

# ICO MATTERS

FALL 2015 • V14 ISSUE 3

**SOCIAL  
MEDIA  
REVISITED**  
FIVE YEARS LATER

**MILLENNIALS IN  
OPTOMETRY**

**THE AFFORDABLE  
CARE ACT**

**HOMECOMING 2015**

**MAGAZINE OF THE ILLINOIS COLLEGE OF OPTOMETRY**





# JOINUS

APRIL 8, 2016 FOR THE 19TH ANNUAL ICO

## PRACTICE OPPORTUNITIES SYMPOSIUM

The **19th Annual Practice Opportunities Symposium** will be held on Friday, April 8, 2016. Preparation is underway and alumni are needed to share their knowledge and experience with students. This is a great way to give back to ICO and the future generation of optometrists. It is also an opportunity for you to find a potential associate who may be a great fit for your practice someday soon.

The symposium involves a variety of interactive small discussion groups (which represent the various modes of practice) and a networking reception with students and exhibitors.

**IF YOU HAVE EXPERIENCE IN ANY OF THESE CATEGORIES,  
CONTACT US:**

Private Practice  
Corporate Practice  
Specialty/Non-traditional Practice  
Multidisciplinary Practice  
Hospital/Medical Center  
New in Practice

Externship Preceptor  
Residency Graduate  
Practice Management Expert  
Canadian Practitioner  
Transitioning Your Practice  
Academia

Please contact Daphne R. Anderson  
at [Careerdev@ico.edu](mailto:Careerdev@ico.edu) or 312.949.7081  
to add you name to the list of alumni  
participants or for questions. Space is  
limited for each panel and category!



## On the cover:

Navy Pier and the Chicago skyline beautifully illuminated during the 2015 Homecoming Odyssey cruise.

## Features

### 12 Social Media Revisited

We check in with previous *ICO Matters* interviewees to learn how social media has evolved in the past 5 years.

### 18 Close Up

ICO's Young Alumnus of the Year reflects on how he fell in love with optometry, academia, and his wife.

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A helpful guide to how this landmark legislation WILL affect your practice.



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*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](mailto:communications@ico.edu)

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IBC Datebook

BC Last Look

# A NEW VOICE FOR ICO

[ICO.edu](http://ICO.edu)

[blog.ico.edu](http://blog.ico.edu)



**We have been listening. We've been paying attention to feedback from our students, faculty, staff, and alumni. As a result, ICO is learning more about how our established program is perceived in the universe.**

For the past several months, we worked with Junction Lab, a Chicago-based firm, to get a better perspective on the emotional factors that are driving enrollment decisions among potential ICO students- even the ones that didn't choose us. How did they come into the profession of optometry? Why did they select, or not select, ICO?

Many of the things we learned were expected, but a few new insights were surprising. One of the takeaways—and one that you, no doubt, have been hearing a lot about lately—is the shifting attitudes of Millennials. For most of this generation, it's not about going to the "best school" or even being the "best doctor." It's about having a career that fuels the lifestyle they've always wanted.

We have been working to translate all of our discoveries into a clear, articulate brand position. Today, we think we have found a better way to share ICO's story in a unified, powerful voice. Not to worry- the nuts and bolts of ICO's esteemed program are still the same.

So, what does all this mean for the largest optometry network in the land? Simply this:

the journey to becoming a great doctor isn't taken alone. Within the confines of our campus on the South Side of Chicago, you are part of the experience.

From the start, many alumni provide potential and current students with shadowing opportunities. Others are externship preceptors during the fourth year. Then, even more open the right doors for graduating students to become practicing doctors. We appreciate your time, the willingness to open your practices, and your pearls of wisdom. We hope you will continue to do these things; they're part of what makes ICO students best prepared to practice!

ICO uniquely prepares students to become great doctors. With a nod to that message, we encourage you to explore the redesigned [www.ICO.edu](http://www.ICO.edu). There, you will get a feel for ICO's updated tone and personality. Eventually, we hope you'll visit your alma mater in-person to see even more growth: a renovated RC, updated print and digital assets, even improved live interactions. These and more prepare ICO students for life.

