ASCO Elects Officers at June Meeting

Dr. David A. Heath, President of the State University of New York, State College of Optometry, was elected President of the Association of Schools and Colleges of Optometry (ASCO) at its annual meeting in Chicago, Ill., on June 26. During the meeting, Dr. Heath presented his vision for his presidency, highlighting the theme of “Finding ASCO’s Voice.”

This priority includes:
- developing communication strategies
- providing more leadership in optometry and health care by sharing expertise
- being more deliberative in engaging external constituents.

Other officers elected for the new program year, which began July 1, are:
- Dr. Jennifer Smythe, President-Elect
- Dr. Linda Casser, Secretary-Treasurer
- Dr. Richard W. Phillips, At-Large Member
- Dr. Kevin L. Alexander, Immediate Past-President.

Board Backs Ideas for CE Accreditation

Support for the development of a federally recognized accreditation process for continuing education (CE) programs in the profession of optometry was approved by the ASCO Board of Directors at its annual meeting in June. The approval is contingent on a decision being made within the profession to proceed with such a process.

The Board-approved motion also supports the expansion of the mission of the Accreditation Council on Optometric Education (ACOE), as optometry’s specialized accreditation body, to include the accreditation of agencies and/or programs providing CE to doctors of optometry. It encourages the development of a comprehensive business plan, taking care to ensure there are adequate resources to support a process of CE accreditation that would be of the highest quality before proceeding.

In addition, the Board’s action encourages the ACOE, if a decision to proceed is made, to include broad input from the optometric community in a manner consistent with past practice when developing the standards and processes for CE accreditation.

Ex-ASCO Presidents Enter Hall of Fame

Dr. Kevin Alexander, Immediate Past-President of ASCO, and former Presidents Dr. Thomas Lewis and Dr. William “Billy” Cochran have been elected to the Optometry Hall of Fame and were honored at the American Optometric Association (AOA) Congress in June.
Dr. Alexander is President of Southern California College of Optometry. He was ASCO President in 2011-2012 and had previously served as Dean of the Michigan College of Optometry at Ferris State University. He is a former President of the AOA. Dr. Cochran served on the Board of ASCO and as President in 1991-1992. He was also President of Southern College of Optometry, during which time the college moved into the national arena of optometric education.

Dr. Lewis’ term as ASCO President was in 1996-1997, and he is the first and only recipient to date of ASCO’s Lifetime Achievement Award. He also served as President of the Partnership Foundation for Optometric Education and President of the National Board of Examiners in Optometry.

**ASCO Applauds Award for Dr. Shipp**

Dr. Melvin Shipp, a former ASCO President and the first optometrist to be elected President of the American Public Health Association, was honored by ASCO upon receiving the AOA’s Optometrist of the Year Award in June. Dr. Shipp has been an outstanding leader in optometric education and the profession throughout his four-decade career.

An ASCO Board-approved resolution recognizing Dr. Shipp’s many achievements states, in part, “Optometric education and the profession have directly benefitted from Dr. Shipp’s expertise and leadership as ASCO President in 2009-2010, Professor and Dean of The Ohio State University College of Optometry, and Professor, Assistant Dean for Clinical Services and Director of Clinics at the University of Alabama at Birmingham School of Optometry.” In addition, the ASCO resolution states, “Dr. Shipp’s dedication to improving the health of the citizens and communities of the United States is reflected in his more than 25 years of work in public health.”

**Five Research Grants Awarded to Educators**

ASCO and The Vision Care Institute, LLC, an affiliate of Johnson & Johnson Vision Care Inc., are pleased to announce

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**ASCO Institutions Can Now Apply for Grants to Fund On-Site Cultural Competency Guidelines Implementation Workshops**

The application process for the ASCO Curriculum Guidelines for Culturally Competent Eye and Vision Care Workshop Grant Program is now open. The program provides funds to schools and colleges of optometry for on-site Cultural Competency Guidelines Implementation Workshops. The workshops demonstrate how to use the ASCO Guidelines for Culturally Competent Eye and Vision Care to incorporate topics and experiences in cultural competency into the optometric curriculum. Depending on the needs of each institution, a workshop runs from 2 to 4 hours. A grant pays for travel, housing and per diem for two facilitators as well as materials used during the workshop. Grants are funded by Walmart.

**Criteria**

The Cultural Competency Curriculum Guidelines Subcommittee of the ASCO Optometry Diversity and Cultural Competency Committee will review applications based on the following criteria:

- The percentage of the institution’s faculty, administrators and staff who are committed to participating in the workshop
- The commitment of workshop participants to complete the following prior to the workshop:
  - take an online self-awareness survey
    1) ASCO Guidelines for Culturally Competent Eye and Vision Care  
    2) Cultural and Linguistic Competence, from Optometric Care in the Public Health Community  
  - take a reading materials pre-workshop quiz  
  - determine the demographics in their area and share the results with assigned ASCO facilitators
- Evidence of an institutional commitment to diversity and cultural competency, with an intention to integrate cultural competency training into numerous courses, workshops and clinical experiences in the optometric curriculum through lectures, interactive exercises, discussions, case study analysis, journal-keeping, readings, Web-based learning, videos, diverse patient care opportunities and other strategies.

