SEE YOUR FUTURE IN

2020

2016 ✶ 2020
As SCO welcomes new students to campus for the fall semester, the college is pleased to offer more than 125 endowed scholarships created thanks to the generosity of our alumni and friends. In an increasingly competitive applicant pool, SCO’s scholarships enable us to recruit the best and brightest students. Our robust scholarship program strengthens our ability to attract top performing students with the greatest potential. Your support is vital to building the quality and quantity of the awards that we provide the next generation of ODs.

Performance

When you support scholarship opportunities to help us recruit future ODs, your gift represents an investment in the potential of our profession’s future leaders. Our students join us in expressing their appreciation for your support.

Call (901) 722-3290 or visit sco.edu to make your gift.
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From the Interim President

Core Values Lead to Results-Driven Outcome

As SCO prepares to welcomes our newest entering class to Memphis, the past few months have served to remind everyone on campus that our students truly are at the heart of our mission. As the primary stakeholder in all that we accomplish, optometry students represent the core values that define optometric education.

Our faculty and staff approach each day as an opportunity to make SCO better. In recent months, we’ve explored new technology that will permit electronic testing for our new first-year students. Using ExamSoft testing software, our faculty can administer tests in a format preferred by 21st century students. This software permits enhanced test graphics, greater security and better ways to ensure curricular objectives are tested with faster grading and feedback potential.

This summer, we’ve also performed an intensive review of all our clinical course syllabi. Enhancements have been made to incorporate Service Learning Requirements, Business/Practice Management Applications, and Ethical Principles into a comprehensive exposure of our interns to diverse patient encounters.

The Hayes Center for Practice Excellence also recently completed a review of the first assignments completed by fourth-year students on private practice externships. This endeavor was a collaborative effort between the Hayes Center and the Externship program to reinforce practice management content and interaction between externs and their preceptors.

As you’ll see in this issue, our recruiting team is already hard at work finding the best qualified students who will make up next year’s entering class, SCO’s Class of 2020. Its symbolic meaning inspired a future-focused approach to take advantage of this unique date. Beyond the branding potential, however, SCO is aggressively meeting our Board’s challenge to set a more aggressive interview and admission selection schedule. SCO is serious about our intent to find the best prospects for recruiting into our profession.

SCO’s strengths are enhanced by the emphasis we place on our commitment to core values and positive outcomes in meeting our mission. According to the Exit Satisfaction Survey for the Class of 2015, 99% of this year’s graduates were satisfied with their SCO education.

Similarly, SCO’s annual faculty and staff campaign reflects the pride our employees share in our mission. This summer, 91% of them pledged $97,064, exceeding the campaign’s goals.

Our entering class will be awarded more than $125,000 in academic scholarships. SCO’s supporters, including the generosity of our employees, made these awards possible. Scholarships are vitally important to recruiting and rewarding the initiative shown by the best applicants.

Your support also makes our academic and clinical programs robust. On behalf of all our students, thank you for your continued support. SCO is better because of our combined effort.

Lewis Reich, OD, PhD
Come on Home
SCO’s 2015 Homecoming and Fall CE Weekend, September 24-27

Register now to join us for SCO’s annual Fall Homecoming and CE Weekend, scheduled September 24-27 in Memphis. Several exciting events make up the itinerary this year, including:

- The return of the all campus barbecue at 5 pm on Friday evening immediately following the Convocation and White Coat Ceremony;
- Saturday evening’s alumni dinner and after party; and
- An SCO donor reception celebrating the fellowship and recognition of those who generously support the college; if you’re not currently a donor, call Cecily Freeman, Director of Alumni Giving, at (901) 722-3290 to ensure your participation at this special invitation only event.

The Class of 1965 will be honored at a special 50-Year Club Reunion Luncheon, as well as reunions for classes whose graduation years ended in ‘5’ or ‘0.’ All alumni are also invited to Thursday evening’s Homecoming Kick Off Party at the Peabody Hotel.

SCO’s CE line-up includes 19 hours of courses, eight of which are CEE hours, all delivered on the SCO campus. Speakers include Drs. Marie Bodack, Chris Borgman, Janette Dumas, Mark Dunbar, Dan Fuller, Carrie Lebowitz (’06), Christina Newman, and Greg Wolfe, along with reunion class member Tammy Pifer Than, OD ’95.

Visit SCO’s website for full details and to register. We hope to see you soon!

JOHNSON TO RECEIVE LIFETIME ACHIEVEMENT AWARD

Jarrett Johnson, OD ’90, MPH, has been selected to receive Southern College of Optometry’s 2015 Lifetime Achievement Award at the college Convocation ceremony on Friday, September 25.

In receiving SCO’s Lifetime Achievement Award, Dr. Johnson will be recognized for her significant contributions to the profession of optometry. A Past President of the New Orleans Optometric Society, Dr. Johnson serves on the Board of Trustees at her alma mater, SCO.

