

# VISIONS



## Envisioning Technology

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*SCO keeps pace with technology*

SOUTHERN  
COLLEGE OF  
OPTOMETRY

**Winter 2007**

VICE PRESIDENT FOR  
INSTITUTIONAL ADVANCEMENT

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**MISSION STATEMENT**

To Educate Men and Women in the  
Art and Science of Optometry

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## in perspective

by Dean Swick, Director of Information Services

**Editor's Note:** Dean Swick, SCO's Director of Information Services, recently returned from a year-long deployment in southern Iraq in support of Operation Iraqi Freedom and has been adjusting to the changes.

### Eye on Technology: Perspective from the Middle East

The mission assigned to our base was detention operations. You would not think that any great feats of technology, other than key weapon systems, could be accomplished in such a remote and desolate part of the world.

While much of what we did and the equipment we used are classified, I can say that I was truly amazed at the services that were provided to our soldiers. I was able to communicate daily with friends and family via the internet in my office. I had high-speed wireless internet in my living container and fairly reliable phone service. This enabled me to keep abreast of happenings at SCO and even assist in hiring a new employee via email.

While in Iraq, I was in charge of the Commanders Emergency Response Program (CERP). I routinely met with local Iraqi community leaders to determine what they needed most to sustain or improve their current living conditions. I was able to start a small bus company that took select higher achievers of the community to a college in Basrah, about 90 kilometers from our base, to be trained as doctors and nurses. We also built an 18-classroom school and began construction of both water treatment and electrical plants.

On a visit to a local hospital the need for a slit lamp, among other items, was identified. I saw an opportunity for SCO to participate in my efforts. After contacting President Cochran and Eugene Bagaglio, SCO Vice President for Finance and Administration, via email explaining the need, they – with help from The Eye Center – were able to send me a gently-used slit lamp.



When it arrived, it was in "several" pieces. I was not familiar with slit lamp construction so I turned to the internet and "Googled" the model and found the exact lamp on eBay – no installation instructions but a good photo let me know how it was supposed to look fully assembled. After about an hour's effort, I was able to successfully resurrect the lamp.

As an Information Technology professional and Director of Information Services at SCO, I feel like technology normally seems to change at a steady and predictable pace. However, like many of you reading VISIONS, being away from SCO for any period of time makes one realize how quickly our world is changing around us. Here are some of the major changes that happened while I was deployed:

- Student records are now managed by a new software application - Comprehensive Academic Management System (CAMS) from Three Rivers.
- The Eye Center migrated from WebMD/PCN to Compulink, requiring new servers and over 100 new work stations.
- Student grading is now being managed by PARSCORE, allowing faculty more control over their grading.
- Several other changes took place and they are highlighted in this issue.

I would like to express my thanks to the entire SCO community for the support that I received while in Iraq. I received numerous cards and prayers while there. I am especially thankful for the Information Services staff. A lot of changes took place in the past year, and it is evident by the success of these changes that the entire staff pulled together as a team and made it happen! Thank you for a job well done!



SCO's fifth-floor library recently received a renovation and make-over. After years of watching students fall asleep while studying in the library, Director of Library Services Nancy Gatlin, MS, opted to install a couple of recliners to give students a more restful studying spot.

## SCO Presidential Finalists

The SCO Presidential Search Committee has narrowed the field to two finalists as of presstime. Please visit the college website at [www.sco.edu](http://www.sco.edu) for additional details on the candidates.

The finalists were selected via a four-month search process, during which candidates met with an eight-person search committee chaired by **John A. Gazaway, OD '67**. Both candidates underwent another round of interviews and meetings to include input from faculty, staff and student representatives. SCO's new president will be selected at the January meeting of the SCO Board of Trustees. The college's sixth president will succeed President William E. Cochran upon his retirement June 30, 2007. President since 1984, Dr. Cochran is the institution's longest-serving leader since the college was founded in 1932.



## It's a Girl!

President Cochran and his wife, Carolyn, recently welcomed their first grandchild. Meryl Catherine Cochran was born September 16, 2006. Dr. Cochran has already calculated that baby Meryl should earn her OD degree somewhere around the year 2033.

## W. David Sullins, Jr. Honored

**W. David Sullins, Jr., OD '65**, who passed away in 2005, was recently memorialized with a gift to SCO at the National Academies of Practice in Optometry (NAPO) annual meeting. President **William E. Cochran, OD '68**, was joined by **Richard Hopping, OD '52**, in accepting the gift in memory of Dr. Sullins from NAPO Chair William Padula, OD.

## Weisbarth Visits

Richard Weisbarth, OD, President-elect of the American Academy of Optometry, recently visited SCO to speak to students and to make a faculty presentation to current and prospective Fellows.

## SCO Reports 0% Loan Default Rate

SCO impressively maintained its zero percent student loan cohort default rate for the tenth consecutive year, according to data

from the Federal Department of Education. The national rate rose to 5.1 percent, but SCO's cohort default rate remained at 0 percent. The default rate reflects a student's willingness or ability to pay student loans following graduation or departure from college.

## Stats from the Class of 2010

A total of 123 students recently started their first year at SCO. These students represent 29 states and two foreign countries.

Fifty-eight percent are male and 42 percent are female, a reversal of recent years where the women outnumbered the men. Average age is 24.5 years.

There were 665 applicants. The average GPA is 3.46 and the average OAT score is 332.

## Running for a Great Cause

Dozens of runners sprinted to the finish line for a good cause when SVOSH held the Fifth Annual Eye 5K in October. This year's race through Central Gardens featured a new course and a post-race party behind The Eye Center; music performers included **Thomas Coleman, OD '01**, Instructor. **Paul Mormon, OD '01**, Instructor, helped organize the event with a record number of sponsors, including The Eye Center, Methodist Hospitals, Allergan, Ciba Vision, Champion Direct Windows and Patio Rooms, Alcon, Eyecare East, PLLC, Charles Retina Institute, Midtown Eye Center, Vistakon, Bausch & Lomb, Midsouth Premier Ophthalmics, and VRF Eye Specialty Group.



## External Low Vision Clinic Established

The Low Vision Rehabilitation Service of The Eye Center recently established an external clinic in conjunction with Clovernook Center for the Blind and Visually Impaired. **Kristin K. Anderson, OD**, Director of Low Vision Rehabilitation Services, and **Jennifer Bulmann, OD**, Assistant Professor, are providing care and intern educational opportunities through this rotation.

## SCO Earns AOA Membership Award

The American Optometric Association has named SCO one of its 2006 Membership Achievement Award winners.

SCO was honored for the best student-to-active AOA member transition over a four-year period of any of the colleges of optometry.



## Private Practice Primer for New Graduates

### HAYES CENTER OFFICIALLY LAUNCHES

A little more than a year after the establishment of the Hayes Center for Practice Excellence (HCPE), the center's inaugural program will premiere soon exclusively for recent SCO graduates.

*Private Practice Primer for Recent Graduates* is the title of the center's first optometric business management program, to be held on the SCO campus January 19-21, 2007.

The program is being offered to SCO graduates from the classes of 2001-2006. Maximum attendance is limited to 60 participants to foster a true one-on-one learning environment in a smaller class setting. Registration is being accepted on a first-come, first-serve basis.

The center is targeting recent graduates to promote the fundamentals of sound business principles for the optometric practice and to encourage the pursuit of the independent practice of optometry, although alumni from any practice mode are invited.

The weekend program will consist of a networking reception on Friday evening and six hours of continuing education on Saturday with an on-site dinner affording participants discussion opportunities. Sunday's program will consist of three hours of continuing education with the conclusion around noon.

Speakers include the founder of the Hayes Center, **Jerry Hayes, OD '73**, president of Hayes Consulting and the founder of the HMI Buying Group, Hayes Marketing, Inc., and the E-Dr. Network.

Other speakers include Neil Gailmard, OD, founder of Gailmard Consulting, a practice management firm that assists eye doctors and the optical industry, as well as **James Venable, OD '89**, Chief of Staff of The Eye Center at SCO. **Gerald Eisenstatt, OD '84**, also will participate in panel discussions.

Participants will participate in follow-up programs scheduled later in the year, possibly during SCO's traditional fall Homecoming/CE weekend. Each participant also will receive a certificate of completion.

Registration, lodging and other details may be found on the SCO website. Alumni who graduated in years other than 2001-2006 are also encouraged to sign up to receive information about future program offerings through the Hayes Center.