**Application Process**

The dean or president of an ASCO member institution should submit an application letter to Carol Brubaker, Staff Liaison, Cultural Competency Curriculum Guidelines Subcommittee, by Dec. 31, 2012. The letter can be e-mailed to cbrubaker@opted.org or mailed to 6110 Executive Blvd., Suite 420, Rockville, MD 20852. The letter should discuss the participants, their commitment to perform the pre-workshop activities and participate fully in the workshop, and evidence of institutional commitment to diversity and cultural competency. No budget or budget justification will be necessary because workshop expenses will be covered by ASCO through the Walmart grant. The institution is encouraged to demonstrate support for the workshop by providing a room with audio-visual capability, offering food for the participants, and publicizing the workshop.
the recipients of the 2012 Starter Grants for Educational Research. In this year’s program, five applicants were chosen to receive grants. The investigators for each project are:

- Dr. Denise Goodwin, Associate Professor, and Dr. Len Hua, Assistant Professor, both of Pacific University College of Optometry (Integration of Blended Learning into Optometric Education)
- Dr. Sreekar Narayanam, Associate Professor, and Dr. Patricia Sanchez-Diaz, Assistant Professor, both of the University of the Incarnate Word Rosenberg School of Optometry (Evaluation of the Effectiveness of an Online and a Face to Face Format Interprofessional Case Based Course Involving Optometry Students)
- Dr. Lindsay Sicks, Clinical Assistant Professor, and Dr. Sara Gaib, Clinical Assistant Professor, both of Midwestern University - Arizona College of Optometry (Teaching GP Contact Lenses Concepts Through DVD Modules)
- Dr. Julia Appel, Assistant Clinical Professor, and Dr. Rochelle Mozlin, Clinical Associate Professor, both of State University of New York, State College of Optometry (Investigation of an Additional Critical Thinking Outcome Measure: The Efficacy of Critical Thinking Assessment in Predicting Clinical Success)
- Dr. Adam Blacker, Assistant Professor, Midwestern University - Arizona College of Optometry (Can Three Wrongs Make a Right?)

Faculty members from the 21 ASCO member institutions are eligible to apply for grants under the program, which is dedicated to educational research. The grants support the concept of the Scholarship of Teaching and Learning (SoTL). Although all types of educational research projects are considered for a grant, priority is given to those that embrace SoTL. SoTL applies to all disciplines and levels of academia. It embraces teaching as a worthy subject for research with the goal of producing a public body of knowledge that is reviewed, developed and tested for the purposes of increasing the effectiveness of teaching and student learning.

**Board OKs Addition to Residency Titles**

At its June meeting, the ASCO Board of Directors approved a motion put forth by its Residency Affairs Committee to add Brain Injury Vision Rehabilitation (BIVR) to the list of recommended Optometric Residency Titles and Descriptions. The approved description of the new BIVR residency classification is as follows: The majority of the clinical didactic curriculum will be devoted to topics and practice relevant to assessment, management, and interdisciplinary rehabilitation of patients with brain injury and neurologic disease. The new title and description join the 10 previously approved residency classifications (Family Practice Optometry, Primary Eye Care, Cornea and Contact Lenses, Geriatric Optometry, Pediatric Optometry, Vision Therapy and Rehabilitation, Low Vision Rehabilitation, Ocular Disease, Refractive and Ocular Surgery, and Community Health Optometry).

The Board agreed with the committee’s assessment that the new classification was needed in order to reflect an anticipated increase in the number of residency programs focusing on BIVR due to several factors, including an increase in the number of brain-injured soldiers and cerebrovascular accidents in the aging population, medical advances that have improved brain-injury survival rates, and increased awareness of sports-related concussions. In addition, the Vision Therapy and Rehabilitation residency title currently used by BIVR programs does not allow residency candidates to differentiate between traditional vision therapy and rehabilitation residency programs, which may not include significant training in BIVR. The committee also noted that while BIVR residency programs typically include advanced training in vision therapy and rehabilitative management of some types of visual field defects, they also include several additional areas of training. Furthermore, the new classification will help rehabilitation facilities identify optometrists who have formal advanced clinical training and knowledge in BIVR.


**OptomCAS Opens for 2012-2013**

OptomCAS, the Optometry Centralized Application Service, launched its fourth application cycle (2012-2013) on June 29. The service enables applicants to schools and colleges of optometry to use a single Web-based application and one set of materials to apply to multiple institutions. All 21 ASCO member schools and colleges are participating this year.

New this year is the initiation of an OptomCAS-facilitated national background check service, through which Certiphi Screening Inc. will procure a national background report on applicants upon initial, conditional acceptance for schools that require it. Eleven institutions are participating.

A preliminary analysis of the previous OptomCAS application cycle (Cycle 3), which ended on June 2, showed there were 2,545 applicants, a slight increase from the cycle that preceded it. A complete statistical report from Cycle 3 will be available in mid-October.

For answers to questions about OptomCAS, visit [www.optomcas.org](http://www.optomcas.org) or contact Paige Pence, ASCO Director of Student Affairs, at ppence@opted.org.

**Forum Includes Talk on Graduate Education**

At this year’s meeting of the American Optometric Student Association (AOSA) in Chicago, Ill., future optometrists from around the country attended a featured program titled “Choosing Your Ideal Mode of Practice – A Forum.” The program, held June 29 at the McCormick Place Convention Center, included a segment presented by ASCO representative Dr. Mark Bullimore that focused on graduate education opportunities and their importance in the profession.

Dr. Bullimore’s talk was the result of collaboration between ASCO and the AOSA to incorporate the topic into a
prominent session, as outlined in ASCO’s Marketing Plan for Graduate Education in Optometry. Dr. Bullimore had chaired the effort to develop the marketing plan during his tenure on ASCO’s Academic Affairs Committee. His presentation was the first in what will be a series of efforts to increase student awareness of graduate programs and the importance of research and to address the association’s concern about the diminishing number of individuals who have optometric credentials and another graduate degree.

Joining Dr. Bullimore on the panel were Dr. Ben Gaddie (moderator), Dr. Walter Ball and Dr. Mark Wright. They each spoke about their practices and how they made their way to their chosen practice settings. At the conclusion of the session, ASCO sponsored a stress ball give-away for students that highlighted its online listing of graduate programs, which can be found at http://www.opted.org/files/Grad%20Programs_2012.pdf.

Highlights from Latest Faculty Survey Report

ASCO’s Annual Faculty Survey Report for Academic Year 2011-2012 was distributed to the deans and presidents of member schools and colleges in June. This year’s survey includes 20 U.S. and Puerto Rican schools and colleges of optometry. The Massachusetts College of Pharmacy and Health Sciences School of Optometry became a member of ASCO after the survey cycle began, but will be included in the survey next year.

