

ICO
MATTERS
SUMMER 2016 • V15 ISSUE 2

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Commencement 2016

Optometry in Cuba

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**ICO HOMECOMING
SEPTEMBER 9-10, 2016**

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Homecoming 2016 schedule of events

FRIDAY, SEPTEMBER 9

5:00 – 10:00 pm
Shuttle to/from host hotel and campus

6:00 – 8:00 pm
Taste of Chicago Blind Spot
- Includes dinner buffet, tiki bar, photo booth
Casual attire
ICO Courtyard

The Second City
WORKS

8:00 – 9:00 pm
THE BEST OF SECOND CITY SHOW**
- Chicago's best comedy show, with an optometry twist
ICO Lecture Center

SATURDAY, SEPTEMBER 10

9:00 – 10:30 am
50 Year Club Breakfast
InterContinental Mag Mile
(by invitation only)

12:00 – 5:00 pm
Shuttle to/from host hotel and campus
Campus Tours

1:00 – 2:00 pm
Practice Management for Today's Optometrist
ICO Lecture Center

2:00 – 4:30 pm
Student/Alumni Mix & Mingle
-Includes free food and beverages, prizes
ICO Gym

5:30 – 6:30 pm
Leadership Circle and Alumni Awards Reception
- Recognizing achievements, service and support
InterContinental Mag Mile
(by invitation only)

6:30 – 10:00 pm
Class Reunion Party!**
Reunion years: 2011, 2006, 2001, 1996, 1991, 1986, 1981, 1976, 1971, 1966, 1961, 1956
- Featuring cocktails, dinner, and fun times
Business-casual attire
InterContinental Mag Mile

NEW THIS YEAR: ONLINE CE!

Register for a Homecoming event marked with ** and receive a discount coupon for one online CE course.

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CONTACT YOUR CLASSMATES

Register for exclusive access to ICO's online alumni directory at www.my.ico.edu.

FOR MORE INFORMATION

Contact Connie Scavuzzo,
Senior Director of Alumni Development, at
312.949.7080 or alumni@ico.edu.



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ICO's Class of 2016 has taken the Optometric Oath at Rockefeller Chapel. Congratulations, new doctors!

◀ 20 Alumni Success Stories

Through photos, videos, and more, we're sharing your stories of success with prospective students.

28 Practice Management Curriculum

You spoke. We listened. Program updates will improve ICO's focus on practice management.

ICO MATTERS

SUMMER 2016 • V15 ISSUE 2

ICO Matters is the alumni magazine of the Illinois College of Optometry. It is published three times per year.

Contact *ICO Matters* at communications@ico.edu

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icomatters.ico.edu

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EARN **CE CREDIT** WHEN IT'S MOST CONVENIENT FOR **YOU:**



On the train during your daily commute!

On a picnic blanket when the weather is sunny!

On the couch in your PJs- no judgment!

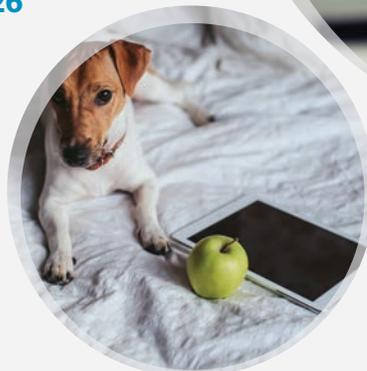
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Creating an account is easy.

Visit: www.ico.edu/online-CE

Once registered, you'll have access to a variety of COPE-approved courses. CE is viewable for a full week after purchase, and can be conveniently paused to suit YOUR schedule. Don't wait until the last minute this certification cycle. Access our portal and start logging hours today- anytime, anywhere.

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Talking Heads

One of the best parts of The Illinois College of Optometry is its location. The city of Chicago provides ICO students with not only a diverse and challenging clinical experience, but also fond memories. From top-tier restaurants to engaging cultural attractions, there's no place like it.

In your opinion, what makes Chicago the ideal city for earning your OD?



Arol Augsburger, OD

AROL AUGSBURGER, OD *President of ICO:*

I've lived in four cities and visited hundreds more during my life, and find that Chicago is best suited to my wife Stephanie and me. There is a vibrant higher education community in Chicago with more students living near downtown than even in Boston. Its restaurants rival New York and San Francisco, often at considerably more reasonable prices. It has lively performing arts communities with live theater, symphony, ballet, comedy clubs, jazz clubs (all of which my wife and I attend), and the world's premier rock festival Lollapalooza in Grant Park (which Stephanie and I don't attend).

Since I have lived in Chicago, the Blackhawks have won the Stanley Cup several times, my neighborhood team the White Sox has won a World Series, the Bears have played in the Super Bowl, the Bulls in the NBA finals, and it looks like the Cubs may actually have a championship caliber team this year. ...and don't even get me started on the world class museums! What's not to like about Chicago?

LISA YOUNG, OD '05 *Chicago Glaucoma Consultants – Glenview, IL*

Located in the heart of the city, the Illinois College of Optometry provides exposure to different cultures, religions, and ethnic groups. The diverse patient population at the Illinois Eye Institute offers students a wide variety of ocular pathology, and gives them the opportunity to communicate with and relate to those of a different background. This exposure is beneficial not only professionally, but also personally.

ICO's location allows students to have a great school/life balance. Living in Chicago allows students to experience the benefits of a metropolitan area. From ICO, there is easy access to Chinatown, Little Italy, Greektown, Little Vietnam, the Polish Triangle, and Devon Street, just to name a few. Exploring these neighborhoods is a great way to immerse yourself in a different culture, sample the foods, and gain a better understanding of the people and their history. Chicago also boasts some of the best museums, shopping and athletic facilities in the country.

ELLYN KOZOB, OD '13 *Spex, a part of MyEyeDr.com – Chicago, IL*

There is an anecdote that says Chicago has 3 seasons: Winter, Summer and Construction. I would like to present the fourth, and best, season in Chicago: Food!

Chicago is my hometown. It never even occurred to me to go to another optometry school, because why would I leave such a great city? Even though I still live here, the food scene keeps reinventing itself and continues to impress me.

My husband and I participated in a secret dining program last year. We spent 12 weeks eating our way through Chicago. Food has always been an important part of our Eastern European culture. A meal is about more than just the food; it is a time to put away some of the daily stress, briefly slow the pace of life, and spend time with the people you care about.

So, take a break from studying for an hour or two, and head over to your favorite neighborhood for dinner. Whether you go to a local BYOB joint or celebrate at a fine dining restaurant, you're sure to find the perfect place to complement your time at ICO in my self-awarded "Food Capital of the World."



Lisa Young, OD '05



Ellyn Kozob, OD '13

Editor's Note



Lauren Faits, Editor

I've never been anywhere quite like Chicago in the summer. The city just comes alive. Street fests pop up in every neighborhood. Tourists flood the Loop. Families take to the beach to enjoy Lake Michigan. All of us at the Illinois College of Optometry try to find more time outside. Given Chicago's winters, summer always feels oh-so-sweet.

Other cities try to emulate ICO's summer style, but none quite hit it- not even the nearby suburbs. This issue of *ICO Matters* highlights Chicago, and then compares it to places around the world.

- In *Talking Heads*, ICO alumni discuss why they loved becoming doctors in the Windy City.
- We follow two sisters whose practice spans multiple Chicago locations in *Close Up*.
- In *Essentials*, a faculty member holds up Chicago's health care next to that of a foreign country.
- Features on Commencement, our upcoming brand campaign, and improved curriculum celebrate the vital differences that push ICO above other schools of optometry.

I hope this issue of *ICO Matters* reminds you of life at your alma mater. Try to read this issue outside, if you can! If you have any comments, questions, or suggestions, please e-mail communications@ico.edu. ...and don't forget your sunscreen.