*By Jenni Gaster Sopko, MA*

## Heard around campus:

*What does it mean to be #ICOPrepared?*

*"Being #ICOPrepared now means being the best in our field later!"*

*– Nicole Gall, '17*

*"Living in the RC, studying until late hours in the study lounges, going for RC adventures, and meeting some awesome people. Wouldn't have it any other way." #ICOPrepared*

*– Brianna Branch, '19*

*"When I put on this white coat and walk into IEI, I know this is what I want to do and I know this is where I want to be. That horrendous stack of notes we got at the beginning of the quarter (and more still to come) doesn't feel so heavy anymore. I am #ICOPrepared"*

*– Winnie Li, '19*

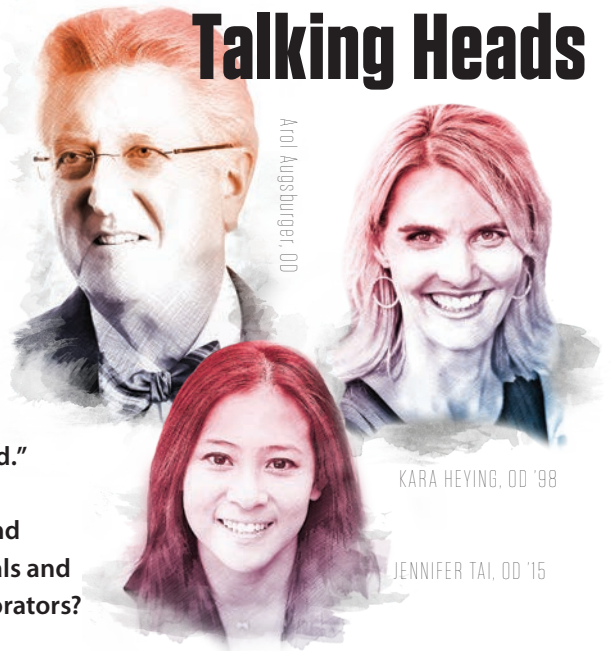


# Talking Heads

**"Millennials" (1982-1995) are now entering and graduating from ICO. According to Teaching at Its Best, Millennials are "the most diverse generation- economically, politically, ethically, racially, and culturally" ever to enter the working world.**

**This generation is- "self-confident, extremely social, technologically sophisticated," but also "impatient, demanding, stressed out." Generally, Millennials don't feel "called" to eye care. A study by Junction Lab commissioned by ICO revealed that Millennials don't aspire to be "the best," but rather "best prepared."**

**How can practicing optometrists improve their hiring practices and work environments to welcome Millennials? What could Millennials and their predecessors do to be more effective colleagues and collaborators?**



## AROL AUGSBURGER, OD

Self-confidence and plural interests sometimes cause experienced practitioners to misunderstand Millennials' motivation and work ethic. Here are several opportunities to consider for experienced optometrists who are bringing Millennials into their practices:

- Set clear expectations. Identify priorities. Define excellence in performance regularly, not just at the end of the year. Remember to be flexible and reasonable. Focus on outcomes and results. Don't expect them to necessarily approach their work as you did when you started.
- Be sure to give feedback about results and outcomes. Resist the urge to tell them how to get their work done. Remember, they are bright people who are used to learning something new each day. Reinforce their efforts and successes regularly.
- Help Millennials to give back, affect change in their communities, and better society. Successful Millennials know that giving back is not just about money, but also about offering skills and talents that can change their communities in new and inventive ways.

## KARA HEYING, OD '98, ICO ALUMNUS OF THE YEAR

It actually surprised me that Millennials are considered "impatient, demanding, and stressed out." As a private practitioner who has practiced in the same city for 17 years, those "restless" characteristics seem rather negative if one was looking to welcome a new associate or partner into their practice. Fortunately, I didn't observe those specific kinds of behaviors in most of the people I interviewed recently.

The most common trait was that all the students I spoke with were very prepared for my interview. It was clear they had spent time becoming familiar with our office website, had learned some facts about our city, and a few even discussed ways they might be able to get involved within the community to drive patients into the office.

