History of Mercer University Southern School of Pharmacy
A Message from the Dean

Dear Alumni and Colleagues,

It is indeed an honor and privilege to be the sitting dean during this time in which our pharmacy school is celebrating its Centennial. We have had many events throughout the year to commemorate our 100th anniversary, and I would like to share with you some of the activities that were conducted during the year. Also, I would like to give kudos to my good friend and colleague of 30 years, Dr. Richard A. Jackson, for his vision and leadership in planning activities for the entire Centennial Celebration.

The Centennial year celebration began with the first of three Centennial Forum Lectures graciously sponsored by AstraZeneca Pharmaceuticals. Dr. Peter Kielgast, immediate past-president of the Federation Internationale Pharmaceutique (FIP) and currently proprietor pharmacist of Taastup Pharmacy in Copenhagen, Denmark was our first speaker. His speech entitled "Pharmaceutical Care: A Global Perspective" raised numerous issues regarding the effectiveness of pharmaceutical care as a standard of practice. Our second speaker was Dr. Lucinda Maine, Executive Vice President of the American Association of the Colleges of Pharmacy. Dr. Maine spoke on "Closing the Quality Chasm: Lessons for Health Professions Education." Her presentation emphasized the need for health science practitioners to be educated using an interdisciplinary approach. Our final speaker was Dr. Bruce Roberts, Chief Executive Officer and Executive Vice President of the National Community Pharmacists Association. His presentation, "Prescription Drug Coverage Under Medicare" discussed currently proposed congressional bills regarding prescription drug coverage and their impact on the practice of pharmacy.

Highlights of the Centennial year included a display on the History of Drug Regulation in the United States, on loan from the FDA, in the Duvall Building on the Atlanta campus. Also, a comprehensive exhibit depicting the 100-year history of the School is on display in our Education and Research Building. In conjunction with the opening of the renovated lower level of the Swilley Library, the Pharmacy School exhibited six original oil paintings from Robert Thom's series Great Moments in Pharmacy, loaned to the School by Pfizer, Inc. Another highlight was the predictions on the practice of pharmacy in the year 2028 by members of the student body. These selected predictions from the classes of 2004, 2005, and 2006 were sealed in a time capsule and will be opened at the class's reunion in 25 years. At that time, they will see how many predictions came true. We have also included in this commemorative history book, predictions from students, faculty, and alumni on what they think will happen in the profession during the next 25 years.

The finale of the Centennial celebration is the Centennial Gala Weekend. Festivities include continuing education programs, a golf outing, class reunions, and an awards luncheon. Finally, the celebration will conclude with an evening gala reception and dinner.

The Southern School of Pharmacy has had a rich and illustrious history over the past 100 years, I am quite optimistic that the success of our predecessors will be used as stepping stones by our future faculty, students, and alumni to catapult our pharmacy school to a new level of excellence during the next 100 years.

Sincerely,

H. W. "Ted" Matthews

Dr. Hwaa W. "Ted" Matthews
Southern School of Pharmacy Class of 1968
From the University President

Dear Alumni and Friends,

The Centennial Celebration of the Southern School of Pharmacy is a momentous occasion not only for alumni and friends, but also for the entire Mercer University community and the countless people who have been and are being served by its graduates.

When the Southern College of Pharmacy was founded in 1903, the health care profession was just beginning to understand the critical role drugs and medicines played in improving health care. The early decades were challenging for the new College of Pharmacy. But, it held steadfast to its mission of educating generations of pharmacists and succeeded even in the midst of two world wars and the Great Depression. Throughout those years, Southern taught its students to serve their patients with competence, compassion and caring.

When Southern merged with Mercer University in 1959, two of Georgia’s finest institutions of higher education were brought together. Over the next decades, the Southern School of Pharmacy continued to enhance its programs. Always wanting its graduates to be at the forefront of the pharmacy profession, the School took the bold step of offering the doctor of pharmacy degree as its sole professional degree, being the fifth school in the nation and the first in the Southeast to do so. It is just one of many leadership roles the School has had in pharmacy education.

Today, as it marks its centennial, the Southern School of Pharmacy continues to be at the forefront of pharmacy education. The School has one of the largest applicant pools of any pharmacy program in the country, with more than 1,300 men and women competing for the 130 seats in its first-year class. Its students are among the most academically talented, with this year’s entering class having a grade point average of 3.4. It offers the University’s only Ph.D. program.

The Southern School of Pharmacy is one of the shining jewels in the Mercer crown of academic excellence. Faculty members bring not only their knowledge and experience, but also their commitment to improve lives through teaching, research and innovation.

The Centennial gives us an opportunity to celebrate this great legacy. The Southern School of Pharmacy has accomplished so much in its first 100 years, and the possibilities are endless as to what the School, its students and its alumni will accomplish during the next.

Sincerely,

R. Kirby Godsey

R. Kirby Godsey
The History of Pharmacy in the U.S. During the "Southern" Years (1903-2003)

The Southern School of Pharmacy's contribution to pharmacy education is outstanding. One of the reasons is that the leadership and faculty of the school have focused on what pharmacy should and will be like in the future. In this way, the School prepares its graduates to be the change agents for making pharmacy practice better.

This is a summary of how pharmacy practice has changed during the history of the School.

The First Quarter Century (1903 - 1928)
Most pharmacists practicing during this time were apothecaries and many were trained through apprenticeships rather than through formal education. The apothecary compounded (measured and mixed) drugs from natural sources, such as plants, animals, and chemicals. Some apothecaries patented their own home remedies. Many corner drug stores had lunch counters, and the soda fountain business was stimulated by the discovery of a refreshing tonic named Coca-Cola in 1886 by Dr. John Pemberton, an Atlanta pharmacist.

The Second Quarter Century (1928 - 1953)
Formal pharmacy education became standard during this time, and most pharmacy graduates received four-year B.S. degrees. Apprenticeships became internships and apothecaries became druggists. Compounding was still a large part of pharmacy; prescriptions were written in Latin; and all druggists wore white coats. The corner drug store was the cornerstone of the community. Upon request, prescription drugs were delivered to customers. Drug stores expanded their sales to more over-the-counter drugs, but customers had to ask for these items as they were stored in large glass cases behind the counter.

The Third Quarter Century (1953 - 1978)
During this time, pharmacy education moved to a five-year B.S. degree (1960) and druggists became known as pharmacists. More and more pharmaceutical companies were making the final product that patients would receive, and pharmacists started spending less time compounding and more time dispensing.

Toward the end of this era, payment for pharmacy service included employment contracts. In 1978, the first chain drug store was opened.
services went from “cash and carry” to “third-party” payment due to increasing insurance coverage of prescriptions by employers. Drug stores started using the concept of self-service for over-the-counter items, and chain drug stores started to flourish. Hospital pharmacy emerged as a viable practice option for pharmacists as more and more drugs were used in hospitals.

The independent corner drug store, home delivery of prescription medication, and the wearing of white coats almost became extinct. The profession began focusing less on the drug product and more on what it could do to improve drug therapy. Postgraduate hospital pharmacy residencies were started to help train new graduates on how to improve the drug use process and to be clinical pharmacists. This increased clinical emphasis resulted in the profession moving toward the Doctor of Pharmacy degree (Pharm.D.); first as an “add-on” degree, then eventually as the sole entry-level degree to practice. Through a series of consensus conferences, the profession decided that its societal purpose was to help patients make the best use of their medication. Based on this, clinical pharmacy began moving in a direction of a more patient-centered practice called “pharmaceutical care.” Due to rising health care costs, managed care, mail order pharmacies, and pharmacy automation emerged.