New Viewbook

The creative minds at ICO have crafted a brand new Viewbook for aspiring ODs. This 50-page, informative publication delves into life at ICO, from our clinical and academic offerings to lifestyle content rooted in Chicago. It uses quotes from current students and striking photography to paint a clear picture of our campus.

The 2016-2018 Viewbook is available in print and on our website. We encourage alumni to use this valuable recruitment tool. You can offer the Viewbook to prospective students, or even have a few copies available at the front desk of your practice!

We can't wait to spread the word about ICO through you, our alumni. To request copies of the Viewbook, please visit www.ICO.edu or e-mail communications@ico.edu. Thank you, as always, for being incredible advocates for this institution.



New Board of Trustees Members

The Illinois College of Optometry welcomed two new members to its Board of Trustees in February. Both are ICO alumni: **Jeffrey Johnson, OD '97**, and **Robert Steinmetz, OD '03**. Though they chose different paths after graduation, each has gone on to do remarkable things in optometry.

Dr. Johnson completed a residency before choosing a prestigious hospital-based practice on the East Coast. He eventually returned to Illinois to pursue an MBA at Northwestern. Dr. Johnson later left optometric practice entirely, and has since risen to the status of top healthcare financial analyst for Baird. He

now travels the world, evaluating the latest trends in healthcare along the way.

Dr. Steinmetz stayed in the Chicago area post-ICO. He started multiple practice locations, first in the suburbs, then in the South Loop. Dr. Steinmetz has remained a leader in the profession in Illinois. His latest achievement is a new business offering startup and practice management advice to budding ODs.

Coincidentally, Drs. Johnson and Steinmetz both held the title of Student Association President during their respective times at ICO. They now get to be leaders and influencers, side by side. Congratulations, gentlemen.



Jeffrey Johnson, OD '97



Robert Steinmetz, OD '03

Princeton Study

The Illinois Eye Institute at Princeton Elementary marked five years of excellence with a reception on March 17, 2016. With this milestone came the results of a study on the clinic's impact. This study showed a statistically significant improvement in student GPAs and math test scores after students received comprehensive eye exams and glasses:

- Of the students seen at the clinic, 15 percent had moderate to severe uncorrected refractive error. These patients showed significantly higher GPAs following their visit. The improvements in GPA were larger than those observed in students without severe vision problems.
- Students who visited the clinic when they were in grades 3-4, or when they were in high school, experienced greater gains in math test scores than students who first visited in grades 5-7.

The IEI at Princeton is committed to CPS students who may not otherwise receive eye care. The in-school clinic has helped over 31,000 patients. Says **Dr. Sandra Block**, "The results of this study demonstrate the difference that comprehensive eye exams can make in students' academic lives, which in turn sets them up for greater success in the future... healthy eyes really are the window to a healthy life."



Quiz Bowl



On Friday, April 1, strange red lines appeared across ICO's campus. It was no April Fools' joke! These markings created a school-wide treasure map. "X" marked the spot for the annual **AOSA Quiz Bowl**. Students embraced the theme, pirates, with elaborate costumes and decor.

Six Quiz Bowl competitors were chosen by their peers: **Matt Jones '19, Colin Lee '19, Taylor Harris '18, Alexandra Literski '18, Jonathan Pham '17, and David Schaeffer '17**. The evening's emcee was **Erik Mothersbaugh, OD '12**, joined by a panel of singing mermaid judges.

Questions covered optics, mathematics, diagnosis, and other areas of optometry. All contestants did a great job, but one student was victorious: **David Schaeffer, '17**. Schaeffer will advance to the Varilux Optometry Bowl in Boston. Alumni are highly encouraged to cheer on Schaeffer at the 2016 AOA Optometry's Meeting, June 29- July 3, as he takes on winners from optometry schools across the nation.



Practice Opportunities Symposium

Classes were canceled on the afternoon of Friday, April 8 for the **19th Annual Practice Opportunities Symposium**. Students used the afternoon to learn from experienced alumni and other notable ODs. The event saw full programming rooms and a bustling exhibitor hall.

Student-driven panels explored different facets of optometry. Private practice panelists **Ramona Baumfalk, OD '06, Jeffrey Manternach, OD '07, Samantha Rice, OD '15, and Carrie Roitstein, OD '00**, shared fascinating "day in the life" stories. Externship preceptors, including **Phillip Elston, OD '05**, and

Susie M. Hemann, OD '15, discussed whether Veterans' services could be a good fit for ICO graduates. The practice management panel with **Richard S. Kattouf, OD '72, DOS, Stephanie Lyons, OD '09, and Jeffrey W. Smith, OD '83**, touched on aspects of running a business, such as insurance matters and relationship building. ICO alumni sparked across 4 additional panels, as well.

Thanks to expert participation, the Practice Opportunities Symposium was a success. **Laine S. Higa, OD '14**, summed it up best, "ICO definitely prepares you for full-scope optometry. It's a great place to be."

Thank You to Our Event Sponsors:

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SVS Vision
US Vision
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Accelerated Clinical Program

What started as a test is now a permanent fixture in ICO's curriculum. The **Accelerated Clinical Program** has returned for its second year. The program's initial run was well-received by participants, and promises to be even more worthwhile in 2016.

To qualify for the ACP, students must apply after performing well in their first year. Through coursework, independent study, and laboratory, ACP students earn extra experience over the summer. These individuals gain additional patient encounters, complete their second year requirements early, and are offered third year access to specialty rotations.

Ten individuals were selected for the 2016 Accelerated Clinical Program. This number could increase in future iterations. We are excited to see how these students perform over their 4 years at ICO. Graduating optometrists with this level of patient care experience will only bolster ICO's reputation for clinical excellence.



Dr. Leshner Retirement

It's the end of an era. **Gary A. Leshner, PhD, FAAO**, is retiring from his administrative role at ICO. At the end of July, he will step down as Assistant Dean for Didactic Education. Dr. Leshner will continue teaching the pharmacology sequence to our students part-time, but considers this his retirement. We wish him all the best, and thank him for spending nearly his entire academic career as part of the ICO family.



Trending



February 29 – *Twitter*

This month, @AOACConnect's student spotlight is on ICO's **Ben Emer, '16**, Managing Editor of @OptStudents. Congrats!



March 1 – *Twitter / WGN*

Eyelash extensions were hot at the #Oscars! ICO's Dr. Harthan shares how to achieve the look safely @WGNNews.



March 7 – *Facebook*

They took the plunge!! Check out ICO's Polar Plunge 2016 team after they dove into a freezing Lake Michigan. Wonderful work raising both donations and awareness for Special Olympics Illinois.



March 29 – *Facebook*

The ICO Communications team is interviewing **Nate Bonilla-Warford, OD '04**, about pediatric practice in Florida! We don't know what he has more of: optometry equipment or LEGO bricks!



March 1 - *Twitter*

Our generous friends at @TLCVision are hosting wet lab today and tomorrow. ...Those are pigs' eyes, btw.



April 1 - *Instagram*

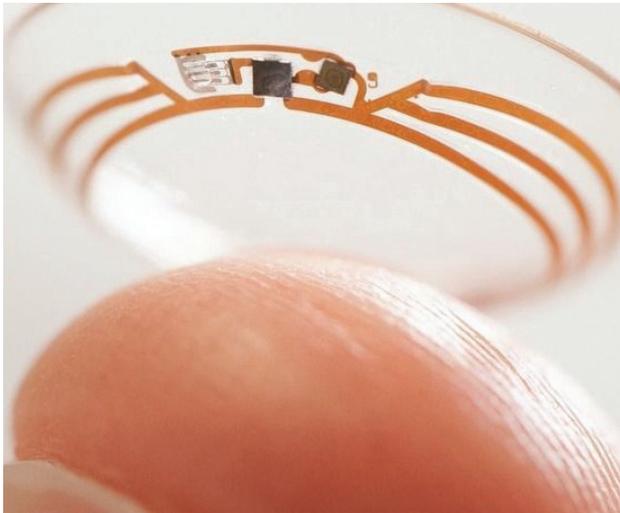
It's safe to say that we have some of the coolest professors here at ICO & let me tell you, their rendition of "Part of Your World" from the The Little Mermaid was on point #ICJackie #ICOFIRSTYEAR #mermaidlife #ODshavefun





April 6 – Facebook / Mashable

Samsung has followed in Google's footsteps by patenting its own smart lenses. These would be great for taking photos at ICO's Commencement in May! Too bad there's no "definitive proof that the company will release a consumer product off it." We're still just excited to see innovation in eyewear.