The Hayes Center for Practice Excellence at SCO was established in 2005 by Jerry Hayes, OD '73 and his wife, Cris Hayes, to serve the optometric profession as the premier resource for practice management education.

The mission of the HCPE is to teach present and future optometrists to better manage the business aspects of optometric practice, utilizing the practice management concepts and curricular content developed and successfully implemented for more than 25 years by Hayes Marketing, Inc.

Additionally the HCPE will utilize the experience and content from other respected authorities in optometric management.

For more information, visit [www.sco.edu](http://www.sco.edu). Although the inaugural program is being offered to recent graduates, alumni from all years are encouraged to sign up to receive information about future course offerings.

## 2006 Campaign for SCO Raises \$34,000+

Southern College of Optometry is committed to achieving excellence within optometric education and has been honored for its many contributions to the optometric community.

It was no surprise, then, when the staff and faculty of SCO demonstrated their commitment through their generous contributions to the 2006 Campaign for SCO which officially ended October 31.

This year, the 2006 Campaign for SCO introduced a few changes and additions, including the opportunity for faculty and staff to be among the first to give to SCO's 75th Diamond Anniversary Celebration.

A committee was comprised of staff and faculty who provided valuable insight and input for the direction of the campaign. Additional monthly drawings were held so participants had not one, but three opportunities to experience the excitement and fun of receiving many donated awards provided by the wonderful Memphis business community.

Thirty-four lucky winners walked away with prizes that allowed them to experience the various entertainment venues, wonderful food and great services Memphis has to offer.

While the changes and additions may have played a part in the success of the campaign, the true success can be found in the incredible generosity of SCO's faculty and staff.

A remarkable 57% of the faculty and staff took their support to the next

level as their gifts to the 2006

Campaign for SCO resulted in donations hitting a record high.

More than \$34,000 was donated to 11 different scholarships and funds, representing a 35% increase in gifts over last year's campaign. These are accomplishments that should truly be recognized and honored!

These accomplishments do not rest on the effort of an individual or individual gift, but they represent the tremendous synergy created when a group of individuals combine their efforts to adopt and support the same mission. President Calvin Coolidge said: "No person has ever been honored for what he received. Honor is our reward when we give."

SCO is truly fortunate to have such dedicated and committed faculty and staff that are to be honored for their dedication, commitment and generosity.



## Honoring Our Traditions: SCO to Celebrate 75th Anniversary

With an appreciative eye on the past and an optimistic vision for the future, Southern College of Optometry will soon celebrate its 75th Anniversary.

With a family as large as SCO's – more than 6,200 and counting – the college will offer a host of opportunities for marking this milestone occasion in 2007.

Board of Trustees members Donna Abney, MBA, and **Martha Rosemore Greenberg, OD '74**, are co-chairing the 75th Anniversary Campaign Committee. Others serving on the committee include **Allan Barker, OD '75**, **Camile Chiasson, OD '81**, **Richard Hopping, OD '52**, **Paul Mormon, OD '01**, **Fredric M. Rosemore, OD '48** and Mrs. Marion Rosemore, and **James Sandefur, OD '65**.

Considerable effort and preparation already has begun for a number of key events to commemorate SCO's diamond anniversary.

- SCO alumni are invited to the biggest bash at SECO 2007 when the college hosts a special 75th Anniversary alumni reception on Friday, February 23, 2007 in Atlanta.
- After the Class of 2007 graduates at 7:00 p.m. on Friday, May 11, 2007, the college's official 75th Anniversary celebration party will follow on campus; alumni and friends are invited.
- The next day, Saturday, May 12, 2007, brings a formal celebration feting President William E. Cochran as he nears retirement.
- The festivities continue in June at the AOA Congress in Boston; join us as SCO is toasted by the profession and our peers.
- Look for a special keepsake edition of VISIONS chronicling the institution's successes and the pioneers and achievers who contributed to the SCO story.
- Fall Homecoming/CE Weekend 2007 promises to be another highlight as the 75th commemoration continues September 14-16, 2007.
- Finally, the year's celebration is completed with the inauguration of the college's new president, only the sixth in SCO's 75-year history.

In the meantime, watch your mail for *Celebrating Our Legacy – Ensuring Our Future*, a special brochure that outlines the opportunities available to you for planning and securing a bright future for the college.

Your enthusiasm and participation will mean that the 75th Anniversary is more than just a celebration; it's an opportunity to reflect upon the difference your SCO education made in your life, the lives of your family, and the well-being of your patients.

*If you have vintage photos or old film or video footage, SCO invites submission of materials for its archives and its 75th anniversary materials. Email [jhollifield@sco.edu](mailto:jhollifield@sco.edu) if you have items to share. All items will be returned.*



# philanthropy in action

by Shannon Reynolds Torbett, MHP, VP for Institutional Advancement



*"We plant trees not for ourselves, but for future generations."*

— *Caecilius Statius*

In early October, Southern College of Optometry received notification that it had been named as a beneficiary in the Evelyn Margaret Henry Living Trust. Mrs. Henry, who passed away on August 18, 2006 at the age of 97, was the wife of Robert Lowell Henry, OD.

Dr. Henry, a 1935 alumnus of the Pennsylvania College of Optometry, taught at SCO from 1968-1974, serving as Chief of Ocular Disease. The gift from Dr. and Mrs. Henry is the largest bequest ever received by Southern College of Optometry.

Their gift to SCO, which will be used exclusively for scholarships, comes 32 years after Dr. and Mrs. Henry moved from Memphis to San Antonio, Texas to live in a military retirement village. Dr. Henry was a retired Navy optometrist, and while he and Mrs. Henry were never considered wealthy, according to their trust advisor, they never lived beyond their means and were careful investors.

Prior to Dr. Henry's death in 1997, a living trust was established to provide financial security for their final years as well as to ensure that their estate, in its entirety, would convey to their beneficiaries of choice upon their deaths. Although not an SCO alum, Dr. and Mrs. Henry felt strongly about their time in Memphis and their connection to SCO. By leaving a portion of their estate to SCO, they ensured that



*Dr. Robert Lowell Henry  
SCO faculty 1968-1974*

Dr. Henry's time at SCO and his commitment to the profession of optometry would continue for future generations.

Dr. Henry's faith and commitment to the quality of education provided to SCO students stayed with him long after he left campus. While his tenure at SCO was relatively short, he obviously felt compelled to become an integral part of the future of SCO. So many of our alumni return to campus and talk about how things are so different than when they were students, so without fail, the universal truth that has prevailed throughout the college's history is our commitment to the profession.

Dr. and Mrs. Henry's gift to SCO was a very personal commitment to the future of optometric education. While the future recipients of the Robert L. Henry, OD, Pennsylvania College of Optometry Class of '35 Scholarship will never have the opportunity to meet Dr. Henry, they will ensure that Dr. Henry's passion and commitment to the profession will live on.

We hope that this historic and generous gift will help to remind each of you of the rich legacies shared by our alumni as well as the tradition of SCO graduates, staff and faculty making a difference in their communities each and every day.

The 75th Diamond Anniversary is a tremendous opportunity to provide a lasting legacy of support that will ensure that SCO's traditions of excellence will continue for new generations of optometry students to celebrate!



*SECO International President **Sidney Stern, OD '71**, met with SCO students and faculty and advocated the benefits of attending SECO during SECO Day in December. He also presented President Cochran with a \$10,000 gift for the Southern Council of Optometrists Endowed Scholarship.*



Class of 2010 Scholarship recipients include: (front row, L-R): Thuy Ngo, Felicia Jackson, LuShawn Coleman, Katy Falk, Kristy Bain, Becky Call, Kelly Collins, Kinsey Rives; (second row, L-R): Lucas Patin, Mike Huff, Meghan Elkins, Michelle Brennan, Amanda Nadolski, Melia Robertson, Danielle Vance, Esla Subashi, Gene Wong, Jonathan Goodwin; (third row, L-R): Matt Marshall, Seth Salley, Ben Herring, Craig Fleming, Seth Morgan, Rob Carlsen, John Vanderbush, Cole Smart, Darren Reed, Michael Holifield.