Our practice just added a new '15 ICO graduate (Millennial) this June! We found the perfect fit when Dr. Ryan Berger joined our practice. With his outgoing personality and interests in contact lenses, CRT, and sports vision, we already have the beginnings of a great future together.

## JENNIFER TAI, OD '15

It's crucial to have an open, honest conversation about what each office's values are with regards to patient care- what their business goals are, what their practice management style is, etc. I think people who share the same core beliefs would work best together regardless of age, race, or gender.

I think it's important for the new grad ODs to treat a practice as their own. This is not only respectful to the hiring doctor who put faith in someone less experienced, but also beneficial to the new grad as it grants more learning opportunities with every extra patient encounter.

I don't think asking for a fulfilling, well-paying job after many years of grueling education is unreasonable. Furthermore, diverse hobbies and aspirations help us be more well-rounded and connect to patients on a human-to human level.

Bottom line is this: I think people are all unique and a lot of great candidates could be overlooked if people are generalized based on their birth year.

*To see a great example of Millennial-focused job-seeking tools, visit [CovalentCareers.com](http://CovalentCareers.com). Thanks to **Aaron Lech, OD '01, FAAO**, for the recommendation!*



## Editor's Note



Shortly after I came to ICO, my team received a gift. This gift didn't come in a bag or paper-wrapped box, mind you. It came in the form of a study.

An outside company had compiled months of research on ICO's student body- why candidates choose our school, why they don't, and how our grads feel after leaving. The results were enlightening. Since ICO received this gift, we've been pushing ourselves to adapt in response.

This issue of ICO Matters is all about adaptation. It begins with how optometry is adapting to Millennials. Then, we see how one of our alumni made the jump from private practice to academia. The lens widens as we hear how our nation is adapting to the Affordable Care Act. We even share how ICO's brand is updating its voice to better communicate our strengths to the world.

Please enjoy, and remember what Albert Einstein said: "The measure of intelligence is the ability to change."

*Lauren Faits, Editor*

## Focus on Your Future

ICO's **Focus on Your Future** summer program wrapped up on July 17. This week-long visit introduces ICO and the field of optometry to undergrads from underrepresented communities and groups.

Twenty participants from across the country met ICO staff, faculty, students, and alumni, and also explored Chicago. A thank you from one of the visitors reads, "It was a pleasure meeting each of you as well as the 19 other aspiring

optometrists that I was able to get to know. The administration, faculty, students, staff, and members of the community that I encountered were very welcoming and hospitable. I value the opportunities I had for hands on learning and insightful speakers. As a result, we were able to learn a great deal from a dedicated team."

We were honored to have these optometric achievers on-campus. We hope to see them all again very soon.



## IOA

ICO excelled at this year's Illinois Optometric Association convention. The gathering, titled "Optometric Insight 2015," was based in Itasca, Illinois, September 17-20. Since this convention is in our home state, ICO played a big role throughout.

ICO sponsored the IOA luncheon, where **ICO President Arol Augsburger, OD**, gave a welcoming address. CE opportunities were available across the weekend, including a student track exclusively for aspiring ODs. ICO also had a table in the Exhibit Hall where 13 alumni signed up to be new Alumni Ambassadors. We are excited for this new crop of mentors to engage with our students.

ICO's best and brightest were recognized with several awards over the course of the convention. **Karina Nikogosian, OD '11**, was named Illinois Young OD of the Year. **Bob Steinmetz, OD '03**, was named Illinois OD of the Year. Finally, ICO professor **Christine Allison, OD**, was declared President-elect of the IOA.

Next year's IOA is slated to be held in Springfield, Ill.



# #WelcomeToICO, Class of 2019!

August 12, 2019, was gorgeous and sunny- the perfect backdrop for Move-In Day at ICO. The Class of 2019 arrived at the RC ready to move in to their new home. The orientation team met the new group of future ODs with carts and

helping hands. Everyone was motivated by music from ICO's first-ever Spotify playlist, curated by the Class of 2019. That evening, to help ease the transition of moving to a new city, the orientation team held an outdoor dinner.

with icebreaker sessions. They discussed which restaurant has the best deep dish pizza, interesting facts about their home towns, and other fun information. Already, new students were forging strong friendships with their colleagues.



