBA
- Parliamentarian: Jeff Douglas, PharmD
- Administrative Assistant: Rene Horne

## APhA-ASP MRM ~Start Making Plans to Attend! By: Aleshea Schultz, Member-at-Large

Begin preparing to attend your region's APhA-ASP MRM! Again, Phi Lambda Sigma will be represented at all 8 regional meetings. As years in the past, PLS will have a booth set up during the lunch EXPO. Please stop by to learn more about the organization and meet other PLS members, including National Representatives. Remember to wear your pin and receive your free gift when you visit the booth. PLS will also be holding a new event this year at each MRM. We will be hosting a "Happy Hour" for all members right after the Saturday programs (6-7pm). Free appetizers and sodas will be provided. This will give members the opportunity to meet other members and have a moment to relax.

### MRM Locations

- Region 1 Worcester, MA November 12-14
- Region 2 Philadelphia, PA October 22-24
- Region 3 Chapel Hill, NC October 22-24
- Region 4 Ann Arbor, MI October 22-24
- Region 5 Fargo, ND November 5-7
- Region 6 Houston, TX November 12-14
- Region 7 Salt Lake City, UT November 5-7
- Region 8 Phoenix, AZ October 15-17

## Phi Lambda Sigma National Officer Representatives MRM

- |            |                               |                               |
|------------|-------------------------------|-------------------------------|
| • Region 1 | Lisa Savage                   | National Speaker of the House |
| • Region 2 | Cynthia Boyle                 | National President-elect      |
| • Region 3 | Alan Spies                    | Treasurer                     |
| • Region 4 | Aleshea Schultz               | National Member-at-large      |
| • Region 5 | Tracy Allen and Michelle Gail | NDSU Members                  |
| • Region 6 | Rene Horne                    | PLS Administrative Assistant  |
| • Region 7 | Jeff Douglas                  | Parliamentarian               |
| • Region 8 | Mary Euler                    | National Executive Director   |

## Chapter Communication Tools: Creating A Website

### By: Lisa Savage, Speaker of the House

Have you ever scheduled an important meeting or event, and there is a low turnout, because people forgot the date, or “didn’t know” the time, despite all the fliers and emails that were dispersed? There is a simple solution - create a website! Now, I know what you’re thinking – “I have no idea how to do this, and I certainly don’t have the time.” Nonsense. You too, can become web page savvy, even if all of your internet ability ends with checking your email. Here are a few tips for website creation for the internet impaired. First off: learn some of the lingo.

**Webmaster:** the person responsible for maintaining the website. They post information, respond to emails and are in charge of general site maintenance.

**Domain name:** the unique name that identifies an Internet site, ie philambdasigma.org.

**HTML:** Hypertext Markup Language can be described as a set of special codes referred to as “tags,” which instruct a web browser how to display a hypertext document. What does this mean? Basically, it’s the computer language that helps publish information online. You can create a page without ever having to learn HTML, so don’t be frightened! [www.learnthenet.com](http://www.learnthenet.com) provides a wonderful glossary of terms

**Make a list of what information is most crucial for publishing at the present time.**

It’s a wonderful idea to want your site to be a comprehensive information center for your chapter; however, if you have never created a site before, you may want to just post items like calendars, applications, etc. before you decide to post more detailed information. Ask other chap-

ter members what material should be published emergently.

**Draw out on paper what you want your site to look like.** It will be infinitely easier to make a site if you already have a visual aid. Look at other sites to see what catches your eye, and pay attention to details such as clip art, fonts, headings and content. Try to avoid a large amount of text on pages... people have short attention spans.

**Find a publishing program.**

There are several out there: Frontpage (Microsoft), Dreamweaver, Adobe. They can be somewhat pricey, so check around for pricing. Ebay is an option, as well as local electronics stores. My university has a computer store, where I purchased Frontpage for around \$75. I don’t promote software “borrowing” but if you know someone with a publishing program.... Consider ownership of the program – the webmaster can keep it, or see if the chapter wants to purchase the program. An individual should not have to incur the program cost unless they plan on keeping the program.

Like anything else, take some time and play with the program. See how it works.