Summary
During each of these 25-year periods, the Southern School of Pharmacy, a part of Mercer University since 1959, has prepared its graduates to be the change agents that improve pharmacy practice and help patients make the best use of their medication. Their success is well documented.
Deans

Dr. Hansell W. Cromshaw
Dean, 1902-1912

Dr. Reuben C. Hood
Dean, 1912-1920

Dr. Minnie M. Meyer
Acting Dean, 1920-1922

Dr. Melvin A. Chambers
Dean, 1932-1937

Dr. Oliver M. Littlejohn
Dean, 1952-1957

Dr. Dick R. Gourley
Dean, 1984-1989

Dr. Heslin W. "Ted" Matthews
Dean, 1990-present
Locations

1. Condominiums,
The Metropolitan,
20 Marietta Street

2. Parking Company of America,
61 Luckie Street

3. Imperial Parking Lot,
98 Cone Street NW

4. US Government parking lot
owned by Crawford Long Hospital, 25 Pine Street

5. Centennial Olympic Park,
285 International Blvd.

What is There Now
(current address shown)

1. 1903 - 1907
Broad and Marietta Street—15 N. Broad

2. 1907 - 1914
Luckie and Bartow Streets—93 Luckie Street

3. 1914-1921
Moore Building—65th Walton, #20

4. 1921 - 1932
East Pine and West Peachtree Street
5 East Pine

5. 1932 - 1972
223 Walton Street NW

Robert Herold Building—345 Boulevard, NE
The Southern College of Pharmacy (SCP) was founded on October 1, 1903, and was located at 14 Grant Building, 15 N. Broad Street in downtown Atlanta. The College was not affiliated with a university or a medical school, nor was it sponsored by a group of pharmacists as were virtually all of the approximately 80 pharmacy schools in the United States. Chartered in Fulton County as a for-profit company, the three founders owned stock certificates designating physician Hansell Crenshaw, M.D., as President of the corporation, chemist Edgar Everhart, Ph.D., as Treasurer and pharmacist Reuben Columbus Hood, Ph.G., as Secretary. Drs. Crenshaw and Everhart were members of the Atlanta Dental College faculty while Mr. Hood owned a drug store several blocks from the College. There was also an honorary Board of Trustees with no fiduciary powers.

The founders were fully qualified to teach a third of the curriculum. Dr. Crenshaw, a 1901 graduate of the Atlanta College of Physicians and Surgeons, taught physiology, Dr. Everhart, former chairman of the University of Texas chemistry department, conducted classes in chemistry, and Mr. Hood was the pharmacy professor. Two physicians taught botany and materia medica, while an attorney covered pharmaceutical jurisprudence. All of these men were practicing their professions in Atlanta's new skyscrapers within five minutes of the College.

The first 27 men and three women registered as junior and senior students for a two-session, 12-month curriculum that concluded with the Graduate in Pharmacy (Ph.G.) degree. They only had to meet a common school education admissions requirement; however, there is evidence from biographical sketches in a 1912 student yearbook that, in the early years, many applicants had completed high school while a few had attended or even graduated from college. The early catalogs specified what days individual textbook chapters were taught. It is unlikely that students, without some advanced preparation, could have mastered the contents of Practice of Pharmacy by Joseph Remington within the two six-month sessions.

The founders arranged the weekly schedule to help students meet a licensure requirement—practical experience in an approved drug store. A Monday through Saturday schedule enabled junior and senior students to attend lectures and laboratories on alternate days so that a pair of students could share a single job at one of Atlanta's 60 drug stores.

By the end of the sixth session, the College was effectively recruiting students from outside the state, with the number of graduates steadily rising. The first class of six students graduated in the spring of 1904, and 21 students received diplomas in the spring of 1905. A list in the School catalog for the seventh and eighth sessions indicated that 203 men and 18 women had
matriculated, while 91 students had graduated. Forty-one of these graduates were from Georgia, 16 from South Carolina and the remaining 54 from 13 other states and Cuba.

In 1907, the College relocated to a well-designed building at 93 Luckie Street that was constructed for the Atlanta School of Medicine. An expanded curriculum mandated space for four new pharmacy classes and an immunology class called serum therapy. The building had modern laboratories, a library and tiered classrooms. There was a first floor apothecary where students compounded and dispensed drugs for the medical school's charity outpatient dispensary, and a small basement teaching hospital. William B. Freeman, a member of the first graduating class, supervised this apothecary. He was also corporate secretary and business manager of the College.

In 1912, Reuben Hood made a pivotal life decision by becoming dean, a title Dr. Crenshaw had assumed by 1907. Also during this time, the Atlanta School of Medicine conferred upon Dean Hood the Phar.D. degree, and by 1912, he had purchased all outstanding stock in the College from the other founders. Fifty years later, Dean Hood explained that he was only able to do this by "selling all of my drug stores and putting every cent of money I had into the college. Otherwise, it might not have survived."

Dean Hood may have been referring to a crisis that occurred around 1914 when the Atlanta School of Medicine merged with the Atlanta College of Physicians and Surgeons, which forced the relocation of the College. When few had automobiles, it was important to remain near the hub of the city streetcar network. Therefore, Dean Hood chose to relocate the College to the Moore Building at 65½ Walton Street.

After this move, the College would face another challenge when the United States entered World War I. Pharmacy schools were adversely affected due to a mostly male pharmacy student population who were not exempt from the draft. Enrollments plunged to a dangerously low number with only 25 students enrolled in the Southern College of Pharmacy in 1918.
National Accreditation

Immediately after World War I, student enrollment rebounded, Dean Hood was able to operate the Southern College of Pharmacy at a modest profit through the 1920s because of a stable enrollment that averaged 80 students and a limited number of course offerings. A small group of pharmacy instructors replaced the earlier physician-dominated faculty. For much of the decade, Mr. Hamp Riley, Mr. E.A. Aldredge (both pharmacists), and Dean Hood carried most of the teaching load. Dr. Crenshaw taught until his death in 1922, and Dr. Everhart last appeared in the 1924 catalog as an instructor.

By 1922, many state boards of pharmacy in the country were requiring that the Ph.G. curriculum be taught for a minimum of 32 weeks a year for two years. The admission requirement was two years of high school. Dean Hood increased the length of the curriculum to meet this standard. In 1926, he extended the Ph.G. curriculum to three years, and applicants needed a high school diploma to matriculate. In 1927, Dr. Rene Martin, a 1908 SCP graduate, purchased half of the stock and eventually committed himself to a full-time faculty role.

In 1932, three pharmacy associations and the American Council on Education organized the American Council on Pharmaceutical Education (ACPE) to accredit pharmacy schools in the United States. With only about 30 students enrolled, Dean Hood knew he would have to revise and expand the program to have the College accredited by the ACPE.

In September 1936, the College discontinued the Ph.G. degree and began a four-year Bachelor of Science in Pharmacy degree. Initially, Dean Hood was able to add the extra year without hiring additional faculty by arranging with the Atlanta Center of the University System of Georgia to teach classes in the humanities, basic sciences and business. This was convenient because the College had relocated to 223 Walton Street in 1932, which was in the same building as the Atlanta Center.