## Class of 2010 Receives \$68,000 in Scholarships

The new academic year saw 28 SCO first-year students receiving scholarships for their academic achievements. Thanks to the generosity of SCO alumni, friends of the college and ophthalmic industry donors, these scholarship dollars represent a reduction in expenditures or indebtedness for these deserving students and a real commitment to optometric education. Class of 2010 recipients include:

Board of Trustees Endowed Scholarship (\$3,000 yearly) . . . . .	<b>LuShawn Coleman</b> , Atlanta, Georgia; <b>Meghan Elkins</b> , Williamson, West Virginia; <b>Seth Salley</b> , Sardis, Mississippi; <b>Danielle Vance</b> , Ormond Beach, Florida
Dr. M.E. Broom Memorial Endowed Scholarship (\$2,000 yearly) . . . . .	<b>Esla Subashi</b> , Durres, Albania
Dr. Ramona Porter Clifton Endowed Scholarship (\$1,000 yearly) . . . . .	<b>Melia Robertson</b> , Malvern, Arkansas
Dean's Endowed Scholarship (\$3,000 yearly) . . . . .	<b>Kelly Collins</b> , Galesville, Wisconsin; <b>Matt Marshall</b> , Ardmore, Oklahoma; <b>Seth Morgan</b> , Phoenix, Arizona
Edgar Family Endowed Scholarship (\$1,000 yearly) . . . . .	<b>Michael Holifield</b> , Quitman, Mississippi
Dr. Spurgeon B. Eure Memorial Endowed Scholarship (\$3,000 yearly) . . . . .	<b>Craig Fleming</b> , Gilbert, Arizona
Dr. Robert E. Federhan Memorial Endowed Scholarships (\$2,500 yearly) . . . . .	<b>Mike Huff</b> , Grovetown, Georgia; <b>Thuy Ngo</b> , San Diego, California
Medivision Endowed Scholarship (\$1,000 yearly) . . . . .	<b>Jonathan Goodwin</b> , Batesville, Arkansas
Minority Endowed Scholarship (\$1,000 yearly) . . . . .	<b>Felicia Jackson</b> , Houston, Texas
New Orleans Contact Lens Society Endowed Scholarship (\$1,000 yearly) . . . . .	<b>Lucas Patin</b> , New Roads, Louisiana
Dr. George A. Pena Memorial Endowed Scholarship (\$1,000 yearly) . . . . .	<b>John Vanderbush</b> , Benton, Arkansas
Presidential Endowed Scholarships (\$5,000 yearly) . . . . .	<b>Kristy Bain</b> , Seattle, Washington; <b>Michelle Brennan</b> , Sykesville, Maryland; <b>Amanda Nadolski</b> , The Woodlands, Texas
Dr. W. Jack Runninger Family Endowed Scholarship (\$1,000 yearly) . . . . .	<b>Katy Falk</b> , Dublin, Georgia
SCO Alumni Endowed Scholarships (\$2,000 yearly) . . . . .	<b>Rob Carlsen</b> , Payson, Utah; <b>Kinsey Rives</b> , Rockford, Illinois; <b>Gene Wong</b> , Newport News, Virginia
Southern Council of Optometrists Endowed Scholarship (\$3,000 yearly) . . . . .	<b>Becky Call</b> , Mocksville, North Carolina
VISTAKON Endowed Scholarships (\$2,000 yearly) . . . . .	<b>Ben Herring</b> , Fairmont, North Carolina; <b>Cole Smart</b> , Lawrence, Kansas; <b>Darren Reed</b> , Garden City, Kansas

# 2006

## A HOT TIME IN MEMPHIS

Homecoming 2006 will be one to remember, especially for attendees in downtown Memphis the morning of Friday, October 6.

After flames erupted at the historic First United Methodist Church several blocks from the site of host lodging and CE at the Peabody Hotel, high winds scattered embers throughout downtown. Three additional fires broke out in open buildings under renovation, including the high-rise Lincoln American Building.

The smell of smoke, the sound of news helicopters and the sight of downtown infernos provided excitement for alumni who had already arrived.

In spite of the distractions, SCO's Homecoming/CE weekend still went off without a hitch, as more than 300 registered ODs enjoyed continuing education courses and gave positive feedback on the caliber of this year's speakers.

Optifest and State Night on Thursday night and the annual Friday night barbecue drew even greater numbers during brisk autumn evenings.

Saturday's Alumni Luncheon saw **Martha Rosemore Greenberg, OD '74**, receive the Lifetime Achievement Award (*see sidebar*).

Representatives from the Classes of 1966, 1976, 1986 and 1996 shared their memories of yesteryear; **Tom Hyde, OD '76**, now a member of the Board of Trustees, noted that changes since his class graduated include an expanded scope of the profession and improved clinical facilities at SCO.

President Cochran later hosted his last President's Reception. Dr. Cochran, retiring in 2007, thanked the countless numbers of alumni whose support has enabled SCO to enjoy a reputation as one of the stellar colleges of optometry.

Reunion class members later gathered for individual class dinners held for the first time on the SCO campus.

A photo gallery from the Homecoming/CE weekend is available for viewing on the SCO website.

Next year's Fall Homecoming/CE Weekend promises to be one to remember as SCO celebrates its 75th anniversary. Mark your calendar – the event will be held the weekend of September 14-16, 2007.



# Lifetime Achievement

2 0 0 6 A W A R D R E C I P I E N T

## Martha Rosemore Greenberg, OD '74

Dr. Martha Rosemore Greenberg was honored with the Southern College of Optometry (SCO) Lifetime Achievement Award during SCO's Homecoming weekend in Memphis on Saturday, October 7.

SCO's Lifetime Achievement Award honors alumni who have shown extraordinary leadership skills and have made lasting contributions to the profession of optometry and SCO.

In his remarks, President Cochran lauded Dr. Greenberg's many accomplishments and her role as a respected leader in optometry and as a civic leader in Russellville, Alabama, where she practices.

Dr. Greenberg made history as the first woman to chair the SCO Board of Trustees. She currently is co-chair of SCO's 75th Diamond Anniversary Campaign.

A past recipient of SCO's Doctor of Ocular Science degree, Dr. Greenberg is active at the state level in Alabama, where she's immediate past-president of the Alabama Optometric Association (ALOA).

A member of the Alabama PAC Board of Directors, she served as treasurer for four years and represented Alabama at the American Optometric Association (AOA) Congressional Congress for the last three years.

She currently serves as the Alabama AOA-PAC Representative. She served four years as the Northwest Alabama Optometric Society President, and she's also served on several committees within the Alabama Association's structure.

Dr. Greenberg was recently appointed to the Alabama Medicaid Optometric Peer Review Committee and as a SECO International Committee member. She's also an active supporter of the American Optometric Foundation and serves on the Vision America of Huntsville Advisory Board.

She currently serves as Sight Chairman of the Lions Club in Russellville, Alabama. She's also a member of the Chamber of Commerce, a charter member of the Franklin County Arts Council and a past member of the Russellville Booklovers Club and Volunteer Clubs of America.

As a member of Temple B'nai Israel in Florence, Alabama, she currently serves as Temple Vice-President. She devoted 11 years as Religious School Director and chaired the Rosemore Endowment Fund for Building Beautification.

Dr. Greenberg owns and operates three optometric practices. Since 1979, she's been a member of PMC Capital's Board of Directors. Since 1994, she's served as Trust Manager of PMC Commercial Trust, also listed on the American Stock Exchange. She manages an extensive real estate and investment portfolio and serves as trustee of her family's own private foundation.

Her husband, Dr. Sidney Greenberg, is a 1965 SCO alumnus. Her son, Dr. Stuart Greenberg, is a 2001 SCO graduate and practices with his mother. Her daughter, Dr. Mindy Greenberg Jacobs, is a Nova Southeastern University graduate, and youngest daughter, Dr. Dana Greenberg Biederman, graduated from SCO in 2005.

Dr. Greenberg is the daughter of Marion and Dr. Fredric Rosemore, OD '48. Dr. Rosemore received SCO's Lifetime Achievement Award in 2001, making Drs. Greenberg and Rosemore the first father and daughter alumni in SCO's history to have both received the award.



