



FOCAL POINTS

Spring 2014

*Best Viewed As Webpage

ACOE Re-Accredits MCO

In March, MCO received word of an excellent report from the Accreditation Council on Optometric Education. We have been reaccredited with two recommendations that must be addressed in the next year. The first recommendation is that we institute a full curriculum review which should involve various constituencies, including alumni. The second recommendation is that we conduct an on-going quality review program in our clinics that evaluates the effectiveness of our services. These recommendations were expected and were in the planning stages before the ACOE arrived for a site visit. In fact, a curriculum review is underway and we welcome feedback from our alumni and friends as we develop an innovative, forward thinking and practical curriculum. You will be receiving the link to an alumni survey via email in the coming weeks. Please take the time to complete this short survey so that we can best evaluate the strengths of our program and opportunities for improvement.

Planning for the site visit and the preparation of reports began before and during the time that **Dr. Damari** assumed the Deanship, making preparation more complex than in previous years. However, the outcome proves that even in a time of major transition we can be proud of our program, facilities, education and most of all, our people.

Thoughts from the Dean



The Michigan College of Optometry just graduated 38 new optometrists this past weekend who will now represent the College as alumni. Great colleges, including those in optometric education, are built on successful, supportive alumni. While the educational process obviously has some influence, it is also true that the higher the quality of the applicant pool, the higher the quality of the graduates and the more likely they are to be successful. I have several goals for the Michigan College of Optometry as long as I am dean, and foremost among those is to do everything I can to ensure that we create a strong desire for the best undergraduates from the state, the region, and the nation to apply to the College and that those our admissions committee accepts do not hesitate to come here for their optometric

MCO Student Profiles



Samantha Fordyce
MCO Class of 2015
Hometown: Dewitt, MI

Undergraduate School & Major:
Ferris State,
Bachelor of Vision Science

Fun Fact: I played volleyball here at

The ACOE's final report highlighted many noteworthy things about MCO that bear repeating. One statement concerning our new Vision Research Institute read, "The VRI has potential to facilitate faculty development, increase the College's visibility and advance the profession." Another comment concerned the innovation and design of our beautiful new facility. The report stated, "The new facility is a showpiece for the campus. It is well designed and allows for modification in a dynamic and evolving profession."

As we have recognized since the beginning of our program, the report stated, "The collegial attitude and dedication to the program and MCO students by the faculty is evident and commendable." Indeed we have a motivated, talented and committed faculty. We were also praised for our academic support of struggling students through tutoring and faculty interaction. In the interviews with our students the ACOE team wrote, "Students expressed a strong sense that they had ready access to both faculty and administrators at MCO." This is a great benefit of a small, cohesive program. The report stated, "During interviews, students stated that faculty regularly encourage them to consider residency opportunities after graduation and a "residency day" is held in the fall. MCO has also begun, within the new Vision Research Institute, a new research fellowship. The first research fellow began in July and has multiple interactions with students through guest lectureships in courses and clinical teaching opportunities."

We are incredibly pleased with the results of the accreditation process. Thank you to Dean **Dr. David Damari** and **Dr. Bruce Morgan** who led this process as well as to the administrators, faculty and staff who contributed many hours of their time to the accreditation materials and site interviews.

WAY TO GO MCO!

MCO-Affiliated Residency Program Features

Paul Kimbro, OD

Henry Ford Optimeyes Primary Care Resident

What have you enjoyed most about your residency at Henry Ford?

The most enjoyable aspect my residency training is the variety that a primary care clinic

education.

Now, we all know of individuals who had less than stellar undergraduate careers yet went on to become very good optometry students and excellent optometrists. I have talked to many alumni at one private college of optometry in particular who seem to believe that those anecdotal cases justify almost an inverse admissions policy, whereby those undergraduates who have a strong desire (or a powerful optometrist parent) but, to state it generously, mediocre grades and a below average OAT score should be given preference in the admissions process. To be fair, there are a number of these types of students who, by their actions, have demonstrated that they have "turned the corner" on their academic careers and do have the will and the perseverance it takes to do the work it takes to make it through a modern, comprehensive healthcare doctorate program. But what many alumni do not realize is the optometry school they went to in the 1980s is not the one their children will be going to today. The scope of practice has expanded considerably, as we all know, but what used to pass for good optometric or medical practice even 20 years ago is now acknowledged to be little more than conventional wisdom passed down from doctor to apprentice with little grounding in anything other than anecdote. If you don't believe me, consider the "sound" medical thinking on vision therapy for convergence insufficiency (it doesn't work so you might as well just give pencil push-ups or prism — now we have gold-standard evidence that office-based VT is the only thing that does work better than a placebo) or amblyopia (the only thing that works is patching every waking hour — now we know have the studies to show that many other modalities work at least as well and have much better compliance). The proliferation of scientific literature on vision and ocular care is unmanageable at this point, so instead of trying to make the current student learn everything there is to know, we must adjust our curriculum to what it takes to prepare students for tomorrow's healthcare marketplace.

So what are the characteristics of today's ideal optometry student? **Intelligence**, certainly, to handle the rigors of the curriculum. This is, in part, the easiest characteristic to identify because of GPA and the OAT academic average, but intelligence does not mean the capacity to memorize, but communication and problem-solving skills.

Ferris for the first two years of Optometry School and it was one of the hardest but best opportunities I have ever had.

What do you love most about Optometry? I love the doctor patient relationship and the fact that the profession is constantly growing and learning to better treat and manage our patients.

Why would a Scholarship help you? It would help to lower students debt after graduate school and would help students to purchase the equipment they feel would help them in future practice.

Share a Favorite Memory at MCO: There have been so many amazing memories! I don't know if I can pick one...but I would say all of the late night study sessions.



offers. I have found that challenging cases in contact lenses, disease, or pediatrics can present at any time.

What are your plans after this experience?

Now that my residency is coming to a close here at Optimeyes, my future plans involve moving to West or Southeast Michigan and becoming involved in a small private or group practice setting to utilize the skills I have acquired.

Want to learn more about Dr. Kimbro and his research?

American Academy of Optometry 2013 Poster: Rapid Visual Recovery Following Resection of a Compressive Meningioma
Contact info: Pkimbro@Optimeyes.com



RaeAnn Nordwall, OD

Pediatric and Binocular Vision Residency at the Michigan College of Optometry at Ferris State University

What have you enjoyed most about your residency at MCO?

I have truly loved the diversity of patients that I have seen during my year of residency. Though my love is pediatrics and vision

therapy, I have had ample opportunities to keep my primary care and vision rehabilitation skills sharp and expand on other interests I have in optometry. I have also very much enjoyed interacting with students in both lecture and clinic; working with them has pushed my own knowledge and understanding to a higher level. The research opportunities I have had during my residency have also been wonderful, including participating in PEDIG studies.

What are your plans after this experience?

After residency, my plans are wide open. I was pleasantly surprised at how much I enjoyed the teaching aspect of working in an academic setting, as well as the considerable knowledge I acquired by precepting students in clinic. However, I also want to explore the rest of what our profession has to offer and am considering private practice options as well.

This is why many healthcare disciplines, including medicine, are increasingly spurning biology majors and seeking out liberal arts and physical science majors from high quality universities.

Self-awareness is also critical, because the ideal student knows that it is absolutely acceptable and common to seek help in a rigorous professional program and knows her- or himself well enough to get that help. A strong sense of **ethics** and **empathy** are absolute requirements for any professional. Finally, the ideal optometry student should have a strong desire to become an optometrist so that he or she will always remember to be **perseverant** through those difficult weeks of final examinations or studying for Part I of the NBEO.

Now that you know the characteristics of a strong candidate for admission to MCO, please consider asking all those young women and men who are your patients to consider our wonderful profession. This is true even if they have never considered going into healthcare. I always wanted to go to law school when I was young and look what happened to me!

