



Homecoming 2012

pg. 20

@**ICO_Optometry** says:

Our latest blog post, in which fashion maven @Fatimalbrahim gets a new coat #WhiteCoatCeremony

JOIN THE CONVERSATION



Follow **@ICO_Optometry** on Twitter

@**swtster** says: Survived my first day of classes at @ICO_Optometry! It's going to be a good year. I can feel it.

ALSO CHECK US OUT ON



facebook.com/IllinoisCollegeOfOptometry



@**ICO_Optometry** says: Guess who payscale named the highest paid low stress profession? #optometry pinterest.com/icoptometry/



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@**LaurieBergman** says: MLB Stadium Tour stop at The Cell for @whitesox & @Athletics; waving hello to friends at nearby @ICO_Optometry!

@**ICO_Optometry** says:
Hope you had fun in Chicago!

@**Fatimalbrahim** says:

My first post for @ICO_Optometry is up! SO excited for the coming weeks :)

@**ICO_Optometry** says:

We love hearing that!

@**bandzeeye** says:

Weee!



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ROADMAP TO ICO'S FUTURE



**WE'RE
BUILDING
ICO'S NEW
STRATEGIC
PLAN AND
WANT TO
HEAR FROM
YOU**

Imagine that it's 2017. What is ICO doing differently or better?

Currently, a Strategic Planning Committee is developing a five-year strategic plan for the institution. Over the next few months, we want **you** to share ideas for moving ICO forward.

It's easy!

Please email the committee at **spc@ico.edu** or mail your ideas to:

ICO Strategic Planning Committee
Illinois College of Optometry
3241 S. Michigan Ave.
Chicago, IL 60616



ICO Strategic Planning Committee

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Kevin Cassin '14
Andrew Ritter '15

Five years ago, ICO launched an ambitious strategic plan, "Focus on Our Future" (2007-2012). The plan had five major initiatives that embodied the core goals and values of the institution:

- To foster excellence in education of students and related progressive experiences in patient care
- To optimize the clinical education opportunities in patient care
- To define ICO's organizational structure, reporting relationships, and goals and objectives to be consistent with ICO's mission
- To provide for long-term investment in or replacement of ICO's assets including facilities, equipment and faculty, and provide for the eventual repayment of ICO's outstanding bonds
- To improve ICO's financial operating results

I am pleased to report that by following this most recent strategic plan we have had a profound impact on the progress of the institution. The vast majority of our planning goals have been achieved. During this five-year period, ICO's progress has included:

- Many measures of excellence in the outcomes of our education of students and residents
- Rich and growing patient care activities at the Illinois Eye Institute which provide excellent optometric clinical experiences
- New and evolving patient-centered elective courses added to the curriculum
- A Project Accountability Model which has allowed the redefinition of our organizational structure while meeting the mission of ICO and doing so in a budget-appropriate manner
- New high-tech learning spaces, including the renovated Eyepod and Lecture Center
- Fiscally responsible operations that positioned the college competitively while at the same time allowing ICO to acquire new property, enhance capital equipment replacement and grow our net worth

Our success in addressing "Focus on Our Future" has put ICO in the driver's seat for re-imagining our next five-year strategic plan, which will be presented to the ICO Board of Trustees in the spring of 2013.

I wish to thank the whole ICO family for their collective work in the strategic plan's success, and feel confident that our aims for the future will also move the college dramatically forward.



Arol Augsburger, OD
President

PLAN FOR THE FUTURE

A Message From the President



ICO Alumnus, Professor Named IOA President

On Sept. 29, **Geoffrey Goodfellow, OD '01** became the latest in a long line of ICO alumni to assume the role of Illinois Optometric Association president. He was inaugurated during the 2012 IOA Convention in Springfield, succeeding **Sandra Bury, OD '95**. **Robert Quilleash, OD '99** was named president-elect.

"I've been involved with the IOA for over a decade, so becoming president really represents the time that I've put into the organization," says Dr. Goodfellow, who previously held the positions of vice president and president of the IOA's local society at ICO, and served as the IOA's education trustee for six years. "ICO has had lots of alumni throughout the state serve as

IOA president, but we've never had a faculty member that has been in this position, so it's exciting for the college."

During his tenure as IOA president, one of Dr. Goodfellow's primary goals is to breathe new life into the organization's committees, thereby engaging more members. "With any organization, the more you can get people involved, the better the organization is."

In his inauguration speech, Dr. Goodfellow reflected on the current state of the profession. "Optometry nationally has been its own worst enemy lately," he told the audience. "We need not agree on everything, but we should promise to stay on the same team and work through our differences. How fitting in this Springfield venue to remember Lincoln's words, 'a house divided against itself cannot stand.' We are all contractors on this same optometric house."



Drs. Goodfellow and Bury

ICO at IOA

Alumni who have served as IOA president in the last 60 years

2011-12 Sandra Bury '95	2002-02 Steve Leon '80	1986-88 Martin Sikorski '66	1968-69 Albert Bucar NICO '55
2010-11 Scott Wooley '88	2001-02 Todd Bussian '84	1984-86 Allen Baker NICO '42	1966-1968 Stanley Maer NICO '43
2009-10 Dennis Brtva '84	1999-2000 Vincent Brandys '90	1982-1984 Paul Randolph '56	1965-1966 Jack Potter NICO '38
2008-09 Robert Blumthal '81	1998-99 Gary Gray '79	1980-1982 Wayne Gordon CCO '50	1963-1965 Mario Rubinelli NICO '38
2007-08 Charlotte Nielsen '92	1997-98 Peter Kehoe '84	1978-80 Thaddeus Depukat '60	1961-1962 Stephen Gard MCO '47
2006-07 Gregg Eubanks '81	1996-1997 James Strieter CCO '54	1976-78 James Stafford MCO '47	1957-58 Ralph Barton '46
2005-06 Louise Sclafani '89	1995-96 Walter Zinn CCO '51	1972-74 Earnest Havrilla CCO '52	1956-1960 William Dale NICO '35
2004-05 Dennis Rabe '87	1994-95 Gary Lasken '73	1971-1972 Henry Luckhardt MCO '47	1955-1956 James Gardner NICO '37
2003-04 Pamela Lowe '88	1988-1990 Floyd Woods CCO '51	1969-70 Floyd Mizener MCO '48	1953-1954 Jerome Conlogue NICO '33

Dr. Eric Baas '06 Named Rosenbloom Center Service Chief



Dr. Baas

On Sept. 17, **Eric A. Baas, OD '06, FAAO** assumed the role of service chief for the Alfred and Sarah Rosenbloom Center on Vision and Aging at the Illinois Eye Institute. In addition to his position at the IEI, Dr. Baas is now a full-time faculty member at ICO. The owner of the Chicago-based private practice Marketplace Vision, Dr. Baas has worked at ICO since 2007 as an assistant clinical instructor.

