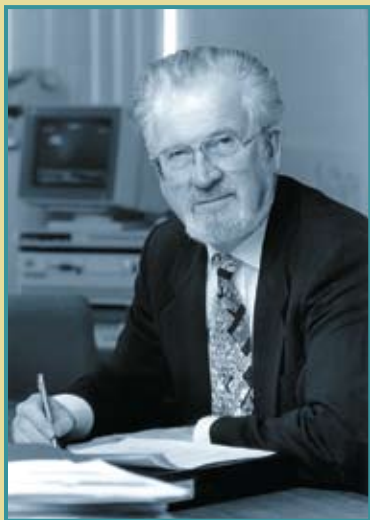


## UCSF School of Pharmacy

## alumnivoice



### The Dean Jere E. Goyan Memorial Fund

The Goyan family has established a memorial fund at UCSF, to be used for student and faculty development. The fund is sponsored by the School of Pharmacy. Contributions can be made online at <http://makeagift.ucsf.edu>, over the phone by calling 415/476-1336, or by mail at the address below. Please make your check payable to "UCSF Foundation" and write "Dean Jere E. Goyan Memorial Fund" in the memo space on the check.

Dean Jere E. Goyan Memorial Fund  
P.O. Box 45339  
San Francisco, CA 94143-0970

**For additional information about the fund, contact Marie Parfitt Pattie at 415/476-9806 or [mpattie@support.ucsf.edu](mailto:mpattie@support.ucsf.edu).**

## Goodbye, Dear Dean

**W**herever a giant walks, he changes the landscape. When he falls—if he is a particularly large giant—the thud can be heard around the world. On January 17, 2007, Jere E. Goyan, PharmD, PhD—one of the biggest giants the profession of pharmacy has ever known—died suddenly and unexpectedly in his home outside of Houston, Texas, at age 76. The world heard and almost immediately, messages of sorrow and sympathy poured in from near and far, one of which was from President Jimmy Carter.

Jere Goyan had a giant's heart and passion, but he was one of us, a graduate of the Class of 1952 who subsequently earned his PhD degree at UCSF. In 1967, he accepted the deanship of his alma mater as the first alumnus and youngest person ever appointed to that position. This dean of pharmacy, however, would be different from any of his peer deans across the nation, for he would spark and lead a revolution that would radically alter pharmacy education and practice. He would also make drug therapy safer and more effective for millions and millions of patients. This cannot be said of any other dean, anywhere in the world.

Jere's long tale of vision, commitment, and struggle began in 1964 when he returned, depressed, from a meeting of the nation's key health planners and legislators. On the agenda had been a policy-setting discussion involving the future of health care and drug therapy. With one exception, the role and contributions of every health practitioner had been defined. But pharmacy wasn't even mentioned, because no one in a position of authority considered a pharmacist to be a health practitioner. Jere speculated that if pharmacists did not get involved in the drug-therapy decision process, the profession could be extinct before the end of the century.

He decided to change things.

From his discontent came the nation's first clinical pharmacy curriculum—and the very concept of clinical pharmacy. It didn't happen immediately, and he didn't do it alone (see "The Beginning of Something Magnificent," *UCSF Pharmacy Alumni Association Newsletter*, Fall 2006), but it would not have happened without his dedication, determination, and support. Not only did he spread the word and dispatch missionaries at every possible opportunity, he helped foster legislation that made substantial funds available to the nation's schools of pharmacy to entice them into developing clinical pharmacy curriculums.

While building clinical pharmacy at UCSF, he reconstituted the School's research programs by recruiting a series of faculty whose research seemed far afield from the usual pharmaceutical sciences, but whose discoveries soon pushed pharmacy into exciting and important areas that were previously impossible. Shortly, the School became the top school of pharmacy recipient of National Institutes of Health funding, a position it has held ever since.

*Continued on next page*

## Goodbye, Dear Dean

*Continued from front page*

It was during this time that he began to talk about the patient's right to be a partner in drug therapy decisions. This was a radical (even heretical) notion at a time when keeping the patient ignorant was the name of the game. But in part because of Jere, terms like "patient education" and "the patient's right to know" eventually became commonplace.

In 1979, Jere got noticed bigtime. Washington, D.C., beckoned.