Sincerely,

David Damari, OD, FAAO, FCOVD

Dr. Lyndsay Wynkoop, Proudly Taking an Optometric Road Less Traveled

Adopted from the Elk Rapids Newspaper

The Michigan



**Jake Clark
MCO Class of 2016**

Hometown:
Wyoming, MI

Undergraduate School & Major:
Grand Valley State University;
Biomedical Science

Fun Fact: I've been on TV twice. Once at a young age in a tv commercial, and this past summer in a news feature on a local coffee house and my band.

Why did you choose Optometry? I chose the profession of optometry because it is a way to help other in a unique way. I fully believe that sight is among the most precious gifts. Having the opportunity to help patients protect this great gift is a great

Want to learn more about Dr. Nordwall and her research?

AAO 2013 Poster: "Non-Organic Vision Loss in Pediatric Patients: A Comparative Case Series"

Contact Info: raeannordwall@ferris.edu



Matthew Sipola, OD

Battle Creek VAMC, Ocular Disease

What you enjoyed most about your residency in Battle Creek?

I enjoy serving veterans, treating and managing complex cases, and having the ability to practice Optometry to the fullest extent.

What are your plans after this experience?

I plan on practicing in Northern Minnesota when I'm finished with my residency and practice full-scope Optometry in a medically-based practice.

Want to learn more about Dr. Sipola and his research?

AAO 2013 Poster: "Sclerochoroidal Calcification"

COPE-approved lecture titled "Occlusions: From A through V," to the Western Michigan Optometric Association

Contact info: eyedocsipola@gmail.com



Krystyna Sherman, OD

Ocular Disease Residency at the Grand Rapids Veterans Affairs Hospital

What have you enjoyed most about your residency in Grand Rapids?

The thing I enjoy most about my residency is working with the veterans; they are such a great population to serve.

What are your plans after this experience?

After residency, I hope to stay in West Michigan, but I would travel anywhere for the right opportunity. I am looking for a practice where I can practice full-scope optometry, and I would love to put my ocular disease training to use.

Want to learn more about Dr. Sherman and her research?

AAO: "The Successful Treatment of Irido-ciliary Body Melanoma using I-125 Plaque Radiotherapy in a Vietnam-era Veteran."



College of Optometry is proud to have an alumna like **Dr. Lyndsay Wynkoop** on our team. Lyndsay graduated from MCO in 2010, and completed a

residency in Ocular Disease in 2011. Just after her residency experiences, Lyndsay made a home for herself across the world as an Education Manager Training Optometrist at the **Pacific Eye Institute in Suva, Fiji Islands**. The Pacific Eye Institute is a company founded by the Fred Hollows Foundation committed to eradicating avoidable blindness in developing countries around the world. The Fred Hollows foundation was set up in 1992 by husband and wife team, Fred and Gabi Hollow, a couple passionate about helping communities unable to cope with painful and vision-threatening eye conditions.



They believed that in order for these people to be truly helped, they must create an environment and basic infrastructure to educate and teach the communities to take on the task of eye care for themselves, giving them the right tools and support to continue their own care for the long-term. The Fred Hollows Foundation and Pacific Eye Institute work in coordination with the locals and with dedicated team members, such as Lyndsay, from all over the world to make their dreams a reality.

As an educator in this setting, Lyndsay is changing the lives of Fiji residents every day. Although Lyndsay never thought this was where her Optometric education would

honor!

Why would a Scholarship help you? I have always had the desire to use my education to give back to others. I have already had the opportunity to give back through domestic and international mission trips. An MCO scholarship would lessen the burden of school loans and allow me to continue giving of time and finances after graduation.

Share a Favorite Memory at MCO: My favorite memory is still an ongoing process here at MCO. It is fun to remember the first weekend when 38 individuals came together as complete strangers to set out on a trying but rewarding journey together. Today, those of us in the MCO Class of 2016 are no longer a conglomeration of strangers – we have become a true family!

Contact Info: <mailto:raeannordwall@ferris.edu>



Stephanie Ramdass, OD, MS
Cornea and Contact Lens Resident at MCO

What have you enjoyed most about your residency?

I have thoroughly enjoyed the wide variety of experiences my residency year has offered, the expertise I have acquired in specialty contact lens fitting, and the professional relationships I have developed along the way.

What are your plans after your residency experience?

I am looking forward to a career in academia, specifically in an educational setting that promotes my research endeavors and continuously challenges me to remain at the leading edge of the optometric field.

Want to learn more about Dr. Ramdass and her research?

Posters presented at the 2014 GSLS: *Prosthetic Lens Fitting Made Easy as 1-2-3 & Livin' on the Edge.*

Poster presented at the 2013 AAO: *Use of Scleral Lenses in the Management of Longstanding Paralytic Lagophthalmos.*

Contact info: stephanieramdass@ferris.edu

MCO Alumni Who Are American Academy of Optometry Fellows

Congratulations to each of you for completing your fellowship!

Class of 1979

Dr. John Hemming

Dr. Suzanne Maystead



take her, she has found that this unique and beautiful culture is continually having an impact on her life and her beliefs in a very positive way. She truly believes this experience has made her

more well-rounded as an eye care professional and she is happy to have adapted to the slower, more deliberate way of life on the island. Lindsay says that these residents do not let the small things bother them, because they know that in the end, that is not what living is truly

about. This advice rings true to many of us caught up in the fast pace of life experienced by many of us here in the United States, and we can all appreciate the message she happily brings to us all the way from Suva, Fiji. Congratulations Dr. Wynkoop on sharing your talents with the world!



Proficiency Examination Evaluation and Scoring via Tegrity® Student Recording

By **Dr. J. Randall Vance**, Professor

MCO students enrolled in the Optometric



Joe Mork
MCO Class of 2017
Hometown: Mora, MN

Undergraduate School & Major: St. John's University; Biology

Fun Fact: I spent 4 months of my life playing varsity basketball at Nelson Mandela Metropolitan University in Port Elizabeth, South Africa as part of a study abroad trip in undergrad.

Why did you choose Optometry? I chose this field of study largely because of the positive influence of my Father, Dr. G. Troy Mork, who is himself an OD. Dr. Mork has always been willing to come in to the clinic on a

Class of 1980

Dr. Patrick Kiella
Dr. Carol Marston-Foucher

Class of 1981

Dr. Robert Buckingham
Dr. Leland Carr
Dr. David Durkee
Dr. John Marcin
Dr. Steven Morris

Class of 1982

Dr. Denise Billings
Dr. Scott Hinkle
Dr. Mark Kosciuszko
Dr. Patrick O'Neill

Class of 1983

Dr. George Nicolas Jr.
Dr. Guy Petito
Dr. Michael Radoiu

Class of 1984

Dr. Douglas Apsey
Dr. Robert Foote

Class of 1985

Dr. Roberta Felici-Cook
Dr. Cynthia Cupal
Dr. Paul Hodge
Dr. James R. Miller

Class of 1986

Dr. Mary Pat Chelsky
Dr. Mark Dunbar
Dr. Cheryl Vincent-Riemer

Class of 1987

Dr. Carder Burns
Dr. Jon Webb

Class of 1988

Dr. Elizabeth Hoppe
Dr. Curtis McKenny
Dr. Joseph Myers

Procedures courses now use the Tegrity® Student Recording feature to initiate their own recordings in specially

equipped testing rooms. Instructors log-in remotely to review the recordings and score the performance according to the published rubric. Compared to live proctoring, this system provides greater flexibility in scheduling, and a means for the instructor to alter playback speed, stop and review. Instructors are able to provide more accurate and more specific feedback while reviewing a recording, as compared to evaluating, scoring, and writing feedback in real-time.