"Dr. Baas is well trained in the facets of eye disease as it relates to geriatric populations," says **Dr. Leonard Messner**, executive director and vice president for patient care services at the IEI. "Additionally, he has significant experience within the low vision arena. So he is somewhat of a unique provider in that he bridges the spectrum of primary eye care to the geriatric population with cognizance of the low vision options that are available to partially sighted individuals."

As service chief for the Rosenbloom Center, Dr. Baas is responsible for all clinical practice activities at the Center, as well as for all of the College's service-related educational activities. Other responsibilities of the position include

developing the Center's marketing plan, managing quality assurance and compliance issues, and creating a continuing education geriatric program.

"As a fourth year student, I knew that I ultimately wanted to return to ICO in a role that allowed me to have the greatest and most influential impact on students, fellow faculty, and patients alike," says Dr. Baas. "This exciting new position represents an ideal combination of clinical practice management and education, all the while paying tribute to, and continuing the legacy of, a true pioneer and role model in our profession."

The Rosenbloom Center will ultimately have four essential functions: to promote optometry students' and practitioners' understanding of the inter-relatedness of aging and vision care; to provide vision care, counseling and support services for older adults and underserved communities in and around Chicago; to develop ongoing relationships with selected geriatric care facilities in the Chicago area for education and patient care services; and to sponsor vision-related geriatric research.



WEB EXTRA
Learn more about Dr. Baas at
www.ico.edu/Baas

Meet ICO's New Bloggers

One of the most frequently asked questions prospective students have is, "What's life like at ICO?" We launched a blog in September so that applicants can get the skinny straight from the people who know best: our current students. First years **Adrienne Chan** and

Fatima Ibrahim, second year **Jennifer Tai** and fourth year **Danny Nguyen** will be posting twice a week about everything from the interview process to studying for exams to life in Chicago. Read the bloggers' writing at blog.ico.edu.

Adrienne Chan



Fatima Ibrahim



Jennifer Tai



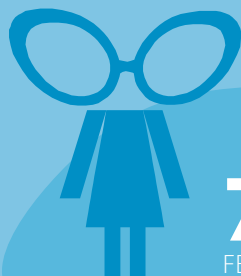
Danny Nguyen



ICO CLASS OF 2016

1,215
APPLICANTS

3.38
MEAN GPA



74%
FEMALE



26%
MALE

158 ENROLLED

27 STATES REPRESENTED

318
MEAN
OAT
SCORE



65%

GRADUATED
WITH BIOLOGICAL
SCIENCES MAJOR

23
MEAN
AGE



5 FOREIGN COUNTRIES REPRESENTED



Focus On Your Future

Before the class of 2016 arrived, 14 new faces were already on campus the week of July 9-13 for ICO's fifth annual Focus On Your Future program. Organized by admissions/marketing director Teisha Johnson, the program offers underrepresented minority undergraduate students the opportunity to spend a week in the Residential Complex free of charge and learn more about optometry. The agenda included an introduction to specialties and a day in the ophthalmic optics lab. Eleven participants have matriculated at ICO since Focus on Your Future began in 2008.

Participants from across the country took part in the program, including Chicago resident **Alexander Adegunwa**, a 2011 graduate of

DePaul University. Among the week's highlights he cited were bonding with other participants and learning about vision therapy during a visit to the Plano Vision Center with **Stephanie Johnson-Brown, OD '78**. Adegunwa's response when asked if he would be applying to ICO? "Of course!"



Alexander Adegunwa

Alumni Help Plan New Conference

Think about the typical conference experience: After hanging out at the airport for a few hours, getting on a plane and checking into your hotel, you attend sessions, network with colleagues, interact with vendors in the exhibit hall, maybe nosh on a piece of pizza between presentations. Now imagine accessing all of a conference's essentials from the convenience of your home or office—no travel required.

Seeing Is Believing is billed as "optometry's first virtual conference dedicated to teaching practitioners about the power of online tools, techniques and technology." Scheduled for Jan. 30-31, 2013, SIB is the brainchild of Daniel Rostenne, CEO of the optometric web consulting company EyeCarePro; and Dr. Alan Glazier, an optometrist in Maryland and an industry leader in social media and internet marketing. Among the optometrists serving on the conference planning board are two ICO alumni: **Nathan Bonilla-Warford, OD '04, FAAO** and **Neil Gailmard, OD '76, MBA, FAAO**, who was recruited because of his experience in teaching about practice management.

"I think they wanted my input on how to design an educational program," says Dr. Gailmard, who will also present at the conference. "There are so many exciting new ways to market an

optometric practice today, with electronic media, social media, websites, email, text. I use them in my own practice and I advise my consulting clients about how to use them to build and grow their practices."

SIB's interface will simulate that of a real conference. Attendees will access a website that takes them into what looks like a convention, complete with avatars standing outside of conference rooms as they wait for doors to open; signage for workshops; and vendor exhibit booths. "It's the coolest thing you've ever seen," says Dr. Gailmard.

Should conference-goers get hungry, SIB organizers have worked out an arrangement with Domino's Pizza. Attendees can click on the Domino's sign within the conference site, and pizza and soft drinks will be delivered within 20 minutes to wherever they are.

Other features of SIB include video conferencing, offline private meetings, and a booth for optometric students to explore practice opportunities. Dr. Gailmard views the conference as reflective of the direction the industry is heading. "It's a very electronic world out there, and optometrists need to embrace that."

FOR MORE INFO

on Seeing is Believing, check out www.sib2013.com

ICOlympics 2012



When the Class of 2012—the three-time reigning champs—graduated, the title race for ICOlympics champions was left wide open. In the end, the second years won the competition on Aug. 18 decisively, with 360 points—150 points more than their closest rivals, the third years.

The annual contest again took place at Morton Park, on the grounds of the Illinois Institute of Technology. For four hours—as faculty and staff watched from the sidelines—students competed in such events as volleyball, 16-inch softball,

tug-of-war and a water balloon toss.

Though the first years didn't have the easiest time of it during their initial games, coming in third, the Class of 2016 did manage to sweep the men's and women's limbo competitions. **Scott Gabreski** and **Vivien Yip** danced to new lows as dozens of students circled around, effusively oohing and aahing every move. "She was incredible. She got, like, down here," said third year **Dave Turner** of Yip, as he motioned a foot above the ground. "It was unreal."



WEB EXTRA

See more pictures at
www.flickr.com/photos/icophotos

ICO
MATTERS

2012 READERSHIP SURVEY RESULTS

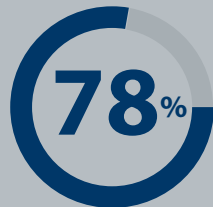
Earlier this year, we issued a survey to determine if readers are satisfied with the content and design of *ICO Matters*. This was our second readership survey; following the first one, conducted in 2009, we redesigned and refocused the content in order to better connect with ICO alumni. We also launched a digital edition of the magazine in 2011. Thanks to the hundreds of you who completed the 2012 survey. We've compared some of the results of the two surveys in this infographic.


ICO
CELEBRATING 140 YEARS

323
SURVEYED


ICO MATTERS STRENGTHENS MY CONNECTION TO THE INSTITUTION.

