

EYE ON EDUCATION

Summer 2008

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Eye on Education is generously sponsored by HOYA Vision Care, North America. HOYA's "Full Spectrum" laboratories focus on providing prescription lenses from all the leading lens manufacturers and lab services to optometrists.

In addition to supporting ASCO's newsletter, HOYA supports the 2008 Ophthalmic Optics Educators SIG and Clinic Directors/Administrators SIG workshops. Thank you HOYA!

ASCO NEWS

2008 Diversity Grant Program Recipients Announced

ASCO is pleased to announce the Optometric Education Diversity Mini-Grant recipients for 2008. This is the third year ASCO has received funding from The Vision Care Institute™, LLC, for this priority program. The diversity mini-grants are designed to provide seed money for a specific program/project to assist schools/colleges of optometry with their long-term diversity/multicultural efforts. Programs may include, but are not limited to, summer bridge programs for undergraduate students, mentoring and guidance programs for first-year optometry students, and partnership with organizations, high schools, community colleges and undergraduate programs to promote optometry as a career among underrepresented groups. The following schools were awarded grants:

■ Illinois College of Optometry for the "Focus on Your Future" Summer Program, which exposes underrepre-

sented minority undergraduate students to the profession of optometry from various levels.

- University of Houston College of Optometry for the "Optometry Career Opportunities" Program (TEXOCOP), a 16-week intense summer academic program established in 1986 as a way to address the recruitment and retention of underserved and/or educationally disadvantaged pre-optometry students.
- Northeastern State University Oklahoma College of Optometry for the "Multicultural Recruitment through Multicultural Assessment" Program, which evaluates and enhances diversity and multicultural sensitivity at the Northeastern State University Oklahoma College of Optometry.
- Indiana University School of Optometry for the "'Eye Do!' Making a Commitment to Optometry" Program, which uses current campus resources by partnering with the Hudson and Holland Scholars Program (HHSP), to provide insight to the profession.

- Michigan College of Optometry at Ferris State University for the "Diversity Enhancement Initiative," which increases the ethnic and racial diversity of its student body to better prepare students to care for underserved and minority populations in clinical practice and community service.
- The Ohio State University College of Optometry for the "Improving Diversity of Optometric Learners (IDOL)" Program, a three-day program that broadens the experiences of the OSU student body so they can provide comprehensive eye care to a diverse patient population in the U.S.
- University of California-Berkeley School of Optometry, for the "Berkeley Optometry Opto-Camp," a three-day course designed to introduce underrepresented pre-health science majors to optometry as a potential future career track and to prepare them to be successful applicants to optometry school.
- University of Alabama Birmingham School of Optometry for continual enhancement of current programs that promote diversity in optometry through minority recruitment and minority retention.

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ASCO Special Interest Group (SIG) News

Special Interest Groups, known in the association community as SIGs, were created within ASCO as a primary means of implementing the ASCO mission of “fulfilling the leadership role in the optometric education enterprise.” The purpose of SIGs is to provide forums for professional staff, administrators, and faculty with common responsibilities to communicate directly with each other and to provide advice and counsel to the ASCO Board of Directors on issues related to their area of interest. Participation is open to those individuals identified by the deans and presidents of an active ASCO member institution. Below is a summary of the SIGs and when they will meet in 2008. The ASCO website, <http://www.opted.org/i4a/pages/index.cfm?pageid=3364>, also provides meeting information.

Clinic Directors/Administrators

The Clinic Directors/Administrators Workshop is scheduled to take place on September 25-28 in Grand Rapids, Michigan. The meeting will be chaired by Dr. Nancy Peterson-Klein, Michigan College of Optometry. For additional information, contact Les Caplan at lcacc@comcast.net.

Continuing Education Directors

The Continuing Education Directors SIG met on June 26, 2008, in conjunction with the American Optometric Association meetings, in Seattle. The meeting was chaired by Dr. Kristin Anderson of the Southern College of Optometry. The SIG received training on the new standards for commercial support of COPE approved Continuing Education from Dr. Rafferty of ARBO. David Sattler, Director of Professional Relations at Alcon Laboratories, briefed the SIG on industry support of continuing education. This special program was generously sponsored by a grant from Alcon.

The Continuing Education Directors plans to meet on October 24, 2008 in conjunction with the American Academy of Optometry in Anaheim, California. For additional information, please contact LaShawn Sidbury at lsidbury@opted.org.

Externship Directors

The Externship Directors SIG Workshop is scheduled to take place on September 25 in Grand Rapids, Michigan. The workshop will be co-chaired by Drs. Ralph Herring (University of Houston) and Julie Schornack (Southern California College of Optometry). The workshop will be held in conjunction with the Clinic Directors/Administrators Workshop. For additional information, contact Les Caplan at lcacc@comcast.net.