**READ THE INSTRUCTIONS!**

Make some sample layouts to determine the program intricacies and the timeframe in which to design a page.

**Find a server and create a domain name.**

Many universities have servers (often free) that students can use for site creation and maintenance. Check with your university and see if this is an option for your chapter. The university computing department may also help you learn how to use it. Be aware that when the chapter webmaster changes, the account

may need to change names. Ask if your college will allow you to use their specific server that their homepage is on. There may be some site maintenance or policy issues with this, so be sure to look into other options.

Internet web hosting sites: Yahoo, Geocities, etc. pretty much all have web pages that you can sign up for to use. My personal favorite (and the one I used to create my site) was Catalog.com. It’s \$35/year, easily transferable to another person, and extremely easy to use. Since I was website impaired when I started, the \$35 fee seemed negligible when I discovered that 3 clicks of the mouse would get my page displayed online.

Your domain name should be something catchy and easy to remember (ours is [www.ukpls.com](http://www.ukpls.com))

**Don’t get discouraged!** It takes time and practice, especially if you are starting from scratch. If you have questions, seek out your college’s webmaster for advice, or ask the webmaster of another organization. There are also plenty of internet help resources that offer ideas, direction and free graphics.

**BACKUP ALL OF YOUR FILES AND PAGES,** either on a CD, ZIP, etc. And you thought it was frustrating to lose a term paper....

**Advertise!** Once your site is ready to hit the internet, be ruthless in its promotion... mention it on emails, post the address on the bulletin boards, and reference it in class announcements. If you build it (and shamelessly promote it), they will come...

*“The significant problems we face cannot be solved by the same level of thinking we were at when we created them.”*  
~Albert Einstein



## Executive Committee Spotlight: Cathy Worrall, PLS National President

Dr. Worrall graduated from Florida State University with a Bachelor of Science in Nursing (1985) and practiced as a critical care nurse for four years before entering pharmacy school at the University of Florida in 1989. She graduated with her Doctor of Pharmacy in 1993, and then completed a Specialized Residency in Critical Care and Nutrition Support Therapeutics at the University of Tennessee. She practiced as a critical care clinical specialist at the Mayo Medical Center in Rochester, MN for four years, and then accepted a position as a burn/trauma clinical specialist at the Medical University of South Carolina (MUSC) in 1998. She continues practicing at MUSC, specializing in surgical critical care, trauma and nutrition support. Dr. Worrall was promoted to Associate Clinical Professor in 2003. She pre-

cepts PharmD students, Pharmacy Practice, Pharmacotherapy and Critical Care Pharmacy Residents and conducts clinical research in her specialty practice areas.

Dr. Worrall was initiated as a member of the Iota chapter of PLS in 1991. She currently serves as the faculty advisor of the Beta Chi chapter. Dr. Worrall served in various student leadership roles, including Chapter President, Region 3 Delegate and National Member-at-Large for APhA-ASP. She has continued to serve as an officer in APhA-APPM for the past 10 years. She was awarded fellowship in APhA in 2004.

Major goals Dr. Worrall has established during her year as PLS President include enhancing communication between PLS members nationwide, continuing to build and

enhance the PLS alumni network, recognizing individuals and chapters for their efforts to foster and recognize leaders and support leadership commitment, and securing corporate sponsorship for an annual PLEI/PLS leadership conference for students.

Dr. Worrall is celebrating her 10-year wedding anniversary this October to Dr. Tom Worrall, a graduate of Rutgers University and a Lambda Chapter alumni member. They are the proud parents of Sydney (6) and Charlie and Zachary (4).