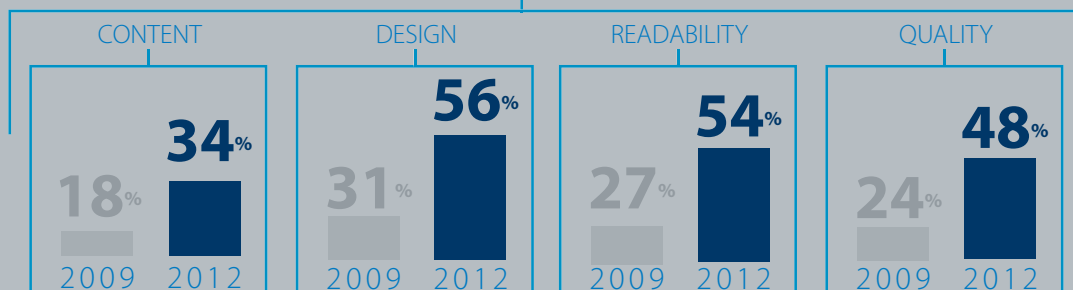
2009
STRONGLY
AGREE
OR AGREE



2012
STRONGLY
AGREE
OR AGREE

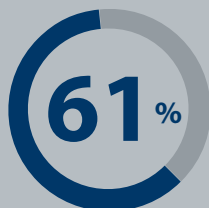
HOW WOULD YOU RATE *ICO MATTERS* IN THE FOLLOWING CATEGORIES?

VERY GOOD



IN GENERAL, HOW SATISFIED ARE YOU WITH *ICO MATTERS*?

2009
VERY
SATISFIED



2012
VERY
SATISFIED

HOW OFTEN
WOULD YOU
MOST PREFER
TO RECEIVE
THE ALUMNI
MAGAZINE?

75% SAY
3x YEAR

164K

ESSENTIAL ICO EXPERIENCES

Those of us involved in the planning of *ICO Matters* wanted to end our 140th anniversary year with a bang, by running a cover story about alums' and students' top memories of ICO. We sought responses by email and on Facebook, we tweeted, we even asked folks at Homecoming to use good old-fashioned pen and paper—and we're pretty darn pleased with the 64 we ended up with. Spanning seven decades, the recollections run the gamut from favorite professors and practice opportunities to watering holes (there were more than a couple Blind Spot mentions) and wild nights. We hope you enjoy the trip down memory lane.

Illustrations by
SEPIDEH OMIDGHAEMI '15

Clusters of students and professors gazed up at the daytime sky from the Courtyard. We wore pinhole eye shields and marveled together at the solar eclipse.

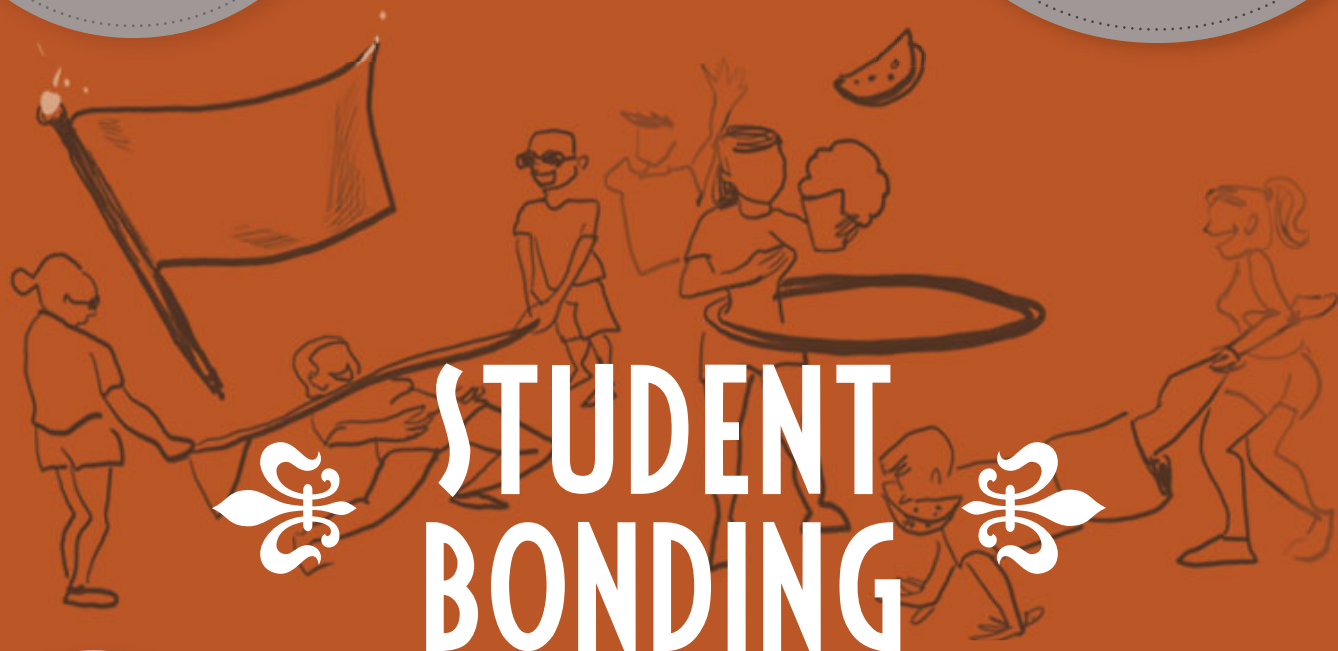
DIANE SLOTEMAKER '97

Going to a party with classmates and then streaking across Lake Shore Drive to skinny-dip in Lake Michigan.

ROBIN RINEARSON '77

I was minding my own business at a Blind Spot party when my roommate introduced me to a pretty lady from a different class. Before I knew it, I'd married her, gone into private practice with her and raised two boys with her.

MARK OLMSTED '86
(MARRIED TO CHRISTINE OLMSTED '89)



STUDENT BONDING

I married one of the two female students in our class, Lorayne Pocius, and suggested that she and her sister Pat [also '47] form a practice with the motto 'Correct your focus with Pocius and Pocius.'

R. ELLIOT POLITSER '47

Members of the September '48 class—over 400 of us—were all gathered in a church for orientation. About 10 minutes into the session, a man sitting near the front got up and said, 'This is the damndest service I have ever heard,' and stormed out.

MORRIE DUBIN '48

Attending The Vision Care Institute in Jacksonville, Fla., the weekend after Boards Part I: Contact lenses, students from all the optometry schools and lots of fun!

NATASHA KRZYANOWSKI '13

Sharing a limo ride with friends and roommates to the Eye Ball.

JEFFREY VARANELLI '98

Christmas parties with my roommates in our apartment. We always purchased a small tree and shared dinner and a gift exchange.