Remember those “proficiencies” at the midterm and end of each of your Procedures courses (who could forget)? Remember how you felt with the instructor sitting in with his or her

clipboard and watching every move you made? Well, we still have practical skill exams, but we have removed at least one high-anxiety producing aspect of the process. The dedicated Testing Rooms in the Dow Interactive Eye Learning Center are equipped with pan/tilt/zoom cameras and ceiling microphones to capture the “proficiency” performance in detail using the Tegrity® capture system. Using the same system that instructors capture classroom presentations with, the student doctor logs-in and creates a recording associated with their user ID, which is securely stored on the university’s Tegrity server. The recording captures everything that appears on the primary display of the computer in the exam room (e.g. the “mini-chart” showing what is on the acuity chart at the end of the room, and the electronic health record

moment’s notice, even on a day off, and when I was young, that would sometimes mean he would bring me along for the ride. In this way, I grew up being very comfortable with the Optometry clinic setting, and decided at an early age that this was the profession for me.

[Why would a Scholarship help you? An MCO scholarship would be a great help for me. As an out-of-state student from Minnesota, I have a very long way to drive when going home for breaks, and an MCO scholarship would help offset those costs and others associated with being an out-of-state student. As the eldest of 4 kids in my family \(all of whom are college bound\), an MCO scholarship would also trickle down to my parents, easing some of the financial burden that comes with putting 4](#)

Dr. Mark Swan

Class of 1989

Dr. Lee Peplinski
Dr. Penny Walter

Class of 1990

Dr. Stanley Hatch
Dr. Matthew Maki
Dr. Donald Mitchell
Dr. Karen Sparrow

Class of 1991

Dr. John Marohn

Class of 1992

Dr. Bryan Karrick

Class of 1993

Dr. Stacey Townshend

Class of 1994

Dr. Samuel Estes
Dr. Robert Molter Jr.
Dr. Ingrid Vargas-Lorenzana
Dr. Anthony Wong

Class of 1995

Dr. Maggie Mekky Metwalli
Dr. Robert Molter
Dr. Anita Palmer-Hall
Dr. Tracey Yothers

Class of 1996

Dr. Rodney Smith

Class of 1997

Dr. Jason Fliegel
Dr. Amy Crissman-Head
Dr. Bhavani Iyer
Dr. Wendy Moyle
Dr. Traci Seng

Class of 1998

Dr. Sharokh Kapadia
Dr. Jeffrey Michaels
Dr. Eric Schwehofer

screen showing the entry of all the examination findings) as well as a view of the student doctor, patient and equipment, and the audio of what is said by the doctor and patient. A unique aspect of the Student Recording feature in Tegrity® is that the student can only view the student recordings that he or she made, while the instructors can view all of the student recordings. So access to recordings is automatically controlled by the assigned “role” of the user.

Students are allowed into the dedicated Testing Rooms about 7-10 days in advance of “Proficiency Week”, so that they can become comfortable with the environment, as well as familiarize themselves with the recording technology, and most importantly, to record “practice runs” of themselves performing the proficiency examination. This allows them to review their own practice sessions to see what needs correcting, or improving. When surveyed about how students used practice recordings we heard things like: “After I made the recordings, I reviewed them and they helped me prepare for the real proficiency. I would sit down with the scoring sheet and listen/watch my recording and note any items that I missed. Then, during the next run through, I would be more alert to those areas I missed/was lacking in. I think they are a great learning tool and everyone should utilize them”. Another reported: “When I reviewed the recordings, I would grade myself... to see if there was anything that I spotted that I missed. Each time I reviewed a recording, there was always something I noticed that I could improve upon. I would then practice whatever I marked myself off on. I plan to utilize the recordings in the future. I really liked them.” In Spring term 2013 for example, the class of 36 students uploaded 114 *practice* recordings in addition to 72 graded recordings.

A preliminary scoring comparison study showed that scores are very comparable between live-scoring and recorded-scoring, though the data indicates that scores

children through college.

Share a Favorite Memory at MCO: My favorite memory at MCO thus far would be the ongoing pursuit of native Michigan gold being undertaken by a few new friends and I. The hobby of prospecting has been a great way to get outside for some fresh air and has also proven useful in fortifying friendships and providing unique talking points with disbelieving professors.



Erica Hughey
MCO Class of 2016
Hometown:
Vicksburg, MI

Undergraduate School & Major:
Western Michigan University,
Biomedical Sciences

Fun Fact: I love road-biking!
Someday, I hope to

Class of 1999
Dr. David Storer

Class of 2000
Dr. Nathan Bjork
Dr. William Denton

Class of 2001
Dr. Douglas Coon
Dr. Julianne Knowles

Class of 2002
Dr. Linda Marks

Class of 2003
Dr. Kim Bahl
Dr. Phillip Roels
Dr. Dean VanNasdale
Dr. Tom Zurakowski

Class of 2004
Dr. Joy Kerns
Dr. Josh Lotoczky
Dr. Kyle Schaub

Class of 2005
Dr. Therea Aris
Dr. Ramanpal Deol
Dr. Jeffrey Kenyon
Dr. Laura Kenyon
Dr. Joshua Metzger
Dr. Kelly Paulett
Dr. Alissa Proctor

Class of 2006
Dr. Matthew Anderson
Dr. Joseph Myers
Dr. Roxanna Potter

Class of 2007
Dr. Amy Dinardo
Dr. Anupam Laul
Dr. Ashley Masuga

Class of 2008
Dr. Janelle Routhier
Dr. Paula Thatcher

via recording tended to be the same or *slightly lower*. Instructors agreed that the ability to alter “real-time” via the playback speed controls, and to stop and replay allowed them to more accurately verify what was said and done. Instructors were also able to speed up playback at certain points without sacrificing accuracy. Overall time spent in reviewing and grading recordings was approximately the same as for live-proctoring, though not surprisingly, high scorers could be evaluated somewhat faster than actual real time, and lower scorers tended to take more time to score accurately.

Next steps: we have added camera systems to the slit lamps, and are beta-testing the Tegrity® system capture of slit lamp-based procedures. We are undertaking a more extensive scoring comparison study, and will alpha-test Tegrity® capture from video BIO. This is fundamentally changing not only the way we evaluate many of the practical skills that must be demonstrated by the students, but is fundamentally changing the way that students can prepare and self-assess their readiness.

The Vision Research Institute Takes its Place at the Podium

By Leanna Pender, MCO Class of 2016

The **Vision Research Institute (VRI) at Ferris State University’s Michigan College of Optometry** is a leap in the right direction for advancing the profession of Optometry and enhancing the experiences of students and staff involved in our ever-changing field. The VRI is dedicated to the production, development and analysis of new products and procedures in the field of vision. With these products, the VRI wants to maximize the visual potential for patients and ensure that these products are utilized properly by offering assistance and insight to Eye Care Professionals about these new technologies on the market. At MCO, the VRI has essentially become an important avenue for conducting research and obtaining volunteers to participate in studies with the assistance of both internal and external funding.

Although this program has been in the works for years among the professors and adjunct faculty at MCO, the

bike across the state of Michigan!

What do you love most about Optometry? I love optometry because it's so much more than vision correction. As optometrists, we play a key role in diagnosis of systemic disease and often are front runners in detection of these abnormalities, such as diabetes, hypertension or multiple sclerosis!

Why would a Scholarship help you? A scholarship would help me because of the lack of time to generate income outside of school. We are advised to minimize our debt as much as possible by living frugally and applying for fewer loans, and a scholarship would be a huge blessing for the busy life of a graduate student.