Class of 1966



Class of 1976



Class of 1986



Class of 1996

# come SEE

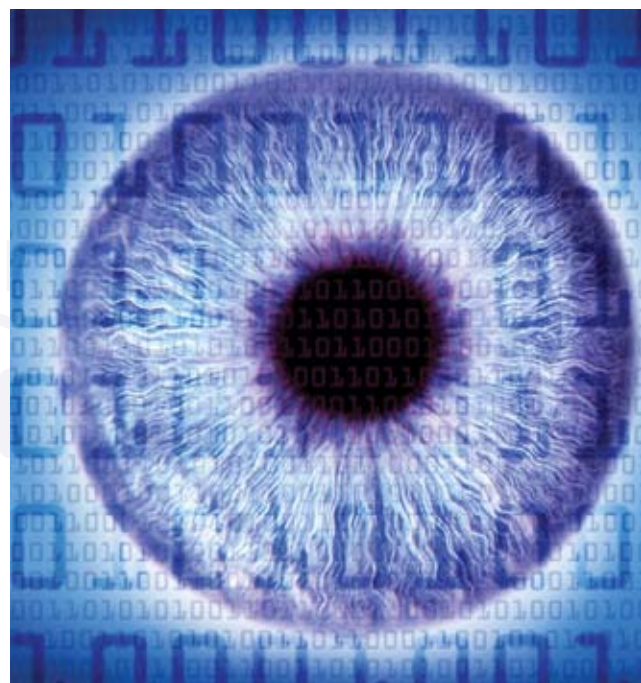


▲ Computerized Vision Therapy System



◀ Patient Education Flatscreen in The Eye Center

▶ Automatic Non-contact Tonometry ▶



Staying ahead of the technological curve poses a challenge to optometric educators as technology evolves at a quickening pace.

As the college approaches its 75th anniversary, SCO strives to utilize these advances to provide students with relevant exposure to the tools necessary for practicing optometry in the 21st century.

The past year has seen a significant number of technological changes. Many of these technological upgrades and improvements are perhaps most evident within The Eye Center.

Using a \$20,000 Optical Technology grant from Essilor of America, Inc., The Eye Center secured Eyemaginations software.

Incorporating 3-D animation to present current information about eye health and spectacle lens options, the software assists doctors and interns in presenting topics to patients.

Delivered in English/Spanish over two flatscreen TVs in the reception and optical areas, the Eyemaginations software also is available in 79 patient care suites. Students received small group training to familiarize them with the software.

"This tool not only enables us to better serve our patients and provide better care through patient education, but it also enhances the learning experience for our students," said James Burke, OD '77, Vice President for Clinical Programs.

Another technology initiative came when The Eye Center selected and implemented Compulink, a practice management and electronic health records software program for the business office and Optical and Service areas.

Implementing the change posed the challenge of adjusting to a new system, but The Eye Center's dedicated staff members have worked to make tremendous progress.

One Compulink feature allows for frames in the dispensary to be

bar coded, inventoried and monitored. Scanning the bar code on each frame adjusts the inventory, orders replacements and provides additional data, allowing for easier tracking of patient orders and assuring proper charges.

To support the new software, the college installed 160 new computers in The Eye Center. An additional 32 new computers were installed for students and faculty in the Theory and Methods labs on the sixth floor of the tower. Such improvements ensure that a student's lab experience prepares him or her for a smooth transition to the clinical setting, while exposing students to the practice management side, too.

Elsewhere within different service areas of The Eye Center, technological advances benefit patients and students alike:

- Vision Therapy Services enhanced its ability to provide high quality care with state-of-the-art instrumentation. The newest version of the popular Computer Orthoptics in-office therapy software system was installed.
- The Eye Center was the first facility in Memphis to obtain the Readalyzer, an evaluation system that uses infrared technology to measure eye movements as a patient reads.
- A distance projection system was installed to allow for Vectographic computerized therapy for patients with distance vision problems; the system is believed to be the only one in use at a school or college of optometry.
- In Low Vision Rehabilitation Services, an electronic patient tracking system was implemented. The system increased

# the future of optometry



▲ Electronic Health Record Utilization



◀ CCTV Electronic Magnification System

▼ The Readalyzer™



the ability to track and order inventory, complete summary reports, and communicate with patient services representatives.

- Enhanced Vision recently provided closed circuit TV equipment to The Eye Center and a portable pocket viewer on loan. Placement of such technology provides access to low vision patients and students alike.
- The Advanced Care Ocular Disease Service provides clinical support to didactic instruction, particularly through a multitude of cutting-edge technology services; procedures include fundus photography, optic nerve topography, fluorescein angiography and a number of other electrodiagnostic procedures.
- The Office of Externship Programs has established a new database that incorporates historical data from previous and existing externship sites and preceptors. Allowing for easy querying and retrieval of sites, doctors and student assignments, the database serves as a daily tool for Director Frank Gibson, OD '68, and staff as an evolving project that will be updated as needs arise.
- Other technological advances include the creation of a new intranet-based system for recording individual clinical patient encounters. Developed by The Eye Center and Information Services, the system was first used in Adult Primary Care to grade third-year students and now has been fully implemented into all clinic courses. The faculty was introduced to the software's item analysis capabilities and how such data can be used to improve the quality of examinations.

On SCO's academic side:

- Director of Student Recruitment Sunnie Ewing has developed a series of recorded interviews with students about optometry and life at SCO. She distributes these DVDs to prospective students.

- Robin Graves, Director of Student Services, recently oversaw the implementation of a new computer system to better manage recruiting, admissions and student records.
- Scott Steinman, OD, Director of Preventative Health, implemented a new computer-based multimedia training program for faculty and staff, tailored to the job description of employees.
- The Accounting Department recently converted to a computer system to track student loans and also converted SCO's payroll system to a new system in June 2006.



▲ Computerized Practice Management Tools

Many of these advancements represent the tip of the proverbial iceberg when it comes to technology.

SCO's Information Services (IS) department has worked to provide efficient technological support to facilitate an environment where students, faculty and staff learn, work and grow as an educational community. Information Services oversees networking, application support, audio/visual, web, test scoring, instructional technology and user support.

When Dean Swick, Director of Information Services, was deployed for a year's military service in Iraq, he kept the rest of SCO community informed about his work on the other side of the globe. Thanks to technology overseen by his department, he likewise stayed in touch with work and news from SCO while in Iraq.

Today's technology represents advances that would have been considered science fiction when the college opened its doors in 1932.

Whether it's students learning their test scores online or alumni keeping in touch with the college by email, SCO is committed to providing the technological edge in support of its mission.



# convocation 2006



*Dr. Cochran and Dr. Kristin K. Anderson, one of this year's two President's Special Recognition Award recipients.*



*Sandra Stephens receives her President's Special Recognition Award from Dr. Cochran.*



*Dr. Cochran congratulates Dr. John Sharpe, recipient of the Drs. Fred and Charlene Burnett Outstanding Faculty Award.*

## Dr. Cochran Presides Over His Last Convocation

President William E. Cochran, OD '68, presided over his last SCO Convocation ceremony when 123 first-year students recited the optometric oath and received their white coats in October.

Having begun his last academic year as SCO's president, Dr. Cochran encouraged the Class of 2010 to continue the tradition of excellence embodied by recent successes.

He saluted the Class of 2008 for an impressive 98 percent passage rate on the August 2006 administration of Part I of their NBEO board exams. SCO's results were even more impressive compared to the 77 percent national passage rate, Dr. Cochran observed.

He also expressed his appreciation to SCO's faculty, staff and Board of Trustees for the role they play in fostering an environment conducive to student success; Board Chair Howard F. Flippin, OD '59, was also in attendance.

"It is truly an honor for me to work alongside each of you as we strive for excellence in the art and science of optometry," Dr. Cochran said.

He thanked Marchon Eyewear, Inc., for generously providing the first-year students' white coats.

President's Special Recognition Awards were given to **Kristin K. Anderson, OD**, Director of CE, and to **Sandra Stephens**, Dr. Cochran's Executive Administrative Assistant.

**John Sharpe, OD '83**, Professor, was honored by his fellow faculty as this year's recipient of the Drs. Charlene and Fred Burnett Outstanding Faculty Award.

Beta Sigma Kappa and the Classes of '07, '08 and '09 presented Teacher of the Year awards to Drs. **Jeremy Anderson OD '04**, **Rob Drescher OD**, **Gerald Eisenstatt OD '84**, **Michael Gerstner OD '97**, **Gail Gordon OD '03**, and **John Mark Jackson OD '99**.

SVOSH also honored **L. Allen Fors, OD '69**, for serving as SVOSH advisor for more than 30 years.

SCO is grateful to the generous sponsors of optometric awards and equipment presented to students in recognition of academic achievement, leadership or service.