STACY HINKEMEYER
COLATRELLA '96

*Best downtime
ever—the Blind Spot.*

PAMELA LOWE '88

*The Blind Spot that
occurred every Friday at 3
p.m. All of the faculty and
students came.*

MARY FLYNN ROBERTS '91

*Waking up under a
sawhorse in the parking
lot after a dorm bachelor
party—a fun night.*

ANONYMOUS '82

*Living in the RC—it's
so convenient.*

KELLI THEISEN '14

*Having the local alderman in
Bridgeport knock on the door
and insist that all of us vote for
the original Mayor Daley—even
though none of us
were Chicago residents.*

ROBIN RINEARSON '77

*The third year end of finals
party—it was the best way to
celebrate completing three years
at ICO and say goodbye before
leaving for externships.*

JORDAN T. BIERMAN '13

*The extra long twin
mattresses in Brady Hall
required a trip to a big box
store for sheets. Back in '93,
that meant a drive
to Cicero Avenue.*

DIANE SLOTEMAKER '97

CAMPUS LIFE

*Working as a TA in the
Anatomy Lab.*

KELLI THEISEN '14

*The annual Hat Day
in the late '70s.*

THOMAS POSWILKO '79

*The big snow of '79—as
a second year commuter
student with my car snowed
in, I froze riding the CTA.*

GARY HAUSER '81

*The big snow of '67—I
slipped on the clinic steps
within the first hour of
snowfall and fractured my
ankle. I was in a cast, on
crutches and with a cane all
through the aftermath.*

E.D. ATTAYA '67

*Being involved with the SA
and other campus groups—I
saw how passionate faculty
and alumni were about ICO
and optometry, which showed
me the kind of active
doctor I could be.*

ANDREA MCCANN '04

Dr. Tennant was the joy of my experience at the school. A finer man never lived.

ROBIN RINEARSON '77

I remember Dr. Abplanalp lecturing in stocking feet.

STACY HINKEMEYER
COLATRELLA '96

Pranking Dr. Leshner on April Fools' Day: He never wore a shirt that wasn't blue, so everyone in the class wore a blue dress shirt to match him. Then we all pitched in and got him a pink dress shirt, which he proudly wears now!

ABBY JAKOB '14

President Strawn scowled at me each time we encountered one another in passing, especially on those occasions when I wore my multi-zippered, Marlon Brando-style black leather jacket, indicating that my Harley was probably parked next to his Cadillac in the ICO parking lot.

E. D. ATTAYA '67

The day Dr. Harthan surprised us with jumbo bags of candy in our disease class.

RACHEL KLUZ '15

Dr. Tennant slamming his wooden pointer on the desk to get the class quiet.

THOMAS POSWILKO '79

Dr. Goodfellow's Optics course.

KELLI THEISEN '14

Getting many pearls of optometry wisdom in Dr. Hodur's Optics classes!

KEATON CORNISH '13

Working with Dr. Opitz in Advanced Care was a phenomenal educational experience. His approach to delivering a diagnosis of glaucoma to his patients and aiding them emotionally should be the model taught in courses.

MATTHEW MERGENTHALER '14

Watching Dr. Paul Abplanalp lecture. He would start off cool and collected, and by midway would always take off his sportcoat because he became so animated. We all joked that lecture doesn't get really good until the coat comes off.

GEOFFREY GOODFELLOW '01

PROFESSORS & STAFF



Hugh Ashby, the comptroller, was mild-mannered and compassionate. On more than one occasion he arranged augmentation of my government-sponsored loans, without which my ICO enrollment would have terminated.

E. D. ATTAYA '67

The Rosenblooms held a party at their Hyde Park apartment for all the married first years. I was one of a dozen or so female students in my class and the only married one at that time. The gathering made me feel so welcome.

LINDA SLAVONIC MURRAY '78

Yoga with Dr. Z.

KELLI THEISEN '14

Challenging and caring professors like Ted Tobias, Al Rosenbloom, A.B. Ross and Paul Schulman.

SYLVIO DUPUIS '57

We developed a note-taking service to assist the students. Included in the notes was a count of Dr. Teshima's quips: 'It's like falling off a log.' 'Easy as duck soup.' 'Um.'

ROBIN RINEARSON '77

Professor Gary Porter's famous Ocular Anatomy lecture quote: 'Only one man knows, and he's not telling.'

THOMAS POSWILKO '79

President Eugene Strawn was authoritative, paternal and demanding. He called my classmate and me on the carpet for cashing checks at the Marina City bar. The checks we were awarded in recognition of our second- and first-place freshman class standings, respectively. Our actions were deemed to have reflected poorly upon the institution and the profession.

E.D. ATTAYA '67

Dr. Newton Wesley introduced me to contact lenses in 1946.

R. ELLIOT POLITSER '47

Dr. Carl Shepard, the head of the research department, told me 'Never ask me about what you know, tell me what you do not know.'

MORTON DAVIS '50

Dr. Roberts always checked my patients and intently examined their lenses. I figured I missed something and got very concerned. Turns out he was conducting P&S research.

NICK COLATRELLA '96

Driving to the Taco Bell in Wrigleyville at 2 a.m. while studying for first year fall finals, then realizing it was the Friday of Halloween weekend. It took forever, but the costumes were ridiculously awesome. In the end it took so long that we decided DiGiorno would suffice, so we went to Jewel instead.

NICKOLAS HUISMAN '14

Pequod's Pizza—best pizza in the city.

ANDREA MCCANN '04

Late-night dancing at the Limelight downtown, especially after Monday tests. It's probably not there anymore, but it was the best late-night venue for dancing, performance art, and really, really loud bass.

LORI LATOWSKI GROVER '90

Celebrating at the Hangge-Uppe after a weekend of studying and Monday quizzes.

STACY HINKEMEYER
COLATRELLA '96



OUT & ABOUT

Trivia nights at Bull & Bear or the Weather Mark.

APRIL STURSMAN '14

The Bad Apple in North Center. It has a specialty burger menu, as well as an extensive beer menu. Absolutely delicious!

TAYLER PEACHEY '15

The Tip Top Tap at the Allerton Hotel.

SYLVIO DUPUIS '57

In 1980, I saw concerts by the Ramones, ZZ Top, Talking Heads and The Police, all for less than \$10 a pop.

GARY HAUSER '81

Piling in the car for road trips up Lake Shore Drive to Evanston for wings and burgers at Buffalo Joes.

LORI LATOWSKI GROVER '90

Any of the museums—the Shedd Aquarium and the Field Museum are my personal favorites.

APRIL STURSMAN '14

Joe's is a big tradition the first Tuesday of each quarter.

RICH DELANO '15

Walking to Sox games.