April 8 - Twitter

"If they know you, they're gonna pick you." **Jeffrey Manternach, OD '07**, on the importance of relationship building. #POS2016



April 22 - Twitter

The #MCANight2016 student Talent Show is about to begin. It's a multicultural celebration!



April 27 - Twitter

ICO's Private Practice Club gets a glimpse of life as an OD by @RussellEyes. He says, "Work backwards!"



Trending



May 18 - Facebook

Many people are drawn to optometry desiring work-life balance. Invision Magazine talked to ICO alumni **Theodore** and **Carrie Sees**, both **OD '07**, about how they keep career and family in harmony.



May 19 - Twitter

Today during training, we honored **Darnita Gayles**, IEL employee of 8 years. She saved a patient w/ emergency action.



May 19 - Twitter

#ThrowbackThursday A Commencement from years gone by. ICO students have always been creative. #ICOClassof2016 #TBT



May 25 - Facebook/Fox 32 Chicago

CTE, a brain disease linked to head trauma, is increasingly growing in the public eye as cases are revealed in athletics. ICO's **Dr. Leonard Messner** appeared on Fox 32 Chicago to talk about identification, education, and prevention.



ICO is now on SoundCloud! Listen to exclusive podcasts from the 2016 Practice Opportunities Symposium: soundcloud.com/icooptometry/



OUR BLOG IS BOOMING!

One of the best ways the Illinois College of Optometry reaches prospective applicants is through our official blog. More than 10 current students use this digital platform to document life in optometry school. They offer an insider's peek into milestones like Interview Day, the White Coat Ceremony, NBEO exams, and Commencement. There are even reviews of Chicago's iconic restaurants and shops! If you haven't experienced it yet, visit blog.ico.edu and leave a comment. Here's how this valuable resource is being received online:

MOST POPULAR TOPICS

- 1 INTERVIEW DAY
- 2 WHITE COAT CEREMONY
- 3 GIFT IDEAS FOR OPTOMETRISTS

IN THE PAST YEAR

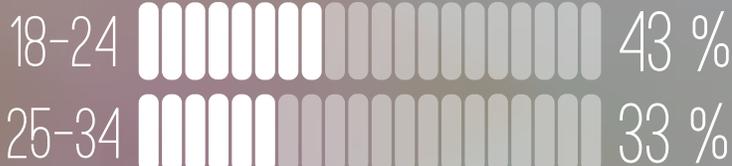
25,447
visits

12,853
unique users

73,318
individual posts
and pages read

ICO READERS ARE...

Ages



71 %
female

29 %
male

9.37 % CANADA

86.67 % USA



3.96 %
INDIA, UK, CHINA,
AUSTRALIA, RUSSIA,
BANGLADESH AND
PHILIPPINES

FOUR YEARS, ONE MOMENT COMMENCEMENT 2016



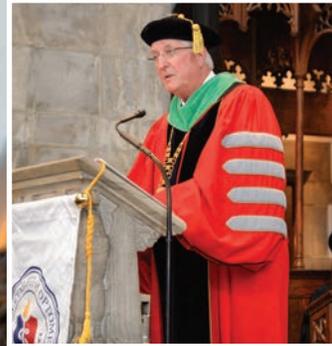
Some very special things happen in four-year cycles: Presidential elections, FIFA World Cups, Olympic games, and a full education from the Illinois College of Optometry. On May 21, 2016, ICO celebrated its 173rd Commencement. The ceremony once again took place in the iconic Rockefeller Chapel at the University of Chicago. The degree of Doctor of Optometry was conferred upon 149 individuals. Many of these new ODs could not believe four years had already passed.

BY LAUREN FAITS





“It just doesn’t feel real. It doesn’t feel like everything is ending,” said **Stephanie Cullen, OD '16**. “We’ve been waiting for this for so long that it doesn’t feel like it’s actually here.”



Kyle Reuter, OD '16, reflected upon his very first year at ICO. Orientation week, his “first time ever in Chicago,” remains his favorite memory. “You see the whole city, and you just get to know everybody super quickly. It’s a lot of fun.”



The quick bond between classmates was a common theme at Commencement. When asked about whom they would like to thank, **Abigail Richie, OD '16**, and **Joelle Jaros, OD '16**, immediately pointed to each other. Both are now in Minneapolis. **Jesus Martinez, OD '16**, reacted the same way alongside **Niloufar Masheli, OD '16**. Hopefully, everyone will stay in touch.



Moving on from ICO not only means saying goodbye to friends, but also to helpful colleagues. Graduates mentioned favorite faculty members - Drs. Leshner, Goodfellow, To, Allen, Chaglasian, and many more.



Chris Roghair, OD '16, cherished their help in the IEI. “If you’re unsure about what’s going on, you can ask,” he said. “Being thrown into the fire all by yourself- to have to figure it out- that will be a change.”



Alicia Kinch, OD '16, wasn't going to get emotional until a very specific moment. "I feel like it's not going to be real until they say 'Doctor' for the first time." Thankfully, she only had a couple of hours to wait. Commencement went as smoothly as the crowd could have hoped for, from beautiful weather to the inspiring speeches.

This year's Commencement Speaker was **Millicent Knight, OD '87, FAARM**. She is currently the Vice President, Professional Affairs, North America, at Johnson & Johnson. Dr. Knight brought a message of ambition, open-mindedness, and inclusion to the Class of 2016. She

emphasized that optometry is never about a single doctor. "I must caution you that the degree that you receive today is not entirely your degree. It belongs to many... your families and key supporters... your future patients."

Dr. Knight encouraged the Class of 2016 to take specific steps after ICO: pursue relationships with legislators, give back to school and communities, support colleagues and professional associations, and constantly reach out to other health care practitioners. She believes that adversity is "a catalyst for learning" and not to be feared.

Dr. Knight, herself, was honored at Commencement with the Dr. Joseph L. Henry Achievement Award. Other accolades included a Doctorate of Science in Optometry offered to **Thomas A. Lawless, OD '71**, and Presidential Medals of Honor given to **Charles Brownlow, OD '71** and Mr. Michael Horstman.

The Class of 2016 has many mentors like these to look up to. They have joined an esteemed group of alumni- the largest of any optometry school in the United States. No one knows the advantages of this network better than Dr. Knight. "You are the best of the best," she assured. "Know you are prepared for



COMMENCEMENT



BY FATIMA IBRAHIM, OD '16

For years, I have dreamed of the day when I would say farewell to my academic career and hello to my professional one. I dreamed of the day that all of my efforts and the support of my family and friends would produce a degree. Now that the day is here, I am filled with mixed emotions.

Graduating means so much to me, to my family, and to those around me. It means that all of the years of studying and nights dedicated to memorization were worth it. It means that I can finally give back to those who have nurtured me and that I can help my community progress. It means that I cannot lose sight of my obligations and my duties. It means that I am responsible for providing the best vision care I can provide. It also means that I can say good-bye to student discounts and deals.

I am grateful for all the help I have received along the way. From my parents with their endless wisdom that far outreaches mine. From my brothers with their friendship, constant encouragement,

and listening ears. From my best friends with their humor and clever mnemonics shared during our early morning review sessions. From my professors and attendings, like Dr. Goodfellow, whose love of optics nurtured my own, and Dr. Harthan, whose guidance in clinic was indispensable. From the security guards with their endless coffee and genuine regard.