Low Vision Educators

The Low Vision Educators SIG held its first summer meeting on July 18-19 in Fort Lauderdale, Florida. The meeting was chaired by Dr. Pamela Oliver of Nova Southeastern University. The SIG meeting focused on addressing minimum competencies in low vision rehabilitation. The Low Vision Educators SIG also plans to meet on October 22, 2008 in conjunction with the American Academy of Optometry in Anaheim, California. Please contact LaShawn Sidbury, lsidbury@opted.org, for additional information.

Ophthalmic Optics Educators

The Ophthalmic Optics Educators SIG conducted a meeting/workshop on July 24-26 in Dallas, Texas. The meeting/workshop had a theme of *Building Tomorrow's Optics Education* and was sponsored by VSP, HOYA, Transitions, Carl Zeiss Vision, Essilor, Safilo, and Luxottica. The Optics SIG would like to thank Ms. Melissa Hill for her dedication and efforts on behalf of the SIG as its Past-Chair. The next meeting will take place at the Illinois College of Optometry and will be chaired by Dr. Geoffrey Goodfellow, Illinois College of Optometry. For additional information regarding the SIG, contact LaShawn Sidbury at lsidbury@opted.org.

In other news from the Ophthalmic Optics Educators SIG, John Young from COLTS Laboratories has been named as the 2008 honoree of the Joe Bruneni Lecture. Since 2005 the Ophthalmic Optics Educators SIG has selected annually a Joe Bruneni honoree, providing the recipient an opportunity to present at the ASCO Annual Meeting. Joe Bruneni was a stalwart contributor to the field of ophthalmic optics through his writing and teaching and was a close colleague and friend of the organization.

The selected honoree has made significant outstanding contributions to the field of ophthalmic optics. John Young, the 2008 honoree, is the founder of COLTS Laboratories. John is the first non-academic honoree to receive this award, earning it because of his many contributions to quality control in the industry. COLTS Laboratories is the first third-party testing laboratory in the industry, and COLTS has become the standard bearer for quality in the field.

Chief Academic Officers

The CAOs workshop and business meeting was held on June 23 in Seattle, Washington. The meeting was chaired by Dr. Morris Berman of the Southern California College of Optometry. The CAOs are gearing up for their next business meeting scheduled to take place October 24 in Anaheim, California. Dr. Gunilla Haegerstrom-Portnoy of the University of California at Berkeley will chair the meeting.

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ASCO News (cont'd from page 1)

ASCO Student Affairs Officers Meet in Chicago

The ASCO Student Affairs Officers (SAOs) met in Chicago during the National Association of Advisors for the Health Professions conference in June 2008. During the meeting, the SAOs received the final version of the *Student Affairs Officers Orientation Handbook*, which was compiled by Dr. Lorraine Voorhees. Optometry was well represented at the conference, as seen on several panels with other health professions. ASCO once again hosted a wine tasting, which was held in conjunction with a silent auction benefiting the Remote Area Medical Foundation.

ASCO Leadership Luncheon Celebrates the Partnership Foundation

ASCO would like to thank AMO for supporting the 2008 Leadership Luncheon

Over 200 representatives and leaders in the optometric community attended ASCO's Annual Leadership Luncheon, held in June in Seattle. This year's leadership luncheon was once again sponsored

by AMO, who generously provided an additional grant to allow the AOSA Trustees to attend the event.

Dr. John Amos, ASCO's President, welcomed attendees and thanked ASCO's affiliate organizations and corporate contributors for their support of the schools and colleges of optometry. Dr. Amos then introduced Dr. David Hansen, Director of Professional Services at AMO, who addressed attendees and thanked ASCO for the opportunity to support the event. Following the introductions, attendees enjoyed lunch while listening to the program.

This year's program featured a retrospective of the Partnership Foundation for Optometric Education, which was formed by the AOA and ASCO to provide long-term financial support for the advancement of optometric education and related special needs of the profession. Dr. Jerry Strickland, the Partnership's founding president, remarked on the origins of the Partnership Foundation in 1996 as a result of the *Georgetown Summit: A Critical Assessment of Optometric Education*.

Dr. Richard Wallingford, the Partnership's current president, stressed the need for renewed awareness of the Partnership and greater state participation. He highlighted the Partnership's achievements as a result of its generous contributing partners. Dr. Wallingford noted, "The Partnership Foundation is a TRUE 'partnership' of educational, state, regional, and national organizations, all

striving for the same goal."