By 1938, the ACPE had published the first accreditation standards and stated it would not accredit for-profit colleges. Dean Hood and Dr. Martin petitioned the Fulton County Superior Court to amend the Southern College of Pharmacy charter and reorganize it as a nonprofit institution under a Board of Trustees. They presented the assets and liabilities of the College to a Board of Trustees composed of prominent pharmacists and SCP alumni. There were three Board chairmen during the 21-year history of the Board: Judson Hawk, (SCP class of 1912), Mal T. By 1938, the ACPE had published the first accreditation standards and stated it would not accredit for-profit colleges. Dean Hood and Dr. Martin petitioned the Fulton County Superior Court to amend the Southern College of Pharmacy charter and reorganize it as a nonprofit institution under a Board of Trustees. They presented the assets and liabilities of the College to a Board of Trustees composed of prominent pharmacists and SCP alumni. There were three Board chairmen during the 21-year history of the Board: Judson Hawk, (SCP class of 1912), Mal T.
Anderson, (SCP class of 1919), and Carlton Henderson (a wholesale drug company executive). The Board immediately employed Dr. Hood as dean.

On March 27, 1942, the ACPE placed the Southern College of Pharmacy on the list of accredited pharmacy schools. Due to the disruption of World War II, the ACPE deferred reexamination visits until the end of the postwar period. It was after the war that Dean Hood and the Trustees made a significant change; the College began to offer the entire four-year curriculum. Rather than rely on other institutions to teach non-pharmacy courses, they employed faculty members to teach the humanities and basic sciences courses. Dean Hood, Mr. Aldredge, Dr. Martin and a new chemistry professor, Dr. Minnie M. Meyer, taught most of the professional classes.

While class sizes were reduced during World War II, the faculty no longer enjoyed a summer respite. In 1942, the program accelerated to a year-round schedule so male students could graduate in three years and enlist in the armed forces sooner. After the war veterans crowded the classrooms, but the faculty size did not increase. The additional student tuition enabled the Board of Trustees to purchase the 223 Walton Street Building from the University System of Georgia.

The Trustees recognized that after the postwar period, the College would have to meet higher standards. Mr. Judson Hawk and the Board of Trustees received preliminary reports from the American Council on Education Survey of Pharmacy, 1946-1949, suggesting that the national standards for pharmaceutical education were about to escalate. In the future, it would be more difficult for tuition-dependent private colleges to receive ACPE reaccreditation.

In 1948, the Southern College of Pharmacy joined the American Association of Colleges of Pharmacy (AACP) and became increasingly visible on the national level. It was the end of a half century of Dean Hood’s leadership and determination to keep the College alive.
SCP Merger with Mercer University

In the summer of 1950, Dean Hood retired from the deanship. He received the title Dean Emeritus and continued to teach. Until a permanent dean could be named, Dr. Minnie M. Meyer became acting dean.

The Southern College of Pharmacy strengthened the Bachelor of Science in Pharmacy degree by developing a curriculum that emphasized the chemical and biological foundations of the pharmaceutical sciences. During this period, the American Council on Pharmaceutical Education (ACPE) took an increasingly important role in strongly encouraging the Board of Trustees, the dean and faculty to strive for academic excellence.

In May of 1950, the ACPE sent its first postwar review team to the College for reaccreditation. The ACPE extended accreditation to the SCP for a single year and assigned them a "C" rating. To help raise this rating, Trustees needed to further renovate the building, buy new equipment and improve the library. They also needed to hire more faculty who held Ph.D. degrees in the appropriate pharmaceutical sciences. Administration needed to upgrade the curriculum, improve the quality of record-keeping and recruit better prepared students.

In order to accomplish these goals, the ACPE instructed the Trustees to stop relying primarily on tuition and raise an endowment fund of $400,000. The ACPE also recommended that the SCP merge with a university. With the exception of a few well-endowed independent pharmacy schools, most pharmacy schools in the United States were units of private or public universities.

After a long search, on July 1, 1952, Dr. Melvin A. Chambers, a 1949 Ph.D. pharmacy graduate of Ohio State University College of Pharmacy, became dean of the SCP. Working closely with the Board of Trustees, Dean Chambers vigorously responded to the ACPE recommendations.

The 1952 revision of the ACPE standards required that colleges have departments in pharmaceutical chemistry, pharmacognosy, pharmacology, pharmacy, and pharmacy administration. Within 18 months, Dean Chambers reported there were faculty with a Ph.D. degree in each of these disciplines except for pharmacy administration. These faculty were Drs. Minnie Meyer (pharmaceutical chemistry), Wei-Chin Lui (pharmaceutical chemistry), Douglas Johnson (pharmacology), Oliver Littlejohn (pharmacy), and Melvin Chambers (pharmacognosy). A qualified librarian, Martha Jane K. Zachert, was also appointed.

During his first faculty meeting, Dean Chambers charged the faculty with revising the curriculum based on the 1952 publication, The Pharmaceutical Curriculum, by Blauch and Webster. Dr. Liu introduced a class in nuclear pharmacy, while other faculty began offering certificate courses to practicing pharmacists. In addition, the faculty redesigned the old building by adding new laboratories and a well-equipped instrumentation room.

The students responded enthusiastically to these new changes. They raised money to purchase equipment for the student lounge; initiated service projects, such as blood drives; and organized dances and a

Dean Chambers laid the groundwork for a one-year humanities and basic sciences program, which enabled the College to concentrate on the three years of the professional curriculum. While students could always transfer credits from other institutions, Dean Chambers formalized the process with nearby Oglethorpe University in September 1952, which began admitting SCP students for their freshman year.

In 1953, the Trustees began a well-organized endowment campaign. The campaign team contacted alumni and solicited contributions from the drug industry. During the first year, contributors pledged $100,000; however, this effort stalled the following year. In order to comply with the ACPE’s recommendation to merge with a university, there were fruitless discussions with Emory University, Oglethorpe University, Shorter College and the Atlanta institution that would become Georgia State University.

In 1956, the College suffered two significant resignations. Mal T. Anderson resigned as Chairman of the SCP Board of Trustees to accept an appointment to the Georgia Board of Pharmacy. A few months later, Dean Chambers accepted a position in the pharmaceutical industry. The Board of Trustees instructed Carlton Henderson, who had replaced Mal T. Anderson, to travel to the University of Kentucky and offer Dr. Oliver Littlejohn the deanship. Dr. Littlejohn accepted and returned to the SCP to become dean on July 1, 1957. If the Board had not acted so swiftly to appoint strong replacements for these two vital positions, these losses could have threatened the accreditation and the College’s very existence.

Though efforts had not produced a viable institution for a merger, conversations with local Baptists led to the referral of Mercer University in Macon, Georgia, as a possibility. Dr. Spright Dowell was acting president of the University on July 1, 1959, when the Board of Trustees of the Southern College of Pharmacy surrendered its charter to become Mercer University Southern College of Pharmacy. The Board disbanded to reorganize as an advisory committee of the Mercer University Board of Trustees and whose primary responsibility was to obtain financial assistance for the College.
The School That Refused to Die

During the first five years after the merger, the foundation was laid for the success of the second half of the decade. Dean Littlejohn recalled that he believed that any single incorrect decision could have fatally endangered the College. The 1960s brought financial threats and opportunities, racial desegregation, a national drug abuse crisis, and finally, a dramatic curriculum revolution driven by a new patient oriented movement in pharmacy called "clinical pharmacy."