AOA Leadership Scholarship (\$1,000) .....	Matt Brooks '07
Basic Science Awards for Class of 2008 (plaques) .....	Kristin DeHaven, Andrea Steele, Sarah Herley, Carolanne Roach, Will Pentecost, Mandi Miller, Chris Smith, Bret Wise, Robin McKeel, Andrea Beedles
Clinical Science Skills for Class of 2008 (plaques) .....	Kristin DeHaven, Melinda Williams, Emily Nail, Kim Oncavage, Sarah Herley, Andrea Beedles, Jennifer Kragenbrink, Emily Naugle, Alisha Freyberger, Michelle Mumford
Basic Science Awards for Class of 2009 (plaques) .....	Terri Angeli, Ashwynn Halbert, David Adler, Tiffany Walters, Lindsay Petrie, Jennifer York, Matthew Jones, Lindy Brentlinger, Alex Bell, Emily Johnson, Willie Ferguson
Clinical Science Skills for Class of 2009 (plaques) .....	Joe Sugg, Rhetta Aiken, Ashwynn Halbert, Chelsey Clemans, Karen Brawner, Eric Gengenbach, Lindsay Petrie, Benjamin Sturdy, Bryan Marshall, Emily Johnson, David Nigh
Fellowship of Christian Optometrists Spirit Award (\$500) .....	Jill Magargee '08
Highest Score on NBEO Part I (\$1,000 scholarship) .....	Colby Curtis '07
Heine USA (Sigma 100 Indirect Ophthalmoscope, \$1,174 value) .....	Joe Sugg '09
Jobson Publishing (\$500) .....	Kristen Lovell '07
Kansas Optometric Association (\$1,000) .....	Andrea Beedles '08
Keeler Instruments, Inc. (Retinoscope and charger, \$429 value) .....	Ashwynn Halbert '09
Mauldin Family Memorial Endowed Scholarship (\$1,000) .....	Steve Kasprzak, '07
Military Services Scholarships .....	Andrew Costello '07, Jennifer Seckman '07, Ann Jones '09, Lee Robertson '08, Ann Tarter '08, Brent Collins '10, Brandon Dahl, '09
Ocular Instruments, Inc. Award of Excellence (gift certificate for product, \$250 value) .....	Melinda Williams '08
Rosemore Family Endowed Scholarship (\$1,000) .....	Kristina Ramsey '07, Aimee Parker '07, Kim Oncavage '08, Emily Naugle '08, Chris Smith '08, Megan Moll '09
SCO Classes of '60, '61, '63 Endowed Scholarship (\$1,000) .....	Amy Elizabeth Jones '09
SCO Classes of '64, '65, '66 Endowed Scholarship (\$1,000) .....	Matt Schekirke '08
SCO Classes of '67, '68, '69 Endowed Scholarships (\$1,000) .....	Matt Morrison '07, Jayme Fose '07
SCO Classes of '70, '71, '74 Endowed Scholarship (\$1,000) .....	Matt Brooks, '07
SCO Class of '77 Endowed Scholarships (\$1,000) .....	Eric Stamper '07, Lindsay Moran '07, Kate Collins '07
SCO Class of '84 Endowed Scholarship (\$1,000) .....	Cynthia Carnie '09
Tennessee Optometric Association Scholarship (\$1,000) .....	Cayce Davis '07
UPS Scholarships .....	Eric Stamper '07 (\$1,750), Kristen Bryant '08 (\$1,000)
Vision Service Plan Scholarships (\$2,500) .....	Colby Curtis '07, Lisa Russell '07
Vistakon Acuvue Eye Health Advisor Student Citizenship Scholarship (\$1,000) .....	Nicole Irick '07
Volk Optical, Inc. (20 diopter lens, \$263 value) .....	Kristen DeHaven '08
Dr. W. David Sullins, Jr. Endowed Scholarship for Leadership (\$1,000) .....	Stephen Wetick '08
Wal-Mart Scholarship (\$1,000) .....	Brad Grant '07
Welch Allyn Co. (pocket ophthalmoscope, \$500 value) .....	Rhetta Aiken '09

**2006 Award Sponsors and Winners**



First-year student Felicia Jackson accepts her white coat from Keith Padgett of Marchon Eyewear, Inc.

## 1939...

**Aaron David Ostrick, OD**, emails that he is now living in Birmingham, Alabama. Dr. Ostrick lost all of his photos, books and documents from his SCO days when his New Orleans home was flooded by Hurricane Katrina. Now retired for 10 years, Dr. Ostrick has a son, **David M. Ostrick, OD '79**, who is a SCO graduate, and his late brother, Nathan, was a 1952 SCO graduate.

## 1948...

**Hamp Morrison, OD**, writes, "Although I am a native of Memphis and a 1948 graduate, it had been a long time since I had been to Memphis. My most recent visit was in February 2006 when I met with the Memphis Belle Memorial Association. I drove by SCO's excellent building and campus and saw all the improvements that have been made. Needless to say, I am very proud of the changes that have been made, and proud that I am a graduate of Southern College of Optometry, even though it was many years ago." Dr. Morrison now resides in Cookeville, Tennessee.



**Fredric M. Rosemore, OD**, and his wife, Marion, recently celebrated their 60th wedding anniversary with a festive party thrown by their family. The Rosemores were depicted in photos from various stages of their lives on several beautiful cakes. Congratulations to Dr. and Mrs. Rosemore upon this auspicious milestone!

## 1950...

**Wayne Shearer, OD**, and his wife, Velma, were recently profiled in a Chattanooga, Tennessee newspaper article about their early life in Memphis, where they met and married in 1948. Dr. Shearer, who attended dental school after graduating from SCO, recalled seeing Elvis Presley at Overton Park and the singer driving around Memphis in a car that had horns on it.

## 1954...

**John Bowen, OD**, reports that he recently retired from practice in Lubbock, Texas. His retirement is short-lived, however, because Dr. Lubbock was invited by a friend to join the faculty of Texas Tech Medical School as an associate professor of ophthalmology.

**Ralph P. "Pete" Langenfeld, OD**, was recently awarded the Distinguished Flying Cross by the U.S. Air Force more than sixty years after his military service in World War II. Captain Langenfeld (Retired) was honored for extraordinary heroism on his 31st combat mission in Nazi-occupied Europe.

Dr. Langenfeld was bombardier-navigator on a B-24 Liberator based in England on January 2, 1945 during a bombing run. Targeting a bridge in Remagen, Germany, the plane carried three 2,000 pound demolition bombs.

When one of the three armed and live bombs failed to release, then-Lt. Langenfeld made his way without a parachute back to the open bomb bay and worked to release the frozen shackle with just two minutes of oxygen remaining.

Dr. Langenfeld's service to his country didn't stop there. A few years later, he returned to active duty during the Korean War for two years, leaving SCO in the process but returning after the conflict to complete his optometric education.



President and General Manager of Tex-O-Con Optics, Inc., until his retirement, Dr. Langenfeld was publicly honored on Wednesday, October 25 in Dallas by a reception hosted by U.S. Congressman Jeb Hensarling. The congressman and military representatives formally honored Dr. Langenfeld upon the occasion of receiving the Distinguished Flying Cross.

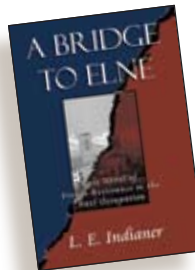
Congratulations to Dr. Langenfeld for his honor and heroic service to his country.

## 1961...

**Ted Malone, OD**, is retired from the military. Dr. Malone, who lives in McComb, Mississippi, plans to retire from his practice in June 2007.

## 1962...

**L.E. Indianer, OD**, recently published his first novel, *A Bridge to Elne: Epic Novel of French Resistance to the Nazi Occupation* (452 pages, \$22.99, paperback). The novel is based on a true story of a courageous family who endured the German occupation of France during World War II; the leading character is a Marseille dentist who joins a militant branch of the French resistance in response to Nazi brutality.



A resident of Ormond Beach, Florida, Dr. Indianer previously authored two plays. Now retired, Dr. Indianer served as an Air Force Bio-Medical Services Officer for three years before opening a practice in Daytona Beach. A long-time lecturer on eye-related subjects, he also lectures on international terrorism.

He and his wife enjoy traveling, and Dr. Indianer has visited every continent except Antarctica. He and his wife have two daughters and four grandchildren.

His book is available online through [leindianer.com](http://leindianer.com) and [amazon.com](http://amazon.com) or through major bookstores.

## 1974...

**Jimmy Bartlett, OD**, has been named chair of the Department of Optometry at the University of Alabama at Birmingham School of Optometry. [Editor's note: Dr. Bartlett was misidentified as a '77 graduate in the Fall issue of VISIONS; our apologies to Dr. Bartlett.]