A graduate of Xavier and Loyola Universities, Dr. Johnson holds a Masters in Public Health from Tulane University. She received her Doctor of Optometry degree from SCO in 1990.

Dr. Johnson has worked in numerous public service roles, including Coordinator of Mobile Clinics for Vision Service Plan and the Red Cross’s Hurricane Katrina Project. She has also held several positions with the Great Expectations Foundation, including Vice President of Community and Organizational Development, in which she oversaw the Infant Mortality Review Project.

She has also served as a consultant for various federal healthcare grant programs, as Chief of Optometry for the New Orleans Health Corporation and as Minority Outreach Coordinator with a New Orleans AIDS Task Force. She has been in private practice since 1994 and is the owner of Primary Eye Care, a successful practice celebrating 25 years in New Orleans.

Dr. Johnson has served on the board for Lighthouse Louisiana and the Ponchartrain Chapter of the Links, Inc. In addition to serving on the board for VSP, she has published a number of articles and serves as an advisor to the Louisiana Healthcare Quality Forum’s Quality Measurement Committee.

She is a member of the American Optometric Association, the National Optometric Association, the American Public Health Association, and the Optometry Association of Louisiana.

In addition to serving as a two-term SCO Board Chair, she also co-chaired SCO’s “Envision Our Progress” campaign with OAL Executive Director and fellow SCO Board member James Sandefur, OD ’65. The campaign proved to be the most successful in SCO’s fundraising history, surpassing an original $4 million goal by raising more than $4.7 million in just three years of what was originally scheduled to be a five-year campaign.

SCO’s Lifetime Achievement Award is the highest honor the college bestows upon its graduates.
Southern College of Optometry awarded 130 doctor of optometry degrees into the profession of optometry during the college’s annual May commencement ceremony held at the Cannon Center for the Performing Arts in downtown Memphis.

David Cockrell, OD ’81, delivered the commencement address as President of the American Optometric Association. He also received the Doctor of Ocular Science degree, conferred on those who have made outstanding contributions and rendered distinguished service to the profession of optometry and the field of visual science.
Martin Wall, longtime Executive Director of the Association of Colleges and Schools of Optometry (ASCO), received the honorary Doctor of Humane Letters degree.

Valedictorian was Jessica Haynes; Salutatorian was Jacob Muller. The class address was given by Class President Amy Puerto. Full photo coverage can be found on SCO’s website, and a recording of the entire ceremony can be found on SCO’s YouTube channel.

Military Commissioning Ceremony
Following commencement, three graduates were commissioned into the U.S. military: Kelly Bain (Army, left), Marc Musto (Air Force, center), and Kyle Anderson (Army, right).

Legacy graduates and their parents included: Front Row: Fred Mothershed, OD ’75, and Chelsea McKnight; Heather Atcherson and Ray Atcherson, OD; Middle Row: Walter Mayo, OD, and Kaitlin Mayo; Cade Kowallis and Scott Kowallis, OD; Back Row: Judson Briggs, OD, and Rebecca Briggs; Charles Thomas, OD ’84 and Chris Thomas.

Academic Awards Sponsors and 2015 Recipients

BAUSCH & LOMB AWARD
Jacob Muller

BAYS FAMILY SERVICE AWARD
Jigna Patel

BEAVER-VISTECE INTERNATIONAL, INC. (BVI) PARTNERS IN OPTOMETRY AWARD
Sarah Nabors
Carissa Chambers

DRS. FRED AND CHARLENE BURNETT STUDENT RESEARCH AWARD
Cade Kowallis
Katy Potts
Jordan Rothlisberger

COVD EXCELLENCE IN VISION THERAPY
Jacob Dufour

DESIGNS FOR VISIONS, INC. WILLIAM FEINBLOOM LOW VISION AWARD
Brandon Hauck

EAGLE VISION AWARD
Mark Miriello

ESCHENBACH OPTIK LOW VISION STUDENT AWARD
Emily Evans

ESSILOR CRIZAL AWARD OF EXCELLENCE
Michael Bingham

ESSILOR LABS OF AMERICA AWARD
Chelsea McKnight

GP LENS INSTITUTE GP CONTACT LENS CLINICAL EXCELLENCE AWARD
Crystal Stone

JOHNSON & JOHNSON AWARD OF EXCELLENCE IN CONTACT LENS PATIENT CARE
Jill Greene

DR. BERNARD L. KAHN MEMORIAL ENDOWED SCHOLARSHIP
Heather Atcherson

LS&S GROUP LOW VISION AWARD
Andrew Hawkings

LUXTOTTICA EXCELLENCE OF SERVICE AWARD
Brittany Tounsel

MARCHON EYEWEAR PRACTICE MANAGEMENT AWARD
Craig Mass

MOTHERSHEID ENDOWED AWARD
Elizabeth Ellison

NBEO PART II AWARD
Alison Bozung
Kevin Hart

NOIR LOW VISION AWARD
Sherry Wei

NOSA RECOGNITION
Virgilio Gozum
Brittany Tounsel

OCULAR INSTRUMENTS, INC. AWARD OF EXCELLENCE
Brittany Brinkley

OEP CLINICAL CURRICULUM AWARD
Mark Curtis

DOH LA LA DE PARIS AWARD
Virgilio Gozum

OPTELE EXCELLENCE IN LOW VISION AWARD
Lisa Muiller

RABBITARY ACADEMIC AND CLINICAL EXCELLENCE AWARD
Aja Kimrey

SCO OUTSTANDING CLINICIAN AWARDS
Heather Atcherson
Alison Bozung
Elizabeth Ellison
Alanna Khattar
Aja Kimrey
Lisa Muiller
Scott Ronhovde
Jordan Rothlisberger
Allyson Thomas
Brittany Tounsel