The report shows that the total number of 1.0 full-time equivalent (FTE) faculty is 647. Last year the number of full-time (as defined by the school) faculty was 656. This year’s results reflect a change in the way full-time faculty are counted. Faculty are now grouped as 1.0 FTE or less than 1.0 FTE, while in the past they were grouped as full-time or part-time as designated by the schools, regardless of FTE. This change should be kept in mind when comparing data from this survey to previous data. This year, 34 of the faculty who are less than 1.0 FTE are considered to be full-time by the schools.

Current survey data also indicate:

- 50.9% of 1.0 FTE faculty are male and 49.1% are female (compared with a year ago, the number of male 1.0 FTE faculty decreased 9.1%, and the number of female 1.0 FTE faculty increased 8.2%)
- the percentage of 1.0 FTE faculty who are Black or African American is 2.6%
- the percentage of 1.0 FTE faculty who are Hispanic or Latino is 5.4%
- the percentage of 1.0 FTE faculty who are Asian is 12.8%
- the percentage of 1.0 FTE faculty who are White is 75.9%
- the total number of all faculty, including all FTEs, increased from 1,017 to 1,028
- the average percentage of a full-time (as defined by the school) faculty member’s salary contributed by the institution for an employee benefits package increased from 29.8% to 31.3%


Newest Student Data Report Now Available

ASCO’s 2011-2012 Annual Student Data Report was distributed to the deans and presidents of ASCO member schools and colleges in July. Results include information from 20 institutions. The Massachusetts College of Pharmacy and Health Sciences School of Optometry will be included next year. Its first class begins this fall.

The survey shows that the total number of full-time students enrolled in the responding 20 professional O.D. programs during academic year 2011-2012 was 6,289, an increase of 3.8% compared with the previous year, and an increase of 14.6% since 2006-2007. The total number of graduates decreased 1.8% from 2010 to 2011.

Additional highlights from the report:

- the percentage of female full-time students in the professional O.D. programs rose to 64.3% (Only one school reported more full-time male students than female students in 2011-2012)
- the average tuition for a first-year resident student enrolled in a professional O.D. program was $18,901 at a public school and $28,800 at a private school
- full-time and part-time students now represent every U.S. state, the District of Columbia, Puerto Rico, Canada and more than 15 other countries.


Student Affairs Officers Meet in Baltimore

The ASCO Student Affairs Officers met in Baltimore, Md., on June 20 to discuss a variety of timely issues, including ASCO activities, OptomCAS and traffic guidelines for admissions. A primary topic of discussion was the joint ASCO/ AOA effort to further develop a robust, diverse and highly qualified national applicant pool. Roundtable discussions were held on best practices in recruitment and retention, special student populations and health care for optometry students. In addition, Dr. Mark Colip of the Illinois College of Optometry delivered a presentation on the use of dynamic presentation tools for promoting optometry as a career.

ASCO Distributes Diversity Mini-Grants

ASCO is pleased to announce that its Diversity Mini-Grant program has provided funding assistance for 10 projects/programs in 2012. The program is sponsored by The Vision Care Institute, LLC, an affiliate of Johnson & Johnson Vision Care Inc., Luxottica Retail and Alcon. Its goal is to aid optometry schools in developing and implementing activities and programs for recruiting and/or retaining under-represented minority students, financially disadvantaged students and first-generation college students.

The following schools and colleges received grants in 2012:

- Illinois College of Optometry (Focus on Your Future Summer Program)
- Nova Southeastern University College of Optometry (The Preparatory Optometry Program [POP])
ASCO NEWS (Cont’d from page 4)

- The Ohio State University College of Optometry (Community Middle School Outreach: Pipeline to I-DOC)
- Southern College of Optometry (Eye on Success)
- SUNY State College of Optometry (Increasing Diversity by Engaging All [IDEA])
- University of Alabama at Birmingham School of Optometry (Providing Diversity in Optometric Education through Continual Enhancement of Current Programs that Promote Diversity in Optometry)
- University of California-Berkeley School of Optometry (Berkeley Optometry Opto-Camp)
- University of Missouri at St. Louis College of Optometry (Eyes on Diversity)
- University of Houston College of Optometry (Texas Optometry Career Opportunities Program [TEXOCOP])
- Western University of Health Sciences College of Optometry (Eyes on Optometry).

The call for proposals for next year will be announced in early 2013. For more information about this program, contact Paige Pence at ppence@opted.org.

Student Video Contest Winners Announced

In the ASCO Envision Video Competition, optometry students aim to produce a segment that effectively educates potential school and college applicants and the general public about the profession of optometry with creativity, ingenuity and humor. As the contest’s judges, a subcommittee of the ASCO Student Affairs Committee decided these were this year’s best submissions:

- First place ($5,000): Joey Kane, New England College of Optometry (http://www.youtube.com/watch?v=Bldhl0STht8U)
- Second place ($2,500): Aaron Rahn and Huda Minhas, Inter American University of Puerto Rico School of Optometry (http://www.youtube.com/watch?v=yJxtwYoKceE&feature=youtu.be)
- Third place ($1,000): Konstantin Fishilevich, SUNY State College of Optometry (http://youtu.be/5yBfb7Z0H0E).

ASCO would like to graciously thank HOYA for its sponsorship of this competition.

Several Topics Part of CAO Meeting

ASCO’s Chief Academic Officers met in June in Baltimore, Md., holding roundtable discussions on several topics, including faculty orientation, role of student research, preparing students for the National Board examinations, class attendance and online component, student expectations regarding honor codes, American Board of Optometry certification requirements for faculty, and Web training certification.

