



George Neville Lyne

10 April 1935 – 29 August 2021

Neville Lyne was a long-time friend and colleague, who had a varied and interesting career. From 1953–1960, he was employed in various community pharmacies in Durban, where he also attended the Pharmacy School, after which he completed his pharmacy apprenticeship.

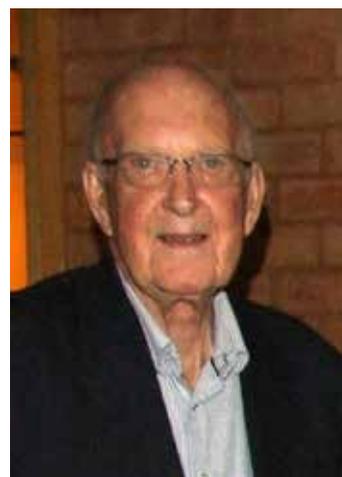
He then changed direction, joining Scherag (Pty) Ltd as a professional services representative (rep) for the extensive Natal, east Griqualand, Transkei, southern Orange Free State (OFS), and Swaziland regions. From 1961 to 1970, Neville was transferred to the Scherag Head Office in Johannesburg, as understudy to the Pharmaceutical Director, Dr Mike Tonkin. He was later promoted to National Sales Supervisor of the White Laboratories division, and subsequently to National Sales Manager for the Schering Corporation division, for South Africa.

My personal association with Neville started in February 1963, when I joined Scherag as a medical rep, travelling across the (then) southern and eastern Transvaal, and far northern OFS.

From 1971, Neville's responsibilities were expanded internationally to include Mozambique and Angola, and later he was promoted to Marketing Planning Manager at Schering Plough European headquarters, Switzerland, where he was responsible for corticosteroids, antihistamines, and gastrointestinal medicines for western Europe, excluding France and west Germany but including Scandinavia, and in addition, Middle Eastern countries and Africa South of the Sahara. He was eventually transferred to Belgium as Marketing Manager.

In 1981, Neville returned to Johannesburg to take up the position of Head of Communications and Marketing at the PSSA national office. Together with Ooppel Greeff and Hugo Durrheim, Neville introduced CPD courses for members. He also organised and managed the AGMs and conferences, among other responsibilities. He was appointed Chairman of the hugely successful and popular Pharmacy Professional Awareness Campaign (PPAC), promoting pharmacy to the general public via print, radio, and TV media, while also supervising the office of the SA Pharmaceutical Journal in Braamfontein, during the terms of several PSSA Presidents.

In 1991, in conjunction with Colin Stanton, Neville conceptualised and introduced Insurance Advisor, the Professional Indemnity



Insurance Plan (PIP) for PSSA members. This was originally managed by the Southern Gauteng (SG) branch of the PSSA but is now run by the Professional Provident Society in partnership with PSSA National.

As a token of appreciation for exceptional service to pharmacy and the PSSA, as a non-pharmacist and non-member, in May 1995 Neville was awarded Honorary Fellowship of the PSSA. In April 2000, he retired from full-time activities but continued to manage the PIP until this was transferred to the National Office.

In 2004, the SG branch invited Neville to take up the position of Professional Officer, and to manage their CPD programme, in a part-time capacity; he was also invited to join the Editorial Board of The Golden Mortar (GM), the SG Branch Newsletter. From 2014, Neville managed and arranged the Branch's Clinical CPD programme, continued as Professional Officer, and since 2018 acted as Publishing Coordinator of The Golden Mortar, even after his retirement from office in 2019. The high standard of the GM is the legacy that Neville has left.

My overall impressions of Neville, the man, are of his competency, professionalism, clear thinking, dedication, his sage advice, his co-operation, his gentlemanly manner and wry sense of humour, and the respect which he was shown.

Our sincere condolences to Eleanor, Stuart and Nikki. MHDSRIP.

Dave Sieff