I am excited for what's to come - the patients that I will meet and treat, the lessons I will learn along the way, even the ocular injections that I may do. At the same time, I am also nervous that I won't always have the correct answer, but am confident that I will be the best doctor that I can be.

These four years of optometry school have gone by quickly, and I will always fondly look back on all of the experiences I have had, the hard lessons I have learned, the forever friends I have made, and more.

Here's to life after it all.

whatever comes your way, but if you need reassurance, you have 40,000 colleagues to call on. When you succeed, we all succeed. Get ready to face the world armed with the teachings, love, and support of one of the best institutions of higher learning in the world."

Four years can pass by quickly at ICO. However, the memories, bonds, and professional relationships last forever. Congratulations, Class of 2016. Get out there and change the world for years to come!



Close Up: Angelica Perez, OD '04



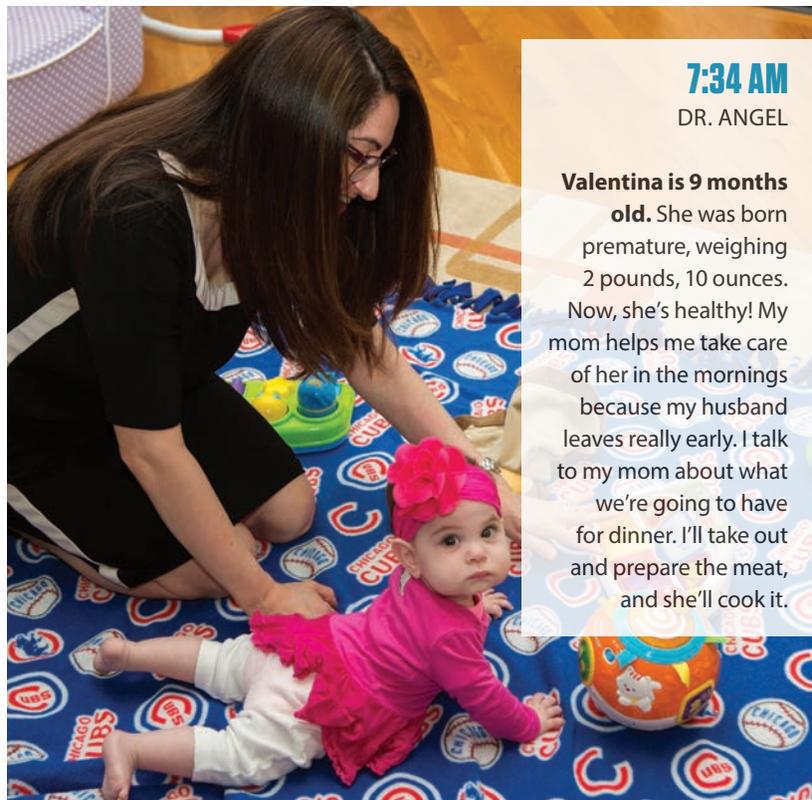
Interview by Lauren Faits

Photos by Brian Holloway and Aaron Ross

Twin sisters **Angelica Perez, OD '04**, and **Patricia Perez, OD '03**, have made optometry a family affair. Their older sister, Sandra, got her first job at a practice in Chicago. Sandra worked in that same building for years, watching many doctors come and go. Eventually, the Perez twins became ODs. They purchased that very same practice for themselves, and now share Perez Eye Care.

Drs. Patricia and Angel rotate between two Chicago neighborhoods for work. We followed them one afternoon, while Dr. Patricia practiced in Pilsen and Dr. Angel in The Loop. Even when they're apart, their days have a lot in common!

Close Up: Patricia Perez, OD '03



7:34 AM
DR. ANGEL

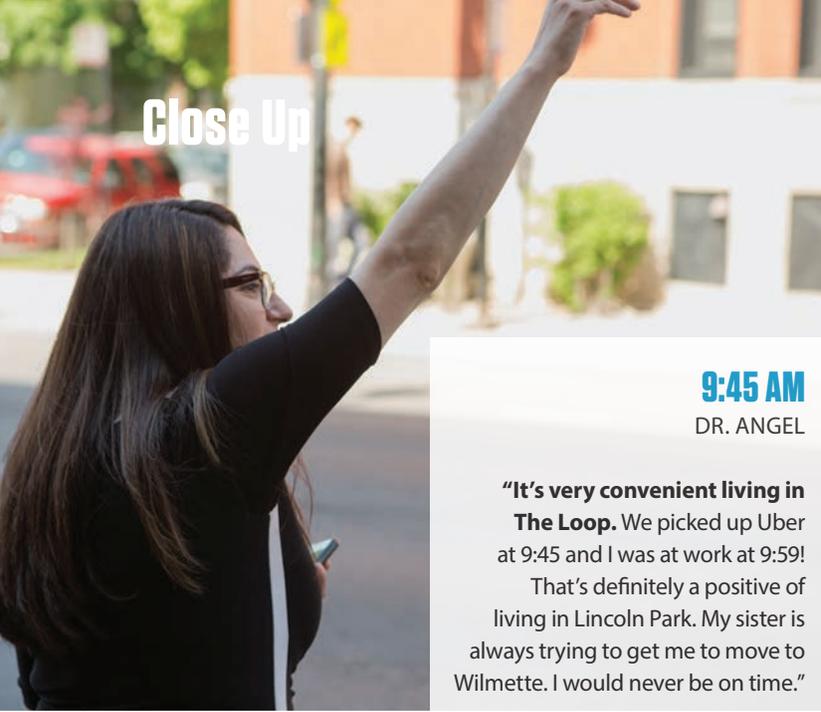
Valentina is 9 months old. She was born premature, weighing 2 pounds, 10 ounces. Now, she's healthy! My mom helps me take care of her in the mornings because my husband leaves really early. I talk to my mom about what we're going to have for dinner. I'll take out and prepare the meat, and she'll cook it.



7:34 AM
DR. PATRICIA

The first thing I do is get my daughters up to get ready for school. We start out with breakfast in the morning, which consists of either pancakes or oatmeal. After that, the five year old can kind of dress herself, but the little one... I have to do everything.

Close Up



9:45 AM
DR. ANGEL

"It's very convenient living in The Loop. We picked up Uber at 9:45 and I was at work at 9:59! That's definitely a positive of living in Lincoln Park. My sister is always trying to get me to move to Wilmette. I would never be on time."



9:45 AM
DR. PATRICIA

"I live in Wilmette, so it's a long commute. Normally traffic isn't too bad, because I've already passed the morning rush."



10:00 AM
DR. ANGEL

"When you walk into the lobby of the practice, it's very 'Wow!' It's not your usual drywall and paint. It's very ornate. It's always nice to see it in the morning. Also, within not even a block radius, I have a really good pool of other doctors for immediate care."



10:00 AM
DR. PATRICIA

"This mural is by Hector Duarte. He has done stuff at the Mexican Fine Arts Museum in Pilsen. One of the things he's known for is his butterflies, so we had him incorporate them."