STACY HINKEMEYER
COLATRELLA '96

*Running along the
lakeshore with my best
friends.*

SARABJIT KAUR '13

*Taking a group to their
first White Sox game at
Comiskey Park, during the
Disco Demolition fiasco
with Detroit—going onto
the field, Chicago Police in
riot gear and a crazy game.*

ANONYMOUS '82

SPORTS & RECREATION

*Participating in
IM sports.*

CATHERINE LIU '15

*Relaxing after class
by biking along the
lakefront path.*

ALISA NOLA '14

*Playing for ICO's
basketball team for
coach Dr. Jimmy Gardner
during the 1964-65
season. We lost every
game. Are season tickets
available for the 2012-13
season?*

CONRAD STOLL '67

*Having a clinic
attached to the
school.*

NAZY RASTEGAR '15

*Working the Chicago
Fire vision screening.*

ELLIE DANESHVAR '14

*I remember being
present at the first
soft contact lens
fitting.*

VERNON ROUDEBUSH '57

PATIENT CARE & MISSION TRIPS

*Volunteering for the
Special Olympics vision
screening—so much fun
and so rewarding!*

ROSE PURDY '15

*FCO mission trips
to Honduras and
Guatemala.*

CATHERINE LIU '15

*It was a pleasure to
be a part of patient
care in a busy clinic.*

PAMELA LOWE '88

*Going on a SVOSH
mission trip to Peru
this past year. It was an
amazing, educational, and
rewarding trip that will
stay with me forever!*

ASHLEY ROTH '15

LIVE LONG

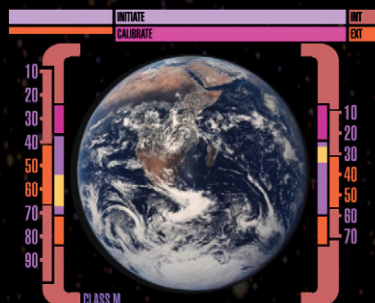


AND PROSPER



*ICO ALUM GIVES PATIENTS
FULL **STAR TREK** EXPERIENCE*

BY JACQUI COOK





W

hen **Garrett Wada** was a student at ICO in the early '90s, he and some classmates decided to put on their Star Trek uniforms and head to the popular convention in Chicago dedicated to the iconic television show and feature films. They had some fun and were able to meet actor Patrick Stewart, who played Captain Jean-Luc Picard in "Star Trek: The Next Generation."

What Dr. Wada didn't realize at the time was that he was actually preparing for his next role, too, as the optometrist who brings a little Trekkie to his practice.

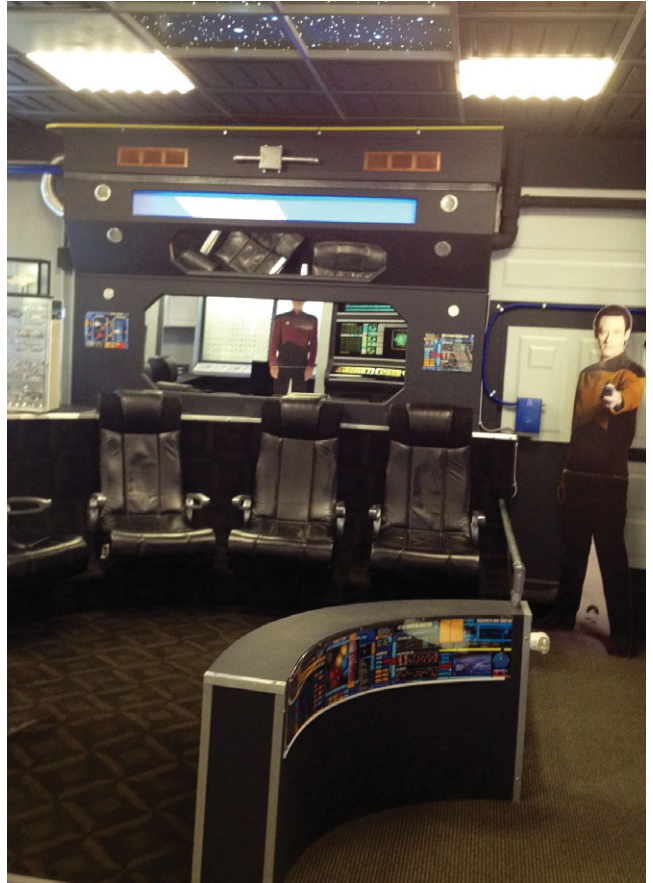
Dr. Wada, who graduated from ICO in 1993, owns Wada Optometry, a full-service optometry practice in Anaheim, Calif., with a décor dedicated to all things Star Trek. There's a waiting area that's a replica of the bridge of the Enterprise; life-sized cutouts of crew members positioned throughout the office; and, from the "Star Trek: Voyager" series, Seven of Nine's science station and the actual Borg regeneration panel, purchased from a prop maker on the show. The sign outside invites patients to experience "The Next Generation of Eyecare," and stepping through the doors is an experience unlike any other doctor's office. "I thought it would be kind of interesting to give a theme to the office," Dr. Wada says. "It generates a lot of referrals. Patients always say how their friend or family member would love this place. I think more doctors should make a theme to their practices and get away from the traditional offices."

BUILDING THE ENTERPRISE

Dr. Wada purchased his practice from a retiring optometrist shortly after graduating from ICO and returning to his home state of California. He put up a few small pieces of Star Trek memorabilia to make the office more interesting and generate conversations with patients. One of his patients happened to be an accomplished movie set designer, and he remarked during an exam that he could help Dr. Wada expand on his idea. He'd worked on several feature films, including Jim Carrey's "How the Grinch Stole Christmas," and he used his expertise for the initial transformation of Dr. Wada's practice from traditional to Trekkie.

Dr. Wada continued to add more details to his theme as he moved toward purchasing the building six years ago. He made sure every corner of the practice lets patients know they are somewhere special and different. The result, he says, is a theme that is both interesting to patients and communicates that his is a cutting-edge practice. He prides himself on having the latest optometric tools, including automated phoropters, fundus cameras, corneal topographers and rotating instrument tables. He also has a lens lab in the building so he can offer his patients a quick turnaround on glasses.

"I have state-of-the-art equipment in the office," Dr. Wada says. "Yes, I do like Star Trek a lot, but I also thought that bringing all this technology into the office and creating an atmosphere highlighting that technology would be very interesting."





THE RIGHT CREW

Dr. Wada's team consists of an associate, Jean Hoang, OD, and five staff members. His office manager, Ann Yoshimitsu, says the distinctive décor is one of the appeals of the practice.

"When I first saw it, I thought it was very interesting and more of a fun environment, and it definitely has been," says Yoshimitsu, who has worked for Dr. Wada for 10 years. "It's the same when people come in and say, 'Whoa, where am I?' and they realize it is fun but also very professional."

She and the other staff witness that same reaction every day when a new patient walks through the door. She says they often wonder at first if they are in a doctor's office, and then it becomes a way to get the conversation started and make them feel at ease. Many times, a new patient will go home and tell friends and family they need to come in and see Dr. Wada's office for themselves – generating new patients for the practice.

"Word really gets around," she says. "When the last Star Trek movie came out, I was in line and heard someone behind me tell their friends about our office and said they had to go check it out. People will come just to look at it."

Meggan Marenco doesn't consider herself a Star Trek fan, but says she was captivated by the décor the minute she walked in the door more than a decade ago. Her husband, Robert, is now a patient, as are their two daughters, Scarlet, 8, and Sailor, 5. She says her girls also aren't Star Trek fans, but they think it's very cool to step inside a spaceship for an eye exam, making it easier for their mom to get them there.