DR. DAVID P. SLOAN MEMORIAL AWARD
Amy Puerto

SOUTHERN COUNCIL OF OPTOMETRISTS CLINICAL EXCELLENCE AWARD
Kristi Raess

SOUTHWEST CONTACT LENS SOCIETY
Brenda Flores

GLEN T. STEELE, OD AND L. ALLEN FORS, OD DEVELOPMENTAL VISION SCHOLARSHIP
Michael Cole

STEREO OPTICAL CO., INC.
Lisa Stuart

WINSTON FAMILY ENDOWED AWARD
Fallon Cone

X-CEL CONTACTS OUTSTANDING GP FITTING AWARD
Michelle Glass
SEE YOUR FUTURE IN

2020

2016 * 2020
Finding the nation’s best qualified optometry school prospects is no easy task, but it is a labor of love for the recruiting team effort that goes into marketing SCO as the best choice for top applicants each year.

Prior to the launch of this year’s recruiting cycle that began July 1, Sunnie Ewing, Director of Student Recruitment, had an idea. Because recruits would be sought to build the Class of 2020, the “20/20” angle seemed like a perfect alignment for branding.

Working with SCO’s Communications Department, a unique logo and tagline was created just for this year’s recruiting effort. “Over the past year four years – when these students were high school seniors – it occurred to me that this was a unique opportunity for the profession,” Ewing explained.

The logo has been worked into an assortment of recruiting brochures and other materials, including social media and online usage. So far, the idea has been met with approval, including a group of 13 undergraduate college advisors who were the first to see the approach at an open house event in June.

With a relatively flat national applicant pool and new schools of optometry being planned, SCO’s Board of Trustees last year encouraged the admissions office to set a more aggressive interview and admissions selection schedule. For this fall’s new Class of 2019, SCO received 873 applications, up 10.5% from the previous year and surpassing a 3.6% increase in unduplicated applicants reported nationally by OptomCAS.
“Our team is really committed to finding the highest caliber student who is serious about fitting into the outstanding academic and clinical standards that have come to define an SCO education,” said Joe Hauser, SCO’s Vice President for Student Services.

Last year, SCO visited 108 campuses, a recent record, in 30 states and three Canadian provinces. For the Class of 2020’s recruiting cycle, the projected number is 110 site visits. Recruiting visits have taken Ewing and others as far as Western Washington University. Utah’s schools, particularly Brigham Young University, routinely yield good prospects, with other notable sites including Mississippi State University, and the Universities of Nebraska, Georgia and Tennessee.

Recruiting challenges include geographic proximity to a prospect’s home and typical concerns about living in a larger city, according to Ewing. “Memphis is a great city that has so many wonderful things going for it, so we love to show it off when we can,” she said. “We also have people assume our facilities must not be great since our tuition is traditionally among the lowest and we are not part of a major university. When they visit, they are won over by what our campus has to offer.”

Because students turn to a college’s website to gain key insights, making direct contact with prospects can also be a challenge. SCO supplies a healthy amount of online information about optometry and the college’s advantages and actively uses technology unheard of decades ago.

An online recruiting video showcases the campus, while other videos feature Student Ambassadors sharing their experiences. Facebook and Twitter are also useful, including a Pre-Optometry Facebook page.

The college produces a monthly webinar series for prospects to view via a computer or mobile device. Hosted by Michael McKeever, Student Services and Admissions Officer, individual episodes have
included “Applicant Interview Skills and Etiquette,” a “Preview of SGA and Student Organizations,” as well as overviews of The Eye Center and The Hayes Center for Practice Excellence.

“These online sessions are useful for interacting with students,” said McKeever. “With very little cost, we’re able to review expectations and talk about best practices from everything like optometric shadowing to how the application process works.”

Two faculty members also assist the recruiting effort. As Coordinator of Minority Student Recruitment, Janette Dumas, OD, (pictured) hosts two different series of summer events for minority undergraduate and local high school students interested in optometry. This year’s “Eye on Success” three-day program earned positive reviews from college students who came from several states to participate.

Jennifer Sanderson, OD, assists by representing SCO to her native country, Canada. Last year, she visited Ontario; SCO currently has three students from Canada, with three more to be added from the incoming class.