ASCO would like to thank the industry leadership for attending its annual flagship event. We look forward to hosting the event again next year! For more information on the Partnership Foundation for Optometric Education, please contact Christine Armstrong, Director, at 301-231-5944 x3018, or carmstrong@opted.org.

ASCO Board of Directors Welcomes New Leadership, Honors Retiring Members

At the June 2008 Board of Directors meeting in Seattle, President John F. Amos, OD, welcomed Elizabeth Hoppe, OD, MPH, DrPh (Founding Dean, Western University of Health Sciences, College of Optometry, and Editor-in-Chief, *Optometric Education*), and Dr. Andres Pagan, OD, MPH (Interim Dean, Inter American University of Puerto Rico, School of Optometry) as new members of the Board.

Dr. Earl Smith was elected to serve as secretary/treasurer for the organization, and Dr. Tom Lewis as an at-large member. Dr. Jim Sheedy resigned from the Board and as secretary/treasurer-elect, but he will continue his work on the ASCO International Education Task Force. The Board approved resolutions honoring Dr.

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SIG News (cont'd from page 2)

October SIG Meetings

Eight of ASCO's 12 SIGs plan to meet in October in conjunction with the American Academy of Optometry in Anaheim, California (* indicates that meetings will take place at the Southern California College of Optometry). Unless otherwise noted, the point of contact for each SIG is LaShawn Sidbury, lsidbury@opted.org:

- Binocular Vision & Perception Educators (Don Lyon, ICO, chair)
- Continuing Education Directors (Kristin Anderson, SCO, chair)
- Development Directors* (Frances Rozner, SCCO, chair; point of contact: Christine Armstrong, carmstrong@opted.org)
- Ethics Educators (John Classe, UAB, chair)
- Low Vision Educators (Pamela Oliver, NSU, chair)
- Optometric Informatics (Sam Hanlon, UH, co-chair; Gerald Dujsik, ICO, co-chair)
- Residency Educators (David Loshin, NSU, co-chair; David Hoffman, NECO, co-chair; point of contact: Paige Pence, ppence@opted.org)
- Vision Science Librarians* (Cindy Hutchison, NECO, chair)

ASCO Board (cont'd from page 3)

Les Walls and Dr. Jerry Lowther on their retirements and honored them both for long-term service on the ASCO Board. Dr. Walls served as ASCO president in 1993-1994, and Dr. Lowther retired when he was ASCO president-elect. Both served on numerous committees and in other leadership positions spanning many years. In other news, the Board took the following actions:

- Passed the Fiscal Year 2008-2009 budget.
- Expressed support of ARBO holding up final commercial support standards and sponsoring a conference of optometric stake holders in late summer/early fall 2008.
- Passed a motion to support the *Cultural Competency Curriculum Guidelines* and the plan to implement them in the schools and colleges of optometry.

Women Gaining in the Ranks of Optometry School Deans Across the U.S., World

The number of women being named as deans of U.S.- and foreign-based optometry schools is on the rise. In August 2006, there was one female dean, Dr. Janice Scharre of the Illinois College of Optometry, and no female ASCO members of the ASCO Board of Directors. As of 2008-2009, there will be six, which is one third of the 18 deans or presidents constituting ASCO member schools.

NECO President Elizabeth Chen became the first female member of the ASCO Board of Directors in fall 2006. She is now joined by Elizabeth Hoppe, OD, MPH, DrPH, Founding Dean, Western University of Health Sciences, College of Optometry; Nancy Peterson-Klein, OD, Interim Dean, Michigan College of Optometry at Ferris State University; P. Sarita Soni, OD, MS, Interim Dean, Indiana University, School of Optometry; Jennifer Smythe, OD, MS, Dean, Pacific University, College of Optometry, plus Dr. Linda Casser, who will become dean at PCO in January 09.

ASCO Journal, *Optometric Education*, Issues "Call for Papers" for Teaching Cases

Dr. Elizabeth Hoppe, Editor-in-Chief of *Optometric Education*, ASCO's peer-reviewed journal, has issued a call for papers for a special issue focusing on teaching case reports, a new format for the journal. Themes such as the following will be considered:

- Teaching approaches to evidence-based health care.
- Teaching clinical decision-making skills.
- Integrating basic and clinical sciences
- Teaching using simulations or standardized patients.
- Teaching using innovative technology.

The journal has created some guidelines for this new article format; contact Stephanie Dean at sdean@opted.org for more information.

Ciba Vision Guest Lecturer Grant Program in Contact Lenses



A grant to ASCO from CIBA Vision, an ASCO Corporate Contributor, will be used to cover expenses for sending faculty lecturers to ASCO-affiliated schools and colleges to share expertise in contact lenses. This program implements one of the priorities of current ASCO President Dr. John Amos, which is the sharing of educational resources among schools and colleges.