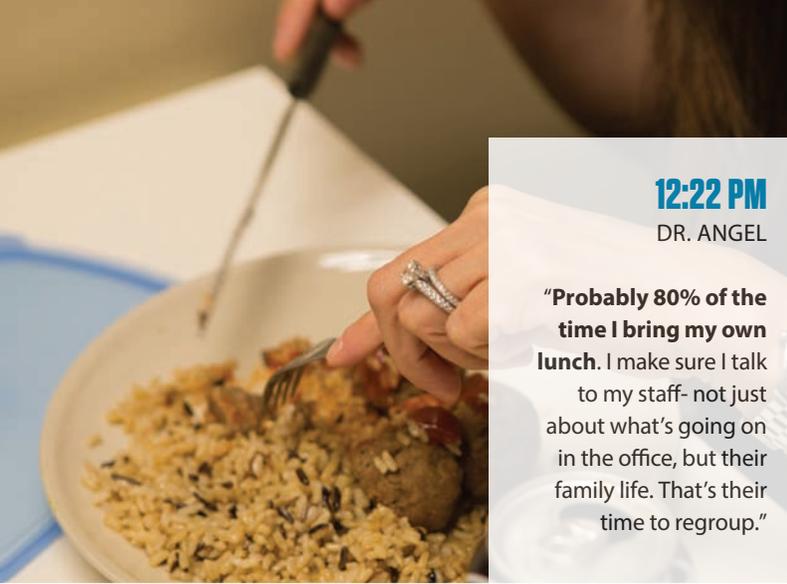
11:05 AM
DR. ANGEL

"We're going to move our doctor's office into this room. We were measuring, just to make sure everything fits there. In a private practice, you have to juggle the patients, staff, but also some business decisions during the day."

11:05 AM
DR. PATRICIA

"The doctors here cut glasses. Staff will leave the trays on the side of the machine, and that's telling me that there's a job waiting to be finished."





12:22 PM

DR. ANGEL

"Probably 80% of the time I bring my own lunch. I make sure I talk to my staff- not just about what's going on in the office, but their family life. That's their time to regroup."



12:00 PM

DR. PATRICIA

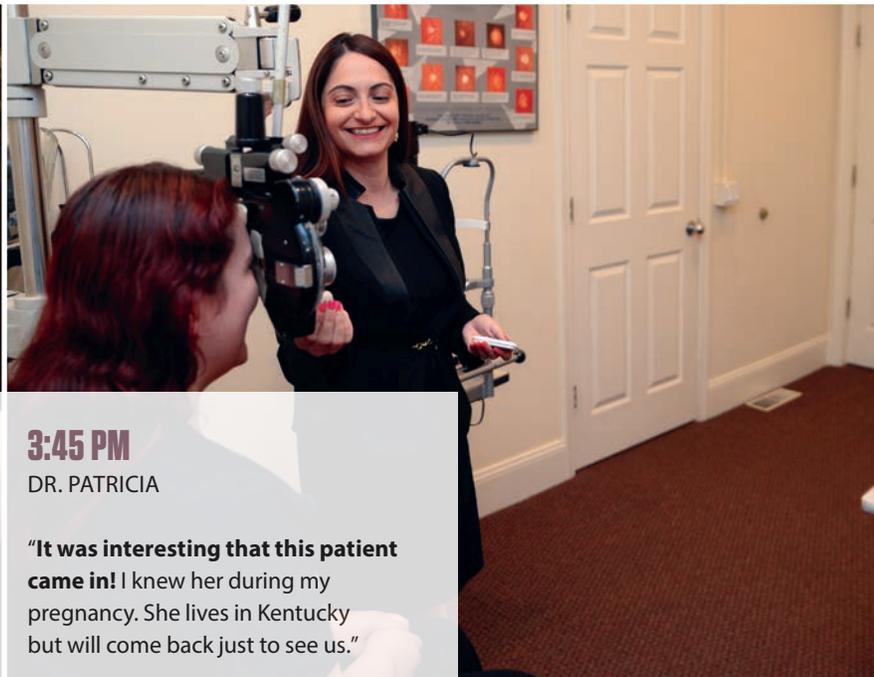
"Lunch time is NOT to talk about work. Maria and I chat about our kids. She has a son who's older. My daughter is in gymnastics and tee ball. One of the staff members just got a new car. We just talk about what's going on in our lives right now."



3:45 PM

DR. ANGEL

"Clear, comfortable vision is what my goal is... for the whole person. I make sure that they're healthy and comfortable with their whole experience, from the staff saying 'hello' all the way through to the end."



3:45 PM

DR. PATRICIA

"It was interesting that this patient came in! I knew her during my pregnancy. She lives in Kentucky but will come back just to see us."



6:00 PM

DR. ANGEL

"I'll call my mom and tell her to put the dinner in the oven. I'll also call my sister, Patty, to see how her day went and if there's anything I need to know for the next day."



6:00 PM

DR. PATRICIA

"I do a preliminary close out. I balance. Is everything accounted for? Then, I just say bye to the girls and finish all of my files. By the end of the day, the kids are all ready for bed and I have dinner with my husband."



DR. ANGEL

"I love working with my family. It's a great experience we have every day. It's nice to just know that I'm going to be seeing one of my two sisters. [Patty] is my best friend and colleague."

DR. PATRICIA

"We both know our weaknesses and strengths. She's the planner for the future, and I'm more of the saver. I do more glaucoma, she's does more keratoconus. She and I both linger a little longer than we should!"

STORIES OF SUCCESS

ICO LAUNCHES MULTIMEDIA CAMPAIGN FEATURING ALUMNI

BY JACQUI COOK

ICO alumni have many stories to tell, each one as unique as the way they practice optometry.

Some leave ICO and set up a private practice. Some join an existing practice or decide to take the corporate route. Some choose to share their wisdom through teaching, or find more knowledge with a fellowship or residency. No matter what path our alumni choose, each one advances the practice of optometry and makes the entire ICO community proud.

This year, ICO embarked on a project to capture some of those stories. This multimedia effort highlights the role ICO played in preparing alumni for their careers, while also showcasing the well-rounded lives these doctors have built. The campaign has its own page on ICO.edu with content that captures how great futures are “Made at ICO.”

To introduce you to the campaign, meet some of the alumni who let us visit them with our cameras in hand.



Drs. Daniel and Mary McGehee

Daniel McGehee, OD '88

Dr. McGehee practices at Swagal Wootton Hiatt Eye Center in Mesa, Arizona, the perfect place for him to pursue his passion for outdoor activities. He is an avid cyclist, frequently seen riding through the gorgeous Arizona desert landscape.

“You have to have that release – for me it’s cycling,” he says. “When I get on my bike, I really don’t like to think about the office. I don’t like to think about what’s happening in the rest of my life—I like to think about what I’m doing there on the bike.”

Dr. McGehee is a two-time finisher of the Hawaii Ironman World Championship Triathlon, the 2002 National 12-Hour Bicycling Champion, and still finds time to coach soccer and basketball for his kids. He says those family moments with his three children and his wife Mary McGehee, OD '89, also an optometrist, are what make his life the most fulfilling.

“I think it’s important that I split up my time – divide and

conquer my day—so I have time for exercise or an outside activity and have time for the family. Family comes first, no doubt!”

Reflecting on his career, Dr. McGehee says there are many similarities between his pursuits inside and outside the office.

“Optometry is a great profession,” Dr. McGehee says. “Day in and day out, in a clinical setting, it’s almost exactly like mountain biking. You need to divide and conquer the issues the same way I divide and conquer a climb.”

He has stayed in touch with ICO, and decided after about six years in practice that he would host ICO externs. He says that decision revitalized his commitment and energy for the profession and for ICO.

“I felt like I could give back to optometry,” he says. “Having the students here is a bonus for both the students and for me. I feel like the students have helped me as much as I’ve helped them.”



“Day in and day out, in a clinical setting, it’s almost exactly like mountain biking. You need to divide and conquer the issues the same way I divide and conquer a climb.”

– Daniel McGehee, OD '88

Tom Babu, OD '93 and Vasvi Babu, OD '93

Drs. Tom and Vasvi Babu are quick to give credit to ICO for their personal and professional success. The two met as optometry students, did a residency together at the Illinois Eye Institute, and now—20 years later—they operate a small chain of regional practices around Phoenix.

“ICO has a huge place in our story,” Dr. Vasvi says. “It’s how we met, it’s the foundation for our education. We’ve made lifelong friends there that we still have. There’s just so much that the school has given to us.”

Like Dr. McGehee, they have embraced the warm sunshine of Arizona and being an active part of their community. The two recalled how they chose Arizona in 1993 after Dr. Tom networked with another ICO alumnus who offered him the spot he was vacating. So, they loaded their U-Haul and proceeded to build a life there.