SCO’s recruiting team hopes to make inroads in helping undergraduate health and career advisors better recognize the value of optometry as a career prospect. The college has advertised the past two years in a publication designed for the advising profession.

Alumni, too, can assist the recruiting cycle. “We can’t be everywhere, so that’s where alumni can really make the difference,” Ewing said. Alumni can encourage patients or prospective students who show an interest to shadow their office a few times. SCO will send alumni recruiting materials on request, and prospective students can be put in touch with the admissions office. Alumni can also make presentations to Pre-Optometry or Pre-Health Professions clubs on college campuses, she added.

Back in Memphis, the recruiting cycle doesn’t end once a student has been accepted and paid his or her deposit. Mike Robertson, Director of Admissions and Enrollment Services, noted that SCO now hosts a Housing Fair each summer to assist students with a smooth transition from undergraduate to professional student.

“By providing new students with housing options or matching roommates, SCO recognizes the value of our students as an investment back into the profession of optometry,” Robertson said. “Our older alumni sometimes are surprised to learn how proactive we are in providing services to students, but we make no secret of the fact that we’re actively rooting for, and doing everything we can, to help our students succeed.”

When the application cycle closes next March and SCO fills the Class of 2020’s seats, the process will start anew as the college prepares to recruit the Class of 2021. The 2021 graduation year may not have a ringing 20/20-type slogan, but the focus will remain the same.

“We just want to continue to bring the best and brightest to SCO and optometry,” Ewing added.
Recent Graduate Shapes Her Own Success

Courtney Dryer, OD ’11, set out on her own to open her practice in Charlotte, North Carolina, just a year after her graduation from SCO. She had earned her undergraduate degree in business, and even completed a small business project on opening an optometry office, but there were still many lessons left to learn about running a practice. Dr. Dryer’s been gaining on-the-job experience since day one, and she says that she’s appreciative of the great advice she’s received from her family members, many of those who work in banking.

Her plan from the start was to keep costs down. “When you have student loans, it’s more difficult to open a practice, so the more you can do yourself, the better,” she says. Dr. Dryer mocked up an office design on her iPad before consulting with an architect who created the blueprint. “Do your research,” Dr. Dryer says. “I saved money by designing the layout myself.” She incorporated office flow concepts into her design that she had experienced in other practice settings.

The creation of 4 Eyes Optometry was a family affair. For example, her brother created the practice logo, and her family helped repaint, reupholster and repurpose furniture and décor found at antique centers or other resale outlets. These expenses were minimal compared to hiring someone to design and decorate. “You can hire design help, but it doesn’t always express your individuality and what your practice is about,” Dr. Dryer says.

Dr. Dryer’s vision was a boutique style shop – different and unique from the competition in town – inspired by her favorite stores such as Anthropologie and Nordstrom. With the whimsical, artsy design, “we wanted to create an environment where patients want to shop,” she says. Dr. Dryer admits that she was a bit anxious to see how it would all coordinate, as she and her family worked on projects piece by piece. However, she says that she’s pleased with the turnout, and the quirky elements tie together in the final design.

Her target demographic includes women making health care decisions for...
themselves and their families. Dr. Dryer and her one staff member focus on a high-impact, low-volume approach by providing thorough education and a personalized experience from exam to optical dispensary. “I don’t want to see 20-30 patients a day,” Dr. Dryer says. “I try to capture those patients with multiple-pair sales and high-end eyewear. I can reinforce messages about antireflective treatment while we talk about frame selection.”

Dr. Dryer says that a large percentage of her income comes from the optical. Dr. Dryer recently left behind fill-in work with a corporate location nearby to dedicate full-time effort to 4 Eyes Optometry. The practice is turning a profit after just two years.

Dr. Dryer shares insights and passion for style and office design as an author on newgradoptometry.com. She hopes to empower new grads to take on projects on their own and to tap into their networks for help. “Be resourceful and creative – and if you aren’t, you probably know someone who is.”

Upscale retailers such as Nordstrom inspired the décor.
Digitizing Word of Mouth

SCO Graduate Helps Create New Referral App

Chris Cooper, OD ’97, had his own eye-opening experience a few years ago when he met with a sales representative from a well-known website that lists highly rated local service providers.

“They said quite frankly, ‘Dr. Cooper, sign up. We’ll make your good reviews show up and your bad reviews go down.’ At that moment, to me as a small business owner, it felt like extortion,” he said.

It was a defining moment in Dr. Cooper’s journey to the current stage in his career: entrepreneur and chief operating officer of Go Where I Go (GWIG), a new digital referral app he launched last September with company co-founder and GWIG CEO Charlie Turner, OD, based in Charleston, SC.

Many consumers increasingly are turning to consumer ratings and review websites – currently more than 80 exist – to find a service provider. However, most consumers aren’t aware of the behind-the-scenes workings of these sites. Yes, the recommended providers there have high ratings, but businesses often have to fork over a small fortune to ensure that any low ratings – often sparked by rarely occurring misunderstandings – get buried on those sites.