In July 1961, the Southern College of Pharmacy reported a large budget deficit. The debt was, in part, the result of a steep fall in enrollment due to the loss of the 1960 entering class because of a change from a four-year to a five-year Bachelor of Science degree in Pharmacy. This resulted in a 25 percent loss in tuition.

Deficits were still mounting when Dr. Rufus Harris, the sixteenth President of Mercer University, appointed Mr. G. Van Greene, a non-pharmacist member of the Board of Trustees, as Chairman of the Pharmacy Advisory Committee and charged the Committee with resolving the financial problem. The situation was so serious that in 1963 only one vote from a single Trustee prevented the Mercer University Board of Trustees from reluctantly closing the SCP. Through the efforts of Mr. Greene and the Committee, individual donors, professional associations and companies, such as the Atlanta Drug and Chemical Club and Drugs Mutual, responded generously to solicitations. This resolved the immediate deficit crisis.

Unrestricted grants and scholarship funds, along with a gradually rising enrollment, were hopeful signs that the urgent financial situation had passed; however, the ACPE instructed President Harris to graduate the last class of the SCP and suspend operations; however, the President believed the College should continue. He appeared before the ACPE to pledge his full support, which resulted in a temporary reprieve from the Council.

One very significant event that occurred during this time was an agreement between the Pfeiffer Foundation and Mercer University. According to Dean Littlejohn, the Pfeiffer Foundation had planned to support a new pharmacy school at historically black Clark College in Atlanta when they were informed about Mercer's pharmacy school. University representatives submitted a proposal to the Foundation stating that Mercer would be willing to accept pre-pharmacy students from Clark College who met admission requirements. The Pfeiffer Foundation agreed and provided student scholarships, without regard to race, as well as grants that supported the SCP's operating budget.

These efforts paved the way for Ronald Myrick to become the first African-American student to graduate from the Southern College of Pharmacy in 1967. For the rest of the decade, the Clark College pre-pharmacy program sent a unique cadre of pharmacy students, who were...
to make their mark in the decade ahead as pharmacy school deans and faculty, hospital pharmacy directors, and research scientists.

Through increased funding initiated by Congress, the federal government awarded the SCP a grant to construct a new building in 1966. The next year, President Harris sent Dr. Thomas Holmes, former Director of Development of Mercer University, to the College to become Director of Development and to raise matching funds to construct the building. During the six-year building fund campaign, the Pfeiffer Foundation, Woodruff Foundation, Campbell Foundation and Tull Foundation made major contributions. The Southern College of Pharmacy also began to receive federal funds for loans, scholarships, and ultimately unrestricted “capitation” money to increase enrollment.

Another crisis to address was the drug abuse epidemic in the United States. Dr. Vincent Lopez, who joined the faculty in 1966, led the College’s response to this cause and organized student drug abuse teams that went to colleges, high schools, and elementary schools to teach about the dangers of illegal drugs. Dr. Lopez also organized faculty who offered programs on drug abuse to clergy and troubled youth. This was a unique program in the country and received publicity via national magazines, newspapers and television programs. The program lasted for approximately 20 years and involved more than 1,000 students traveling throughout seven states.

More significant changes came in 1967. The University changed the name of the Southern College of Pharmacy to the Southern School of Pharmacy (SSP), and the Rho Chi Society inducted its first members into the Gamma Alpha Chapter. Fifteen years of federal support for pharmacy education had begun, and the SSP soon became fiscally sound. By 1969, the financial crisis had passed.

In 1968, Dean Littlejohn began to recruit for the first clinical pharmacy professor who held a Doctor of Pharmacy (Pharm.D.) degree. The financial crisis in the 1960s had delayed the Southern School of Pharmacy’s entry into the clinical pharmacy movement, but no school would move more quickly to further the ideals of clinical pharmacy education in the 1970s. ☞

1960
Rufus Harris became sixteenth president of Mercer University
Carlton Henderson became first Chairman of the Pharmacy Advisory Committee of the Mercer University Board of Trustees
Five-year B.S. program began
Alpa Delta chapter Kappa Epsilon fraternity was chartered
1962
G. Van Greene appointed Chairman of the Pharmacy Advisory Committee of the Mercer University Board of Trustees
1964
First African-American student enrolled
First Pfeiffer Foundation grant
1966
Federal government awarded a building planning grant
1967
Southern College of Pharmacy renamed Southern School of Pharmacy
Thomas Holmes became Director of Development
Gamma Alpha chapter Rho Chi chartered
1968
First clinical pharmacy faculty position created
Southern College of Pharmacy
Board of Trustees

Chairman, Honorary Board of Trustees 1903-1928
John Temple Graves
Thomas H. Jeffries

Chairman, Board of Trustees
Judson L. Hawk, 1938-1952
Mal T. Anderson, 1952-1956
Carlton Henderson, 1956-1962

Mercer University Presidents (after merger)

Spright Dowell, 1928-1953, 1959-1960
Rufus Carrollton Harris, 1960-1979
Raleigh Kirby Godsey, 1979-present
Then & Now

1903
Graduates ........................................ 6
Percent Female .................................. 0%
Years of Education ............................. 1
Number of Faculty ............................. 6
Tuition ........................................... $140 ($2,853)*
Starting Salary ................................. $600 ($12,228)*

*In 2003 dollars

2003
Graduates ........................................ 111
Percent Female .................................. 73.6%
Years of Education ............................. 6
Number of Faculty ............................. 37
Tuition ........................................... $18,580
Starting Salary ................................. $85,000

Faculty and first students who graduated on April 1, 1904.

MERCER UNIVERSITY
SOUTHERN SCHOOL OF PHARMACY
Timeline 1903-2003

1903
Ph.G. (Graduate in Pharmacy) Degree (1-year program)

1904
First class of six students graduated with Ph.G. degrees

1907
School moved to Luckie and Barrow Streets

1914
School moved into the Moore Building at 65½ Walton Street, No. 20

1922
Ph.G. degree (2-year program)

Dr. Hansell W. Crenshaw
President & Dean, 1903 - 1912

Broad and Marietta Streets
1903 - 1907

Luckie and Bartow Streets
1907 - 1914

Chemical Lab 1903

Lab 1912

World War I

Wright Brothers
The Deans

Dr. Melvin A. Chambers
Dean, 1952 - 1957

Dr. Oliver M. Littlejohn
Dean, 1957 - 1984

The Locations

Lab 1904  
Lab 1948  
Library 1952  
Lecture Hall 1997

1951
First Charter of the Alumni Association

1960
B.S. in Pharmacy degree (5-year program)

1959
College merged with Mercer University

1967
Southern College of Pharmacy renamed the Southern School of Pharmacy
Applied for the organization of a chapter of Rho Chi Honor Society

1972
Post B.S., Pharm.D. degree

1972
School moved to 345 Boulevard

1973
"The Pharmacy," a family-owned and operated by Isdell, became the Southern Women's College of Pharmacy, recognized by the American College of Apothecaries.

1980
"Collegiate B.S. in Pharmacy" program begins
A New Building on Boulevard

The dedication of the Henry R. Herold Building, named for the President of the Pfeiffer Foundation, at 345 Boulevard, was on May 21, 1972. This marked the beginning of the Southern School of Pharmacy's full commitment to "patient oriented" pharmacy. The occasion commemorated some of the leaders who had made that day possible by literally saving the School in the 1960s. During the ceremonies, Mercer conferred honorary doctorates on Carlton Henderson and G. Van Greene.