When they opened their own practice almost 20 years ago, they rejoiced at having 19 cents left over after all the bills

were paid. Today, they have a much larger business and have transitioned from their roles as doctors to CEOs, focusing on the business operations of their offices.

“At the point when we stopped seeing patients on a regular basis is when things really propelled for us,” Dr. Vasvi says. “We had the time and the energy to spend on creating systems, creating manuals, training guides, all that kind of stuff for our staff... things we never would have been able to implement had we been seeing patients eight hours a day.”

Both of them praise ICO for giving them the foundation to build a practice and eventually turn it into a successful business. They have never regretted the networking encounter that initially brought them to Arizona.

“Your goal in life is peace-of-mind. Happiness,” Dr. Tom says. “Don’t chase something that doesn’t achieve that happiness. Quality of life – that’s it.”



“ICO has a huge place in our story,” “It’s how we met, it’s the foundation for our education. We’ve made lifelong friends there that we still have.”

– Tom Babu, OD '93



“Living in Florida, dinner can also be on the beach. We love the beach. It’s part of our life balance.”

– Nathan Bonilla-Warford, OD '04

Nathan Bonilla-Warford, OD '04

Dr. Bonilla-Warford recently opened what he says is his “dream practice” because it involves his favorite things: kids, vision therapy, and LEGO bricks.

He’s owned his first practice, Bright Eyes Family Vision Care, for 10 years and recently opened the second office, Bright Eyes Kids, his new practice in the Tampa, Florida, area for children.

“I just opened my dream practice, focused completely on kids and vision therapy,” he says. “I get to run the practice exactly how I want to, which means a lot of LEGOs!”

In fact, the website for Bright Eyes Kids notes, “Dr. Nate loves to trade LEGO mini-figs so bring one to your exam to trade.”

Reflecting on his optometric career, Dr. Nate says the life he began at ICO benefits his own children, too.

“I love the fact that I get to eat breakfast and dinner with my kids,” he says. “Living in Florida, dinner can also be on the beach. We love the beach. It’s part of our life balance.”

Dr. Bonilla-Warford credits ICO with giving him the tools he needed to successfully build his own practice as a young optometrist.

“Because of the independent and entrepreneurial atmosphere at the college, I was exposed to the thought that I too could own and operate my own practice,” he says. “The faculty that taught there also owned their own practices which made for a much more real-world education—shadowing opportunities, private practice clubs and business advice. It prepared me in such a rich way. Without these experiences, it would have been harder to get to where I am now.”



“It’s kind of a weird, wild path that I went on, but each practice really helped me grow and let me see different types of patients while still offering good care.”

– Iris Matsukado, OD '92

Iris Matsukado, OD '92

Dr. Matsukado’s story is an interesting one, involving (at different times) the Toronto Blue Jays, Sears, and the Moms of Mayhem.

Let’s start with baseball. A native of Hawaii, Dr. Matsukado knew very little about baseball when she arrived at ICO. In a baseball town like Chicago, she couldn’t help becoming a fan! While she was teaching in primary care following graduation and residency, she met a doctor from Florida who later called her to say he had a job opportunity with the Toronto Blue Jays.

“He had just gotten a contract with the Toronto Blue Jays to work with their major league team and farm team with vision therapy,” Dr. Matsukado says. “He did vision therapy but mostly focused on the vision and learning aspect. He ... had no idea on how or where to start for sport vision. I was brought on to help with that and I’m glad I did.”

“For me, working in sports vision was great at that time because I was so into baseball,” she recalls. “It was perfect for me.”

After that contract ended, she went to work in corporate practices, eventually holding five leases at one time. As her

family responsibilities grew, she scaled back to holding one lease and also employs another doctor there.

So, about those Moms of Mayhem?

Dr. Matsukado and her two best friends compete in karate competitions as the Moms of Mayhem. Her children also compete, and she says optometry has given her the flexibility to be part of karate and part of a rewarding profession.

“I am very happy,” she says. “It’s kind of a weird, wild path that I went on, but each practice really helped me grow and let me see different types of patients while still offering good care. You are able to practice wherever you want to, as much as you want to, and help different types of people.”

Millicent Knight, OD '87

Dr. Knight’s history with ICO goes back to long before she was a student. Her father brought her to the IEI at the age of 8 after a teacher recommended she get an eye exam. At the time, neither of them could have guessed it was putting her on the path to optometry.

“I went to vision therapy probably once a week,” she recalls. “I was 8 and my dad said he picked me up from vision



“I was 8 and my dad said he picked me up from vision therapy one day and I just very matter-of-factly said, ‘Dad I’m going to be an eye doctor.’”

– Millicent Knight, OD '87

therapy one day and I just very matter-of-factly said, ‘Dad, I’m going to be an eye doctor.’”

She achieved that dream years later, graduating from ICO and launching a career that has encompassed many types of practice opportunities, from a hospital-based setting to private practice to corporate optometry. In April 2014, she was named to her current role as Vice President of Professional Affairs for Johnson & Johnson Vision Care, North America.

While she no longer cares for patients in a direct doctor-patient role, Dr. Knight still believes what she is doing at Johnson & Johnson honors her ICO education by helping improve eye health for large populations rather than individual patients.

“When I was in practice, you come into the office, you look at your patient schedule, but you have no idea what each patient is going to present,” she explains. “You do know that you’re going to be, for the most part, helping them deal with an eye-related issue. Here, it’s very different. My day can go from having a meeting with my team to see how we best execute our company’s enterprise strategy, to talking with the marketing team. I may spend time on the leadership team board looking at our forecast for the year and moving forward. I spend time with research and development looking at what products need to come out of our pipeline,

and I spend time with our students. So it’s really varied and it’s exciting, because it’s always something new and some new challenge every day and I sort of relish that.”

This year, Dr. Knight returned to ICO with a very special mission, to be the 2016 Commencement Speaker. As she looks out on that group of new optometrists, what does she think it takes for them to become as successful as she has been?

“I think you have to be committed and you have to be tenacious,” she says. “You can’t take ‘No’ for an answer. You have to be clear about what your objectives are, and you have to be smart enough to know that sometimes you have to redirect.”

Now Tell Us Your Story

The people in this article represent just a tiny fraction of ICO’s successful alumni network. We know the world’s best-prepared ODs were made at ICO- including you! Tell us your story. If you are interested in being interviewed or just want more information about the project, please contact communications@ico.edu.

Jacqui Cook is a freelance writer for ICO Matters. She may be reached at Jacqueline.k.cook@gmail.com.

Essentials: Gary G. Gunderson, OD '79



As an educator, **Gary G. Gunderson, OD '79**, has traveled to many international meetings. He has brought his optometric insight to Germany, The Czech Republic, Spain, and Australia. Most recently, Dr. Gunderson visited Cuba with a presentation on keratoconus. As relations with the United States are only just beginning to normalize, many aspects of Cuba remain mysterious to Americans. Dr. Gunderson found, in his opinion, “one of the best health care systems in the world.”

Here are some essential takeaways about Cuba that Dr. Gunderson gleaned from his 2016 visit:



THE STATE OF OPTOMETRY

“Cuba has 2 optometry schools. 98% of optometrists there are women. Health care, including eye exams, is free to citizens. Cubans pay for materials such as spectacles, contact lenses, and solutions. For budget reasons, contact lenses are not encouraged. The cost of solution alone is 6 dollars, when the income of most Cubans is 20-25 dollars a month.”



THANKS, OBAMA.

“Recently, President Obama has made inroads to restore relations with Cuba. He was in Havana while I was there and I saw his motorcade. Some of buildings in Cuban cities are already being converted to hotels to house the expected increase in American tourism.”

ARROZ CON FRIJOLES

“A common dish in Cuba is rice and beans, which I enjoyed very much. Many of the recipes are guarded family secrets- the same way chili or barbeque recipes are cherished in the United States.”