More simply put, most ratings sites are just another form of paid advertising (and legally categorized as such) presented to the public under the guise of a high number of enthusiastic consumer reviews.

Drs. Cooper and Turner wanted a process with more integrity.

“When you think about small businesses, every small business for hundreds of years has grown by that word-of-mouth experience – a happy customer saying, ‘Go where I go,’ be it to the florist, the eye doctor, the dentist, it doesn’t matter,” said Dr. Cooper, who also is a senior partner at West Tennessee Eye, although his primary focus now is on the success of GWIG. “We realized that no one had ever digitized the process to make it easier for small business owners to harness that power of word of mouth, to recognize their advocates and to enable them to show appreciation for that loyalty and those referrals.”
Free to consumer users, GWIG allows people to connect with friends and share business referrals with a few quick swipes on their mobile devices. They can save a business’ digital business card in their Favorites list. They can also search for businesses by category, location or by viewing their contacts’ favorite businesses. If they find a business they’d like to try, they can even use the app to request an appointment, phone call or service.

Meanwhile, business owners who subscribe to GWIG get access to a dashboard with tools that include referral metrics, a real-time feed that displays the names of the customers who are referring them and an action area that lets them quickly respond to inquiries from potential new customers.

“Market research shows that about one-third of your happy customers are willing to refer you to someone else. GWIG is the tool that empowers those happy customers to do that easily through a digital alternative,” Dr. Cooper said. “In turn, businesses can see who those customers are and thank them for those referrals.”

Convenience and accessibility are key elements to the success of the app, which already has subscribers from all over the world.

“Now when I’m networking at Chamber events or even at Kroger, I have my digital business card on me at all times,” Dr. Cooper said. “And by sharing it with others digitally, I don’t run the risk of it getting lost and forgotten in someone’s pocket or handbag.”

Like many entrepreneurs, Drs. Cooper and Turner created the app to fill what they saw was an obvious need in the small-business arena. Dr. Cooper said he also was sparked by his commitment for making a difference in the lives of others. Giving back has been a constant theme in his life, reflected now in the company’s GWIG Gives Back component, which supports nonprofits, as well as its overall mission.

“I just have a passion for people, especially for the underdog, and I see small business owners as the underdogs out there. We don’t have endless budgets, yet we’re the ones who are supporting Girl Scouts, the Little Leagues, our churches, our synagogues, our community organizations,” he said. “When it comes down to the grassroots level, it’s about small business owners fueling our economy as well as our communities, so it all comes back to my passion for making a difference.”

Dr. Cooper is one of only two Memphians to receive the U.S. Chamber of Commerce’s Ten Outstanding Young Americans award for his humanitarian service. The other award-winning Memphian was Elvis Presley.

Originally from North Carolina, Dr. Cooper never originally planned to live in Memphis. Now a resident of 22 years, he’s proud to call himself a Memphian.

“I absolutely love Memphis. Memphis is about the people. Memphis is a city with soul and, most important for me, Memphis is a great place to call home.”

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Editor’s note: Special thanks to Memphis Crossroads Magazine for permission to share this story that originally appeared in the magazine’s July 2015 issue. Story by Erinn Figg; photos by Troy Glasgow.
1959  H. Lowell Meister, Jr., OD, was recently awarded the Seventh-day Adventist denomination’s Health Ministries Medal of Distinction.

1962  Robert Sams, OD, recently retired after practicing 50 years in Elizabethton, TN.

1970  George Haas, OD, was honored by the Arkansas Optometric Association as the 2015 Lifetime of Excellence Award.

1974  Robert Smalling, OD, was reappointed to the State Board of Optometry in Arkansas for a term through 2020.

1977  Greg Clay, OD, received the 2015 Distinguished Service Award from the Oklahoma Association of Optometric Physicians.

1978  Lloyd Tantum, OD, and his son, William Tantum, OD ’14, have opened a new practice facility, Blount County Eye Center, pictured, in Maryville, TN. Susan Evans, OD ’14, has also joined the practice.

1980  Dean Gurley, OD, was given the Edwin Dalstrom Distinguished Service Award by the Blytheville, AR Lions Club.

1981  Camile Chiasson, OD, recently received the Optometry Association of Louisiana’s Public Service Award for recognition of extraordinary public service to the visual welfare of mankind.

1982  DeAnne Witherspoon, OD, was honored by the Arkansas Optometric Association as the 2015 Lifetime of Excellence Award. The first female president of the ArOA in 2003, she retired last December.

1983  Cynthia Baker, OD, was elected President of the Optometry Association of Louisiana at the OAL’s annual convention. Other alumni elected as officers include President-elect Kevin Kasovich, OD ’04, President of the Northshore Optometric Society Adam Paddock, OD ’03, President of the Southeast Optometric Society Cory Boudreaux, OD ’08, and President of the Gulf Optometric Society Lisa Mitchell, OD ’04.

1989  Mark Moore, OD, and his family recently stopped by the SCO campus for a tour during a trip that took the family through Memphis.