Also, the group heard two presentations:

- “Optometric Practice Simulation Course Demonstration,” by Dr. David Mills, Ophthalmic Business and Management Instructor at the New England College of Optometry, and Cameron Tipping, President of IIBD Business Simulation, Consulting & Training
- “The Optometric Admission Test Program,” by Dr. David Waldschmidt, Director of the American Dental Association’s Department of Testing Services.

More than 130 Guests Attend 2012 Luncheon

More than 130 members of the optometric community attended ASCO’s Annual Leadership Luncheon, which was held in June at the Hilton Chicago. HOYA generously sponsored the flagship event. ASCO President Dr. David Heath welcomed attendees and thanked the association’s affiliate organizations and corporate contributors for their support of the schools and colleges of optometry. Dr. Heath introduced Barney Dougher, President of The HOYA Free-Form Company, who addressed attendees and thanked ASCO for the opportunity to support the event.

Dr. Heath also announced Dr. Charles Haine as the winner of the Dr. Jack Bennett Innovation in Optometric Education Award. The award recognizes an ASCO volunteer for an outstanding innovation in optometric education through ASCO. It is named in memory of Dr. Jack Bennett, who was a creative leader in optometric education and dean at three optometric institutions. Dr. Haine received the award in recognition of his successful 40-year career as a clinician, educator and mentor. Over the course of his career, Dr. Haine served as a faculty member and administrator at multiple academic institutions, as well as an active volunteer for ASCO. He advanced residency education as the founding and only president of the Optometric Residency Matching Service for nearly 30 years.

Dr. Debbie Godfrey, a consultant for the ASCO/AOA Joint Project Team that is working on the strategic initiative to develop a robust, diverse and highly qualified national applicant pool, also spoke at the luncheon. She shared the outcomes from the initial research phase of the Joint ASCO/AOA project, which included an assessment of attitudes regarding the public image of optometry as a profession. Over the past year, Dr. Godfrey had conducted extensive focus groups as well as private and group interviews with optometry leaders, students, faculty and young practitioners. In addition, she presented key results from a survey of high school and college students.

ASCO would like to thank everyone who attended this year’s luncheon. We look forward to hosting the event again next year!
ASCOWelcomesIndustryLeaders

More than 70 industry representatives and leaders of schools and colleges of optometry attended ASCO’s Annual Corporate Contributor Breakfast, held in June at the Hilton Chicago. ASCO President Dr. David Heath welcomed attendees and thanked the association’s corporate contributors for their continued support of its programs and initiatives. During the program, Dr. Heath reviewed ASCO’s priorities for the coming year, which include applicant development, diversity initiatives, the Summer Institute for Faculty Development, and strategic communications. Following Dr. Heath’s comments, attendees participated in an open forum to discuss critical issues.

The Corporate Contributor Breakfast is part of ASCO’s Corporate Contributor Program. The event provides an opportunity for the deans and presidents of the schools and colleges of optometry to meet with industry leaders to discuss matters of mutual interest.

FacultyDevelopment

EventsReturnin2013

Planning has begun for ASCO’s fifth Summer Institute for Faculty Development, which will be held July 14-17, 2013 in St. Louis, Mo. Up to two applicants from each school and college of optometry will be selected to participate in the program, but institutions are encouraged to submit additional applicants. The program is co-chaired by Dr. David Damari from the Southern College of Optometry and Dr. Shilpa Register from the Massachusetts College of Pharmacy and Health Sciences School of Optometry. The goals of the Institute are to contribute to increased retention of faculty and to provide participants with an opportunity to gain the knowledge and skills necessary to enhance their success in an optometric academic environment as career-long, productive faculty members.

ASCO’s second Future Faculty Program will be held July 13-14, 2013 in conjunction with the Summer Institute for Faculty Development. Up to 15 graduate students from the schools and colleges of optometry will be selected to participate in the program, which is chaired by Dr. David Troilo from the SUNY State College of Optometry. Applicants must be enrolled in a full-time graduate program at an ASCO member institution and have demonstrated a strong interest in pursuing a career in academic optometry.

ASCO will begin accepting applications for both programs in January 2013. All applications must be approved by the institution’s dean or president prior to submission to ASCO. For more information, contact LaShawn Sidbury at lsidbury@opted.org or (301) 231-5944 ext. 3012.

Both the Summer Institute for Faculty Development and the Future Faculty Program are initiatives aimed at addressing ASCO’s strategic priority of faculty promotion and development. The association thanks Alcon, Essilor, Vistakon and Walmart for generously contributing to the Institute, and Walmart for funding the Future Faculty Program.

Groups’InputAlters

FDA-RelatedBill

In May, the U.S. Senate passed S. 3187, the Food and Drug Administration Safety and Innovation Act. This legislation included language that would reclassify all hydrocodone-containing products as Schedule II substances. Currently, certain hydrocodone-containing combination products are classified as Schedule III, which many states allow optometrists to prescribe. The “hydrocodone reclassification amendment” in S. 3187 would create a number of barriers for certain health professions, including optometry.

On June 8, ASCO, the AOA and several other health profession organizations, including like-minded physician groups, sent a letter to the chairperson and rank-
MEETINGS
(ASCO Professional Groups, Committees and Special Interest Groups*)

Unless otherwise indicated, the contact for all meetings is ASCO Program Manager LaShawn Sidbury, lsidbury@opted.org or (301) 231-5944 ext. 3012.