*"Successful people do the things failures don't like to do. They don't like doing them either necessarily, but their dislike is subordinated to their strength of purpose."*

~Albert Gray

## Executive Committee Spotlight: Cynthia Boyle, PLS President-elect

PLS President-elect Cynthia J. Boyle is Director of the Experiential Learning Program at the University of Maryland School of Pharmacy where she is a faculty member. She earned her BS in pharmacy from the University of Oklahoma College of Pharmacy and her PharmD from Maryland. She has served as a pharmacist in community, institutional, and consultant practice. As advisor for the School's Student Government Association (SGA) and through the course "Effective Leadership and Advocacy," she seeks to develop leadership in students for their future roles as advocates for patients, the profession, and

public health. She was named "2002 Pharmacist of the Year" by the Maryland Society of Health System Pharmacists. Long active in the Maryland Pharmacists Association (MPHA), she was installed as the 120<sup>th</sup> president in June. Her resolution introduced in the 2000 MPhA House of Delegates eventually culminated in the formation of the Maryland Pharmacy Coalition, which recently invited the SGA to join the four state pharmacy organizations for fully participatory membership. Her service to the American Pharmacists Association (APhA) includes the editorial advisory board for *Pharmacy Today*, the APhA Foundation

Scholarship Selection Committee, and Member-at-Large of the APhA Academy of Pharmacy Practice and Management Administrative Section. She was recognized as a Fellow in the American Pharmacists Association in March and was honored with the 2004 LKS Merck Vanguard Leadership Award in August. She enjoys networking practitioners and student pharmacists with issues and opportunities, and she balances her activities by walking daily in her hometown of Harve de Grace, Maryland, and by kayaking in the Chesapeake Bay.



**Cynthia Boyle**

## Check Out the New Discussion Board on the Website By: Cathy Worrall, PLS President

In an effort to enhance communication between Phi Lambda Sigma chapters, we have modified the Discussion Board on our web site. This page of our web site now enables chapters to post questions and share information with other PLS members around the country. Here is how to get started:

First, log on to the Phi Lambda Sigma web site at [www.philambdasigma.org](http://www.philambdasigma.org), then under PLS Pages, click on the Discussion Board. In order to get logged on to the Discussion Board you need to Register, so click on "Register" at the top right of the page. You only have to go through the registration process the first time you use the Discussion Board. Once you complete the registration process you can log on to the Discussion Board. Click on "General Forum" to view post-

ings on the Discussion Board. I have posted several questions related to chapter fees, meetings, voting, and fundraising that were e-mailed to me by various chapters over the summer. I will continue posting questions and comments I receive on the Discussion Board throughout the year to help generate discussion among PLS members.

To view a posting, just click on the issue of interest under "Thread." If you want to send a Reply, simply click on "Reply" and type your message. You can post a New Message while viewing another message or under the General Forum. Just click on "New Post" in either section.

These hints should get you started. You will also note a frequently asked questions (FAQ) section at the top of the page where other questions

regarding the Discussion Board may be answered.

Please encourage your chapter officers to register for the Discussion Board and log on to it on a regular basis. This tool can significantly enhance communication between chapters if we use it to our advantage. Get logged on today!

*"If you think the problem is out there, that very thought is the problem."*

~Stephen R. Covey

**Remember to submit your Chapter Reports and find your Chapter in the next Laurel!**

## PLS Chapter Spot-Lights By: Aleshea Schultz, Member-at-Large

### Alpha Omicron Chapter (University of Cincinnati)

Members of this PLS chapter, invited Mary Euler, National Executive Director of PLS to speak to their members about the importance of delegating tasks and participation in different organizations. This chapter also hosted Ernie Boyd, the Executive Director of the Ohio Pharmacists Association. He spoke to students about the importance of being involved in state and local organizations, as well as legislative issues.

### Alpha Tau Chapter (University of Arizona)

Members of this PLS chapter, during National Pharmacy

Week, set up a tent on main campus to provide health education and promote the profession of pharmacy. During this event, this chapter teamed up with the Rho Chi chapter to help educate students about acne. This chapter also holds an annual Leadership Awards Day in the spring, to recognize the students for their leadership in pharmacy.

### Alpha Upsilon Chapter (Drake University)

Members of this PLS chapter participated in several service projects throughout the year including, charity walks for diabetes, leukemia and AIDS. This chapter also is working

with the Rho Chi chapter in another community service project. Graduation cords were purchased to honor their members for the first time this year. They felt that this was a great way to show others the participation in PLS.