Funding will cover travel expenses and a \$1,000 honorarium for the invited guest lecturer. Schools are responsible for selecting the guest lecturer; however, priority should be given to faculty with two to six years teaching experience. There is limited funding throughout the fiscal year and awards are distributed on a first-come, first-serve basis, with a limit of one

per school each year. For additional information or to obtain an application, contact LaShawn Sidbury at lsidbury@opted.org.

In response to CIBA's program, ASCO is establishing a Contact Lenses Faculty Lecturer Bureau. Any contact lens faculty members who are qualified to provide lectures should contact LaShawn Sidbury at lsidbury@opted.org. Please provide the following information: faculty member name, institution, email address, expertise area, and years of teaching experience (if known). This information will be used to aid schools and colleges who are interested in participating in the program but who may not know of any lecturers who meet the criteria.

Long-Time Colleague of the Optometry Community, Dr. Mort Silverman, Passes Away

In July, Mort Silverman, OD, FAAO, a former faculty member at Nova Southeastern School of Optometry, and public health advocate, passed away. His passion for the profession never stopped from his early days as an advocate for the private practice of delivering eye and vision care. Dr. Silverman was an active participant in ASCO's Practice Management Educators SIG.

Staff News

In July, ASCO staff welcomed Kat Johnson as the new Manager of Administrative Services. Kat is responsible for the internal management of the ASCO office, including database and office management, ASCO website administration, executive director support and general administration. Kat can be contacted at kjohnson@opted.org. Kat comes to ASCO with a number of years of association and not-for-profit organization experience, having worked with the Pharmaceutical Care Management Association, the Association of Pool and Spa Professionals, America's Promise, World Vision and the Competitive Enterprise Institute.

2008 Hoya Grant and Scholarship Winners

Andrew Graves, a student at the University of Alabama Birmingham School of Optometry, has been selected as the HOYA scholarship recipient for 2008. Graves' award is based on a case study he authored, "Progressive Lens Technology and the Implications for Struggling Presbyopes with Peripheral Distortion and Blur." The scholarship award of \$6,000 is part of the HOYA's grant and scholarship program. HOYA announced the scholarship winner at a luncheon at Optometry's Meeting in Seattle in June 2008. In addition to the scholarship award, HOYA offers \$1,000 grants to third- and fourth-year students at optometry schools throughout the U.S., Canada and Puerto Rico.

Also in HOYA news, Mike Elton, Director of Professional Services for HOYA Vision Care, North America, was honored by the American Optometric Student Association (AOSA) with the group's Founders Award. The AOSA Founders Award is presented to an individual for outstanding contribution to the

association during the past year; the AOSA Board of Trustees nominates and selects the winner. In addition to working with the schools and colleges of optometry, Elton manages HOYA's 120 trade shows and is responsible for strategic analysis, market research and pricing. "My true passion is working with the students," said Elton. "I am honored by this award."

Advanced Medical Optics Announces Partnership with the Institute for Eye Research



AMO, a global leader in ophthalmic surgical devices and eye care products, has announced its collaboration with the Institute for Eye Research (IER), a non-profit research organization based in

Sydney, Australia, to develop contact lens disinfectant and cleaning solutions and related products. IER conducts collaborative and contract research with and for industry in the area of vision correction, eye care, the anterior eye, contact lenses, contact lens care and patient management, to avoid contact lens complications.

Alcon Announces 4th-Year Optometry Student 2009 Case Study Award

Alcon®

Alcon has announced the guidelines for 2009 Alcon Case Study Award, which provides a \$5,000 grand prize for the best case study from a student in his or her 4th year of optometry school. The paper must be based on one of the following subject matters: ocular disease, contact lenses and lens care, surgical co-management, cataract surgery or refractive surgery. The papers are to be submitted to the Award Committee at the student's school by January 31, 2009. The school committee will review the submissions and select one as an entry for the final award. The student selected by each school will receive a \$1,000 prize.

The deadline for schools to submit their selected case report to Alcon is March 15, 2009 (reports should be sent to: Dave Sattler, Alcon Laboratories, Inc., 6201 South Freeway (Mail Code TA5-7), Fort Worth, TX 76134; e-mail: dave.sattler@alconlabs.com). Alcon will assign a panel of independent doctors to review the case reports from each school and select one national winner by April 30, 2009. That person will receive an additional \$5,000. Mentors and coauthors are encouraged and should be acknowledged in the student's case study submission. The overall winner's paper will be submitted for possible publication in a peer-reviewed journal.