**OCTOBER 2012**

*The Clinic Directors and Administrators SIG and Externship Directors SIG meetings will be held in Pomona, Calif., at the Sheraton Fairplex.*

**October 11**
Externship Directors SIG (contact Dr. Lester Caplan, lcacc@comcast.net)

**October 11-13**
Clinic Directors and Administrators SIG (contact Dr. Lester Caplan, lcacc@comcast.net)

*The following meetings will be held in conjunction with the American Academy of Optometry annual meeting in Phoenix, Ariz. Dates are tentative.*

**October 22**
ASCO Executive Committee

**October 23**
ASCO Board of Directors; Clinical Optometric Methods & Procedures Instructors SIG

**October 24**
Educational Technology SIG

**October 24-26**
Vision Science Librarians SIG

**October 25**
Binocular Vision and Perception Educators SIG; Cultural Competency Curriculum Guidelines Subcommittee and Workshop Planning Group (contact ASCO Manager of Professional Affairs Carol Brubaker, cbrubaker@opted.org or (757) 491-6993); Development Directors SIG (contact ASCO Director of Corporate Affairs and the Partnership Foundation for Optometric Education Christine Armstrong, carmstrong@opted.org or (301) 231-5944 ext. 3018); Joint ASCO/AAO Executive Committee; Low Vision Educators SIG; Neuro-Rehab Educators SIG; Partnership Foundation for Optometric Education (contact ASCO Director of Corporate Affairs and the Partnership Foundation for Optometric Education Christine Armstrong, carmstrong@opted.org or (301) 231-5944 ext. 3018); Public Health Educators SIG; Residency Educators SIG (contact ASCO Manager of Professional Affairs Carol Brubaker, cbrubaker@opted.org or (757) 491-6993)

**October 26**
Chief Academic Officers; Continuing Education Directors SIG; Ethics Educators SIG; International Optometric Educators SIG; SIG Meeting/Orientation

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**Low Vision Educators SIG**

**Met:** July 12-14 at Southern College of Optometry in Memphis, Tenn.

**Chair:** Dr. Eli Kollbaum

**Topics discussed:** Learning objectives for advanced competencies in low vision rehabilitation

**Actions:** Next meeting Oct. 25 in Phoenix, Ariz.; next summer meeting tentatively planned for July 11-13, 2013 at Michigan College of Optometry at Ferris State University in Big Rapids, Mich.

**Speakers:** Documentation and coding presentations by Dr. Richard Soden and Dr. Kendall Krug

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**Southern College of Optometry hosted the July meeting of the Low Vision Educators SIG. (Photo courtesy of SCO.)**

**Ophthalmic Optics Educators SIG**

**Met:** July 26-27, 2012 in San Diego, Calif.

**Chair:** Cathy Evans, Director of Ophthalmic Services, Pacific University College of Optometry

**Actions:** Dr. Mark Street, Pennsylvania College of Optometry at Salus University, was named chair-elect for next year. (Dr. Michelle Hoff, University of California – Berkeley School of Optometry, is the current chair-elect.)

**Speakers:** Dr. Ralph Chou delivered the Joe Bruneni Lecture, “The Ground Glass Lunch, Perspectives on Lens Impact Resistance”; Jeff Hopkins, Carl Zeiss Vision, teaching free-from technology to optometry students and patients; Dr. Jerome Legerton, Innovega Inc., and Dr. Richard Clompus, Pixel Optics, on the future of wireless eyewear with electronic delivery of information; Dr. James Sheedy on 3D progress and its impact on our lives from the classroom, to the theaters, to our living rooms.

**Sponsor:** Carl Zeiss Vision

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* Special Interest Groups (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 areas of interest. Participation is open to individuals designated by the deans and presidents of active ASCO member institutions. See the ASCO Web site, www.opted.org, for more information.
SCHOOL AND COLLEGE NEWS

SCO’s Dr. Campbell Reappointed as ACOE Chair

Southern College of Optometry Professor Dr. J. Bart Campbell has been reappointed as Chair of the Accreditation Council on Optometric Education (ACOE). ACOE is the only accrediting body for professional optometric degree programs, optometric residency programs and optometric technician programs in the United States and Canada.

Dr. Campbell has served on numerous education-related committees for the ACOE as well as the Association of Schools and Colleges of Optometry (ASCO) Residency Affairs Committee and a National Board of Examiners in Optometry Examination Construction Committee, which he chaired for two years.

SCO Groundbreaking

Southern College of Optometry recently broke ground on its $9.4 million academic facility expansion project. For more information about the project, see the Spring 2012 issue of Eye on Education.

Salus University Names President

After completing his service with the U.S. Navy, Rear Admiral Dr. Michael H. Mittelman will succeed Dr. Thomas L. Lewis as the President of Salus University. He is expected to assume his new role by summer 2013. To accommodate this timing and ensure a smooth transition, Dr. Lewis has agreed to remain as President during this period.

Currently serving as Deputy Surgeon General of the Navy and Deputy Chief, Bureau of Medicine and Surgery, Dr. Mittelman’s naval service has included a variety of positions around the world. He is a graduate of the Pennsylvania College of Optometry, which founded Salus University under Dr. Lewis’ leadership. Salus now has three additional colleges: the George S. Osborne College of Audiology, the College of Education and Rehabilitation, and the College of Health Sciences.

Gift to Fund Vision Institute at UH

University of Houston College of Optometry alumnus Dr. Doug Barnes and his wife, Molly, have made a $5 million pledge to the University of Houston. The gift will be submitted for state matching funds through the Texas Research Incentive Program. The first two floors of the university’s new Health and Biomedical Sciences Building will be named the Molly and Doug Barnes Vision Institute in their honor.

The planned expansion will provide novel educational opportunities for students and innovative facilities for research, including an ambulatory surgery center (ASC) and laser refractive center on the ground floor and classroom space, a learning center and clinical research labs on the second floor. The heart of the Vision Institute will be the state-of-the-art ASC, the first of its kind within an optometry school.

MCPHS Partnering on New Clinic

The Massachusetts College of Pharmacy and Health Sciences (MCPHS) and the Family Health Center of Worcester launched a $1.5 million joint project to construct a state-of-the-art optometry clinic on the ground floor of the health center. The project is part of a $5 million grant awarded to the center by the Health Resources and Services Administration as part of the Affordable Care Act.

The new optometry clinic will be partly staffed by faculty and students from the new MCPHS School of Optometry, which begins receiving students in August. MCPHS optometry students will also have the opportunity to do their clinical rotations at the clinic. It is scheduled to be completed in July 2013 and will serve approximately 7,000 patients per year.

