

Tuesday 20 June 2006

Jeff Sher Guest Speaker at Charles Sturt Pharmacy Foundation Dinner

Mr Jeff Sher, Group Leader at Australian Pharmaceutical Industries (API), has been confirmed as the guest speaker at the 2006 annual Charles Sturt Pharmacy Foundation Dinner.

With more than 20 years' experience in retailing, Jeff Sher has been involved with leading brand Priceline since 1993. He was appointed country leader of New Clicks Australia - in August 2000, Group Leader of New Price Retail in February 2004 and Group Leader of API following the acquisition of New Price Retail in September 2004.

Through extensive knowledge and experience in retail, Mr Sher has developed strategic training programs which are used broadly across Australia. During his time at API, Sher led the acquisition of leading Australian home wares retailer House and hair care brand Price Attack.

A renowned retail strategist, Jeff is also recognised for his operational skills. He developed a number of retail store training programs that are now used broadly. Jeff has lectured extensively around Australia, and is known in the industry as a great student of retail.

The 2006 event follows the success of the 2005 Charles Sturt Pharmacy Foundation Dinner which was held last year in Orange to mark the first intake of CSU Pharmacy students. Wagga Campus will host this year's event to be held on the 15th of July. There will be an opportunity to update pharmacy knowledge by attending a CE day on Saturday followed by Wine and Cheese tasting at the Wagga CSU Winery.

Peter Gissing, Chair of the Charles Sturt Pharmacy Foundation, says the Dinner is a major event in the Foundation's calendar and supports the first pharmacy school in rural Australia.

"The Foundation Dinner provides a unique opportunity for the University community and industry to come together and discuss issues facing rural pharmacy and also recognises the impact the pharmacy program at CSU has already had on rural and regional Australia.

We are very pleased to having an Industry Leader of Mr Sher's stature as our guest speaker and we are looking forward to his comments at a time of great change in the Pharmacy profession", said Mr Gissing.

Funds raised from the evening will be used by the Foundation to support initiatives of the University's pharmacy program including the ongoing appointment of Australia's first Professor of Rural Pharmacy, Patrick Ball and through scholarships for talented and motivated pharmacy students.

The Charles Sturt Pharmacy Foundation was developed to support the CSU pharmacy program which was established in 1997 with the primary aim of addressing the shortage of pharmacists in rural areas. The Pharmacy Foundation has supported the development of the program by contributing to the establishment of suitable teaching and research facilities at the Wagga Wagga and Orange campuses and providing scholarships for students.

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