**Charles Glaser, OD**, was recently profiled in a New Orleans newspaper article about his devotion to exercise. Dr. Glaser avidly exercises an hour each morning seven days a week, a routine he started in his early 30s. His favorite activity is biking, often along the river levee in New Orleans. He credited his routine for decreasing stress and allowing him time to think about his practice and his family life.

## 1977...

**U.S. Congressman John Boozman, OD**, was re-elected with 62 percent of the vote in November's Congressional midterm elections. The only optometrist in the U.S. House of Representatives, Dr. Boozman represents Arkansas' Third Congressional District.

**Max Venard, OD**, recently presented a course on advances in optical biometrics at the American Board for Certification in Homeland Security (ABCHS) national conference in Orlando. Dr. Venard is a certified medical investigator and founder of Eyeverify, a company specializing in optical biometrics and access security.

## 1978...

**Mark J. Cook, OD**, received a special commendation for seven years of service on the Michigan Optometric Association Board at the organization's 110th Annual Convention.

## 1981...

**Jack M. Chapman, Jr., OD, MD**, was recently installed as president-elect of the Medical Association of Georgia. After earning his SCO degree, Dr. Chapman earned a degree in medicine at the Medical College of Georgia. His community and leadership roles include involvement with the Hall County (Georgia) Medical Society, the American Medical Association and the Chamber of Commerce.

**Jeff Foster, OD**, and **Kurt Steele, OD '95**, recently hosted the practical part of certification testing for paraoptometric at their practice in Newport, Tennessee. One of their employees lobbied the Tennessee Optometric Association and the Tennessee Paraoptometric Association to make local testing available in the state as a pilot program; candidates previously traveled as far as Atlanta or Ohio for their initial or re-certification exams.

## 1986...

**Daniel D.T. Farnsworth, IV, OD**, is alive and well in Weston, West Virginia. Dr. Farnsworth was erroneously identified as deceased in a records error compiled by the publisher of the 2006 SCO Alumni Directory.

## 1989...

**Greg Ray, OD**, and wife, Amanda, are the parents of a daughter, Allie Jane, born September 11, 2006.

## 1998...

**John Warren, OD**, and wife, Jennifer report the birth of their daughter, Abigail Grace, born September 28, 2006.

## 1999...

**Joy Lockwood Berry, OD** and **Stuart Berry, OD '98**, announce the birth of their daughter, Hannah Brooke Berry, born October 30, 2006.

**Jill Cox Browning, OD**, and husband, Ryan, recently welcomed a son, Luke Charles, born August 19, 2006.

**Tricia (Mulvaney) Cantrell, OD**, and her husband, **Josh Cantrell, OD '02**, opened their own private practice in June 2006. Located in Lee's Summit, Missouri, the name of the practice is Envision Eyecare. Check out their website at [www.geteyecare.com](http://www.geteyecare.com). Drs. Cantrell also are the parents of a baby daughter, Lisette Noel, born August 10, 2006.

**Mark A. Toelle, OD**, and wife, Brooke, have a new son, Owen Michael, born August 25, 2006.

## 2000...

**Jennifer L. Johnson, OD**, and husband, Michael, are the parents of a new daughter, Emily Catherine "Cate," born August 1, 2006.

## 2001...

**Christy Taylor, OD** opened a new practice in July 2006. Located in Franklin, Tennessee, Dr. Taylor's practice is called TaylorMade Eyecare & Optical.

## 2002...

**Cathy Mirza Guidry, OD**, and husband Mike, recently had twins, a son, Ethan, and a daughter, Ava, born March 23, 2006.

**Kelly Kerksick, OD**, is one of the charter members of Women of Vision, a newly formed professional organization designed to create opportunities for educating, mentoring and networking and dedicated to helping women ODs be proactive in defining themselves. For more information about the group, please email [wov@wovonline.org](mailto:wov@wovonline.org).

## 2003...

**Thomas Aaron Judd, OD** has joined Florida Eye Health at its new location in Punta Gorda, Florida. Dr. Judd previously served as a captain in the U.S. Army; he served as assistant chief of service at Keller Army Community Hospital at the U.S. Military Academy at West Point. He was a deployed task force optometrist in Iraq for one year.

## 2004...

**Vincent Van Houten, OD**, was profiled in the Brookings, Oregon newspaper for his role in diagnosing amblyopia in an eight-year-old girl whose condition had long gone undetected.

## 2005...

**Daniel Crook, OD**, is practicing at Nationwide Vision's newest location in Bullhead City, Arizona. The largest optical retailer in Arizona, the company offers 55 locations, including one where Dr. Crook previously practiced for the last year in Mesa. Dr. Crook said that his wife and their four children enjoy the state's environment, clear air and living near Arizona's national parks and rivers.



- 1940 — **Jack M. Widdersheim, OD**, Centennial, CO
- 1944 — **Michael Polakoff, OD**, Wytheville, VA
- 1948 — **Harvey M. McCord, OD**, Edgewood, TX  
**Joseph Suttle, OD**, Louisville, MS
- 1949 — **Paul T. Zeff, OD**, Davie, FL  
**Lillian W. Russo, OD**, Gulf Breeze, FL
- 1950 — **Norman Rubin, OD**, Hallettsville, TX
- 1951 — **Thayer T. Morris, OD**, Montrose, CO  
**L.B. Voss, Jr., OD**, Shreveport, LA
- 1952 — **James O. Wiltshire, OD**, Chillicothe, OH
- 1954 — **Doyle V. Bedsole, OD**, Raleigh, NC  
**Donald W. Whiffen, OD**, Kingsley Lake, FL
- 1955 — **Marion J. "Sonny" Wolfe, Jr., OD**, Maryville, TN
- 1965 — **John P. Crawford, OD**, Beaumont, TX
- 1971 — **Henry L. Thacker, OD**, Yazoo City, MS

**W. David Sullins, Sr., OD '39**, died November 18, 2006 in Athens, Tennessee. One of SCO's most generous and consistently faithful supporters, Dr. Sullins was among the first alumni to receive the college's Lifetime Achievement Award in 1996. Dr. Sullins spent 53 years practicing optometry in Athens and served as president of the Tennessee Optometry Association and Southern Council of Optometry. Dr. Sullins was the father of the distinguished **W. David Sullins, Jr., OD '65**, who passed away in 2005. They were the first father and son alumni to receive SCO's Lifetime Achievement Award.

## Flying Tri Guy

### '76 Alumnus Wins National Title

By Jeff Fedotin

**Kent Dobbins, OD '76**, found the love of his life through his passionate hobby.

Dobbins – a 61-year-old Kansas alumnus who participates in four to six triathlons a year – met his wife at a triathlon in 1990. After seeing her at the next several competitions, he pursued her.

"The mover that I am, a year later I asked her out," said Kent, who proposed to Liz in 1996.

The Lawrence, Kansas native's self-deprecating humility belies his accomplishments as a college letterman, war hero and champion triathlete.

This past September in St. Louis, he won the United States Amateur Triathlon half-ironman national championship (a 1.2-mile swim, 56-mile bike ride and 13-mile run) for the 60-64 age group in 5 hours, 9 minutes.

Growing up, Dobbins participated in baseball, basketball, football, gymnastics and track. In high school, he competed in football, track and gymnastics before continuing the latter sport at Kansas University.

"That's just been a part of my life," he said. "I've always liked sports."

Fitness remained a part of his life. When a jogger friend in the mid-1980s asked if he wanted to do a triathlon, Dobbins did not know the term. The friend explained the event consisted of biking, swimming and running.

"I don't have a bike, and I can't swim," Dobbins responded. "But what the heck? We'll give it a try."

Dobbins has not stopped, traveling to Sweden, Germany and Canada for such events. He rises at 4:30 a.m. for a 5 a.m. run or swim. Then after working at his optometry practice, he takes a 5:30 or 6 p.m. bike ride on his limited-edition Lance Armstrong bicycle given to him by professional triathlete Marcel Vifian.

Dobbins' outdoor cardiovascular activities vary in distance and intensity.

He and Liz prepare differently for each event, which can range from a sprint championship (.5-mile swim, 15-mile bike, 3-mile run) to an Ironman (2.4-mile swim, 112-mile bike ride and a 26.2-mile run.)

Dobbins has participated in five Ironman competitions.

Their outdoor runs can lead to interesting adventures. A mountain lion stalked Liz as she jogged along the Kansas River levee in June.

"We both just saw each other at the same time," she said. "He looked at me. I looked at him, and I thought, 'That's not a dog.'"

She slowly retreated, and the animal eventually lost interest.