Practically everyone knows that Jere was the first—and still, the only—pharmacist to be appointed as FDA Commissioner. After only 16 months in office (during the waning days of the Carter Administration), he radically increased the number of pharmacists employed by the FDA, presided over several major crises, and fought for mandatory patient-package inserts. (Sadly, he lost this last battle because of opposition from organized pharmacy.) For a time Jere was in the crosshairs of Donald Rumsfeld, then the president of G.D. Searle & Company, because he demanded reliable evidence that the pharmaceutical company's proposed sugar substitute, aspartame, was safe. Ask any FDAer who was around during those days and you will be told that in his short time at the agency, Jere left an indelible mark.

He returned to UCSF in January 1981 and over the next decade continued to fortify the University's clinical pharmacy and research programs. Along the way, he collected several honorary doctorates and the APhA Remington Medal, the highest honor that can be bestowed upon an American pharmacist.

And then, in a burst of vision and persuasion, he convinced the campus to purchase the former Fireman's Fund office building at California and Presidio streets. He proposed moving the entire school (with the exception of the clinical faculty) to the site that would shortly become known as the UCSF Laurel Heights Campus. The ambitious plan would have quadrupled the School's research space. It was controversial, however, since many faculty members would be forced to move. It wasn't easy, but he got the faculty's approval, due primarily to the fact that everyone trusted his decisions. Then a fly got into the ointment: the neighborhood. Eventually, only a small contingent of non-lab faculty and staff were able to move to Laurel Heights because neighborhood activists fiercely opposed Jere's plan, fearing that the School's labs could unleash toxic chemicals and radioactive materials. In the long run, the campus benefited from Jere's sweat and toil by acquiring critically needed space for offices and dry labs.

Having completed his 25th year as dean, Jere resigned in 1992, worn down by the Battle of Laurel Heights and ready for a new challenge. From here, he went to Alteon, a startup in New Jersey. This was the second time he had left us (counting FDA) and as with the first time, we sent him on his way with a banquet and a videotape loaded with fond messages from faculty and staff.

And now, it's Goodbye, Jere—for the third time. No banquets this time, no videotapes. Just this: thank you for being so much more than we could have expected or wished. As usual, you have gone off to do your own thing. As usual, you will be missed.

As usual, you will be missed a lot.

—Bob Day '58

## Stay Connected!

**Visit the Alumni Association's interactive website at [www.ucsfalumni.org](http://www.ucsfalumni.org)**

UCSF's new online community site allows you to stay in touch with former classmates in an easier, faster, and more efficient way.

First-time visitors may sign in using their community ID number as a temporary password. This number can be found on the mailing label of this newsletter (next to your name) or on your alumni membership card.

Once on the site, you can:

**POST A CLASS NOTE** Share what's happening in your life—from career to family news and other accomplishments. You can post a photo, too.

**ACCESS THOUSANDS OF MAGAZINES AND JOURNALS** ProQuest Research Library includes over 2,300 titles, from medical and scientific journals to popular and general interest periodicals. UCSF alumni have full access to this wide range of resources, with full-text articles free of charge.

**CREATE A PROFILE** Highlight personal, professional, and educational information on your profile page. You can determine which parts of your profile are visible to the alumni community and which can be seen by Alumni Association staff only.

**OBTAIN A FREE UCSF EMAIL ADDRESS** Sign up for a free permanent forwarding email address.

**If you have questions, please contact the Alumni Office at [alumni@support.ucsf.edu](mailto:alumni@support.ucsf.edu) or toll-free at 866/904-2400 and a staff member will help you.**



# Pharmacy Alumni Making a Difference

## Kim Jasper '81

A pharmacist's career can sometimes take unusual twists and turns. A 1981 alumna, Kim Jasper took a common enough route after graduation, completing a residency at the Long Beach Memorial Hospital in Southern California. But after a year working as a clinical pharmacist, a truly unique opportunity arose. Plans for the



1984 Los Angeles Olympic Games were underway, and the Olympic organizing committee offered her a job as director of its Doping Control program.

Jasper was responsible for setting up pharmacy clinics in the three Olympic villages to test athletes. The experience ignited a new career vision. After the Games, she started CDT (Comprehensive Drug Testing), Inc. The company soon became a pioneer in the field of drug program management, helping corporations and major sports organizations implement effective drug-testing programs. Clients now include Major League Baseball, the National Basketball Association, the National Hockey League, the National Football League, and Major League Soccer. In recognition of Jasper's work, the National Institute on Drug Abuse (now the Substance Abuse and Mental Health Services Administration) selected her as one of its original members. She currently lives in Irvine, California, with her husband, John, and 11-year-old twin daughters, Alex and Zoe.