1995  Tammy Than, OD, was named the AOA’s Optometric Educator of the Year.

1997  Mike Rothschild, OD, and his associates are rebuilding  

AOA 2015, Seattle
after a fire destroyed his Georgia practice in June.

2001  Jeff Anastasio, OD, was named OD of the Year by the Optometry Association of Louisiana. He has served on every position of the OAL Board of Directors as well as on the Legislative Committee.

2003  Keith Schrunk, OD, and his wife, Angie, recently adopted their second child, two-year-old Korey Allan. Dr. Schrunk was recently elected to the Board of Trustees for the Iowa Optometric Association. He also serves on his local hospital Board of Trustees.

2004  Chevron Ergle, OD, was elected Arkansas Optometric Association President at the spring convention. Bryan Armstrong, OD ’00, was named President-elect; Matt Jones, OD ’09, was elected Vice-President, and Belinda Starkey, OD ’04, was elected Secretary/Treasurer. Board members elected or re-elected include Allyson Mertins, OD ’97, Jeff Netzel, OD ’02, Joe Sugg, OD ’09, and Melia Robertson, OD ’10. Eight of the ArOA’s 11 board members are SCO graduates.

2005  Johnnee Gilich, OD, was recently named Wal-Mart’s OD of the Year for her region and Mississippi.

2006  Daniel Taylor, OD, and his wife, welcomed a daughter, Hannah Bliss, on Tuesday, April 14.

2008  Janet Monaco, OD, married Shawn Wilson in Spartanburg, SC on May 16.

2009  Matt Jones, OD, and his wife, Allison, welcomed a daughter, Sutton Elizabeth, pictured, on May 20.

2010  Dustin Honeyman, OD, and Kinsey Honeyman, OD, recently opened their second private practice, Midland Eye Care, in Olathe, KS. They also welcomed a daughter, Adley Honeyman, born July 13.

2011  Nicole Kosciuk, OD, married Andrew Brauer, OD ’12, in Arlington Heights, IL on June 6, 2015.

Jennifer Lyerly, OD, is the editor and author of a popular blog, Eyedolatry, writing about tips for ODs. She practices at Triangle Visions Optometry in North Carolina.

2012  Christie Puglis Francia, OD, was joined by a number of classmates at her wedding reception on May 9 in Cincinnati, including Diana Mikhail Bollenbacher, Jared Cox, Stephanie McLin Cox, and Shannon Brown.

2015  Michael Lam, OD, married Connie Kim over the July 4th holiday. The wedding was attended by several of Dr. Lam’s 2015 classmates, pictured.

Jigna Patel, OD, married Kishan Desai on June 13th in Florida. Classmates Lois Rollins, Ashley Stowe and Stacey Butz were among the attendees.

Cody Patterson, OD, and his wife, Kayla, welcomed a son, Jace Wyatt, on May 31.
Kristin Anderson, OD, and Chris Lievens, OD, MS, were featured speakers at the New Hampshire Optometric Association’s summer meeting. Dr. Anderson also participated in a panel discussion for students at the AOA meeting in Seattle.

Marie Bodack, OD, gave a workshop on Visual Perceptual Testing at the European Academy of Optometry and Optics Meeting. She was also interviewed for the May AOA Focus magazine’s story on hyperopia.

Chris Borgman, OD, and Madeline Bost, OD ’15, published an article in Optometry Times about vision loss in a stroke patient seen at The Eye Center.

Freddy Chang, OD, PhD, Jeung Kim, OD, PhD, John Sharpe, OD ’83, and Marlon Utech, OD ’78, MS, are among the authors of a new Lange Q&A Optometry Review book published by McGraw Hill.

Freddy Chang, OD, PhD, Richard Savoy, OD, MPH, and Marlon Utech, OD ’78, MS, recently lectured at the Southern Indiana Pharmacology Seminar in Indiana.

Patricia Cisarik, OD, PhD, authored an article about customizing blue light protection for patients in July’s Primary Care Optometry News.

Janette Dumas, OD, was recognized as the National Optometric Association’s Doctor of the Year at the NOA’s 47th annual summer meeting. SCO’s student NOSA chapter received the Chapter of the Year Award, while Brittany Tounsel, OD ’15, was named the Student of the Year. Kirsten McKnight, ’16, was inaugurated as NOSA’s national president for 2015-16, marking the second year in a row that an SCO student has led the organization.

William Edmondson, OD, MAT, recently received the AOA’s 2015 Continuing Optometric Recognition Award.

Melinda Fitzgerald, PhD, published a paper in the May 2015 issue of Frontiers in Neuroanatomy. She received the “Gold Fellow Award” at ARVO.

Dan Fuller, OD, had contact lens patient images published in two July issues of Contact Lens Today’s weekly newsletter.

Alicia Groce, OD, has joined the college as an Instructor. She recently completed her residency in Pediatrics and Binocular Vision at Nova Southeastern University, where she also received her OD degree. She is a recipient of the COVD Excellence in Vision Therapy Award.