*Kent Dobbins, OD '76, recently won the United States Amateur Triathlon half-ironman national championship for the 60-64 age group.*

*Thanks to the Lawrence-Journal World for permission to reprint this story that originally appeared in the paper's September 28, 2006 edition. Photo by Mike Yoder*



## Patient Expresses Gratitude for Extern's Care

A patient who was treated by an SCO student on externship in Mississippi recently wrote a letter expressing her appreciation for the excellent treatment she received.

Hurricane Katrina's impact on the Mississippi Gulf Coast delayed the patient's writing the letter by a whole year, but the care shown by **Megan**

**Sumrall, OD '06**, made such a nice impression on the patient that the passage of time did little to diminish the patient's gratitude.

"I'd like to extend my appreciation for the courteous, professional care I received while under Dr. Sumrall's care," the patient wrote about the treatment she received at Keesler Air Force Base Medical Center in Biloxi.

"It was obvious to me that not only is she someone who takes her job very seriously, but she is also someone who honestly cares about the well-being of her patients. Dr. Sumrall went to great lengths to ensure

my suspect kerataconus was investigated to the fullest extent possible.

"A year has passed since I was Dr. Sumrall's patient, and my eyes have never been better. I attribute this to the time and effort Dr. Sumrall extended to ensure that I had the correct prescription, and to educate me on the dangers of sleeping in and wearing contact lenses for an extended period of time. She'll be happy to know that I have heeded the warnings she extended to me and have had no further problems. I believe Dr. Sumrall to be a wonderful doctor now and in the future."

Director of Externships **Frank Gibson, OD '68**, was proud that an SCO student made such a dramatic impression on a patient during her externship.

"While it is not extremely unusual for a patient to commend a person for excellent professional service, I was astonished that this patient was so impressed that she wrote almost a year after the fact," Dr. Gibson said.

"This letter makes the point better than any lecture could that the things we do as a matter of course make huge impacts on the lives of our patients. Most patients may not take the time to write, but the real and perceived benefits we provide are often very profound."

## SCO Selected as Data Collection Site for New GDx Database

SCO was recently selected as one of 10 sites to collect data for the new database of the GDx from Carl Zeiss-Meditec.

The GDx measures the nerve fiber layer in the back of the eye and compares the results to a database of both healthy and glaucoma-tous eyes.

A new measurement technique called ECC (enhanced corneal compensation) will be used to perform measurements. ECC techniques allows a user to scan a broader range of patients, and the new database will be used to analyze these measurements.

SCO is the only optometry college or school among the 10 sites selected to test the equipment; the rest are ophthalmology institutions such as the Bascom Palmer Eye Institute in Miami.

Pinakin Gunvant, PhD, Assistant Professor, is the principal investigator for SCO's contribution to the research.

"Clinical research is really effective because it has near to immediate application," Dr. Gunvant said. "SCO's involvement in collecting a normative database will also give us a chance to understand just how well the new ECC method works."

SCO's selection as a clinical test site is a significant achievement, given that SCO



*Carl Zeiss-Meditec representatives demonstrate the GDx for SCO faculty.*

is the only optometry-based site, noted Charles Haine, OD, MS, Vice President for Academic Affairs.

"The college has the opportunity to demonstrate its unique patient population and the clinical expertise of the faculty in this project," Dr. Haine said.

"It is anticipated that successful completion of this project will lead to other similar with Carl Zeiss-Meditec as new equipment is brought to market."

## Ziemer Donates Equipment for Research

Ziemer Ophthalmic Systems recently donated its new PASCAL<sup>®</sup> Dynamic Contour Tonometer to SCO for research purposes.

An increasing tool of interest by the scientific community, the device provides a truer measurement of intraocular pressure.

Retailing for more than \$6,000, the PASCAL can provide up to four minutes of continual readings and wirelessly transmits data via Bluetooth technology back to a computer or printer.

"Existing tonometers have been known to have errors," said Pinakin Gunvant, PhD, Assistant Professor. "This tonometer brings in a needed change as an important clinical measurement for decisions about glaucoma and patients with suspected glaucoma."

Charles Haine, OD, MS, Vice President for Academic Affairs, said SCO's faculty will investigate the machine's accuracy and usefulness. Additional units might be added at a later date if the new tonometer proves useful.

# faculty & staff highlights

## Faculty Appointments

**Brent W. Jones, OD '02**, has joined the SCO faculty as a part-time instructor. After his graduation from SCO, Dr. Jones spent three years at the practice of Dr. Andrew Clarke and Associates.

## Faculty Accomplishments

**Kristin K. Anderson, OD**, Associate Professor, and **H.S. Ghazi-Birry, MS, MD, PhD, OCS, OD '01**, Associate Professor, recently developed and delivered a 16-hour lecture and laboratory program for ODs in North Carolina.

The lecture portion was entitled *Fluorescein Angiography: Foundations for Clinical Practice*. Twenty-two ODs attended the weekend course that was developed at the request of the North Carolina State Board of Examiners in Optometry.

**Thomas Landgraf, OD**, Professor, presented *The Not So Typical Red Eye* during the Optometric Assistance Program held in conjunction with the North Carolina Optometric Society's Annual Congress. **Christopher Lievens, OD, MS**, Associate Professor, presented *Medical Terminology* at the same program.

**David Damari, OD**, Associate Professor, attended the COVD Annual Meeting in November and presented a poster entitled, *Teaching Near Vision Analysis: A new method for using graphical analysis to demonstrate behavioral vision concepts*.

**Tressa Eubank, OD**, Professor, recently visited SUNY State College of Optometry to observe Dr. Neera Kapoor, Director of the Head Trauma Vision Rehabilitation Unit at SUNY's Optometric Center in New York City.

**H.S. Ghazi-Birry, MS, MD, PhD, OCS, OD '01**, Associate Professor, recently was invited by the Idaho Optometric Association to lecture two hours on *Allergies and Advances in Ocular Surface Disease Treatment*.

In Texas, Dr. Ghazi-Birry spoke on allergy and inflammatory eye disease to about 40 doctors in Dallas-Ft. Worth. In Odessa, he led two CE classes on advances in ocular allergy management.

**Dennis Mathews, OD**, Associate Professor, joined Dr. Ghazi-Birry at the Coleman and Coleman Surgical Center in Greenwood, Mississippi, where they led six hours of CE for local referring doctors.

Dr. Ghazi-Birry also recently authored an article on hypertension and hyperlipidemia for ODs to receive COPE-approved CE credit in *Review of Optometry*.

**Pinakin Gunvant, PhD**, Assistant Professor, is a new member of the Optometric Glaucoma Society. Dr. Gunvant also was appointed to the adjunct faculty at the University of Louisville. He has a PhD student working with him on a glaucoma-related topic: *The prognostic value of psychophysical and retinal imaging techniques in diagnosing glaucoma*.

Dr. Gunvant recently delivered a three-hour CE course on glaucoma entitled *Some Aspects of Glaucoma Management – Diagnosis and Detection of Progression*. The course was conducted by Baypoint Associates and organized by **Freddy Chang, OD**, Professor, who also lectured at the event.

**Thomas Landgraf, OD**, Professor, recently delivered two lectures to members of the Georgia Optometric Association at the organization's meeting in Athens, Georgia. Dr. Landgraf lectured two hours on *Autoimmunity and the Eye* and two hours on *Optometric Clinical Case Challenges*.

**Christopher Lievens, OD, MS**, Associate Professor, recently was graduated from the Master's degree program at Kennedy-Western University's School of Health and Public Administration. Dr. Lievens received a Master of Science in Health Administration.

Dr. Lievens also has authored or co-authored a number of articles:

- With **Thomas Aaron Judd, OD '03**, *Using the Original Judd-Lievens C/D ratio grading card (JLC) to Improve Interobserver Reliability*; accepted for publication in *Journal of Optometric Education*.
- With Charles Kinnaird, OD, SCO adjunct faculty member, *The Thyroid Gland and Its Importance to Eye Care*; accepted for publication in *Review of Optometry*.
- With **Pinakin Gunvant, PhD**, Assistant Professor, **James M. Newman III, OD '73**, MS, Professor, **Michael Gerstner, OD '97**, Assistant Professor, and **Chad Simpson, OD '03**, *Effect of Proview self-tonometry on pharmaceutical compliance*; published in *Clinical and Experimental Optometry*, November 2006: 89(6), pps. 381-5.

**W.C. Maples, OD '68, MS**, Professor, received the prestigious G.N. Getman Award at the November meeting of the COVD. Given for developmental optometry, the award marks the second year that an SCO faculty member received it; last year's recipient was **Glen Steele, OD '69**, Professor.