ASCO Corporate Contributors*

ASCO appreciates the continued support it receives from the following companies for its national programs and activities that benefit all the schools and colleges of optometry.

Advanced Medical Optics
Allergan
Carl Zeiss Vision
Compulink Business Systems
Essilor of America
Genzyme
HOYA Vision Care, North America
Marchon
Nidek, Inc.
Optos North America
Safilo Group
Transitions Optical, Inc.
Vision Source!
The Vision Care Institute™, LCC, a Johnson & Johnson company
Vistakon®, Division of Johnson & Johnson Vision Care, Inc.
Volk Optical, Inc.

Alcon
Bausch & Lomb
CIBA Vision
CooperVision
Eyemaginations
Haag-Streit
Luxottica / EyeMed Vision Care
M&S Technologies
Ophthonix, Inc.
Optovue, Inc.
TLC Vision
Vision Service Plan
Wal-Mart Stores, Inc.

*As of August 1, 2008.

(Industry News cont'd on page 6)

Industry News (cont'd from page 5)

Vision Care Institute Opens Sixth Satellite Learning Center

The Vision Care Institute, LLC, is partnering with leading optometry schools and colleges throughout the United States, Canada and Puerto Rico to extend its professional-level training opportunities for optometry students with distance learning and live programming at on-campus satellite centers. In May 2008, the Vision Care Institute announced a new alliance with the Inter American University of Puerto Rico School of Optometry (IAUPR), the sixth optometry school to participate.

Johnson & Johnson Vision Care Launches New Professional Website

Johnson & Johnson Vision Care, Inc. has announced the launch of its new professional website at www.jnjvisioncare.com. The comprehensive, easy to navigate site is designed to provide doctors and staff with valuable resources and tools to advance both patient and practice health. The site includes an educational video library and access to clinical data and outside studies, among other features.

VISTAKON Academic Affairs Team Supports Optometry Community

Establishing enduring partnerships with optometry school educators, administrators and students has been a long-standing commitment and passion for VISTAKON®, and together, Dr. Dennis Pardo, OD, MPH; Audrey Aviles; and Dr. Sheila Hickson-Curran, BSc(Hons), MCOptom, FAAO, embrace this mission. As a team, they work diligently at building and nurturing these important relationships and are dedicated to partnering with all of the optometry schools in the U.S., Canada, and Puerto Rico. The

Academic Affairs team at VISTAKON® visits schools, meets with faculty members, provides VISTAKON®-sponsored programs on-campus and provides educational resources and grants/financial support. In addition, the team is extremely interested in gaining valuable insight about the wants and needs of each school, as well as a better understanding of the changing needs of optometric educators.

Volk H-R Wide Field Laser Lens

Volk Optical has released a new pan retinal lens for diagnosis with the addition of the H-R Wide Field Lens. Its high-resolution imaging, coupled with an extremely wide field capability, provides highly detailed views for pan retinal diagnosis. The H-R Wide Field is a contact type of lens and requires a coupling solution when contacting the eye. While this may add a step to the examination, it ensures that retinal tears or lesions across the entire retinal surface can be clearly visualized, all the way to the ora serrata. Most important, it is distortion-free across the entire viewing area. The combination of Volk's patented double aspheric glass design with low dispersion glass, ensures the highest resolution imaging across the entire viewing field. This superior viewing power with a 0.50x magnification is contained in a low-profile, reduced-size housing to simplify manipulation of the lens within the orbit.

OEP Press Reprints Binocular Classics

A number of key textbooks in pediatrics, vision therapy and behavioral vision care have recently gone out of print. Works by Griffin & Grisham, Caloroso & Rouse, Goss, Birnbaum and Press are no longer available to practitioners or schools and colleges of optometry. The OEP Foundation decided to fill this void by creating OEP Press. OEP Press will publish many of the books that have been phased out by commercial publishers and publish similar books in the

future. Titles being reprinted by OEP Press include: *Binocular Anomalies: Diagnosis and Vision Therapy*, by J. Griffin and J. Grisham; *Clinical Management of Strabismus*, by E. Caloroso and M. Rouse with contributions from S. Cotter; *Applied Concepts in Vision Therapy*, edited by L. Press; *Optometric Management of Nearpoint Vision Disorders*, by M. Birnbaum; and a third edition of *Ocular Accommodation, Convergence, and Fixation Disparity: Clinical Testing, Theory and Analysis*, by D. Goss.

New Home for the World Council of Optometry

World Council of Optometry (WCO) President Robert Chappell has announced that, effective July 1, 2008, the WCO and its charitable arm, the World Optometric Foundation (WOF), has moved to the College of Optometrists in the United Kingdom. The WCO selected the college after a competitive bid involving five other organizations from four continents. WCO is an international organization dedicated to the enhancement and development of eye and vision care worldwide.