The location, opposite Georgia Baptist Hospital, made visible the new clinical direction in which the School was moving. Had it not been for the vision of Dr. Holmes, Director of Development, Mercer could have made a serious mistake when it purchased land near a community college in DeKalb County. Plans were already underway to build there when Dr. Holmes recommended constructing a pharmacy school in the medical complex on Boulevard.

Shortly before the move, Dean Littlejohn recruited a group of faculty members who held the Pharm.D. degree to organize a new Department of Clinical Pharmacy, chaired by Dr. Stonewall King. As a result, a six-quarter, experience-based, post-baccalaureate Doctor of Pharmacy degree was launched in September 1972 with four students: Clarence E. Gissendanner, John L. Harrell, Leroy A. Toliver, and Sherman D. Tomlison.

This clinical offering required the School to contract with local hospitals to be used as institutional rotation sites. The clinical pharmacy curriculum reform also included the B.S. degree. In order to introduce concepts of clinical pharmacy into the undergraduate course of study, without adding additional years to the curriculum, the faculty needed to radically revise the course of study. The physiology sequence expanded to a full year. Students needed a solid understanding of diseases, so Dr. John Roskos introduced a pathophysiology course for second-year students. Faculty added pharmacokinetics, chemotherapy, and metabolic support to the schedule. Drug therapeutics became the capstone course for third-year students.
Dean Littlejohn and the faculty firmly believed that patient-oriented pharmacy education should take place in the community as well as the institutional setting. To this end, the School opened the Mal T. Anderson Pharmacy in the Boulevard building as a teaching site in 1972. The Mechanicsville community pharmacy, located in an inner city area of Atlanta, opened in 1975. This pharmacy relied on a federal grant that expired before the project could become self-sustaining. Both pharmacies were valuable teaching sites that modeled ambulatory clinical pharmacy for students.

Clinical pharmacy also embodied such disciplines as drug and poison information, hyperalimentation, and clinical consultation. Clinical faculty developed practice specialties such as pediatric, oncology, and geriatric pharmacy. The Georgia Baptist Medical Center contracted with Mercer to open a jointly sponsored Drug Information Center. The Branan Drug Analysis and Toxicology Laboratory, directed by Dr. Jerry McHan, was located in the former organic chemistry laboratory and became a drug abuse teaching site.

The first wave of new basic sciences and pharmacy administration faculty energetically established a strong research program. Drs. Richard Jackson, Hewitt Matthews, Stanley Pollock and John Holbrook led this movement. They sought research collaborators from Atlanta University, Emory University, Georgia State University and Georgia Institute of Technology. In 1976, Dr. Pollock and Dr. Matthews received the first large research grant in the history of the School, a three-year $60,000 grant from the Pfeiffer Foundation for arthritis research.

The years of generous federal funding were ending, but the School now stood on sound financial footing with 15 institutional contracts. The decade that began with an enrollment of only 187 students ended with 364.
Entry-level Doctor of Pharmacy Program

By the century's eighth decade, Mercer University Southern School of Pharmacy had developed sufficient faculty depth and financial resources to launch three new degrees. These degrees supported the vision of Dr. R. Kirby Godsey, who Mercer had just been inaugurated as its seventeenth president. In addition, the School was able to capitalize on a new graduate business degree at Mercer's Atlanta campus. The SSP contracted for a joint Pharm.D./M.B.A. degree and the first students enrolled in 1980.

In September 1981, under the leadership of Dean Littlejohn, the SSP became the first pharmacy school in the Southeast and the fifth in the nation to offer the Doctor of Pharmacy degree as its sole professional degree. In taking this decisive and visionary step at a time when other colleges were hesitating, Mercer gained national recognition as a leader in pharmaceutical education. Requiring the additional year was a risky step in a highly competitive market. Essential to the program's success was the effective recruitment program organized by Dr. James Bartling, Director of Admissions. Dr. Bartling, who skillfully segmented the market over the next 22 years, generated one of the country's largest pharmacy school enrollment pools, thereby, steadily attracting a highly qualified class of first-year students.

With the Pharm.D. professional degree in place, the faculty was ready to address deferred plans to dramatically increase research productivity, a prerequisite for graduate degree programs. President Godsey led the way in 1983 by appointing a task force on University research.

In December 1984, Dr. Dick Gourley became the Southern School of Pharmacy's next dean when Dean Littlejohn became a University vice president. The new dean followed the President's lead by setting high goals that challenged the faculty to pursue contracts, grants, publications, and research. The faculty responded enthusiastically, and by 1989, extramural grants and contracts had increased significantly.

Faculty from the departments of Pharmacy Administration and Pharmaceutical Sciences capitalized on the administration's research thrust by proposing the first graduate degrees in the School's history. In 1987, the Board of Trustees approved the Master of Pharmacy Administration (M.P.A.) degree, and in 1988, they took a truly groundbreaking step by approving the first Doctor
of Philosophy (Ph.D.) degree in the history of the University. The School now offered the Ph.D. degree with specialties in pharmacology, medicinal chemistry and pharmaceutics. By 1989, two students had graduated with the M.P.A. and three students were enrolled in the Ph.D. program.

These advances took place against the backdrop of the personal computer revolution. The School of Pharmacy had already taken a leadership position with an early computerized prescription system at the Mal T. Anderson Pharmacy. By 1986, the administration expected all faculty members to have computers in their offices and know how to use them. In September 1987, the library reorganized as the H. Custer Naylor Educational Resources Center in order to create a 12-station student computer center supervised by an academic computing specialist. The dispensing laboratory added computers with commercial dispensing software.

By the end of the decade, the School had developed a multifaceted academic and administrative structure. An increase in the number of external clinical sites and research grants required more formal local, regional and national relationships. In 1985, Dean Gourley introduced international student rotations and international faculty exchanges. These added another level of management complexity. At the same time, a larger enrollment was placing more demands on the School.

Under Dr. Bartling, the enrollment would grow from 364 students in 1980 to 478 students in 1990.

Regular student and faculty retreats for planning and goal setting began. The results were reported in the annual reports. Mercer established a Board of Visitors, consisting of pharmacy alumni and other leaders from the pharmaceutical community. The decade ended with an environment of accountability in place.
In 1990, Dr. Hewitt W. "Ted" Matthews became dean of the Southern School of Pharmacy. He brought to the position 17 years experience as a faculty member, Associate Dean of the Southern School of Pharmacy and a term as Assistant Provost of the University. His two predecessors had laid the groundwork for achieving national recognition in pharmaceutical education. For the next 13 years, the contributions of Dean Matthews and his faculty would continue to build a national reputation of excellence.

Dean Matthews' first responsibility was to lead the School in a long deferred move to Mercer's Atlanta campus, which included three classroom buildings, an auditorium, a cafeteria, a physical education center, and a library. The University had recently restructured Mercer University in Atlanta from an undergraduate liberal arts campus to a graduate and professional school center. The Cecil B. Day Campus would now add pharmacy to its degree offerings in business and education.

A new facility was built and two buildings remodeled for the Southern School of Pharmacy. The move took place during the summer of 1991, with dedication of the new facility on April 25, 1992.

The new campus setting and new administrative leadership became catalysts for a vision of higher standards in research, teaching and learning. Dean Matthews' motto "excellence with a caring attitude" was embraced by the faculty and was a focus for excellence in the School's Core Values and Vision Statement.