Share a Favorite Memory at MCO My favorite memory at MCO is the Optic Cup, our annual golf outing after finals are over in the

Class of 2009

Dr. Lindsay Basler-Weatherhead
Dr. Elizabeth Bow
Dr. Adam Carlson
Dr. Melanie Denton
Dr. Richard Guzak
Dr. Jared Lampe
Dr. Paula McDowell
Dr. Megan Tester
Dr. Bradley Wruble
Dr. Rachael Wruble

Class of 2010

Dr. Meagan Baker
Dr. Erin Hitzelburger
Dr. Holly Hoffman
Dr. Jennifer Sinclair
Dr. Sara Weidmayer

Class of 2011

Dr. Lyndsey Ferris
Dr. Annah Fox
Dr. Troy Fox
Dr. Rebecca Johnson
Dr. Carla Gilbertson

We apologize if any MCO Alum were accidentally excluded from this list. Please contact us at sarahhinkley@ferris.edu and we will include you in the next issue

White Coat Ceremonies Welcome MCO Students into Clinic

Enthusiastic first year students received their white clinic coats at a ceremony held in the MCO atrium. Although they will not begin examining actual patients until this upcoming year, the white coat welcomes them into the profession of optometry.

In January, the second year students received their white

VRI has truly taken flight in the past year. With **Craig Norman** as the research director and MCO fellow, **Dr. Chad Rosen**, actively participating and leading research in the program, the word has gotten out about their goals as an entity on campus.

At this time, the focus of many projects in the program involves contact lenses, and this is largely due to the efforts of **Mr. Craig Norman, Dr. Bruce Morgan, Dr. Chad Rosen, Dr. Amy Dinardo, Dr. Josh Lotoczky and Dr. Stephanie Ramdass**, MCO's current Contact Lens Resident. Together, they are actively pursuing research in contact lenses due to their personal passion and ambition in the subject matter. However, it is truly a collaborative effort of many faculty members at MCO and the VRI hopes to expand to more aspects of optometry as it grows and expands to fit the needs of the college and the optometric profession.

In recent months, staff members and residents have not been the only ones excited about the potential of the VRI. Since the advent of the VRI, there have been a number of ongoing projects conducted by eager MCO students and their overseeing faculty doctors. For example, MCO student **Trevor Fosso**, along with **Dr. Dinardo** spent the summer of 2013 researching factors related to the presbyopic contact lens patient's perspective of success and specifically what set of parameters worked for these patients. MCO student **Elyse Kleifgen** worked in cohesion with the VRI to figure out ways to utilize Google Glass in eye care settings. And students **Morgan Schuiteman** and **Jordan Pinozek** worked with the VRI to determine how well generic contact lenses solutions and their ingredients matched up to brand name solutions. Although there are numerous studies in the works, Research Director, **Craig Norman**, explained that the VRI is always welcome to more ideas and more products to test, and he would love to see more students get involved and provide input. He adds that it is not a difficult process to initiate, especially if you are passionate about an idea.

In order for a project to be approved, the project outline must pass through the FSU Institutional Review Board (IRB) in order to ensure the safety and rights of all parties involved. This includes the participants, researchers, eye care companies and students. Once a protocol has been set forth for the study, involved faculty

spring. Faculty, staff and students all get a well-deserved break from the classroom to unwind on the golf course after a taxing week.



Nick Bruns
MCO Class of 2015
Hometown: Midland, MI

Undergraduate School & Major:
Central Michigan University;
Biomedical Science

Fun Fact: I am a HUGE Detroit sports fan... Particularly the Tigers and Lions.

Why did you choose Optometry? The visual system is fascinating to me and I've always been a bit of a science nerd. Combining the two along with the opportunity to help people with their most valuable sense lead me to this exciting field.



coats for clinical use at a ceremony held at the Holiday Inn Conference Center. Deans Dr. David Durkee and Dr. David Damari led the ceremony which



featured MOA president, Dr. Greg Ford, as guest speaker. There were many family and friends of the students in attendance

as well as the MCO faculty.

MCO Good News

- **Dr. Paula McDowell's** article on the MCO Pediatric Residency was featured in Visual Performance Today. The link is <http://viewer.zmags.com/publication/1fb883ad#/1fb883ad/41>. Michigan College of Optometry is extremely well represented throughout this magazine.
- **Dr. Sarah Hinkley** is the recipient of a Michigan Campus Compact Faculty/Staff Community Service Learning Award for the Students in Need of Eyecare program with Mesick Consolidated Schools.
- 4th year student, **Steve Smith** is GP Lens Institute Rising Stars "Case of the Quarter" for the third quarter of 2013 for his case on bitoric contact lenses.

and student interns will then closely follow the testing protocol. This ensures that accuracy and reliability of all tests conducted under the supervision of the VRI.

As you may be aware, **volunteers and participants are crucial** to the advancement of research and technology and they are always in demand at the VRI. In order to become part of this program as either a contributor to research, as a participant in one of the many studies available at this time or to refer a patient, visit the VRI informational page on the MCO webpage and fill out a recruitment form. Professional treatment is provided by the talented staff at MCO to participants of each study as well as potential financial payment or the use of new and free products following the completion of the study.



Norman, Bruce Morgan, O.D., Stephanie Ramdass, O.D., Amy Dinardo, O.D., Chad Rosen, O.D., Josh Lotoczky;

Not pictured: James Brady

<http://www.ferris.edu/HTMLS/colleges/michopt/vision-research-institute/>

Pictured from Left: Craig

MCOAA Board Member Spotlight, Aimee Bronson, O.D.

Why would a Scholarship help you? Student loan debt is a big deal for many students. With the help of scholarships, reducing the massive pile of accumulated debt every little bit helps bring that stress down and will allow me to focus more on providing excellent care to my future patients.

Share a Favorite Memory at MCO: Traveling out to San Diego for the annual AOSA meeting. It was a great time to bond with classmates and meet fellow optometry students from schools across the country.

- December 6-9, 2013 **Jamie Brady** participated in a meeting in Springfield, VA with the American Board of Opticianry (ABO) to determine the knowledge, skills and abilities necessary to achieve the certification of "master optician". The ABO is the national organization which certifies opticians.
- Congrats to **Dr. John Pole** who received the MOA educator of the year award! Also, congrats to **Thomas Hubbard**: Student of the Year!
- MCO and the VRI made waves at the Global Contact Lens Symposium this year in Las Vegas:
 - **Dr. Amy Dinardo** presented her research at a free paper lecture entitled "Common Factors in Multifocal Lens Success". This research was based on work done by **Trevor Fosso, Bob Buckingham, Craig Norman, Bruce Morgan, and Andrea Sewell.**
 - **Drs. Josh Lotoczky and Chad Rosen** as well as **Rhonda Atteberry, Craig Norman and Stephanie Ramdass** won an award for their poster, "Livin' On the Edge"
 - **Dr. Josh Lotoczky** presented two lectures regarding "The Empirical Fitting of Scleral Lenses."
 - **Dr. Chad Rosen** presented a general session lecture on "Understanding the Scleral Shape."
 - **Dr. Amy Dinardo, Jordan Pinozek, Morgan Schuiteman, and Craig Norman** presented a scientific poster "An Analysis of Private Label Contact Lens Solutions."
 - **Dr. Amy Dinardo, Josh Lotoczky, Chad Rosen, Bob Buckingham,** and students **Alison Middleton and Alyssa Spalding** presented a scientific poster entitled "Introducing a Scleral Lens Fit Assessment Guide based on Tear Layer Thickness."
 - **Drs. Stephanie Ramdass and Josh Lotoczky** presented a scientific poster "Prosthetic Fitting: As Easy as 1,2,3."
 - **Drs. Chad Rosen, Joe Pole and Josh Lotoczky and Trevor Fosso, Rhonda Lafata, and Craig Norman** presented a scientific poster "Finding NIMO: An Analysis of GP Lens Multifocals."
 - **Cory Grifka and Doug Herriott** presented a scientific poster "Graft-versus-Host disease and Filtering Blebs."
 - **Brett Arnold** presented a scientific poster with **Doug Herriott** and **Julie Anderson** entitled "Ocular GVHD along a LASIK flap."