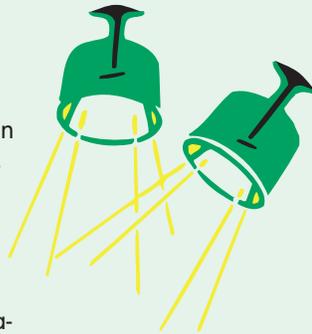
Vision Service Plan Continues Sponsorship of Private Practice Clubs

As part of its student outreach efforts, VSP continues to support private practice clubs at the colleges of optometry and is encouraging more clubs to form. Currently, eight schools have private practice or practice management clubs. These student-run organizations provide an excellent opportunity for students to explore business issues that they will face in their upcoming careers. Clubs returning to school in the fall are encouraged to contact VSP to receive their annual financial donation. Any new clubs forming are also eligible for a VSP sponsorship after officers are elected and an organizational charter is approved.

INDUSTRY SPOTLIGHT

Haag-Streit Celebrates One-Hundred and Fifty Years!

It all started in the back of a tiny workshop in Bern, Switzerland in 1858 when two friends opened a business to manufacture mechanical precision devices. From their first big contract, supplying meteorologic measuring instruments to the weather station of the central observatory in St. Petersburg, Russia, Haag-Streit innovations led to the invention of the slit lamp. Today, Haag-Streit products are used worldwide and the tiny workshop has grown into eight different companies operating throughout Europe and in the United States:



- Haag-Streit AG
- Moeller Wedel GmbH
- Reliance Medical Products
- Haag-Streit USA
- John Weiss & Son
- Clement Clarke
- IPRO GMBH
- SPECTROS AG

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SCHOOL AND COLLEGE NEWS

Founding Dean Named for Midwestern University, Arizona College of Optometry



Hector Santiago

Hector Santiago, immediate past president of ASCO and former dean of Inter American University in Puerto Rico, has been named founding dean of the Midwestern University's Arizona College of Optometry in Glendale, Arizona, effective June 23, 2008. Midwestern University currently offers degrees in osteopathic medicine, dentistry, podiatry, pharmacy, clinical psychology, occupational therapy and biomedical sciences. Establishment of the optometry college within Midwestern University provides a unique opportunity to develop an optometric program within an interdisciplinary environment to serve the needs of the region and the nation.

State University of New York (SUNY) Names New Vice President and Dean

After an extensive search, Dr. David Troilo has been named the SUNY College of Optometry's next vice president and dean for academic affairs. Dr. Troilo, a professor of biology in the Department of Biomedical Science and Disease at the New



Dr. David Troilo

England College of Optometry in Boston, comes to SUNY with extensive experience in optometric education and research. Dr. Troilo assumed his position July 1, 2008, and holds the rank of professor.

In other news, SUNY College of Optometry recently announced the opening of a new comprehensive referral service for optometrists and ophthalmologists in the metropolitan New York area. The University Optometric Center (UOC), the College's patient care facility, is one of the country's largest out-patient vision care clinics. As a teaching facility too, the UOC has the latest and most comprehensive diagnostic and treatment technologies.

The Optometric Center of New York, the SUNY College of Optometry's foundation, has received two grants. A \$25,000 grant was received from the Allene Reuss Memorial Trust to support vision care for indigent patients. This was the final installment of the original \$50,000 grant. The indigent patient fund supports eye examinations and low vision devices for underserved men, women and children from the New York metropolitan area. An additional \$20,000 grant from the Foundation for Sight and Sound was issued to the foundation, to provide essential low vision devices for low vision patients who cannot afford them.

Pennsylvania College of Optometry Becomes Salus University

PCO President, Dr. Thomas L. Lewis has announced that the College would become Salus University on July 1, 2008. Salus
(School News cont'd on page 8)

SCHOOL AND COLLEGE NEWS

School News (cont'd from page 7)

is a Latin word for health and well-being and the new name was chosen to better reflect the multi-faceted institution PCO has become. Under the change, four colleges will constitute the new university: Pennsylvania College of Optometry at Salus University, founding college, established in 1919; Salus University George S. Osborne College of Audiology, established in 2000 as the PCO School of Audiology; Salus University College of Education and Rehabilitation, new home of graduate studies programs for vision impairments, established at PCO in 1983; and Salus University College of Health Sciences.