Paul Harris, OD, made a presentation at the J. Erik Jonsson Center, part of the National Academy of Science. The meeting was called the Initiative for Innovation in Vision Science. He taught a course in Canada on acquired and traumatic brain injuries.

Whitney Hauser, OD ’01, authored an article about self-pay in April’s Ophthalmology Management, an article about dry eye in May’s Review of Optometry and an article on biologics in Advanced Ocular Care. She also discussed dry eye issues in a Memphis TV interview.

Kristina Haworth, OD, MS, PhD, recently joined the faculty as an Assistant Professor. She previously served as an Assistant Professor at The Ohio State University College of Optometry, where she earned both a masters degree and Ph.D. in Vision Science. She earned her OD degree from Southern California College of Optometry. Prior to her academic career, Dr. Haworth was part of an interdisciplinary ophthalmology and optometry practice for seven years before opening her own solo optometric practice.

Cynthia Heard, OD, participated in a public eye care program at the Church Health Center in Memphis.

John Mark Jackson, OD ’99, MS, has published several monthly articles in Contact Lens Spectrum.

Al Kabat, OD, was co-author of the 17th Annual Handbook of Ocular Disease Management.

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Wil McGriff, OD, MPH, Jennifer Snyder, OD ’12, Melissa Zarn, OD, Karen Kehebin, OD, Rachel Grant, OD, Amanda Tompkins, OD, ’13, Jeung Kim, OD, PhD, Joanne Smith, OD ’11, Esla Speth, OD ’10, and Reena Lepine, OD ’11, recently lectured in a seven-week community service course through the

(L-R): Feyi Aworunse, ’16, Rosalyn Coleman, OD ’10, Betty Harville, OD, SCO Board member Jarrett Johnson, OD ’90, Cynthia Heard, OD, Jennifer Elumelu, ’17, Lindsay Armanon, ’17, Kirsten McKnight, ’16, and Janette Dumas, OD.

Irene Chupa, OD, ’98, received a promotion to Associate Professor. She earned her OD degree from Southern California College of Optometry.

William Edmondson, OD, MAT, recently received the AOA’s 2015 Continuing Optometric Recognition Award.

Melinda Fitzgerald, PhD, published a paper in the May 2015 issue of Frontiers in Neuroanatomy. She received the “Gold Fellow Award” at ARVO.

Dan Fuller, OD, had contact lens patient images published in two July issues of Contact Lens Today’s weekly newsletter.

Alicia Groce, OD, has joined the college as an Instructor. She recently completed her residency in Pediatrics and Binocular Vision at Nova Southeastern University, where she also received her OD degree. She is a recipient of the COVD Excellence in Vision Therapy Award.

Paul Harris, OD, made a presentation at the J. Erik Jonsson Center, part of the National Academy of Science. The meeting was called the Initiative for Innovation in Vision Science. He taught a course in Canada on acquired and traumatic brain injuries.

Whitney Hauser, OD ’01, authored an article about self-pay in April’s Ophthalmology Management, an article about dry eye in May’s Review of Optometry and an article on biologics in Advanced Ocular Care. She also discussed dry eye issues in a Memphis TV interview.

Kristina Haworth, OD, MS, PhD, recently joined the faculty as an Assistant Professor. She previously served as an Assistant Professor at The Ohio State University College of Optometry, where she earned both a masters degree and Ph.D. in Vision Science. She earned her OD degree from Southern California College of Optometry. Prior to her academic career, Dr. Haworth was part of an interdisciplinary ophthalmology and optometry practice for seven years before opening her own solo optometric practice.

Cynthia Heard, OD, participated in a public eye care program at the Church Health Center in Memphis.

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Center for Excellence in Faith and Health at Methodist Hospital.

Christina Newman, OD, helped organize the hosting of the Association of Optometric Contact Lens Educators (AOCLE) on the SCO campus in June.

Jennifer Sanderson, OD, lectured on injectables at the University of Waterloo in Ontario, Canada.

Karen Squier, OD, recently joined the faculty as an Assistant Professor. A graduate of the Pennsylvania College of Optometry, she previously spent eight years as an optometric consultant to the Chicago Lighthouse and at the Illinois Eye Institute. She is a Diplomate of the Low Vision section of the American Academy of Optometry.

Glen Steele, OD ’69, was quoted by AOA News for an article about the prevalence of low vision in the American South and was interviewed about the topic on the Memphis CBS-TV affiliate’s morning news program. Dr. Steele also was interviewed by several news media outlets over the summer about the 10th anniversary of the InfantSEE program which he chairs at the AOA. He helped lead the official anniversary commemoration at the AOA meeting in Seattle.

Marc Taub, OD, MS, and Pam Schnell, OD ’01, recently published a new book, Vision Therapy: Success Stories from Around the World. Dr. Taub was quoted in a recent Optometry Times article about a new device that assists ALS patients in communicating via their eyes and a computer.

Greg Wolfe, OD, MPH, was interviewed by AOA Focus Magazine for an article on cataract risks.