My name is **Aimee Bronson** and I am 1999 graduate of MCO. I worked at Coopersville Vision Center for almost 12 years and last August became owner of the practice! In addition to the MCO Alumni board, I am the MOA Awards Committee chair, an active member of the WMOA, adjunct clinic faculty at MCO and I have been on 7 VOSH missions.

I have been an MCO Alumni board member for 5 years now and I enjoy it because it gives me a chance to reconnect with old friends, meet new faces and help current students through scholarships and fundraising. Looking back, I have realized that MCO has played such an important part in forming who I am today and it is nice to give back. I've always looked at MCO as a place where I not only received a great education and learned my profession but also met some great life-long friends and made many memories. I currently live in Allendale, MI with my husband, Todd, two boys Luke (7) and Max (4), and our dog Haley. In my spare time, I enjoy running, golfing, gardening and travel.



How to Support MCO

We are very appreciative of the support received from our alumni and friends. Our current fundraising need of highest priority is student scholarships. Please consider donating to one of our scholarship funds at a level of



Evan Andrews
MCO Class of 2017

Hometown:
Kalamazoo, MI.

Undergraduate School & Major:
Western Michigan University; BS in Biomedical Science with minors in Theatre and Chemistry.

Fun Fact: A lot of my original training and education was actually in theatre and performance. I've managed to combine that experience and my love of science into a job teaching summer classes at the Kalamazoo Area Math & Science Center for the last 10 years.

Why did you choose Optometry? The reason I entered optometry – as well as my favorite aspect of the profession – is that it's health care on a very personal level.

- All of the posters can be found here:
<http://www.pentavisionevents.com/event.aspx?eid=4>

- **Dr. Sarah Hinkley** served as an academic poster reviewer for the American Optometric Association's Optometry's Meeting.
- On January 24th and 25th, MCO hosted the annual "Michigan Vision Therapy Study Group." Over 60 ODs, therapists, residents, and students met for a day and a half of CE on the topic of vision therapy. This years theme topic was Traumatic Brain Injury.
- On January 31st, MCO held the "White Coat Ceremony" for our second year class at the Holiday Inn. Congratulations to our newest set of interns, who are now credentialed to see patients in our clinic.
- **Dr. Sarah Hinkley** is the recipient of the "Visionary of the Year" award from the Grand Rapids Lions Club Blind Dinner Date Selection Committee. The Visionary of the Year is awarded to those who have made distinguished contributions in their medical/professional careers by significant volunteer activities that have enriched the lives of those living with vision loss. This award will be presented at the upcoming 9th annual Lions Blind Dinner Date! The event was held on Thursday, March 6th at the GOEI Center in Grand Rapids.
- **Dr. Sarah Hinkley** has been nominated for the American Council on Education (ACE) Women's Network Michigan Distinguished Woman in Higher Education Leadership Award for FSU. This award was created to recognize and honor those individuals who have distinguished themselves by providing outstanding leadership to women in their institutions, in their profession, and in society-at-large.
- **Dr. Hinkley**, fourth year student **Andrew Wilke**, Association for the Blind and Visually Impaired partner Kathy Konow and a patient were interviewed on the "Maranda; Where You Live" program for WOTV that aired in February. The segment highlighted the work of the University Eye Center's Vision Rehabilitation Service and its partnership with the Association for the Blind and Visually Impaired in student education and patient care. <http://wotv4women.com/2014/02/07/helping-west-michigan-see/>
- **Dr. Jim Miller** participated in the American Optometric Association's Mid-Year Volunteer Meeting February 7-8, 2014 in St. Louis, MO. The AOA funded almost 150 optometrists from all over the U.S. to encourage the efforts of about 36 committees. Dr. Miller serves on the AOA Ethics and Values Committee.
- MCO student, Vision Research Director and Fellow and faculty were featured on TV 9 and 10 news for Google glasses. Check

giving in which you feel comfortable. Online donations can be made here:

https://ebill.ferris.edu/C20079_ustores/web/store_cat.jsp?STOREID=4&CATID=22

Drs. Pole Named Professors of the Year by Class of 2017 & 2016

Congratulations to the **Pole family** in receiving MOSA Student Professor choice awards, as chosen by the Classes of 2016 and 2017. We are proud to have such a great staff and family on our team.



Dr. Joe Pole received his nomination from the 1st year class, after his very first year of teaching Optics! We are happy to see him proudly fill the shoes of our loved optics guru, Dr. Keating.

Dr. John Pole received his nomination from the 2nd year class. He really knows how to connect with his students and inspire them to be their best!

Newly Appointed MCO Alumnae on FSU Boards



Congratulations to **Dr.**

Interactions with patients extend beyond five minutes of questions and a chart. While I was shadowing various doctors (many of which were MCO graduates) I was surprised by the relationships and connection they had with their patients and that was probably the moment I decided that optometry was exactly what I wanted to do.

Why Would a Scholarship help you? Perhaps the biggest burden I face is financial, much like any other student. Extracurricular opportunities like research and professional events, as beneficial as they would be, have to be run through the budget filter before anything else. A scholarship would do wonders to alleviate that stress and allow me to focus on what is really important: preparing myself to give the best patient care I can.

Share a Favorite Memory at

out this great video!

<http://www.9and10news.com/story/24768695/special-report-google-glass-growing-by-storm>

- **Dr. Sarah Hinkley** is featured in a FSU Bulldog Story. <http://www.youtube.com/watch?v=IPBAcJRhWow>
- The "Save Your Vision" Reading Event held at the Tot's Place at Ferris included **Mrs. Patsy Eisler** and **Mrs. Rita Damari** who were the guest readers. **Dr. Dave Durkee** also spoke to the students about vision care. There was a mini "White Coat" presentation that included three children's white coats with "Future Optometrists" and "University Eye Center" on the front pocket. Other items donated to Tot's place were eye charts and eye patches.
- A project performed by **Dr. Chad Rosen**, **Dr. Josh Lotoczky** and second year optometry student **Trevor Fosso** at MCO's Vision Research Institute involving comparative measurements of aspheric multifocal gas permeable lenses was featured in Craig Norman's *Prescribing for Presbyopia* column in the March issue of Contact Lens Spectrum. <http://www.clspectrum.com/articleviewer.aspx?articleID=109925>
- Fourth year student, **Adeline Bauer**, was chosen as the new Cornea and Contact Lens Resident for the 2014-2015 year.
- Fourth year student, **Cynthia Brown**, was chosen as the new Pediatric Resident for the 2014-2015 year.
- **Dr. Amy Dinardo** and **Craig Norman** will be lecturing at the American Academy of Optometry Meeting in November 2014. Their lecture is entitled "Solving the Presbyopia Puzzle: 5 Tips of Multifocal Lens Success."
- **Dr. Chad Rosen** and **Dr. Joshua Lotoczky** will be lecturing at the American Academy of Optometry Meeting in November 2014. Their lecture is entitled "Analysis of Ocular Measurements and Scleral Lens Fitting Techniques."
- **Dr. Amy Dinardo** was chosen to be a member of the Credentialing Committee for Opticare Managed Vision.
- On Friday, March 21, MCO **Dean David Damari** presented to



Barbara Horn who was appointed to the Ferris Foundation Board of Directors!

Another congratulations to **Dr. Emily Coles** who was appointed to the Ferris Alumni Association Board in addition to her current involvement on the MCO Alumni Association Board.

We are fortunate to have these two outstanding women representing MCO and FSU.