Dr. Maples recently fulfilled a number of speaking obligations.

At the Northeastern Congress of Optometry in Boston, Dr. Maples led six hours of lecture on *Acquired Brain Injury, Infantile Esotropia and Quality of Life Issues in Optometry*.

At the Invitational Lens Symposium held at the Tallaquah Northeastern State University College of Optometry, he spoke on *Neurological Aspects of Figure-Ground Perception*. Dr. Maples also was a co-organizer of the event.

Dr. Maples recently co-authored an article entitled *Test Retest Reliability of the COVD-QOL Short Form on Elementary School Children*. The article appeared in *Journal of Behavioral Optometry*, Volume 17, Number 3, pps. 65-69.

Last, Dr. Maples recently traveled to Mexico for a meeting of the Mexican Optometric Association. There he spoke on *Quality of Life Issues in Optometry* and the *Development of the NSUCO (Maples) Ocular Motor Test*.

**William B. Rainey, OD, MS**, Associate Professor, is temporarily serving as Coordinator of the Community Service and Outreach program at SCO in the absence of **Cheryl Ervin, OD**, Assistant Professor. Dr. Ervin was recently called up for 18 months of military duty in the reserves.

**Scott Steinman, OD, PhD**, Professor, is the principal author of a book chapter entitled, *Visual attention: Basic and clinical aspects*, published in *Neuro-optometry: Intention, Attention, Inattention and Neglect*.

He also completed a 100-hour didactic and clinical course on ocular therapeutics and pharmacology at the Pennsylvania College of Optometry.

Dr. Steinman also presented a lecture to the ASCO Ophthalmic Optics Instructors SIG entitled, *The State of the Art in Computer-based Classroom Optics Instruction*, in which he discussed techniques for writing educational software and demonstrated some of his own programs currently used in his courses.

**Jim Williamson, OD '97**, Assistant Professor, recently passed the Advanced Competence in Medical Optometry (ACMO) examination offered by the NBEO for optometrists who have completed a VA residency.

Dr. Williamson also led four hours of continuing education sponsored by the Loma Linda University School of Medicine in Gatlingburg, Tennessee. The lectures' titles are *Glaucoma Discussion and Case Analysis*, *Dry Eye Update* and *Sterile Infiltrates vs. Infected Ulcers: Diagnosis and Treatment*.

## Faculty Attend ASCO's Summer Institute

Four SCO faculty members were among participants who attended ASCO's first Summer Institute for Faculty Development.

Representing all 17 schools and colleges of optometry, the group included **Charles Haine, OD, MS**, Professor, **David Damari, OD**, Associate Professor, **Janette Dumas, OD**, Instructor, and **Shilpa Register, OD, MS**, Assistant Professor.

The four-day Institute was developed by ASCO's Chief Academic Officers group and was held in St. Louis. Ten veteran administrators/faculty, including Drs. Haine and Damari, served as facilitators and mentors to participants.



## Staff Appointments

**Cecily Freeman** has joined the staff as Administrative Assistant in the Office of Institutional Advancement.

Freeman comes to SCO from the Children's Museum of Memphis, where she served as Membership and Development Manager. Her duties included overseeing the membership department.

She is currently pursuing her bachelor's degree at the University of Memphis.



## Staff Promotions

**Jim Hollifield** has been named Director of the Department of Publication Services. An SCO employee since 2003, he most recently served as Communications Editor. A graduate of the University of Tennessee's College of Communications, his background includes newspapers, magazines and trade publishing, including copy editing more than a dozen non-fiction books.

# sco board in focus



## Flippin Appointed Board Chair

**Howard F. Flippin, OD '59**, was recently selected by his peers to serve as Chair of the SCO Board of Trustees.

First elected to the Board in 2002, Dr. Flippin is President of Flippin-Westfall Eye Care in Searcy, Arkansas.

Appointed to the Arkansas State Board of Optometry in 1977, he also has served as Executive Director of his state's Board and as president of his state's association.

A Life Member of ARBO, he has also served on the organization's Board of Directors.

Dr. Flippin's daughter, **Patricia Westfall, OD '99**, practices with her father.

Following the service of Linda Johnson, OD, as Chair of the SCO Board, Dr. Flippin is the second SCO Board Chair to serve during preparations leading up to the college's 75th Anniversary celebration.

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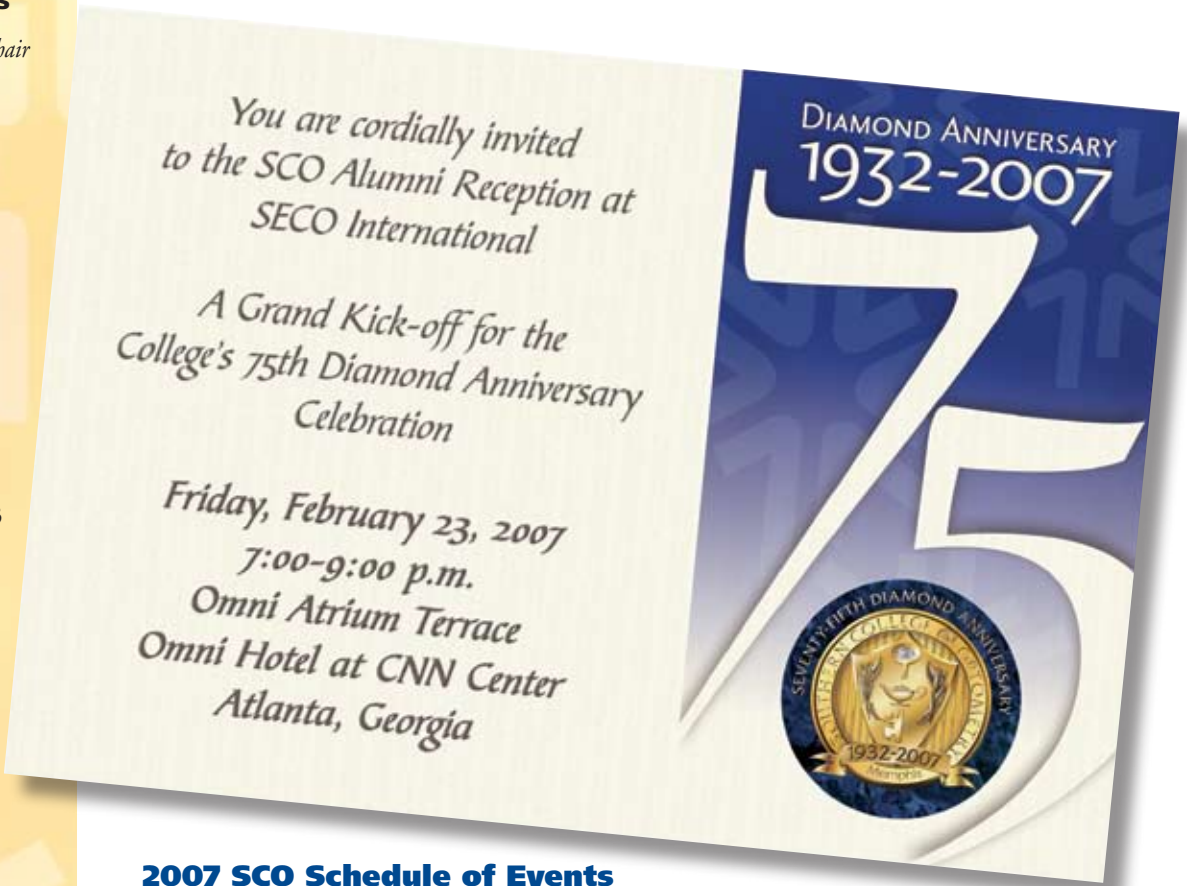
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**2007 SCO Schedule of Events**

- January 19-21 ..... **Hayes Center for Practice Excellence Inaugural CE**  
Registration limited to 2001-2006 alumni, register online at [www.sco.edu](http://www.sco.edu)
- February 21-25 ..... **SECO in Atlanta**, Georgia World Congress Center, Exhibit Booth 714
- April 13-15..... **Spring CE**, SCO Campus
- May 10..... **Class of 2007 Awards Ceremony and Banquet**
- May 11..... **Class of 2007 Commencement**, 7 p.m.  
**75th Anniversary Celebration**, Immediately following Commencement
- September 14-16 ..... **Fall Homecoming/Reunion/CE**, The Peabody Memphis and SCO Campus



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