Faculty Promotions

Several faculty promotions were announced effective July 1. Promoted to assistant professor from instructor were Esla Speth, OD ’10 and Melissa Zarn, OD. Promoted to associate professor from assistant professor were Patricia Estes Walker, OD, Jared Powelson, OD ’96, Jennifer Sanderson, OD, and James Venable, OD ’89. Promoted from associate professor to professor was John Mark Jackson, OD ’99.

Faculty Presentations

**COVD 2015, LAS VEGAS**

Janette Dumas, OD
- When Optometric Vision Therapy Isn’t Enough

Paul Harris, OD (co-author)
- Treatment of Very Young Unilateral Exotropia with Binasal Occlusion and Techniques Which Promote the Symmetrical Use of the Body and the Visual System

Marc Taub, OD, MS, and Helena Tzou, OD, resident
- No Pirate’s Life for Me: Treatment of Refractive Amblyopia without Patching

Lindsey Wettergreen, OD, resident
- The Non-surgical Approach: Treatment of Paradoxical Anomalous Correspondence Type I and V-Pattern Exotropia

**ARVO 2015, DENVER**

**POSTERS**

Malinda Fitzgerald, PhD
- Retinal and Choroidal Abnormalities Following Sympathetic Denervation of the Choroid

Paul Harris, OD and Erin Keim, ’17
- Validation of the Dypsym Acuity Test

Chris Lievens, OD, MS
- Lid Papillae Improvement with Use of a Hydrogen Peroxide Lens Care Solution

**AOA 2015, SEATTLE**

**LECTURES**

Marie Bodack, OD
- Current Research that You Should Incorporate Into Your Practice Now!

Jennifer Jones, OD ’01
- Current Research that You Should Incorporate Into Your Practice Now!

**POSTERS**

Patricia Cisarik, OD, PhD, and Jeung Kim, OD, PhD
- Psychophysical Measurement of Macular Pigment Optical Density: Effects of Iris Color in Young Healthy Adults

Aaron Kerr, OD ’98
- A Rare Case of Atypical Iris Coloboma and Advanced Glaucoma: A Search for Sjögren’s Syndrome in a Young Adult

Sarah Henderson, ’17, Jeung Kim, OD, PhD, and Paul Harris, OD
- Validation Study of New LCD Based Contrast Sensitivity Testing Method

Chris Lievens, OD, MS (co-author)
- Improved Comfort and Lid Wiper Epitheliopathy in Contact Lenses Wearing with Use of a Dual-Polymer Eye Drop

Jennifer Jones, OD ’01, Sylvia Sparrow, OD ’98, and Christina Grosshans, OD ’14, resident
- Optic Nerve Head Drusen: A Myniad of Presentations (Editor’s note: this poster was chosen as a ‘top five’ among posters)

Reena Lepine, OD ’11, William Edmondson, OD, MAT, and Joanne Smith, OD ’11, and Matthew Page, ’17
- Selected Ophthalmic Non-steroidal Anti-inflammatory Drugs Comfort Comparison based on Brand and Subject’s Age

Lekha Samuel, OD ’14, resident, and Sylvia Sparrow, OD ’98
- Branch Retinal Vein Occlusion: When Hindsight Really Is 20/20

SCO’s faculty were joined by residents and students in presenting posters at the AOA.
HCPE 2015 Practice of Excellence Award

The Hayes Center for Practice Excellence at Southern College of Optometry recently announced recipients of its 2015 Practice of Excellence Award. The award identifies and rewards successful practices, recognizes achievements of SCO graduates and helps foster joint relationships that benefit SCO’s alumni and current optometry students.

Three different $5,000 awards were designated to honor recent alumni at different stages of their optometric careers. All three recipients own their own practices and exemplify the private practice principles embodied in the Hayes Center’s mission encouraging practice success. This year’s recipients included:

- **Dr. Joe Sugg**, Class of 2009, who practices at Heber Springs Eye Care Center in Heber Springs, Arkansas.
- **Dr. Randall Glass**, Class of 2006, who practices at Fowler Eye Care in Texarkana and Ashdown Eye Care in Ashdown, Arkansas.
- **Dr. James Hertzog**, Class of 2006. Dr. Hertzog practices at Hertzog Family Eye Care in Cabot and Jacksonville, Arkansas.

“These alumni demonstrate the qualities and attitudes of successful private practitioners who excel at managing the business side of their practices,” said Dr. Lisa Wade, Director of the Hayes Center for Practice Excellence at SCO. The awards were selected by members of the Hayes Center Advisory Board, made up of alumni private practitioners, and Dr. Wade.

Recipients were judged on their practice’s ability to excel as documented via profit and loss statements, most recent balance sheet, office meeting agendas or minutes, and other key metrics, including gross collected receipts, proper staff management, and a written explanation of how the practice maximizes net income.

Nominations are currently being accepted through January 15, 2016 for next year’s awards. Visit the SCO website for nomination forms with more information.