MCO Seeking Submissions for Alumni Speakers Bureau

Would you like an opportunity to share your knowledge of a particular optometric or business related subject with our MCO students? Your chance has arrived! The **MCO Alumni Speakers Bureau** invites presentation submissions on the topic of your choice. Visit our web site at <http://www.ferris.edu/> and then click on "Alumni" to find submission information and to upload your outline and presentation. A faculty committee will review all submissions to decide if they are suitable within the confines of our curriculum. Even if the presentation is not a good fit for a particular course, it may be offered as a lunch or dinner presentation. Although submission does not guarantee acceptance, MCO faculty are eager to review presentations. Our students are eager to hear from alumni outside of our faculty and this is a great opportunity to connect with students while building your curriculum vitae.

MCO: Without question my favorite time so far at MCO has been the annual Michigan Optometric Association meeting. It was eye-opening to interact with the wide variety of practitioners here in this state and hear about their experiences. That and the cheesy potatoes were excellent.



Annie Miller
MCO Class of 2015
Hometown: Norway, MI.

Undergraduate School & Major:
Ferris State University, Vision Science Major

the joint Board of Directors of the American Optometric Association and the Association of Schools and Colleges of Optometry on "Maintenance of Certification in Healthcare."

- **Dr. Amy Dinardo** was chosen to be the Regional Vice-Chair for the American Academy of Optometry's Admittance Committee.
- **Dr. Chad Rosen** lectured for four hours at Walman University in Seattle, Washington, on March 15 on the following topics: Contact Lens Care and Patient Education, Hot Topics in Contact Lenses, and An Introduction to Scleral Lenses.
- **Dr. Bob Buckingham** hosted the University of Michigan – Flint Pre-Optometry Club on Saturday, March 15. The pre-optometry students learned about the Michigan College of Optometry (MCO), the new facilities, applying to MCO as well as a tour of the facility.
- **Jamie Brady** lectured to the Michigan Opticians Association Saturday March 8, 2014 in Kalamazoo, Michigan. Jamie's lectures offered opticians six hours of continuing education.
- On Thursday, March 20, **Dr. Bob Buckingham** lectured at Grand Valley State University as part of the West Michigan Interprofessional Education Initiative. Dr. Buckingham's topic was "Success in School."
- **Jamie Brady** was elected to the Opticians Association of Michigan as a board member for a two year term.
- **Tracy Dard** lectured for eight hours at the Opticians Association of Michigan Spring Convention on March 8th and 9th on topics preparing participants to take the American Board of Opticianry national exam. Michigan holds the nation's highest pass rate for two consecutive years.
- **Dr. Sarah Hinkley** received a FSU Exceptional Merit Grant totaling \$4000 to support continued clinical partnerships between the University Eye Center and Association of the Blind and Visually Impaired. \$2000 of that funding will be paid to ABVI over the course of the year beginning in June 2014 through April 2015. The remaining \$2000 will be utilized by UEC to offset some of the costs in lost patient revenues and travel expenses for the home visits.
- **Dr. Sarah Hinkley** received word that the Students in Need of Eyecare (SINE) program has been approved for a \$7500 FSU Exceptional Merit Grant in order to continue and expand the program. The funding will allow University Eye Center to consider additional SINE opportunities. Projects being considered: working closely on a potential MOISD Special Needs partnership for this summer and possibly a local elementary school program for the fall in addition to the Mesick program.
- **Dr. Dean Luplow** presented at the "Best Practices" Interprofessional Education conference, the first of its kind at

Food, Beverages, Eye Exams and Prizes, Oh My

We are excited to offer three great opportunities to connect with colleagues, MCO faculty, students and emeriti on us! Join us for one of the events listed below. You won't be sorry you attended.

- **Desserts, Dilations and Donations for the Future, Wednesday, June 11, 2014 at the University Eye Center:** This inaugural event gives you the opportunity to receive a comprehensive, dilated eye examination with one of our third year students and attending faculty for a mere donation to our scholarship fund (suggested donation is at least \$20). Exam appointment slots are at 5 PM and 7 PM. In addition to your eye exam, desserts and coffee will be provided. C'mon, you know you've neglected your OWN EYES! You will still have time to visit the MCO reception before or after your exam.
- **MCO Reception, Wednesday, June 11, 2014 at the Holiday Inn Conference Center Immediately Following CE:** This popular reception will feature large scale attendance of colleagues and friends, faculty and student attendance and visits from MCO Deans. In addition, MCO emeriti are invited and will be honored. Maybe we can talk Dr. Carter and Dr. Keating into coming if we tell them about the great selection of heavy hors d'oeuvres, beverages and a cash bar. In addition, we will be giving away many great prizes including a free registration for next year's CE.
- **MCO Alumni and Friends Reception, Friday, June 27, 2014 at Optometry's Meeting, Philadelphia Marriott Downtown, Room 408-409 from 5:30 - 7:30 PM:** It has been awhile since we

Fun Fact: A fun fact about me is that my favorite part about winter is wearing slippers in the house! I love to be able to study and be cozy.

What do you love most about Optometry? I love Optometry because it allows me to do something that I am passionate but still allows me to have a family.

Why Would a Scholarship help you? An MCO scholarship would help me because it would help my future. It would allow the debt load to lessen just a little bit so that my future won't look so daunting. Any little bit is that much more that I won't have to repay with interest and that would allow me to not be afraid of taking a job that I love, but pays less.

Share a Favorite Memory at MCO My favorite memory at MCO was the summer after second year when we still had classes. Summer classes

FSU.

- On Friday, April 25th, MCO held its 15th annual Residency Day Grand Rounds. The eleven residents affiliated with MCO presented on advanced topics related to their particular field of interest to the 3rd year MCO students and faculty. This event serves as a platform for residents to develop their scholarship and presentation skills and also educating the students on what it means to choose residency training moving forward.
- **Dean David Damari** just returned from a 4-day trip to Korea, where he spoke at the DIOPS Global Optometry Congress in Daegu. Dean Damari presented at two talks, one as a representative of COVD at the opening summit on the state of optometry in Asia and America and then a four-hour lecture/workshop on basics of vision therapy. All the while, Dean Damari was graciously hosted by an MCO alumnus, **Dr. Manho (Brandon) Jang**, who is a very well-respected optometrist in Korea and throughout Asia.
- On April 27 – 29, **Dean Damari** with a contingent of students and other Michigan optometrists attended the AOA Advocacy Conference being held in Washington D. C. MCO students attending: **Samantha Fordyce, Chelsie Rupp, Sara Nonhof, Christine Mekhayel, Brian Tatsak, Michael Seebruck, and Ross DuMonthier.**
- In cooperation with the Michigan Optometric Association, **Dean Damari** arranged a visit by members of the Health Care Policy committee of the **Michigan State House of Representatives** on May 2. The Committee had lunch in the private dining room of the Rock and were impressed by tours of MCO. Faculty, Staff, and students greeted these representatives and demonstrated what a great investment this building and this College is for Michigan taxpayers.
- **Dr. Amy Dinardo** earned a promotion to Associate Professor effective July 1st. Congratulations Dr. Dinardo.
- **Dr. Sarah Hinkley** earned a promotion to the rank of Professor effective July 1st. Congratulations Dr. Hinkley.
- MCO First year students **Gabrielle Smiley** and **Evan Andrews** were awarded Summer Research Fellowships. They will both be working on contact lens-related research with **Dr. Amy Dinardo** and the entire Vision Research Institute team.
- **Drs. Doug Coon, Amy Dinardo, and Joy Kerns** will publish an article in the June issue of Review of Optometry, "Modern Approaches to the Diagnosis and Treatment of the Vitreomacular Interface."
- **Dr. Bob Buckingham** hosted the Hope College Pre-Optometry Club on Saturday, April 5 and the University of Michigan Ann Arbor Pre-Optometry Club on Saturday, April 12. The Pre-optometry students learned about the Michigan College of

have hosted a reception at Optometry's Meeting and we felt the time was right to reinstate our reception. Join us for wonderful hors d'oeuvres, give away prizes and a hosted bar. We are so excited to connect with our alumni and friends from all over the United States.