In a related announcement, the college announced that Dr. Linda Casser has been appointed dean, effective January 2009. As dean, Dr. Casser will serve as the Chief Academic Officer for programs at the college and will be responsible for programmatic development, implementation, evaluation and fiscal management. Additional responsibilities include promoting interdisciplinary academic programs and student experiences—a hallmark of the curricula at Salus University—as well as oversight of the college's international optometry programs, now found in 17 countries around the world.

University of Alabama at Birmingham School of Optometry: Professors in the News

Dr. Jimmy Bartlett, Chairman of UAB Department of Optometry, along with co-editor Siret Jaanus (Professor, Southern California College of Optometry) and 43 contributing authors, published the fifth edition of *Clinical Ocular Pharmacology*.

Dr. Marcela Frazier, UAB Assistant Professor, has been invited to present on her awarded grant, "Educating Hispanic Parents on the Need to Obtain Eye Care for their Children," at the Sixth Annual Healthy Eyes Healthy People Conference. Her video was selected best in the nation among all projects funded by Healthy People grants.

New England College of Optometry Names New Academic Dean

Clifford Scott, OD, a noted scholar, clinician and scientist who has taught at the New England College of Optometry since 1970, has been named academic dean at the college. Currently, he is serving as chair of the College's Department of Community Health. Scott also worked as chief of the optometry section at the Veteran's Administration Center in West Roxbury, clinic director of the Massachusetts Laborers' Vision Center, and ran a private practice in Newport, Rhode Island. He has published extensively, served as an investigator for nearly a dozen research projects, and has lectured widely in this country and abroad. Dr. Scott holds a doctorate in optometry from the New England College of Optometry, a master's in public health from Harvard University and a BS from Boston College.

In other news, David W. Ferris, OD, a former president of the American Optometric Association and the Rhode Island Optometry Association as well as chairman of the Rhode Island State Board of Optometry, was honored by the New England College of Optometry in June for more than 40 years of contributions to his chosen field, with Dr. Elizabeth Chen, president of NECO, bestowing the honorary award. Dr. Ferris is credited with playing the lead role in obtaining federal approval for optometry to be covered by Medicare. Along with his colleagues in Rhode Island, he was also instrumental in obtaining the first state legislation to approve the use of pharmaceuticals by optometrists — landmark legislation that changed the course of the optometric profession in the early 1970s.

Illinois College of Optometry's Augsburger Receives Prestigious AOA Award

ICO President Dr. Arol Augsburger was recognized as the recipient of the American Optometric Association's (AOA) Distinguished Service Award at the June AOA meeting in Seattle. The award is based on contributions of personal effort and time on behalf of the profession's advancement and involvement on behalf of the profession of optometry. At the same meeting, ICO graduate Dr. Pete Kehoe was ushered in as AOA president.

In other news, ICO's Summer Program for Underrepresented Minorities brought 20 African American and Latino, college-age students from throughout the U.S. to Chicago for an in-depth look at optometry. The students stayed in the ICO residential complex and attended the program at no cost. Reviews of the program were overwhelmingly positive. This program was made possible by a grant from ASCO and The Vision Care Institute™ of Johnson & Johnson Vision Care, Inc.

ICO's new laboratories—the "Eyepod"—will open on schedule in October, with state-of-the-art basic science and clinical science laboratories, conference rooms and student lounge areas.

Indiana University Trains Cambodia's First Pediatric Eye Surgeon

Dr. Phara Khauv, one of only eight ophthalmologists in Cambodia, is at Indiana University (IU) School of Medicine preparing to become his nation's first pediatric eye surgeon. Selected as the third FedEx Fellow, by nonprofit ORBIS International, Dr. Khauv is in Indianapolis for two months studying under Dr. Dan Neely, an IU associate professor of ophthalmology and pediatric ophthalmologist at Riley Hospital for Children. Dr. Neely has made several trips to Southeast Asia as an ORBIS volunteer faculty member. One of the poorest countries in Southeast Asia, Cambodia is believed to have one of the region's highest prevalence of blindness, estimated at 1.2% — or 180,000 people blind out of a population of 15 million. The vast majority of these cases are either treatable or preventable.

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School News (cont'd from page 8)

Southern California College of Optometry Plans Art Exhibit

The fourth annual "Shared Visions" 2008-2009 International Art Exhibit debuts September 23, 2008, with 90 innovative works of art on display, at the SCCO Eye Care Center. The 50 artists, who are blind or legally blind, are from around the U.S. as well as from Israel, India, Sweden and Canada. The Shared Visions Exhibition celebrates and focuses on the artistic accomplishments of artists who continue to create in a visual realm. The exhibition highlights the ability, talents and achievements of these incredible and inspirational artists. The display will continue through mid-August 2009.

