

MGA 2026 Symposium

Panel Discussion Speakers



Beth Sandbower Harbinson is the founder of Sobar® and has worked in non-profit management, fundraising, and development for 30 years.

Sobar's mission is to provide and promote adult non-alcoholic beverages to those who cannot or choose not to drink alcohol.

The **Sobar Secure®** accreditation program provides bars, restaurants, and senior living communities with a direct connection to consumers looking for adult non-alcoholic beverages and includes on-line staff training and a streamlined path for menu creation and sourcing products.



Fariborz Zarfeshan, RPh is a veteran pharmacist with 40 years of experience and the CEO and co-founder of **ALFA Specialty Pharmacy**. His diverse career spans acute care at institutions like Johns Hopkins Hospital, Georgetown Lombardi Cancer Center, George Washington Medical Center, as well as home infusion therapy, long-term care, and disease management. For the past 18 years, he has focused on delivering high-touch, pharmacist-led care to vulnerable populations—especially those with developmental disabilities and chronic conditions requiring complex medication regimens. A forward thinker and passionate mentor, Fariborz believes pharmacy must evolve into a more collaborative, patient-centered model. He encourages pharmacy students and professionals to embrace this shift, delivering care where it's needed most—with empathy, innovation, and clinical excellence.