Share Your Information So We Can Share It with Your MCO Family

The only way we know what is going on in your life is if you TELL US! Your colleagues and friends are anxious to hear about your life now such as your place and mode of practice, your family, your hobbies and your MCO memories. We have provided a template of questions to guide you or you can create your own. Submit your information via email to sarahhinkley@ferris.edu or on social media messaging. Submitting gives us the right to publish your info in our newsletter or on our web site or social media sites.

Alumni and Friends Biographical Information Submission Form

We would love to know...

What was your MCO graduation year?

Where do you live/practice?

What is your practice mode?

What are your favorite pieces of information to share from your personal life? Spouse? Children?

What are your hobbies or interests outside of optometry?

What is your involvement with the profession of optometry and/or optometric organizations?

What was your favorite part of attending MCO?

What was your favorite memory from your time at MCO?

aren't that much fun and in the middle of it, while we were all stressed out and needed a break, we had a class bonfire! It was so much fun. Guitars, star watching, backyard games, smores, and fun stories! Just what we needed and lots of bonding.



Neil Patel
MCO Class of 2016
Hometown:
Northville, MI

Undergraduate School & Major:
Ferris State University with a major in Biology

Fun Fact: I've traveled to 30 countries in my 24 years of life.

What do you love most about Optometry? I really love the intimacy that the doctors' share with their patients coupled with the dynamic nature of the field

Optometry (MCO), the new facilities, applying to MCO as well as they toured the facility. The Northern Michigan University Pre-Optometry Club visited MCO on Friday, April 25.

- **Drs. Jim Miller** and **Bob Buckingham** participated in the Association of Schools and Colleges of Optometry Virtual Open House on Thursday, April 17, 2014. Dr. Miller and Dr. Buckingham were in the "Chat Room" from Noon until 8 pm. During that time, MCO had 35 visitors to our Chat Room. Of the 35 visitors, we had 98 questions. In answering those 98 questions, Drs. Miller and Buckingham had 149 posts to the MCO chat room. Dr. Miller and Dr. Buckingham both felt it was a very successful event.
- On Wednesday, April 2nd, MCO was visited by a group of 70 third graders from White Cloud. The students toured the campus of Ferris State for a field trip, and ended at the University Eye Center for demonstrations on eye anatomy, binocular vision, and refractions. Volunteers included **Drs. Jim Miller, Mark Swan, Paula McDowell, Sarah Hinkley, and RaeAnn Nordwall**, as well as students **Andrew Wilke, Addie Bauer, Samantha Fordyce, Angie Conley, and Chelsie Rupp**.
- On March 29th and 30th **Tracy Dard** lectured in Columbus, Ohio for the Optician's Association of Ohio on topics preparing attendees for the ABO national exam.
- **Tracy Dard** will be consulting with the Pennsylvania College of Optometry's Scholars Program Optical Clerkship in May.
- **Dr. Wrubel** hosted the VOSH-MI spring meeting at MCO in April.
- **Dr. Miller** promoted MCO at FSU's Dawg Days in April.

Do You Have Changes?

If you have had a change in your email address, home address, work place address or any other contact information, please update it at <http://www.ferrisalumni.org/> or by sending an email to Sarah Hinkley at sarahhinkley@ferris.edu. This information allows us to continue communications such as this newsletter and will keep you informed.

Where Are They Now?

- **Dr. John Gaffka** is now in Whitelake. He got married last November.
- **Dr. Tony Mullins** is opening a business for servicing nursing

Why would you recommend MCO to a pre-optometry student?

Dr. Damari Featured on TV Program

Our very own Dean, **Dr. Damari**, was featured on the FSU television program, "It's Academic" this month. The show highlights community service learning projects undertaken by the faculty and students in the three healthcare colleges on campus, the College of Health Professions, the College of Pharmacy and the Michigan College of Optometry. Be sure to check out this great video.

[It's Academic: Dr. Damari Interview](#)

MCO Optic Cup 2014 UnFOREgettable



Despite this cold, wet spring organizers of the 2014 Optic Cup breathed sighs of relief as the weather turned out to be perfect. The event, which was organized by Optometry Student Government, had an amazing turnout of students, faculty, staff, supporters and administrators. The variety of team names this year was second to none with

and the potential for innovation.

[Why Would a Scholarship help you?](#) A scholarship would certainly help pay for the rising cost of required textbooks and equipment.

[Share a Favorite Memory at MCO](#) One of my favorite memories at MCO was when we sent Dr. Keating to Hawaii! He has experienced a nasty fall in our classroom and jokingly asked our class to collect our change and get him on a plane to Hawaii. When Dr. Keating walked in for lecture the next morning, the entire 1st year classroom was decorated in an island theme, complete with treats and Dr. Keating's famous bottle of Dr. Pepper. I am very happy to have seen Dr. Keating experience that special moment.

homes.

- **Dr. Gregory Herbart** (Class of 1985) is with Henry Ford OptimEyes in Roseville. According to Dr. Herbart, "It's the busiest office in the US!"
- **Dr. Martin Faber** (Class of 1983) is in Dallas, Texas at the Key-Whitman Eye Center.
- **Dr. Liz Tremblay** is practicing in Gaylord, MI and now has a baby girl.
- **Dr. Tommasina Pasqua** recently sold a practice to a colleague in East Tawas. She recently hired a new MCO grad, **Dr. Ben Dietrich**, as an associate for Harrisville Eye Care.
- **Dr. Sandy Doud** (Class of 1987) is practicing in Ann Arbor Huron Ophthalmology, she has been there for 25 years. She has 3 daughters. Daughters Lauren and Shannia are at the MSU College of Osteopathic Medicine and Tara is in the Nursing program at Aquinas College.

MCO Hoods and Graduates Class of 2014



Friday, May 9 was a momentous occasion for the Class of 2014, their



creative names such as the "Fore Eyes," "The Dimpled Balls" and "I Like Big Putts and I Cannot Lie." Although it is tough to admit, the winning team of Drs. Lotoczky, Morgan, Joe Pole, Rosen and Brendan Doyle came out on top. Special thanks to second year students Michael DeWit and Emily

Sanford who spent many hours planning and administering the event. We also thank our sponsors Essilor, Art Optical, FSU Eye Center, Michigan Optometric Association, Walman Instrument Group, Pioneer International, Zeiss and Ann Arbor T-Shirt Company for their financial support and attendance. We look forward to involving our Alumni Association Board in the event next year!

MOSPPA Hosts Private Practice Conference

The Michigan Optometric Student Private Practice Association group hosted the Great Lakes Private Practice Conference on April 5, 2014 with a theme of "Transitioning In and Out of Private Practice." The event was very well attended by both doctors and students. Dr. Al Cleinman spoke about "The Art of the Deal" followed by a doctor and student meet and greet. Then Dr. Mile



Lindsay Kleinschmit
MCO Class of 2017
Hometown: Shelby Twp., MI

Undergraduate School & Major:
Ferris State University, Biology

Fun Fact: Horseback riding is my favorite way to relax.

Why did you choose Optometry? There are many reasons that I chose Optometry as my profession. Personally, I found that eyes are incredibly interesting to learn about, and I know that with this career choice, I will be able to make an impact on people's lives.

Why Would a Scholarship help you? As we all know, optometry school is quite expensive, and the cost of attendance is only going up, so a

family and friends and the MCO faculty, staff and administration who supported them. In a beautiful ceremony, each student was hooded at Williams Auditorium. MCO Alumna **Dr. Elizabeth Hoppe** spoke to the graduates about keeping promises to themselves, their families and the profession. After the hooding, MCO hosted a large reception at the Holiday Inn Conference Center. On Saturday, May 10, the Class of 2014 officially graduated from Ferris State University in a ceremony at the Convocation Center (Wink Arena).