"I loved it right away," Marenco says. "Before I even met Dr. Wada, I thought 'I am going to love it here.' And I did. Now my kids go there and they love it, which makes it much easier for me."

Marenco also worked with Dr. Wada to provide prescription safety goggles to employees at her previous job, and she would enjoy hearing people's reactions when they returned from visiting his office. She said it is always a professional place, but has a big enough twist to distinguish it from every other practice out there.

"The Star Trek theme enhances the ambiance of being modern and current with technology," she says. "Most people assume his services are advanced just by looking at this office, and it makes people curious about what he offers besides the obvious vision care."

THE NEXT FRONTIER

Dr. Wada knows he is light years from where he was as a student at ICO more than two decades ago. He is grateful for the opportunities ICO gave him as a student and for the advantage some creative decorating has given him in the marketplace. He encourages new doctors to seek ways to distinguish themselves as they build their careers.

"The opportunity to open your own practice is still there, but it is a little tougher these days," he says. "You have to be a little bit unique and set yourself apart from others. I've done this over a process of many years. I started my office hanging Star Trek models and having a few mementos and then it grew into what it is now."



Homecoming 2012

With the Hard Rock Hotel as the setting for such Homecoming 2012 events as the Alumni Association awards program, cocktail reception and reunion dinner, and the 50 Year Club breakfast, the weekend of Sept. 7-9 was virtually guaranteed to be swingin'. No word on whether any alumni who stayed at the hotel took advantage of the complimentary Fender guitar rentals, but at the reunion dinner the Class of 1987 did crack open a bottle of Champagne purchased during their graduation year. Millicent Knight, OD '87 in particular had a lot to rejoice: In addition to her 25th class reunion, she was the recipient of the Professional Achievement Award; Friday also marked her 10th wedding anniversary. Reunion years were those ending in two and seven, and the Class of 1982—celebrating 30 years since graduation—represented, with the most Homecoming attendees of all classes.



AWARD RECIPIENTS

MARK K. COLIP
OD '92

Alumnus of the Year Award

ALCON

Distinguished Friend Award

MILLCENT L. KNIGHT
OD '87

Professional Achievement Award

LEONARD V. MESSNER
OD, FAAO

Excellence in Education Award

CASEY L. HOGAN
OD '97, FAAO

Humanitarian Award

ROBERT L. FAIT
OD '68

Lifetime Service Award

NATHAN J. BONILLA-WARFORD
OD '04, FAAO

Young Alumnus of the Year Award



50 YEAR CLUB

FRONT ROW: Walter Brenart, OD '48; Alfred Rosenbloom, OD '48

BACK ROW: Alvin Zohn, OD '49; Gilda Preskill, OD '55; Morrie Dubin, OD '48; Sydney Harris, OD '47; President Arol Augsburger, OD; Richard Wolken, OD '57; Floyd Mizener, OD '48; Vernon Roubush, OD '57; Irene Walczak, OD '52; Morton Davis, OD '50; Glen Zucker, OD '47; Sylvio Dupuis, OD '57

NOT PICTURED: James Reilly, OD '61



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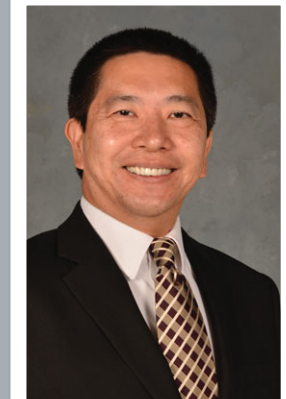
CLASS NOTES



1 Dr. Louise Sclafani (left) and Susan Sher



2



3

1965

John F. Amos received the 2012 Life Fellow Award from the American Academy of Optometry at the annual AAO meeting in Phoenix. A long-time member of the Academy, he was recognized for distinguished service to the profession.

1966

Brian S. Klinger retired from Harbor Eyecare in Rye, N.H., on Sept. 1 after a 46-year career.

1978

Dominick Maino served on the 3-D Symposium panel during Optometry's Meeting in Chicago in June.

1980

Marsha Benshir has been appointed to the medical staff of MedStar National Rehabilitation Hospital in Washington, D.C.

1981

Duane Rutz, of Hallock, Minn., was named Optometrist of the Year by the Minnesota Optometric Association during its annual meeting.

1982

Michael W. Lamb was recognized as the 2012 Arizona Optometrist of the Year by the Arizona Optometric Association. He was also appointed by Governor Jan Brewer to serve a four-year term on the Arizona State Board of Optometry.

1980

Stanley Toompas, along with his twin brother, Stephen, has published his second book, *I'm the One the Other Isn't, Book Two: More Stevie-Stanley Stories*.

1985

Neil Margolis, of Arlington Heights, Ill., published an article about visual therapies for children with autism titled "To See or Not to See?" in the June/July 2012 issue of *Autism File*.

Margolis specializes in working with children who are non-verbal, have developmental delays, or have multiple neurological diagnoses.

1989

1 **Louise Sclafani** is vice president and event organizer for Women of Vision (WOV), an organization dedicated to mentoring female optometrists by providing education and networking. During Optometry's Meeting in June, WOV hosted keynote speaker Susan Sher, former chief of staff to First Lady Michelle Obama and presently executive vice president for corporate strategy and public affairs at the University of Chicago Medical Center.

1987

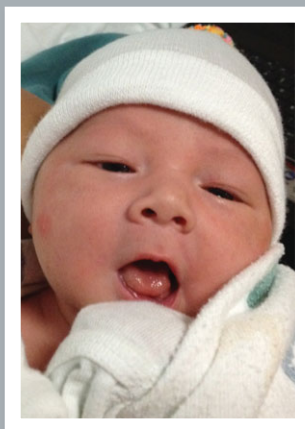
2 **Millicent Knight** was named one of 2012's Most Influential Women in Optical by *Vision Monday*.

1990

Vincent Brandys was re-elected to the Illinois Optometric Association's Board of Directors at the annual IOA meeting in September.



4



5



6

- 3 **Stephen H. Eap, OD, JD**, of Long Beach, Calif., is the author of a new book, *Optometry Law*, published by Outskirts Press.

1993

Arnold Bulos, owner of The Eye Gallery in Ypsilanti/Ann Arbor, Mich., has teamed with Ozone House to provide free eye exams and glasses to children whose families are members of Ozone House, an agency that provides shelter and support services for runaway, homeless, and high-risk youth and their families.

1995

- 4 **Sandra Bury** has officially declared her candidacy for mayor of Oak Lawn, Ill. Bury has served on the board of the Oak Lawn Chamber of Commerce since 1997 and has been involved in several civic projects. She lives and practices in Oak Lawn. The election is in April 2013.

2002

Brian Brightman was awarded 2012 Young Optometrist of the Year on Sept. 22 by the Nebraska Optometric Association at its annual convention.