## Michelle Chang '05

A Central Valley native, Michelle Chang returned to Fresno during her fourth year at UCSF to take part in the UCSF Fresno Satellite Pharmacy Education Program. The experience was so positive she decided to remain in the area, working as an emergency medicine clinical pharmacist at the University Medical Center in Fresno.

As a consultant to the hospital's ER health-care team, she fills a much-needed role. Research indicates that ER medication errors are all too frequent, yet fully preventable. Chang works beside doctors and nurses to recommend correct dosages and prevent dangerous drug interactions by monitoring the combination of medications a patient

takes. She also serves as a preceptor and mentors pharmacy students completing an ER clinical clerkship rotation in Fresno.

Chang says that one of the most rewarding aspects of her job is the opportunity to help her home community. The fast-growing Central Valley is facing a shortage of pharmacists. It also has large low-income and migrant worker populations—groups who tend to have a harder time accessing needed medical and pharmaceutical services. "This job allows me to really make a difference in the lives of so many individuals," she affirms.



## UCSF Fresno Program Celebrates Anniversary



Local alumni, volunteer preceptors, and students gathered on March 26 at the UCSF Fresno Campus for a reception and CE dinner celebrating the fifth anniversary of the UCSF Fresno Satellite Pharmacy Education Program. The program provides students with the opportunity to gain required clinical experience in their fourth year of pharmacy school. Of the 36 students who have completed the program over the past five years, eight have decided to stay and work in the rapidly growing Central Valley after graduation.

## SUPPORTING UCSF: IRA Rollovers Provide Unique Opportunity

The Pension Protection Act of 2006, signed into law in August by President Bush, includes a charitable giving provision that permits new tax-free distributions from IRAs. Known as the charitable IRA rollover, the provision allows individuals age 70½ and older who have a traditional or Roth IRA to:

- make a direct transfer from their IRA to a public charity of up to \$100,000 per year in 2007;
- exclude the charitable IRA rollover amount from their taxable income;
- satisfy their required minimum distribution by making a direct charitable IRA rollover; and
- continue to make deductible gifts to charities up to the percentage limitations in addition to the charitable IRA rollover.

For more information, visit [www.ucsf.edu/support/trustsandbequests/IRA.html](http://www.ucsf.edu/support/trustsandbequests/IRA.html) or contact Judith Mazia at 415/476-1475 or [jmazia@support.ucsf.edu](mailto:jmazia@support.ucsf.edu).

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# save the date!



## UCSF School of Pharmacy Reunion and Homecoming Saturday, November 3, 2007

**Renew friendships, remember good times, and share news about your life at the annual School of Pharmacy Reunion and Homecoming.**

Held at UCSF Mission Bay, the reunion events will include a morning program, reunion lunches, Half Century Club Luncheon, and afternoon tours of the Mission Bay campus.

The homecoming gala will be held that night at the Grand Hyatt in San Francisco's Union Square. Reunion classes will be seated together.

Each reunion class will have the opportunity to make a memory book. To provide content for the book, sign on to the new online community site ([www.ucsfalumni.org](http://www.ucsfalumni.org)) and post a class note or create your own homepage. (For instructions on how to post, see "Stay Connected," inside.)

**Official invitations for the Reunion and Homecoming will be sent out in August. In the meantime, if you would like to volunteer for the event—or simply have a comment or question—contact Maricar Boyle at 415/476-1336 or [mboyle@support.ucsf.edu](mailto:mboyle@support.ucsf.edu).**

### 2007 Distinguished Alumnus Award

**C.A. (Cab) Bond '72**, will be honored at the Homecoming gala with the 2007 Distinguished Alumnus Award. This



prize recognizes his achievement as a researcher, clinical pharmacist, and academic. Named a University Distinguished Professor by Texas Tech

University Health Sciences Center in 2006, Dr. Bond received the Research Award for Achievement in Pharmacy Practice Research that same year, as well as the American College of Clinical Pharmacy's Russell R. Miller Award in 2005. He is a member of many distinguished organizations, including the National Academies of Practice, which restricts its membership to 150 outstanding pharmacists nationwide.