Also in SCCO news, the college is pleased to announce two new faculty members: Edeline J. Lu, OD, instructor, and Jason S. Ng, OD, PhD, FAAO, assistant professor.

Southern College of Optometry Names New Vice Presidents

Kristin K. Anderson, OD, associate professor, has been named Southern College of Optometry's Vice President for Institutional Advancement, effective July 2008. Dr. Anderson previously served as SCO's Director of Continuing Education and as Chief of Low Vision and Rehabilitation Services in the Eye Center at SCO. Her experience also includes service as Executive Director of the Hayes Center for Practice Excellence at SCO.

Lewis Reich, OD, PhD, has been appointed SCO's new Vice President for Academic Affairs, effective July 2008. Dr. Reich, formerly Assistant Dean for Student Affairs at Nova Southeastern University, College of Optometry, was selected after a nationwide six-month search. The SCO community welcomed Dr. Reich and his family with a reception in their honor. Dr. Reich previously served as Associate Professor and an Assistant Dean for Student Affairs at Nova Southeastern University College of Optometry. As Vice President of Academic Affairs, Dr. Reich's responsibilities include overseeing the academic program, research initiatives and curriculum development.

In other news, former ASCO president and SCO president Emeritus William E. Cochran, a 1968 SCO graduate, and Jerry Hayes, a 1973 SCO graduate and president of Hayes Consulting, will receive the college's Lifetime Achievement Awards when SCO hosts its convocation ceremony on September 19.

Michigan College of Optometry Appoints New Interim Dean, Receives Large Grant

Dr. Nancy Peterson-Klein has been appointed to serve as the interim dean for the Michigan College of Optometry until a permanent dean is chosen. The search for a permanent dean will begin in the fall.

In other news, MCO has received a \$600,000 Tele-Optometry Grant to improve diabetic eye care management and clinical outcomes for low-income patients with diabetes. MCO is the key project collaborator of this three-year grant. The project is a community collaboration among Saint Mary's Diabetes Support Team and Center for Diabetes and Endocrinology, Advantage Health, Michigan College of Optometry, and a Community Collaborative of retinal specialists to provide eye care to patients at four Saint Mary's HealthLink community health centers located in the greater Grand Rapids area. The Michigan College of Optometry will be using the EyePACS system, developed at the University of California Berkeley School of Optometry, to capture patient images at remote sights. Images will be assessed by certified image readers for the presence of diabetic retinopathy, a sight-threatening condition. Dr. Mark Swan was a key facilitator of the grant.

Pacific University Appoints New Dean

Pacific University's College of Optometry has announced that Dr. Jennifer Smythe will serve as dean of the college. Smythe continues an illustrious career at Pacific that began as a student in 1989. Smythe received her MS in clinical optometry in January of 2000 and her OD in May of 1993, both from Pacific. Since Smythe's residency in contact lenses in 1993, she has held various roles within the college, including professor, chief of contact lens services and associate dean for academic programs. In 2006, Smythe was named to *Vision Monday's* "50 Most Influential Women in Optical," and she brings prolific publication, service and education experience to her new post.

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School News (cont'd from page 9)

Vice Provost Sarita Soni to Serve as Interim Dean at Indiana University School of Optometry

Effective August 1, 2008, Dr. Sarita Soni will take the helm as interim dean of the Indiana University School of Optometry. Dr. Soni also serves as the vice provost for research and is a professor of optometry at the college. She will continue to serve IU as the Vice Provost for Research. Dr. Soni is a diplomate of the Cornea and Contact Lens Section of the American Academy of Optometry, served on the Board of American Academy of Optometry, is an elected fellow of the National Academies of Practice, and is a member of the American Optometric Association's Council on Research. She has served as a voting member on the FDA's Ophthalmic Devices panel and as a member of the National Institutes of Health National Advisory Eye Council. She succeeds Gerald Lowther, who had served as dean since 1998.

Optometrists at Ohio State University Named Industry Leaders

Karla Zadnik, OD, PhD, associate dean and professor of The Ohio State University College of Optometry and Kelly Nichols, OD, MPH, PhD, associate professor, are among 10 female optometrists who are making a significant impact in the field of optometry. Both Drs. Zadnik and Nichols are featured in the cover story, "Women at the Forefront," in the June 2008 issue of *Review of Optometry*.

In other news from OSU, the American Optometric Foundation (AOF) has supported OSU's College of Optometry in excess of \$40,000 this year. This support includes Ezell Fellowships to Bradley Dougherty, Kathryn Richdale and Eric Ritchey; a Vistakon Contact Lens Residency Award to Catherine Pannebaker; and a Carl Zeiss Vision Fellowship to Jennifer Truong.