### Beta Phi Chapter (Shenandoah University)

Members of this PLS chapter held a CV seminar in November, where pharmacy faculty conducted the workshop. They also held a Leadership Challenge seminar in February where a power-point presentation on time management and other exercises were presented.

## PLS Strategic Planning ~2004 Executive Committee Meeting

### 2-Year Plan:

- Encourage chapters to establish a formal mechanism to track and report contact information for their student, faculty, honorary and alumni members to the National office
- Promote and offer leadership development opportunities by partnering with other organizations
- Secure funding for annual PLEI/PLS Leadership program
- Develop and provide new schools and schools without PLS chapters a PLS leadership presentation to be provided by a faculty member or visiting PLS member
- Establish a presence at the AACP meeting
  - Advisor workshop (breakfast)
  - Student Leadership Challenge poster presentation
- Solidify the Regional Liaison program
- Increase Leadership Challenge grant submissions
- Establish the web site Discussion Board as a viable resource for member interaction

- Establish Chapter of the Year and Advisor of the Year Awards criteria

### 5-Year Plan:

- Establish solid communication with PLS alumni (receptions, meetings, link to Laurel, mentoring opportunities, etc.)
- Support chapters in developing individual chapter web pages (100%)
- Establish active PLS chapters at 100% of all eligible pharmacy schools across the country
- Secure PLS alumni supported scholarships at local and national level
- Develop a process and establish a working list of notable PLS members in pharmacy
  - Target key pharmacy organizations and gather data regarding leaders in these organization who are (or are not) members of PLS
- Expand provision of services targeted at leadership development
- Secure funding and establish schedule for routine chapter outreach visits
- Award first "Research on

- Leadership" grant
- Establish a PLS speaker's bureau

### 10-Year Plan:

- PLS Alumni active in all areas of pharmacy
- Create mentoring opportunities between new and seasoned practitioner leaders in cooperation with State Pharmacy Associations
- Establish PLS National office with paid staff
- Establish a National Pharmacy Leadership Institute
- Establish criteria for and begin recognizing PLS Fellows

*"Whatever I "do" on the surface, people respond to who I am being when I am doing it."*  
~The Choice Handbook,  
2000

## Updates and Reminders from the National Office

### Awards & Applications

- Founder's Award-January 31st
- Charlie Thomas Leadership Challenge-January 31st
- Proctor and Gamble National Leadership Award-January 31st
- AFPE-SmithKline-PLS First Year Graduate Scholarship-Deadlines vary
- Regional Liaison Applications-January 31st
- Chapter Reports-Through out the year.

### Mailings and Information

- Advisors should watch their mail for new information from the Phi Lambda Sigma National Office
  - A hard copy of the updated Chapter Operations Guide
  - Updated Bylaws and Constitution
  - The September, which can also be found on the Phi Lambda Sigma website
- \*Please use this information to help with your local PLS Chapter!\***

### Product Information

- See page 6 for more information about ordering Phi Lambda Sigma products
  - Check out the picture of the PLS Executive Committee wearing their PLS products
  - Through out the year we will be revising our product line, so some of the items may be taking on a "new" look
  - Remember that advisors can request a product sample of most of the PLS items, just make a request to the National Office



## PLS PRODUCTS

- PLS Long Sleeve T-shirt: \$20.00
  - PLS Short Sleeve T-Shirt: \$15.00
  - PLS Sweatshirt: \$25.00
  - PLS Hats: \$15.00
  - PLS Mugs: \$10.00
  - Graduation Cords: \$7.00
- Please place orders at anytime, the merchandise will be shipped within 2 weeks of receipt of orders.

**FOR MORE INFORMATION,  
PLEASE CONTACT THE PHI  
LAMBDA SIGMA NATIONAL  
OFFICE OR VISIT OUR WEBSITE AT  
THE PRODUCT LINE LINK**

National Office

Executive Director:  
Mary Euler, PharmD

UMKC School of Pharmacy  
102 Katz Pharmacy Building  
5005 Rockhill Road  
Kansas City, MO 64110-2499

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Laurel Submission:

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Please send any  
Articles to:  
Member\_at\_large@  
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**Check Out the National  
Officers Showing off Their PLS Products!**