THE PERFECT PAIRING

“It is easy to see that rum and cigars are major parts of the Cuban economy. Sugar cane and tobacco are grown extensively. The government owns most restaurants, so prices are fixed on these goods with little or no competition.”

VEGGIE TALES

“Food is sold from small storefronts as parts of people’s homes, or from carts on the street that can be moved from place to place. There is no refrigeration, sanitation control, or packaging- just a friendly ‘Buenos días’ and ‘How may I help you today?’”



HOW DO I GET THERE?

“Public transportation for the average Cuban is free outside cities. Government-provided trucks and open-air buses pick people up. There is generally no seating and never any air conditioning. In the cities, there are private motorcycles, bicycles, buggies, and taxis. Prices are negotiated; I noticed they vary between locals and tourists.”

GUANTANAMERA

“Wi-Fi is currently being installed in the major city squares in Havana, but devices and service are beyond the means of most Cuban citizens. Music and dance are favorite forms of entertainment. ‘Guantanamera’ is a well-known, patriotic Cuban song. I heard people singing it all the time!”



THE SANTA CLAUS OF CARS

“I have been an avid car enthusiast for most of my life. When Fidel Castro rose to power in 1969, U.S. relations with Cuba were cut off. American-manufactured cars stopped coming. Now, cars from 1958 or earlier line Cuban streets like in a parade or old movie. I decided to bring parts from my 1958 Chevy Impala. I distributed them to car owners as I walked the streets of Havana. One gentleman shook my hand and said, ‘God Bless America.’”

PRIORITIZING PRACTICE MANAGEMENT

BY LAUREN FAITS

Each time a crop of optometrists graduates from ICO, we are given a golden opportunity to listen. We gather exit surveys, hold feedback meetings, and communicate with alumni in an effort to improve our institution. Over time, a clear message has taken shape. ICO's clinical education is consistently regarded as our strongest trait. However, our focus on practice management could be stronger. In direct response to this feedback, we are proud to announce an improved curriculum- one that shines a much brighter light on practice management.

Practice management fundamentals have always been present at ICO. Until now, we've offered a Business of Optometry course, related electives, events, and clubs. Much of this content has historically been optional, though, as practice management is not highlighted on NBEO exams. Says Eric Baas, OD '06, our new program "will put ICO at the forefront in preparing new graduates to succeed in the business aspects of optometry."

This initiative was developed carefully over time. For the past two years, a group of ICO faculty and staff has been intensely dedicated to this process. The team studied curricula at other schools, best practices across healthcare disciplines, current educational materials and teaching resources, and insight from private practitioners. They thoroughly analyzed the core ethical, legal, administrative, and clinical issues surrounding practice management. ICO's resulting robust curriculum will best prepare its graduates to provide patients with high quality, accessible, and cost-effective vision care.

There were already 50 hours of practice management-related coursework in ICO's program. This new enhancement adds in workshops, group activities, and online assignments for a total of around 80 hours. Practice management concepts will be present in every quarter across all four years. Enterprising individuals can also opt in to an elective practice management track containing 100 additional hours of content.

The goal of this new program is to marry ICO's iconic clinical experience with the business side of optometry. The curriculum explores professional responsibilities, ethics, finance, administration, and more. Graduates will leave well-rounded, having crafted a tangible plan of entry into real world practice.

The Class of 2020 will be the first to experience this new format. New programming will be phased in over four years. "It is so exciting to have an identifiable practice management track starting for the first year students and continuing through their entire optometric education," says Janice Jurkus, OD '74. Geoffrey Goodfellow, OD '01 agrees, "This curriculum propels students to embrace the business aspects of optometry no matter what their desired mode of practice will be."

We especially thank you, our esteemed alumni community, for your feedback. Your dedication to this institution keeps us growing and evolving. Programming updates like this one benefit our students, but also add value to your established degree from ICO. We hope you are as proud of this initiative as we are.

"This curriculum propels students to embrace the business aspects of optometry no matter what their desired mode of practice will be."

– Geoffrey Goodfellow, OD '01



Class Notes

1940s

1949

Jim Tumblin (NICO), a Fountain City, Tenn. historian, has written a new book titled, "Fountain City: People Who Made a Difference." Fountain City is a neighborhood in northern Knoxville that was the largest unincorporated community in the U.S. prior to 1962, after which the town became annexed with Knoxville.

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1950s

1956

Ellis Miles retired after 60 years in practice. He served the Los Angeles County Optometric Society as Treasurer for 18 years, Secretary for 5 years, and President for 2 years. He was also politically active in the California Optometric Association.

.....

1960s

1962

Myrel A. Neumann, owner of Midwest Vision Centers, Inc., opened his 20th retail optical location in Detroit Lakes, Minn. He opened his first location 50 years ago this year.

1968

Derrald Taylor has been recognized for providing 40 years of service to low-vision children studying at the Illinois School for the Visually Impaired. Though semi-retired, he plans to continue serving in the ISVI clinics for as long as he is able.

1970s

1971

Larry Swanger received the 2016 Citizen of the Year award from the West Des Moines Chamber of Commerce. He owns and practices full-time at Valley Eye Clinic Vision Source in West Des Moines, Iowa.

1976

Mark Ritzinger of River Falls, Wisc., has retired after 40 years in practice. Retirement plans include exploring the great outdoors and mentoring young entrepreneurs.

.....

1990s

1993

Mark Henry, owner of Primary Vision Care, Inc., in Newark, Ohio, was honored by Cleinman Performance Network for his commitment to professional development.

1994

Liz Erley, owner of Wink Optical in Boulder, Colo., was one of twelve Boulder businesswomen recognized for outstanding entrepreneurship.

.....

2000s

2000

Wendy Stone has been named ICO's Assistant Dean for Didactic Education. Her new position begins July 1, 2016.

2003

Pavan Avinashi was named 2016 Young Entrepreneur of the Year by the West Vancouver, British Columbia Chamber of Commerce.

Jill Hart was named 2016 Optometrist of the Year by the South Dakota Optometric Society. She has served in several

positions within the SDOS, including chair of the legislative committee, PAC chairman, and vice president. Dr. Hart also serves as the vice president of the SD Board of Examiners of Optometry.

2004

Ryan Haiar was recently elected president of the South Dakota Optometric Society (SDOS). He is a partner at EyeSite in Sioux Falls and has a special interest in ocular disease management, specialty contact lenses, and surgical co-management.

Amy Lagina and her husband welcomed their first child, daughter Evelyn Ava, on February 22, 2016.

2005

Deana LaBrosse, following many years of providing mobile eye care services, has put down roots and opened Evanston Eye Wellness in Evanston, Ill., last March.

2007

Theodore and **Carrie Sees**, owners of Rockford Family Eyecare in Rockford, Mich., were featured in the April issue of *INVISION*. The article offers a peek into how the couple, who have two small children, balances work and family.

2009

Ashley Crabtree was named 2016 Young Optometrist of the Year by the South Dakota Optometric Society. She is the owner of Madison Vision Clinic, a private practice in Madison, SD.

.....

Friends and Faculty

Elyse Chaglasian has been named ICO's Assistant Dean for Community Based Education and International Programs. Her new position begins July 1, 2016.

Andria Pihos has been named ICO's Assistant Dean for IEL Patient Care Education. Her new position begins July 1, 2016.

In Memoriam

1940s

1948

Ira Max Deal, NICO, Starbuck, Minn., Dec. 17. He served in the U.S. Marines from 1942-1945. He purchased an optometric practice in Mt. Pleasant, Iowa, where he provided services for over 40 years. He enjoyed an honor flight trip to Washington D.C., in 2006.

George Nickelsen, NICO, Tacoma, Wash., April 6. He served in India in the U.S. Army during WWII in the medic corps optical lab. He practiced in Auburn for 35 years and was married for 73 years.