During the next decade, the student body continued to increase and improve in quality. More entering students had previous degrees and high grade point averages. Virtually all of the student organizations and fraternities won national awards. In 1991, the student chapter of the American Pharmaceutical Association was recognized as the number one chapter for an unprecedented third year in a row. Individual students often placed first in national pharmacy competitions and held national offices. This was further evidence of the distinction in the School's student body.

Research initiatives dominated the first half of the decade as the faculty consolidated curriculum and teaching programs introduced in the 1980s. The SSP systematized much of its research program through four specialized research centers. The first was the Center for Clinical Research, opened in 1991, and initiated the School's first research fellowship in neuropsychiatry one year later. The School would also organize three additional centers: the Center for Pharmacy Management; the Center for Substance Abuse Education and Research; and the Center for Health Outcomes Research.

In 1991, Dr. James B. Smith became the first senior research professor fully funded with a three-year National Institute of Drug Abuse grant.

With the teaching and research programs solidly established, the administration acted to strengthen the infrastructure. On January 1, 1994, Dr. Candace Barnett became the first Associate Dean for...
Academic Affairs and started a sophisticated program of evaluation that included alumni surveys, peer and student evaluations of faculty, and student quality control groups. On July 1, 1996, Dr. James Bartling consolidated the functions of recruitment and student advising and became Associate Dean for Student Affairs and Admissions.

With the research program and infrastructure solidified, the faculty turned their efforts to new teaching and learning innovations. In 1994, after reviewing course content to change from a quarter to a semester system, the faculty developed a new vision for the curriculum. Dean Matthews explained, "The new focus will prepare our graduates to become providers of pharmaceutical care."

Working under the leadership of Dr. Susan Miller, Chair of the Curriculum Committee, the committee guided the faculty in developing a curriculum for a modular, competency- and outcomes-based, disease state program. This curriculum enabled the pharmacy practice, pharmacy administration and basic sciences faculty to collaborate in teaching disease state modules with team coordinators managing the modules.

A shadowing program began in the fall of 1993 and brought first- and fourth-year students together in the practice setting. This was the foundation for incorporating practice experiences during each of the students' first three years rather than have experience only in their fourth-year rotations.

Designing and implementing the four professional years' curriculum required a decade of intensive development. While working in teams to design the modules, the faculty introduced new delivery technologies, such as CD-ROMs and WebCT. The new curriculum emphasized active learning, problem-based learning and case studies techniques.

At the end of the decade, an important task remained to be tackled. Many alumni had entered the profession before the School offered its Pharm.D. degree. As a way for alumni and other practitioners to earn the Pharm.D. degree without leaving their practices, the non-traditional entry-level Pharm.D. degree became the School's first distance learning program in 1998. The Southern School of Pharmacy and the University of Georgia College of Pharmacy set a precedent in pharmaceutical education by jointly offering this degree.
The New Millennium

The first three and a half years of the new millennium, under the leadership of Dean Matthews, brought continued successes. In 2003, the enrollment pool reached its highest level with 1,347 applicants to fill 130 positions for the Fall entering class. The School's total enrollment was 555 students.

In 2000, the faculty began to experiment with block scheduling. Required courses were taught one course at a time. The Committee on Institutional and Program Assessment evaluated the program. One outcome of this evaluation was a hybrid schedule with flexibility in the length and sequencing of courses. Equally important were the tools developed to scientifically evaluate the effect of scheduling on the learning process and a system for continuous assessment and improvement. Using this block scheduling, a modular curriculum was finalized in 2001 with disease state modules incorporating pathophysiology, pharmacotherapy and social and behavioral aspects of therapeutic management.

The Ph.D. degree program began modestly in 1988 with one student who graduated in 1992. However, since that time, the program has grown significantly in the number of graduate students. In 1992, a goal was set to reach a maximum of 20 students in the Ph.D. program by the year 2002. This goal was met, and in the Fall 2003, there were 22 students enrolled in the program. Since 1992, 15 students have received Ph.D. degrees. There are plans to expand facilities over the next few years and provide additional laboratory research space for the growing Ph.D. program. A new goal of 30 students has been established for this program. It is anticipated that a growing number of students will be graduating from the Pharm.D./Ph.D. Dual Degree Program.

In August 2001, the School organized the Center for the Advancement of Teaching and Learning (CATAL) to improve pedagogy and encourage the use of technology as a learning tool. The CATAL hosts informational colloquies, publishes a quarterly newsletter, Let's Think About It!, and administers a Teaching and Learning Grant Program. The Center has also taken responsibility for selecting the recipient of the Distinguished Educator Award, which recognizes faculty for innovative teaching. Students participate in service-based learning experiences at more than 400 rotation sites in the United States and abroad. In 2002, the SSP had affiliation agreements with facilities in Georgia, Florida, Tennessee, Alabama, Texas, Arizona, Michigan, and Kentucky. International sites included Denmark, Norway, Japan, England, Australia, New Zealand, and Scotland.

During the last three years, research productivity has continued to increase. Faculty members, Drs. Stanley Pollock, Martin D'Souza, and Horace Cutler, received patents. Dr. Ajay Banga was the first teaching faculty member to receive a National Institutes of Health research grant, and Dr. Martin D'Souza received the first Special Research Award.

The School implemented a White Coat Ceremony for entering first-year students and a Pinning Ceremony for third-year students. The entering class of 2002 participated in the...
School’s Inaugural White Coat Ceremony sponsored by The Kroger Company. This ceremony symbolized the student’s commitment to professionalism and underscored the core values of the pharmacy school. The first Pinning Ceremony, sponsored by Walgreens, was held for the graduating Class of 2004. This ceremony is a symbolic recognition of the student’s transition from classroom to experiential education.

In each era, leadership established definite goals, derived from the simple mission of service to the profession of pharmacy. In 2003, these goals continue to be a part of the School’s five-year strategic plan. For the past 15 years, it has been possible to document the objectives, methods, resources, and final outcomes for each goal. The School’s new century will bring new goals, but the vision to be “recognized nationally for outstanding contributions to pharmacy education, in teaching, service, and research” will remain.

Dr. Oliver Littlejohn, Dean Emeritus, reminds us that leadership without support is futile. Twenty-five years ago he asked, “Will the names Hawk, Henderson, Harkrider, Greene, Peacock, Harold, Jordan, Connell, Holmes, Evans, McFarland, and countless others be remembered at the hundredth anniversary?” These dedicated people and countless others will not be forgotten. Their legacy continues in the professional lives of the graduates. Mercer University Southern School of Pharmacy has graduated over 4,000 students in its illustrious history. Graduates have been leaders in every field of pharmacy and are influencing a new generation of pharmacists through pharmaceutical education. Seven alumni, Johnnie L. Early, Arcelia Johnson-Fannin, Wayne T. Harris, Henry Lewis III, Alan B. McKay, Hewitt W. “Ted” Matthews, and David J. Slatkin, are presently serving as pharmacy school deans.