ICO Adds Center on Vision and Aging

The Illinois College of Optometry (ICO) announced the founding of the Alfred and Sarah Rosenbloom Center on Vision and Aging, which will be located on campus within the Illinois Eye Institute. The Center will ultimately have four essential functions: to promote optometry student and practitioner knowledge and understanding of the inter-relatedness of aging and vision care; to provide vision care, counseling and support services for older adults and underserved communities in and around Chicago; to develop ongoing relationships with selected geriatric care facilities in the Chicago area for education and patient care services; and to sponsor vision-related geriatric research.
The Center honors Dr. Alfred Rosenbloom and his wife, Sarah. Dr. Rosenbloom served as Dean of ICO from 1955 to 1972, President from 1972 to 1982, and remains a Distinguished Professor Emeritus. He was inducted into the National Optometry Hall of Fame in 2010 and continues to be a leader in the profession. “To have a prominent ICO alumnus and his wife – and a former president of ICO – make such a significant leadership gift to ICO is transforming for the institution,” said ICO President Dr. Arol Augsburger. “ICO will soon be the only optometric institution with a Center on Vision and Aging.”

69-year-old Graduates from PUCO

Springtime news in the optometric community is typically full of interesting stories related to the 20-plus graduating classes, but a real eye-catcher emerged this year from the Pacific University College of Optometry (PUCO). According to an article in the daily newspaper The Oregonian, PUCO’s Class of 2012 included Norm Smith, who happens to be 69 years old.

As the author of the article, Bill Graves, explained, Smith is a lifelong entrepreneur who was looking for a new challenge. After spending two years taking the necessary prerequisite courses, he applied to 17 optometry schools, most of which did not respond. PUCO did respond, and Smith graduated this May. He told the Oregonian’s Graves that he plans to work two or three days a week, perhaps in nursing or hospice homes where eye care is limited, and what has always been important to him is to “keep moving.”

SUNY Fills Positions, Opens Sports Vision Center

The State University of New York, State College of Optometry recently announced the following appointments:

- Dr. Richard J. Madonna has been named Chair of the Department of Clinical Education. In addition to his new appointment, he also serves as Director of Continuing Education and as an Associate Professor.
- Francisco A. Lucio, a 2006 graduate of St. John’s University School of Law, has been named Director of Career Development and Minority Enrichment. This is a new position at the college, one that will help students identify career options and assess and understand their personal and professional competencies. Lucio is the former Program Director at the Manhattan-Staten Island Area Health Education Center where he was responsible for overseeing nine health career programs for more than 200 underserved students a year.

- Dr. Suresh Viswanathan will become Chair of the Department of Biological and Vision Sciences in January 2013. He is currently a tenured Associate Professor at the Indiana University School of Optometry. He is also a member of the Editorial Review Board of the ASCO journal Optometric Education.

In other news, the college opened a state-of-the-art Sports Vision Center at its University Eye Center and will offer professional and amateur athletes the opportunity to maximize their sports performance through vision training. In addition to individual training for children and adults, the Center will offer workshops for sports trainers and coaches that demonstrate vision training and vision calisthenics techniques for sport success. The staff will also conduct vision screenings for area sports teams and will include tests that are sports specific.

SCCO’s Dr. Carnevali is First to Receive AOA Educator Award

As the recipient of its inaugural Optometric Educator of the Year Award, presented at its annual meeting in June, the American Optometric Association (AOA) chose Southern California College of Optometry Associate Professor Dr. Tony Carnevali. The Award recognizes a deserving AOA member educator for performance of outstanding services on behalf of the profession, optometric education and the visual welfare of the public. Dr. Carnevali spent 20 years in private practice before becoming a full-time SCCO faculty member in 1995. As a special consultant to the California Department of Consumer Affairs, he wrote the comprehensive report that became the foundation for guidelines adopted by the California State Board of Optometry that permit California optometrists to receive training and become glaucoma certified.

In other news, Teresa Thetford has been selected as the Founding Director of the Physician Assistant Program at SCCO, the first of its kind in Orange County. Thetford will be working with SCCO’s executive leadership to develop the vision, structure, systems and processes that support the strategic goals for this Master’s level academic program. The program is planning to accept its first class in the fall of 2014.

RSO Pleased with Success of Research Training Program

As part of its commitment to grow its research programs as it develops its academic programs, the University of the Incarnate Word Rosenberg School of Optometry developed a Summer Fellowship Training Program (SFTP). After its initial year, the research funds awarded to the program, designed for optometry interns who completed their first academic year and are transitioning to their second year, were doubled. Participants receive a $4,000 stipend for scholarly and related activities completed during an eight-week period.
The first SFTP yielded a total of eight peer-reviewed posters and two papers that were presented at national meetings. Research areas for the 2012 program include the genetic basis of retinoblastoma, treatment and visual performance in dry eye, low contrast and color vision on multiple touch-screen displays such as iPad and iPhone, and development of a neurovision test card for measuring visual acuity.

The school credits faculty members Dr. Charles Connor, Dr. Patricia Sanchez-Diaz and Dr. Jeffrey Rabin and their interns for “putting the Rosenberg School of Optometry research program on the map far ahead of schedule.”

**UMSL Researchers Enter National Academy of Inventors**

Three members of the University of Missouri at St. Louis College of Optometry family have been inducted into the National Academy of Inventors. Director of Research and Graduate Studies Dr. Carl Bassi and Senior Research Technician Michael Howe were inducted based on their patent pertaining to a quantitative three-dot test designed for earlier detection of amblyopia.

Clinical Professor Dr. Raymond I. Myers was inducted based on his research involving innovative techniques for refractive surgery and safer contact lens case design. He holds a patent related to lenticular refractive surgery for presbyopia, other refractive errors and cataract retardation and has several others pending.

