



# Pharmacy Lets Loose its Wild Side

Milwaukee Harley-Davidson is site of Friday gala event

by Bradley A. Shaw

The PSW Annual Meeting is chock full of information that pharmacists, pharmacy technicians and students alike find interesting, but after a long day of meetings and presentations, how can participants unwind? The location of choice this year was Milwaukee Harley-Davidson — an excellent venue, even if pharmacy and motorcycles may not be the most obvious combination. Even so, on Friday night both those who ride and those possessing the inner rider were greeted by a wide assortment of activities and buffet-style fare.

One popular attraction was the free temporary spray on tattoos. Some of the guests felt this was the highlight of the night. With their new barbed wire or rainbow “MOM” tattoos sprayed on their arms, participants could meander over to the photo shoot where they could get their picture taken riding a Harley. All that was missing was a fan for that wind-blown look.

Once people settled in, the owner of the dealership, Bob Michel, presented an inspiring speech on how having passion about what you do makes life worth while. To help portray this, he showed a video of his mentor, Sonny Womak, tell-

ing the remarkable history of the Harley-Davidson Motorcycle Company. In the speech given by Womak, he identified the passion that the employees had for Harley-Davidson, so much that they stuck with the company through the worst of times. Both Michel's and Womak's

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speeches demonstrated the importance of believing in your profession and having the passion to keep yourself dedicated. This lesson holds true to all aspects of life and proved to be the main point of the Annual Meeting's opening speeches.

For the evening's more lighthearted

entertainment, three members of Milwaukee's Comedy Sportz improvisational group (Eric, Joe, and Jake) provided everyone with a comical night of fun and games. A few spectators even became performers when they were asked on stage. Jacob Fox participated in a rousing game of Dr. Know-It-All, while Jeanne Rosen released her inner thespian during the game of Changing Emotions. Comedy Sportz taught everyone a valuable lesson with the evening's running gag; “priapism can be fatal.”

“Milwaukee Harley-Davidson was an interesting, fun, and unique venue,” said fourth-year UW School of Pharmacy student Jim Wolff. “It was a good way to catch up with colleagues you haven't seen in a long time.” When asked what his favorite part of the Harley-Davidson extravaganza was, attendee Nick Farley responded, “Comedy Sportz, especially the Dr. Know-It-All game.” Overall, participants felt that Comedy Sportz and Harley-Davidson's hospitality were a wonderful way to cap off the day's events. ●

Bradley Shaw is a third-year UW PharmD student. This article was written in partial fulfillment of an independent study project.