2010

Michael V. Landy is the newest addition to Community Eyecare in Dunkirk, N.Y.

- 5 **Jessica Condie** welcomed son Maddox (Max) Barton Nguyen on July 29.

2012

Erik Mothersbaugh was ICO's recipient of the American Optometric Foundation's 2012 Award for Excellence in Contact Lens Patient Care.

FRIENDS & FAMILY

ICO faculty member **Christine Allison, OD**, was re-elected to the IOA's Board of Directors at the association's annual meeting.

John Baker, OD, has returned to ICO as assistant dean for patient care education.

Elyse Chaglasian, OD, FAAO, was appointed ICO's cornea/contact lens residency coordinator.

ICO faculty member **Katie Foreman, OD, FAAO**, welcomed son Hudson Benjamin Foreman on Sept. 28.

- 6 **Teisha Johnson, MS**, ICO's director of admissions/marketing, received the National Emerging Leadership Award on Sept. 15 at the National Association of Medial Minority Educators' annual conference.

ICO resident **Cherie Nau, OD**, received the Sheldon Wechsler Contact Lens Residency Award from the American Optometric Foundation.

ICO faculty member **Danielle Poole Piser, OD, FAAO** welcomed son Charlie Ellis Piser on Aug. 2.

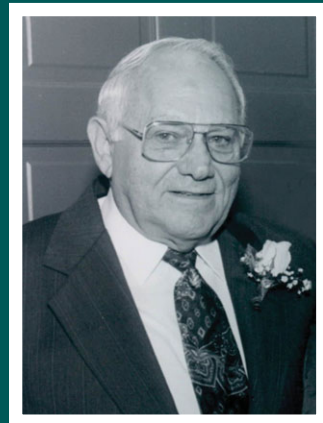
IN MEMORIAM



Martha H. "Terry" Peck



Thomas Spencer



Anthony Charles "Terry" Terrence

1936

Martha H. "Terry" Peck, NICO, of Fort Madison, Iowa, died Aug. 31. She practiced in locations throughout Iowa, including Fort Madison, Shenandoah, and Mount Pleasant, for 45 years. She was preceded in death by her husband of 65 years, Glenn M. Peck, NICO, '36.

1939

Robert J. Davis, NICO, of Newburgh, Ind., died April 6. He served in the U.S. Army during WWII from 1942 to 1946. He practiced in Alabama and Henderson, Ky. He was past president of the Kentucky Optometric Association and a Fellow of the American Academy of Optometry.

1940

Melvin A. Harper, NICO, of Elyria, Ohio, died Sept. 11. He was awarded the Purple Heart Medal while serving in the U.S. Army during WWII. He practiced in Elyria for more than 50 years.

1943

Phillip Fellman, NICO, of West Palm Beach, Fla., died May 4.

1945

Albert Odey, MCO, of Warrenville, Ill., died Oct. 9. The founder and CEO of the Morrison Institute of Technology, he was also the former president of such organizations as the West Suburban Optometric Association, the Sertoma Club and the Oak Park Home Betterment Club.

1947

Richard J. Apell, NICO, of Madison, Conn., died May 30. He was head of the optometric department of the Gesell Institute of Human development in New Haven, Conn., for 40 years.

Thomas Spencer, MCO, of Newton, Ill., died June 27. He served in the U.S. Army in WWII. He is survived by his wife of 70 years, Virginia.

1948

Samuel C. Chapman, of Liberty, Mo., died June 1. He served in the U.S. Navy during WWII from 1943 to 1946. He practiced in Liberty for 50 years, until he retired in 1999. He was past president of the International Association of Boards of Optometry, Missouri State Board of Optometry, Missouri Optometric Association and Greater Kansas City Optometric Society. He was also a Fellow of the American Academy of Optometry and a member of VOSH/International.

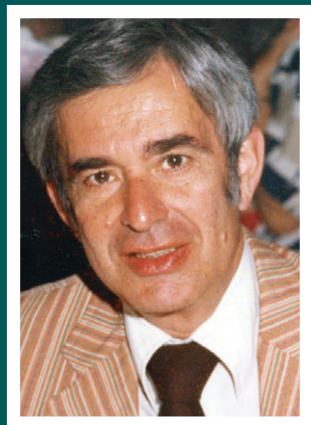
James W. Hall, Jr., of Putnam, Conn., died Aug. 27. He practiced in Putnam for 47 years.

1949

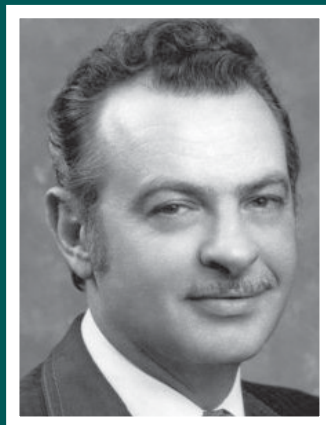
Jack W. McGonagle, NICO, of Santa Rose, Calif., died July 5.

Albert Sperry, NICO, of Lake Jackson, Texas, died July 11.

William J. "Bill" Volckmann, of Waukesha, Wisc., died June 29. He served in the U.S. Navy during WWII and



Bernard Zakem



Sidney H. Katzman

PLEASE BE SURE TO SHARE
ALUMNI NEWS WITH ICO.

SEND THE INFORMATION TO
CONNIE M. SCAVUZZO, M.A.

Director of Alumni Development
Illinois College of Optometry
3241 S. Michigan Avenue
Chicago, IL 60616
312-949-7080
CSCAVUZZO@ICO.EDU or
ALUMNI@ICO.EDU

was stationed in Guam as a communications officer. He practiced in Waukesha for 37 years. A member of the Waukesha Noon Lions Club for 56 years, he was a recipient of the Melvin Jones Fellow Award and active with the Lions Eye Bank of Wisconsin.

1950

Max E. Johns, NICO, died of congestive heart failure on July 26, at Casa de la Luz Hospice, in Tucson, Ariz. He served in the Fifth Army Air Corps in the South Pacific during WWII. He is survived by his wife of 63 years, Jodie.

John P. Jones, NICO, of Augusta, Ga., died Aug. 21. He enlisted in the U.S. Navy at the age of 17 and served on the USS Chemung. He practiced for 45 years and had offices in Augusta and Louisville, Ga.

Bernard Lutzk, CCO, of Overland Park, Kan., died March 9.

Paul L. Mogyordy, NICO, of Cleveland, died June 18. He served as a medical assistant in the U.S. Army during WWII.

Donald Charles "Doc" Ruppe, of Sarasota, Fla., died Aug. 23. He served in the U.S. Army Air Forces during WWII. He practiced in Monticello, Ill., for 31 years. He was a member of the Illinois Optometric Association and served on the Monticello city council.

Anthony Charles "Terry" Terrence, NICO, of Whiteville, N.C., died Sept. 7. He served with the U.S. Army in the South Pacific during WWII. Prior to and shortly after the war, he was a professional musician. He practiced in Whiteville for more than 50 years and was active

in numerous local organizations, including the Columbus County Board of Health and the Columbus County chapter of the American Red Cross.