Congratulations Class of 2014, You Make Us Proud!

MCO Alumni Spotlight



Paul Anton Hodge, O.D., F.A.A.O.
MCO Class of 1985

Dr. Hodge graduated in 1985 from what is now the Michigan College of Optometry. On February 1st, 1989, he opened his own private practice, Allegan Eyecare in Allegan, Michigan. Today, Dr. Hodge practices with associates, **Dr. Dale Wittkop** and **Dr. Amanda Hodge**. In 2000, he was awarded Fellowship in the American Academy of Optometry. In 2011, he became Diplomate of the American Board of Optometry, and maintains his membership in the American Optometric Association, Michigan Optometric Association and Southwest Michigan Optometric Society since graduation. Dr. Hodge will serving as president of the Michigan Optometric Association in May of 2014. He has been married for 30 years to Vicki Lynn Hodge, RPh and has two adult children, Amanda Hodge, OD and Christopher Hodge, DC. He enjoys traveling, golf and spending time with family.



Ray Greene, O.D.
MCO Class of 1988

Dr. Ray Greene owns his own private practice in Coeur d' Alene, Idaho and has been practicing in Coeur d' Alene, which is similar to Traverse City but only a bit larger

Brujic spoke about finding the right optometrist for your practice. After lunch, an engaging panel discussion involved the audience and featured Drs. Gregory Ford, Brian Hales, Robert Molter and Janelle Routhier.

Special thanks to VSP, Essilor, Harbor Optical and Toledo Optical for sponsoring the conference. Our students and the doctors who attended gained many insights and were delighted with the education and networking.

Outerwear and Clothing Sale a Success



Thank you to our alumni and friends who purchased Antigua outerwear from our outerwear and clothing sale. The items were very high quality with our multi-colored, embroidered logo. We were able to raise approximately \$500. All proceeds from the sale benefit our student scholarship fund. Sample items will be displayed at our upcoming MCO reception at the summer CE in June and at the MOA Fall Seminar. We are initiating an online ordering system which we hope to have in place for our next sale in the fall. Please watch your email for future fundraising sale information.

Did You Know?

scholarship would definitely help offset the cost of tuition.

Share a Favorite Memory at MCO I was able to attend my first Eye Ball this year, which was a TON of fun, and it turned out to be a great way to bond with our classmates.

MCO Hires New Faculty



Beginning in June, a familiar face will return to MCO as a faculty member. Alumna and former Pediatrics and Binocular Vision Resident **Dr. Sarah (Pavlik) Bush** joins the faculty as a key part of the Primary Care Service. In addition, Dr. Bush will be involved in lectures, laboratories and the Pediatric and Binocular Vision Service along with a host of other responsibilities

with bigger hills, since 1991. He purchased the office after having worked in Huntington Beach, California for three years following graduation. He still practices on his own with 6 employees and a motto of not working too many hours, and does not let work get in the way of having fun skiing and golfing. He is the immediate past president of the Idaho Optometric Physicians Association, past president of the Idaho Panhandle Kiwanis, current board of director for the Idaho Practitioners' Association and this year he will be nominated by the Governor to the Idaho Optometric Board of Regulators. In December of 2014, he will be married to his fiance, Melanie. Dr. Greene has three stepdaughters, two step granddaughters, who are 4 and 15 months old, and two dogs and two cats. During his time at MCO, he truly enjoyed the camaraderie between students and instructors and he adds that some of his fondest memories were made visiting the local watering holes with them. He truly believes MCO prepared me well for the rigors of private practice. He adds that he is incredibly grateful to have chosen this profession which has allowed him to care for patients, have plenty of time for family and fun, and on top of that, according to the government, enjoy an income in the top 2%.

Kamaria Serfling **MCO Class of 2011**

Dr. Serfling moved to Rapid City, SD. She is practicing with Rapid City Eye Care, which is owned by **Drs. Dave and Jess Czerny**. She is working at their locations next to LensCrafters and next to JCPennys in the Rushmore Mall. She has absolutely loved the change of pace after spending a year in a private practice setting.

Her husband, Jason, is working for Butler Caterpillar Machinery as a diesel technician. Daughter Savanna is now 4 years old and has started taking Gymnastics, which she absolutely loves. She is also now a big sister and adores her baby sister. Bailey Lynn was born June 19th, 2012 and is a happy, healthy girl!

Did You Know...

Our University Eye Center and laboratories have multiple Sanet Vision Integrators. This cutting edge, touch screen technology is one of the latest advancements in vision therapy. We are thankful that our

MCO students graduate with one of the lowest amount of indebtedness of all optometry schools in the US? This fact is a great recruiting tool for our program.

MCO Faculty Professor Highlight - Jamie Brady

Interview conducted by Leanna Pender, Class of 2016

How long have you been involved with Optometry?

- I have been in the optometric industry for 33 years, and I have worked specifically at Ferris since 1996 in the Opticianry program until it closed, and then in 2002, I was hired at MCO.



What set you on your way to becoming an Optician?

- I am from Dearborn originally, and as a student out of high school, I toured Ferris and right away found an interest in the Opticianry program offered at the time, and I've been in the industry ever since.

What do you enjoy most about this field?

- I enjoy this environment because it gives me an opportunity to be involved with more than the common small prescription myope and hyperope. Nowadays, I really like to see the funky, hard stuff, and I love the challenge of fitting patients with specialty eyewear, mounting scopes, and making specialty lenses.

Can you share a favorite memory you've had at MCO over the years?

- I would have to say that a favorite memory I have is our move to the new building. I am happy that this building finally looks like and functions like the medical facility it is and always has been.

Do you have any words of wisdom/advice you would like to pass on to the students and alumni?

- When my students leave MCO and enter their own businesses and modes of practices, my advice for them would be to be sure to hire a good optician and pay them

important to maintaining the high quality of our program. She has served as an integral part of the optometry program at Massachusetts College of Pharmacy and Health Sciences in its beginning phases and brings a great deal of teaching and course/lab development experience. We are thrilled to welcome Dr. Bush. Be sure to welcome her when you see her next!

Newsletter Credits

Special thanks to third year MCO student Leanna Pender for her contributions to the production of this newsletter.



Pediatric and Binocular Vision as well as Vision Therapy Services are very busy, providing our students a comprehensive experience in these optometric areas. If you are in the area, please call to set up a tour. We would love to show you our amazing new facility.



Our University Eye Center Vision Rehabilitation Service provides a home environment room suitable for functional assessments of vision difficulties. The room features a stove/oven, microwave, refrigerator simulation, television, washer, dryer and sinks. Clinical interns have full use of this exciting space with patients and it has helped to foster a relationship with the Association for the Blind and Visually Impaired who share the space, providing rehabilitation services to our patients at UEC and in the home.

enough so they can have pride and a comfortable life.

What kind of hobbies do you have outside of Eyeballs?

- I am actually a car guy and I have some cool old cars. I have 3 Willy's Jeeps ranging in years from 1946 CJ-2A, 1957 FC-150 & a 1964 CJ-5. I have a couple of vintage muscle cars as well. A 1969 big block convertible Mercury Cougar which is ironically "the first convertible Cougar ever made". It is actually a pre-production car. These vehicles were usually crushed by the manufacturer, however, somehow this one escaped that demise. And finally a very sweet 1973 AMC Javelin AMX.

Ferris State University Alumni Relations
Prakken 101, 420 Oak Street
Big Rapids, MI 49307
Toll-free: 888.378.3647
alumni_office@ferris.edu

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