In 1903, there were four pharmacy schools in Georgia. In 2003, only two of the original four remain. The odds of a proprietary school surviving the trials of two world wars, a depression, and a series of financial crises seemed, at times, slim. The Southern College of Pharmacy, and later the Southern School of Pharmacy, did survive and thrive, ready to create the history of the next 100 years.
Faculty Through the Years

Abernathy, John A. (1977)
Adams, April Acuff (1999)
Akin, Dianne Thomas (1991)
*Alldredge, Ernest William. (1922)
Allman, Roy E. (1975)
Anderson, Hugh M., Jr. (1978)
Anderson, Robert J. (1985)
Asbury, S.C. (1922)
*Ashworth, Laurel E. (1972)
Augustin, Sara Grimsley (1989)
Babbage, Walter (1917)
Bakey, Sybelle (1953)
Baker, Deborah Lynn (1992)
Baker, Donald E. (1972)
Baker, Edward B. (1972)
Baldwin, William (1980)
Bally, Ronald W. (1973)
Banks, Ambrose Monroe, Jr. (1959)
Barham, Elizabeth Long (1902)
*Bartling, Charles Edward, Jr. (1963)
Beatty, F.B. (1936)
Bell, Madison (1903)
Bentley, Joseph B. (1916)
Bertley, Dale W. (1956)
*Binnicker, Pamela Caroline (1972)
Black, Martha C. (1975)
Bobbylov, Mikhail (1997)
Bower, Robert J. (1961)
*Boyles, Charles Richard (1951)
Bradwell, Thomas E. (1962)
Branson, Joanne B. (1972)
Brawner, James Newton (1908)
Breckinridge, Charles Edward, Jr. (1963)
Breedlove, Jimmy Foster (1964)
Brice, James T. (1968)
Brooks, William Hayes (1978)
Brown, J. Carl (1945)
Brown, Wendell (1954)
Bunting, Gary A. (1976)
Butler, Kimberly Dawn (1994)
Callaway, Charles Allen (1978)
Campbell, Elmer G. (1936)
Carter, Gregory C. (1977)
Carlidge, E.C. (1905)
Chambers, Dwayne A. (1952)
Chambers, T.G. (1936)
Champion, Rebecca A. (1984)
Chewing, Catherine Jones (1972)
Coffey, Cynthia W. (2002)
Cold, Julie A. (1989)
Coleman, G.D., Jr. (1933)
Cook, Evelyn B. (1973)
Coulborn, W.L. (1954)
Crenfro, Hansell W. (1903)
Cross, Martha Lou (1974)
Culpepper, William Calvin (1964)
Cutler, Horace Garnett (1996)
Cutler, Stephen John (1993)
D'Souza, Martin J. (1986)
Davies, Walter C. (1948)
Davis, Eileen Maloney (1978)
Degree, Donald A. (1987)
Dendek, Stephen T. (1976)
Dickinson, H.W. (1922)
Donaldson, R.R. (1966)
Dorsey, James S., Jr. (1972)
Dreisig, Norman X. (1958)
Driggers, Clarkson M. (1968)
Eldridge, David Mcgill, III (1976)
Ellis, A.B. (1910)
Evans, Dedra Faye (2001)
Everhart, Edgar A. (1903)
Fancher, J.K. (1936)
Faris, Fred F. (1993)
Framkin, Sandra A. (1979)
Freeman, William B. (1905)
Froemming, Judy H. (1988)
Gal, Peter (1977)
Gardiner, C.X. (1939)
Gillis, Ewen (1929)
Gissendanner, Clarence E. (1972)
Goetz, Ray B. (1975)
Goslin, Roy N. (1954)
Griff, Jeffrey (1967)
Graham, Katherine (1936)
*Grapes, Jack Thomas (1981)
Green, George Ray, Ill (2002)
Gross, Mary Elizabeth (1971)
Gross, William, III (1968)
Hallum, Harvey C. (1922)
Hamm, Marshall K. (1977)
Hardin, Maxine Akin (1959)
Hans, Wayne Thomas (1981)
Hawkins, David Warner (1999)
Hering, Paul E. (1940)
Hodges, J.K. (1995)
Holloman, Henry D., Jr. (1951)
Horace Garnett (1996)
Hunt, Christine Y. (1999)
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*Hopkins, William A., Jr. (1976)
Hornor, Elizabeth S. (1993)
Hough, George A. (1951)
Howard, Guy, Richard (1977)
Hughes, F.M. (1908)
Huntley, Margaret Harris (1957)
*Jackson, Elizabeth Christian (1963)
*Jackson, Richard Allen. (1972)
Jacob, E.J., Jr. (1952)
Jann, Michael W. (1988)
Job, Martin L. (1980)
Johnson, Henry Douglas (1952)
Joye, Milwaukee L (1976)
*Kovula, Michael P., Jr. (1980)
Keller, Bernad Gerald, Jr. (1965)
Kelly, J.O. (1912)
Kelly, William N. (1992)
Kemp, Douglas Tucker (1976)
Kinard, J.O. (1922)
King, Stonewall Corput, Jr. (1972)
Kitchen, Joseph M. (1957)
Knudson, John Peter (1954)
Koger, Alfred (1954)
Kopp, Krista L. (1997)
Lafforday, Samuel Kanaada (1957)
Laing, Olive (1905)
Law, Eleanor Deal (1966)
*Littlejohn, Oliver Marsilius (1953)
Littlejohn, Thomas C., Jr.
Liu, Wei-Chin (1951)
Longley-Newby, Joyce M. (1990)
*Lopez, A. Vincent (1966)
Lord, Clifton Francis, Jr. (1958)
Love, Richard H. (1972)
Lopezo, Michael E. (1964)
Maddock, Ronald W. (1973)
Mansfield, Oscar Harrison, Jr. (1951)
Marquis, Jonathan Griffin (1996)
Martin, David J. (1978)
*Martine, Rene J. (1908)
Martin, Robert B., IV (1974)
Mason, William A. (1971)
Matesic, Diane Felice. (1978)
*Matthews, Billie W. "Ted" (1973)
*McCaffrey, Diane Nykamp (1983)
McCarthy, J.J. (1907)
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<td>Yingling, Gary L.</td>
<td>1967</td>
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<td>Young, James T.</td>
<td>1980</td>
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<td>Young, Philip M.</td>
<td>1980</td>
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<td>Zachert, Martha Jane K.</td>
<td>1952</td>
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<td>Zallen, Harold</td>
<td>1960</td>
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</tbody>
</table>

Full- and part-time faculty from 1903-1976, and full-time faculty from 1977-2003 are listed. Asterisks indicate faculty with more than 20 years of service. Current faculty members are in bold print.

Names and approximate dates of appointment were obtained from catalogs, minutes, directories, photographs, and Mercer University Department of Human Resources hire dates.
Student Organizations

Student Government
Council of Students
Special Projects: Family Day; Spring Faculty/Student Picnic; Welcome to Atlanta Party.

Professional Organizations
Academy of Managed Care Pharmacy
Special Projects: Annual Solvay Pharmaceuticals trip; Pharmacy and Therapeutics: Competition; sponsored speakers.

American Pharmaceutical Association Academy of Students of Pharmacy
Special Projects: Patient Counseling Competition; Fifth Annual Senior Health Fair; Operation Immunization; sponsored speakers.

American Society of Consultant Pharmacists
Special Projects: Holiday/social activities for senior citizens; produced ad campaign portraying roles of pharmacists.

American Society of Health-System Pharmacists/Georgia Society of Health-System Pharmacists
Special Projects: ASHP Clinical Skills Competition; sponsored speakers.

National Community Pharmacists Association
Special Projects: Great American Smokeout; "Lunch and Learn"; poison prevention activities; sponsored speakers.

Student National Pharmaceutical Association
Special Projects: Annual Community Health Fair; Operation Immunization: UNICEF fundraising; holiday visit to Hughes Spalding Children's Hospital; career opportunity programs at area high schools/colleges; Salvation Army Christmas Party; Atlanta Union Mission Homeless Shelter Food/Toiletry Drive; sponsored speakers.