1953

Bernard Zakem, NICO, of Louisville, Ky., died Sept. 16. He served as a sergeant in the U.S. Army as part of the post-WWII occupation of Germany. He was a member of the Kentucky Optometric Association for more than 50 years.

1956

Sidney H. Katzman, of Stoughton, Mass., died June 13. He served as a first lieutenant in the U.S. Air Force prior to entering civilian practice. He was one of the founders of the Optometric Institute and Clinic of Detroit.

1958

John A. Perkinson, of Diamondhead, Miss., died June 11. He practiced in Woodale, Ill., for many years before retiring to Mississippi with his wife, Delores.

1967

John T. Carns, of Marinette, Wisc., died Sept. 29. He received a Bronze Star for his service as a captain in the Army Medical Service Corp. 4th Division Infantry during the Vietnam War. He practiced for 29 years and was a past president of the Wisconsin Optometry Association.

A SECOND LOOK

Brad Williams, OD

CURRENT POSITION: Founder and Chairman at the Williams Group in Lincoln, Nebraska

FAMILY LIFE: One daughter, Jennifer; one son, Steven; four grandchildren, Noah, Isabella, Cassie and Stella; married to wife Beverly since 2006

ICO CLASS OF: 1965

THEN

When and how did you decide to pursue a career in optometry?

I was raised on a ranch in north central Nebraska. My mother worked for an optometrist named Vernon Hybl in a small rural community called Ainsworth. I'd already started college—I was going to be an architect. I'm fairly creative, and I thought, 'I'm going to go nuts sitting at a desk drawing all these lines.' I was chatting with Dr. Hybl during an evening meal at my mother's house, and I told him, 'I'm not sure I've picked the right profession.' He said, 'Why don't you think about optometry? You've got the math, you've got your pre-requisites. It might be a fairly easy transition to switch to pre-optometry.' As I researched it, I became more and more interested.

Why did you choose ICO?

I asked Dr. Hybl where he went to school, and he said ICO. I was going to the University of Nebraska, and he directed me to some of his optometric friends from ICO who were practicing in Lincoln. I visited them and thought, 'This is the way for me to go.' When I spoke to the doctors in Lincoln about optometry programs, they said that there wouldn't necessarily be a big difference from an academic standpoint—obviously the schools have to teach similar courses—but they thought that the clinical experience I would gain at ICO would be the best of all the schools.

What are some of your favorite memories from your days at ICO?

Those were the days that you went through in three years. I remember it was quite a shock to my system because that first semester we were taking 26 hours of classes, whereas I was used to doing 14 or 15 at the University of Nebraska. But I really enjoyed it. I have fond memories of the instructors and their passion to help us provide great patient care. The part that I certainly enjoyed was working in the old clinic. We were in this, old, old building, and in between patients we'd go downstairs and play table tennis.

NOW

What did you do after graduation?

I practiced for five years in the same practice in Ainsworth where my mother worked.

I'd been working for someone else the first year out of school. My mother

called me and told me that Dr. Hybl was selling his practice.

She told me,

'You need to buy this practice.' He was asking \$85,000 for the building and the practice. I said, 'Mom, I couldn't pay off \$85,000 if I practiced 85 years.' She said, 'Yes, you can. Your uncle owns the bank and he can get you a loan. This is really a good practice.' And it was. So I did that for five years. And then another optometrist named Jim Berglund enticed me to work for an international contact lens company called American Optical. I was one of the marketing managers at American Optical for seven years, and then my kids reached an age where I thought, 'I've got to stop all of this traveling.'

What kind of work do you do now?

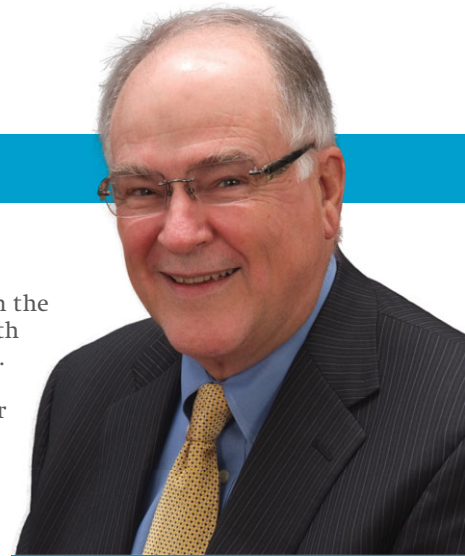
I started a practice here in Lincoln in 1980. To put food on the table, I went out and held marketing and business seminars for optometrists. I'd learned a lot about marketing and business working for American Optical, and I started building my consulting business in the early '80s. This was the early years of managed care coming on to the scene. I realized that I needed to have more expertise in the consulting business to provide the kind of education and training that doctors needed to enter this new era.

Originally, I was a one-man consulting firm, and I felt that that wasn't enough so I surrounded myself with people with degrees in finance, with degrees in human resources, and more people in marketing. We work as a team, and we have two objectives. Number one is to help our clients provide better patient care. Number two is to enhance their lifestyle. By running your operation more effectively, the net effect is that you provide better patient care. By providing training in finance and marketing, I really felt we could help doctors meet the challenges of the times. Unfortunately, in the good old days, all we had to do to be successful was to be really good eye doctors and to keep the appointment book full. But in this day and age, you really need to have the business skills. We've been at the consulting piece for 28 years.

If you're interested in being part of the Second Look feature, please email communications@ico.edu. We're always looking for stories to tell about then and now!



Bradley Williams
Secretary
Nebraska



WE APPRECIATE THE WORK OF ICO'S ALUMNI COUNCIL!



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Larry H. Van Daalen, OD '87

Kevin Cassin '14
STUDENT REPRESENTATIVE

Andy Ritter '15
STUDENT REPRESENTATIVE

Welcome to the newest members:

Stephen H. Eap, OD '90, JD

Jeanette Carbone Varanelli, OD '97, FAAO

We'd also like to extend a special thank you to Jeffrey R. Varanelli, OD '98, FAAO, who has just completed nine years of service on the Council!



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www.ico.edu

DATEBOOK

November

November 4 - 5

Essentials in Optometry CE Program
16 hours
ICO Campus
(sponsored in part by Luxottica)

November 5 - 10

Fall Quarter Break - No Classes

November 12

First Day of Winter Quarter

November 22 - 24

Thanksgiving Break

December

December 13

Primary Care Grand Rounds*
CE Program
Two hours non-tested
Adams Center, ICO Campus

December 24 - January 6

Winter Break

January

January 21

Martin Luther King, Jr. Day
College/Clinic Closed

January 24

Primary Care Grand Rounds*
CE Program
Two hours non-tested
Adams Center, ICO Campus

February

February 7

Primary Care Grand Rounds*
CE Program
Two hours non-tested
Adams Center, ICO Campus

February 9 - 16

Final Exams

February 17

CE Program
6 hours
ICO Campus

*sponsored in part by an Alcon Partners in Education Grant