**Group Establishes Award in Honor of Fellow Student**

The Student Optometric Leadership Network (SOLN), a group dedicated to cultivating leaders in private practice optometry, presented its first Preston Cup award this spring. The award was created in honor of Preston Smith, a fourth-year student at Northeastern State University Oklahoma College of Optometry (NSUOCO) and founding member of SOLN who was killed in a car accident in 2011.

SOLN members attending the group’s annual conference this year voted to give the first award to the Practice Management Club of NSUOCO in recognition of its “going above and beyond over the past year.” According to SOLN, the club not only stayed on track with its mission after the death of its president, Smith, it continued moving forward by starting a new program for members called “Day with the Doc.”

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**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:

- Abbott Medical Optics
- Allergan
- Carl Zeiss Vision / Carl Zeiss Meditec
- CooperVision
- Essilor of America
- HEINE
- International Vision Expo
- Luxottica/EyeMed Vision Care
- Marco
- Marchon
- Oculus
- PixelOptics
- Safilo Group
- Transitions Optical Inc.
- Vision Source!
- Volk Optical Inc.

- Alcon
- Bausch + Lomb
- Compulink Business Systems
- EMRlogic
- Haag-Streit
- The HOYA Free-Form Company
- Keeler Instruments
- Marco
- M&S Technologies
- Optos North America
- Review of Optometry
- TLC Vision
- Vision Service Plan
- Vistakon, Division of Johnson & Johnson Vision Care Inc.
- Walmart Stores Inc.

*As of July 1, 2012*
Essilor is a leading manufacturer and wholesale distributor of optical lenses in the United States. In 1996, with the establishment of Essilor Laboratories of America Inc. (Essilor Labs), the company became the first fully integrated optical company in the United States, specializing in ophthalmic lens production, manufacturing and distribution in addition to wholesale optical laboratory operations.

Essilor works closely with eyecare professionals to provide innovative products that fit their patients’ lifestyles. In fact, Essilor was recently named #25 on the Forbes 100 Most Innovative Companies list. Bringing to the industry the most technologically advanced lenses — Varilux, Crizal, Optifog, Xperio and DEFINITY — demonstrates Essilor’s ability to respond to consumer demand for quality eyewear that continues to meet unmet patient needs.

However, at Essilor, innovation goes far beyond the products we bring to the market. Providing better visual health to as many people in the world as possible is both our ambition and responsibility.

Of the world’s population of 7 billion, 4.2 billion people need visual correction, but only 1.7 billion are corrected. The remaining 2.5 billion people are without the visual correction they need.

We all understand that poor vision has extreme consequences, both for individuals and communities. To contribute to improving poor vision, Essilor undertakes many initiatives to evaluate for and provide eyeglasses, including vans that travel around India and provide glasses to underserved populations and kiosks set up in 24 Chinese cities. In the United States, the Essilor Vision Foundation has evaluated more than 86,000 children and provided more than 21,000 pairs of glasses in the past four years. Above all, Essilor has 50,000 employees mobilized around its mission of improving the vision of the 4.2 billion people in the world who need visual correction.

We thank you for your support of our business and for your dedication to an industry that is making a difference in the lives of people around the world.

For more information, visit EssilorUSA.com.

*Information for this Industry Spotlight was supplied by Essilor and not independently verified by Eye on Education.*
Vision Expo Expands Student Programming

International Vision Expo & Conference continues to add benefits and expand programming related to its Optometry Student Program. This year at International Vision Expo in Las Vegas, Nev. (Sept. 5-8), show management will begin testing a Mentor Program. The program will match third- and fourth-year students with an optometrist mentor to prepare for the match third- and fourth-year students with an optometrist mentor to prepare for the show and connect on-site.

Numerous events designed to help students make valuable connections with colleagues and future employers are also scheduled. To help students get to this year’s show, $1,000 travel grants were awarded to one student from each of the 22 schools in the American Optometric Student Association. The growth of the Student Program has also enticed organizations to host meetings at the show, including the Association of Practice Management Educators and Student Optometric Leadership Network.

International Vision Expo recently joined the Association of Schools and Colleges of Optometry’s Corporate Contributors Program, which supports national programs and activities benefiting the schools and colleges of optometry.

For more information, visit www.visionexpowest.com/Students or call Client Services at (800) 811-7151.

Companies Name President and CEO

Haag-Streit USA and Reliance Medical Products have named Dr. Ernest Cavin President and CEO of both organizations. Dr. Cavin brings extensive expertise from the technology industry to the Mason, OH-based companies. Prior to joining Haag-Streit USA, Dr. Cavin held positions with Ciena Ltd. in Zurich, Switzerland; Ascom; Swiscom FixNet; and Lucent Technologies.

In a press release from the companies, Dr. Cavin stated, “Haag-Streit and Reliance have achieved record sales, due to a commitment to offering the eyecare industry products they can trust. My goal is to remain true to those core principles, as medical devices become more high-tech and software-oriented. We will continue to focus on adding value and serving the needs of the eyecare community.”

TLC Laser Eye Centers Appoints New CEO

TLC Laser Eye Centers appointed George Neal to the position of Chief Executive Officer. Neal joins the company with more than 25 years of experience in the ophthalmic industry. Most recently, he served as Division Vice President, Global Sales and International Marketing, with Abbott Medical Optics.

The company said Neal is the ideal person to lead TLC as it looks to invest in the business and take advantage of the multiple growth opportunities it sees on the horizon. “I firmly believe that the best days are ahead for TLC,” Neal said. “I am excited at the prospect of leading the company and continuing to set the standard for refractive eyecare services. I’m also confident TLC will lead the industry as the provider of choice for refractive technologies, premium IOLs and cataract solutions.”

Pioneering Lens Solution Turns 25

BAUSCH+ LOMB

Bausch + Lomb is celebrating the 25th anniversary of renu, the first multi-purpose contact lens solution brand, which was originally introduced in 1987. The brand forever changed the contact lens solution category as the original single-bottle regimen and introduced a unique ingredient for its time, Dymed.