Academic/Leadership
Phi Lambda Sigma
Gamma chapter chartered January 18, 1974
Special Projects: Student Leadership Retreat; Faculty Appreciation Day; volunteers for American Cancer Society's Winn-Dixie Hope Lodge; sponsored speakers.

Rho Chi National Honorary Society
Gamma Alpha chapter established in 1967
Special Projects: "Lunch and Learn"; tutored first-year students.

Fraternities
Kappa Epsilon
Alpha Delta chapter chartered May 1960
Special Projects: Christmas Party and Easter Egg Hunt for Salvation Army Children; Breast Cancer Awareness Campaign; Light the Night Walk for Leukemia and Lymphoma; Physician's Care Clinic; dinner for American Cancer Society's Winn-Dixie Hope Lodge.

Kappa Psi
Gamma Psi chapter chartered in 1953
Special Project: Adopt-A-Highway; Red Cross Blood Drive; Institute for Wellness and Education; "Lunch and Learn"; volunteers for drug/substance abuse center.

Phi Delta Chi
Alpha Rho chapter chartered in 1951
Special Projects: Annual student directory; volunteers for Gwinnett Community Health Clinic, St. Jude's Hospital and Ronald McDonald House.

Inter-Fraternity Council
Special Projects: Annual IFC Banquet.

Fellowship
Christian Pharmacist Fellowship International
Recognition: Largest CPFI chapter in the nation.
Special Projects: Sponsored a needy family at Christmas; Thanksgiving food drive; volunteers for Ronald McDonald House; sponsored speakers.
Alumni Association

Throughout the 100 years, alumni have played an integral part in the history of the School. Alumni have been and continue to be supportive through events and financial contributions. The Alumni Association was first organized in 1919, when graduates were presented with a membership certificate on graduation day signed by the four officers of the Association.

The Alumni Association became more active in the early 1940s and was officially chartered on June 20, 1951. When the Southern College of Pharmacy (SCP) merged with Mercer University in 1959, SCP graduates became members of the Mercer University Alumni Association. Before and after the merger, one alumna stood out. Evelyn Payne Peacock, class of 1941, gave loyal service to the Alumni Association for more than 40 years. She was the alumni news editor and wrote a column in the monthly SCP News Capsule.

The Association organized the Golden Anniversary Celebration on October 17, 1953. Receptions held at the Georgia Pharmaceutical Association annual meeting and other association conventions allow alumni to come together outside of school-hosted events.

In 1991, the Mercer Pharmacy Classic Golf Tournament was established to raise funds for the Alumni Association Endowed Scholarship Fund and other needs of the School. The present Alumni Association participates, promotes and supports the annual Alumni Day, where continuing education classes are held in the morning, followed by alumni reunion luncheons. More recently, a baseball game and dinner at Turner Field were added to the day’s activities.

Alumni are active in the life of the School. For the first time during the 2003 Career and Interview Day, the Association had an exhibit booth and displayed an alumni banner listing the Board of Directors. The Association also sent congratulatory correspondence to the graduating Class of 2003 to welcome them as new alumni.

The Alumni Association Board of Directors continues to show its strong support for the School and played a significant role in the Centennial Celebration. All members served as class representatives and were charged with sending invitation letters to their classmates. Board members also attended all Centennial Forum Lectures. They serve on School committees and proactively facilitate the location of advanced practice sites for fourth professional year students. For the third consecutive year, 100 percent of the Board has made financial contributions to the Pharmacy School.

Our alumni have been and will continue to be a very important part of the School, and we are proud of the
Looking Forward

Predictions Of What Pharmacy Will Be Like In 2028

From Students
(Selections from the Classes of 2004, 2005 and 2006 for the Time Capsule Project)

Centralized computer system that links all health care professionals.

Pharmacist’s sole responsibility will be patient care; no longer dispensing.

Pharmacists will have a more active role in deciding which medication is most effective for the disease state being treated. They will have a much larger role on the health care team.

Elimination of written prescriptions. Prescriptions will be e-mailed or digital.

In the retail setting, patients will be able to come in the pharmacy, enter their prescription and ID numbers for refills, and a machine will count and package their medication immediately for pharmacists to check for errors and to counsel patients.

From Alumni

Pharmacists will be in less of a dispensing role (done mostly by robotics and technicians) and be in a more supportive/counseling/medication management role.

The role of pharmacists will continue to evolve as practitioners become recognized as clinical pharmacology specialists who play a pivotal and active role in direct patient care and medication management throughout the health care market.

Formulaires as we know them will be gone. “All” medicines will be available without restriction from managed care organizations.

Cancer therapy will virtually all be in the oral form with pharmacists playing a greater role in the outpatient setting.

Pharmacists will be more involved with “diagnostic” products.

Online pharmacies will exist with interactive screens for patients/customers to receive consultation with their pharmacist.

Drugs will be tailor-made to target specific cells controlled by the unique DNA of a given patient.

From Faculty

Pharmacists will primarily be used in direct patient care, managing all chronic therapy, and will be paid a fee to do this.

Health care will become a single payer system.

The conventional dosage forms like tablets and capsules will mostly be replaced by state-of-the-art drug delivery systems like programmable active energy patches, monoclonal antibodies tailored to reach the site of action, silicon chip based drug delivery devices, biofeedback systems or surgical interventions, and therapeutic agents that act by interfering with or taking over the translation and transcription processes.

Patients will have their genome on a computer chip, and pharmacists will provide patient care based on pharmacogenomics.

Geriatrics will not be an area of specialization, but will be a part of the routine practice of pharmacy.

Mechanisms of action of drugs will be related to their ability to affect gene expression.
Dedication

This publication is dedicated to those who made this history possible: the founders, deans, faculty, staff, students, alumni, trustees, administration, and friends of the Southern College of Pharmacy and Mercer University Southern School of Pharmacy.

Without the support, dedication, and hard work of countless people, both past and present, this milestone Centennial year would have never occurred.

Acknowledgements

There are many people who are to be commended for their hard work, dedication and commitment in collecting, writing, sorting, and editing the materials necessary to create such a detailed account of the Southern School of Pharmacy’s rich history.

Special recognition goes to Elizabeth C. Jackson for her research used in this commemorative publication; Trudy A. Kelly, for selecting the documents and photographs depicting the School’s 100-year history; Mercer President R. Kirby Godsey for his support; Dr. Hewitt W. “Ted” Matthews for his writing and editorial contributions; Dr. William N. Kelly for writing the History of Pharmacy; Dr. Richard A. Jackson for his collaboration on the design and layout of this publication; Terry Menard and Darin Givens for their graphical contributions; the Office of University Advancement for its support in the production of this historical publication; and Resa Mechling, Bradley Gilstrap, and Buddy Booker for their assistance in the production of this publication.
Centennial Committee

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Vince Lopez
Rudy Kelly
Sharon Lim

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Genice Johnson

Documents and photographs are located in the Monroe F. Swilley, Jr. Library archives.
Cecil B. Day Campus, Mercer University, Atlanta, Georgia

http://swilley.mercer.edu/speccoll/speccoll.asp

A TRADITION OF EXCELLENCE - A LEGACY OF CARING

MERCER UNIVERSITY

SOUTHERN SCHOOL OF PHARMACY

1903 Centennial 2003

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