Marlin C. Wilson, NICO, Chattanooga, Tenn., March 28. He was a proud ICO graduate and practiced optometry for over 50 years before retiring in his 70s.

1949

Joseph D. Barlar, NICO, Foley, Ala., May 5. He proudly served in the U.S. Navy aboard the USS Southerland. He practiced optometry for 65 years.

Michael J. Chakeres, NICO, London, Ohio, March 9. He joined the U.S. Navy at the start of WWII, volunteering for the Seabees, an elite underwater demolition unit later known as the Frogmen. His many achievements and areas of involvement include serving as Ohio Department Commander of the American Legion, President of the Veterans Service Commission of Madison County, and induction into the Ohio Veterans Hall of Fame in 2004.

Louis Edwin Steinfeld, NICO, Cordova, Tenn., Feb. 9. He served in the U.S. Army Air Force in the 63rd Bomb Squadron (Heavy) during WWII. He spent many years as a pharmaceutical representative until his retirement.

1950s

1950

S.M. "Stanley" Harmon, NICO, Mankato, Minn., March 30. He served his country in the U.S. Navy during WWII in the Pacific.

Richard C. Ritzinger, NICO, River Falls, Wis., March 30, 2015. He practiced optometry in River Falls for 50 years.

1958

Roger D. Wilson, Eau Claire, Wis., March 9. He practiced in Clintonville, Wisc., for 45 years. After selling his practice, he continued practicing at the Menomonie Tribal Clinic until retirement.

1960s

1963

Robert Niemann, Lake Suzy, Fla., March 21. He served three years as an optometrist in the U.S. Air Force at Lowery Air Force Base in Denver, Colo. He practiced for 36 years in Webster City, until his retirement in 2002.

1969

John L. Regner, Kenosha, Wis., April 15. A third generation optometrist, he began his career alongside his father, Leon Regner, OD '40, later establishing his own practices in Kenosha.

1970s

1971

Victor Connors, Wonewoc, Wis., June 6. Connors previously served as president of the American Optometric Association, the World Council of Optometry, and the World Optometry Foundation. He advocated for the profession at a global level, and was instrumental in optometrists gaining the privilege to prescribe medication for the treatment of eye diseases in Wisconsin and other states.

1975

Donald W. Rossi, Pekin, Ill., Feb. 16. He served as a Corpsman in the U.S. Navy from 1966-72.



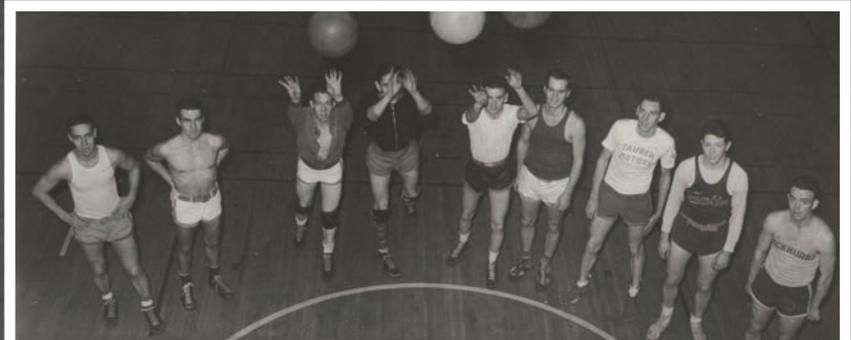
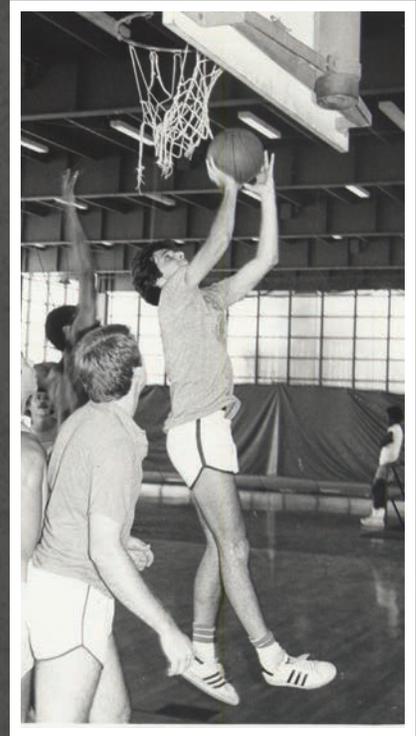
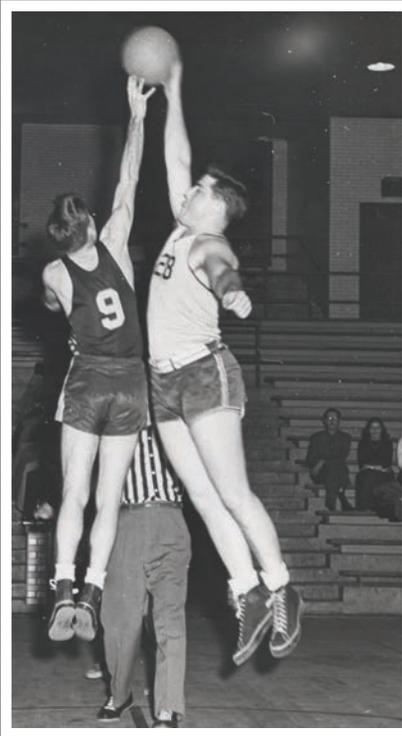
1971

Thomas A. Lawless, OD '71, DOS passed away on June 19. He established his private practice in Dixon, Ill., and cared for his community for nearly five decades, recently joining the KSB Medical Group in 2010. His passion for optometry and care for others allowed him opportunities to serve as a leader within the Illinois Optometric Association, Illinois Optometric Licensing and Disciplinary Board, Association of Regulatory Boards in Optometry, National Board of Examiners in Optometry, and World Council of Optometry.

Dr. Lawless served on ICO's Board of Trustees for over 10 years, including as Chairman from 2001-2004. He received recognition throughout his career for his distinguished service to the profession, support and advocacy on behalf of optometric education, and contributions to the visual welfare of the public. Most recently, during ICO's 2016 Commencement, Dr. Lawless received the Doctor of Science in Optometry (DOS) honorary degree for his contributions and dedication to ICO and the profession.

Vault

CHICAGO IS A CITY THAT LOVES ITS SPORTS - baseball, basketball, hockey, and more! ICO doesn't have any official teams, but that doesn't stop our students. Our gym, fitness center, and RC field host many a competitive game. The ICO Vault contains sporting images from across history, both on campus and off. Who says there's no time to play in optometry school?



Datebook

WHITE COAT
AUG 27

JULY

July 5-10

NOA Annual Convention
Chicago

July 11-15

Focus on Your Future Program
ICO Campus

July 30-August 6

Summer Quarter Final Exams

AUGUST

August 2-3

NBEO Part 1 Exam

August 11-14

Class of 2020 Orientation

August 15

First Day of Fall Quarter

August 20

ICO Olympics

August 27

Parents' Orientation, President's
Welcome, and White Coat Ceremony
ICO Campus

SEPTEMBER

September 9

Alumni Council Meeting
ICO Campus

September 9-10

ICO's Homecoming

September 22-25

Illinois Optometric Association
Convention
Crowne Plaza, Springfield, Ill.
ICO Exhibit Booth

OCTOBER

October 22-29

Fall Quarter Final Exams

October 30-31

Continuing Education Program
12 Hours – Tested
ICO Campus

NOVEMBER

November 11

AAO - Academy
ICO Alumni and Friends Reception
Anaheim

November 14

First Day of Winter Quarter

November 24-26

Thanksgiving Break



ICO

Illinois College of Optometry

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Last Look



A Shedd Aquarium diver in ICO gear takes a break from feeding fish and swimming with stingrays to wave to our camera. She entertained guests at this year's Eye Ball formal dance. What a cool job- almost as cool as optometry!