According to Kimberly C. Gobel, Marketing Director of Lens Care, Bausch + Lomb North American Vision Care, “We are proud that Bausch + Lomb modernized the way people care for their eyes by introducing an innovative brand that not only made contact lenses more convenient and accessible but has remained a leading personal care product for more than a quarter of a century.”

(Corporate Contributor News cont’d on page 13)
Long-Time Executive to Retire This Fall

Following a 23-year career with Johnson & Johnson Vision Care and more than 40 years in the eyecare industry, Phil Keefer has announced his decision to retire, effective Sept. 1. Keefer joined Johnson & Johnson Vision Care in 1989 as Executive Vice President Sales, Marketing, Professional Affairs and Strategic Planning, where he oversaw the launch of the Acuvue brand. In 1993, he was appointed Vice President, New Business Development, where he created and implemented global strategic plans that included the international expansion of the Vision Care franchise. He served as Managing Director/President of multiple regions, including Asia Pacific, the Americas, Latin America and Japan.

Keefer is currently President of The Vision Care Institute, where he conceived and implemented a professional education strategy that resulted in the creation of 15 Vision Care Institutes and nine satellite centers around the world. He has also served as an active member of the Johnson & Johnson Vision Care Global Management Board for his entire 23-year career.

Also, Dr. Janelle Routhier and Dr. Cristina Schneider of Vistakon Division of Johnson & Johnson Vision Care Inc. were recently elected as Fellows of the British Contact Lens Association.

Pink Lens Campaign Raises $30,000

In 2009, Volk Optical developed an exclusive line of pink-ringed lenses to support the philanthropic efforts of its ophthalmic products distributor Pioneer International. With the sale of the 1,000th lens, donations to the American Cancer Society have reached $30,000.

The campaign originated as a celebration of Pioneer’s 10th anniversary. From each lens sold, $10 of the purchase price was matched with $10 each from Volk and Pioneer, resulting in $30 per lens donated to breast cancer research. Available exclusively from Pioneer, Volk 20D, 78D, 90D and Digital Wide Field lenses are rimmed in the signature pink of breast cancer awareness and engraved with the awareness ribbon.

Minority Eye Health is Focus of Report

In 2012, Prevent Blindness America announced a new report, “Focus of Report: Minority Eye Health.” The report overviews the serious eye health risks faced by African Americans, Asian Americans and Hispanics, is intended to serve as both a resource and call-to-action for government agencies, policymakers, organization leaders and patient advocates to make eye health education among these groups a national priority.

The report was developed following Prevent Blindness America’s Focus on Eye Health Summit, which was held in June. It complements the 2012 update of the “Vision Problems in the U.S.” report, which was released during the event. To download the new report, visit the News & Resources section of PreventBlindness.org/VisionProblems.

Expansion Aimed at U.S. Customer Service

To better serve its U.S. customers, Oculus Inc. moved its headquarters to a new facility in Arlington, Wash., north of Seattle. The new location houses executive offices, a main customer service center, the finance and operations divisions, and a state-of-the-art showroom for the company’s products.

The company is also opening an east coast service center in Florida in Sept. 2012, so that its helpline (+1 425 670 9977) will be available from 8 a.m. to 8 p.m. EST to serve customers. In addition, specialists from Oculus Germany will join the U.S. team at the service center.

Portable Slit Lamp Designed for Value

Recognizing that growing ethnic minority populations are at higher risk for many eye diseases, yet often have less access to and lower awareness of the need for preventive care, Prevent Blindness America and Transitions Optical Inc. have introduced a new report, “Focus on Eye Health and Culturally Diverse Populations.” The report, which overviews the serious eye health risks faced by African Americans, Asian Americans and Hispanics, is intended to serve as both a resource and call-to-action for government agencies, policymakers, organization leaders and patient advocates to make eye health education among these groups a national priority.

The report was developed following Prevent Blindness America’s Focus on Eye Health Summit, which was held in June. It complements the 2012 update of the “Vision Problems in the U.S.” report, which was released during the event. To download the new report, visit the News & Resources section of PreventBlindness.org/VisionProblems.

Keeler

Offering another portable slit lamp choice to suit optometric practice needs, Keeler has launched the PSL One. With one standard magnification of 10X, the PSL One is a more cost-effective option than Keeler’s Classic Portable Slit Lamp for practitioners who prefer value over extra features. The PSL One has been designed to be lightweight and durable, ideal for use on pediatric, elderly, obese and disabled patients in on- or off-site clinics. Its precision-machined aluminum chassis creates a sturdy structure able to withstand daily travel and use in a busy practice.

It features slit and wheels from 0.15-1.6 mm, a 12-mm circle and a 1-mm square to produce anterior chamber flare, aiding in the diagnosis of uveitis. Red free, blue and neutral density filters all come standard. An optional iPhone 4 adaptor enables ophthalmic video capture.
Company Showcases Technology at Schools

Optos recently teamed up with Dr. John Nishimoto from the Southern California College of Optometry (SCCO) to deliver presentations at Midwestern University - Arizona School of Optometry and The Ohio State University College of Optometry. The presentations, attended by deans, associate professors and clinical faculty, were designed to demonstrate SCCO’s experience with successful implementation of ultra-widefield technology over the years. The presentations also served to illustrate Optos’ continued support of clinical optometry and the benefits of teaching optomap as a form of ophthalmoscopy in optometry schools.

New Indication for Femtosecond Laser

Abbott Medical Optics recently received FDA clearance to use its iFS Advanced Femtosecond Laser to create bow-shaped or curved arcuate incisions in corneal surgery, including cataract surgery.

The iFS Laser was originally cleared to create LASIK flaps and other corneal incisions in the eye and is the fifth generation of IntraLase technology, which has been used in more than 5 million procedures worldwide.