Four days of orientation followed. There were lectures and presentations to prepare the students for the challenges of optometry school. VP and Dean of Academic Affairs Stephanie Messner, OD, assured, "We believe in you. We believe you can do this." This sentiment was reflected by faculty, staff, and an ICO current student panel.

After receiving their IDs and stacks of notes for the quarter, students bonded

Each night, the orientation team took the Class of 2019 to favorite spots in Chicago. The final city adventure was an architectural boat tour. Many students called this their favorite part of orientation weekend. It was a relaxing way to conclude a week full of welcome.

We wish the new class much success! Pictures and memories from move-In and orientation can be found on social media with the hashtag #WelcomeToICO.

## ICOLympics

All four ICO class years took to the RC Field on Saturday, August 22 for ICOLympics. This competition, which takes place every summer, features class representatives facing off in sporting events. Favorite games include Tug-of-War, Water Balloon Toss, Watermelon and Hot Dog Eating, Volleyball, the Limbo, and more. Each team showed immense school spirit. Colorful signs and themed t-shirts helped cheer students on.

The most physical event by far was dodgeball; our future ODs get competitive over more than just exam scores!

At the end of the day, the Class of 2017 took overall victory. They were crowned champions of ICOLympics. The title won't stay in one place for long, however. The Class of 2019 has already declared a rivalry with not-yet-arrived Class of 2020.





## White Coat

The Class of 2019 participated in the annual White Coat Ceremony on Saturday, August 29. ICO faculty presented coats to 174 individuals. These coats represent the beginning of students' optometric education.

"It's symbolic," said Celina Lewis, '19. "Just getting our physical jackets, we really feel like we're crossing the threshold. It's an exciting time."

This joy was shared by Scott Hacker, '19. While he did not get into ICO the first time he applied, Hacker did not give up. He re-took the OAT, and worked alongside a doctor for a year. Finally, he has made it. In his new coat, alongside his parents, he smiled, "It's kind of a dream come true."



To see White Coat Ceremony photos taken by ICO, visit our Flickr. Student-generated images are also available on Instagram via hashtag #ICOWhiteCoat.

## 50 Most Influential

As part of its 50th anniversary, *Optometric Management* published a "50 Most Influential in Optometry" piece. Unsurprisingly, several ICO faculty members and alumni made this prestigious list:

### **Arol Augsburger, OD, MS, FAAO**

"Receiving numerous national and state awards, Dr. Augsburger has been honored for his contribution to optometry's evolution as an integral part of the nation's health system. He has served for more than 45 years at the nation's optometric colleges, including the Illinois College of Optometry, where he currently serves as president."

### **Irvin Borish, OD NICO '34 (deceased)**

"Borish, 'The father of clinical optometry,' wrote the textbook *Clinical Refraction*, a must-have for optometry students, was a founder of the School of Optometry at Indiana University, a participant of the famed LaGuardia meeting, a teacher, an

inventor and the first optometrist inducted into the National Optometry Hall of Fame."

### **Rob Davis, OD '79**

"Dr. Davis' best contributions have resulted in the development phase of novel devices and promoting the advancement of education. He has held leadership roles in the AOA, AAO, NAP and other professional organizations. An advisor with industry, he seeks to crack the code for multifocal contact lens prescribing."



### **Frank Fontana, OD NICO '49**

"'Uncle Frank' delighted in sharing his experience and expertise with the four O's: optometry, ophthalmology, opticianry and the ophthalmic industry throughout his career. A pioneer in fitting contact lenses, the educator, clinician and consultant started his practice in 1950 and continues to see patients. Active in both local and national organizations, Dr. Fontana was inducted into the National Optometry Hall of Fame in 2012."

### **Scott Jens, OD '91**

"Dr. Jens has committed to a career of continuous learning and is focused on providing valued contributions to optometry. Luckily, he's had opportunities to work with great eye care minds, most notably with an amazing AOA committee to deliver InfantSEE. Today, he focuses on serving RevolutionEHR customers with desirable software and services."



## AAO

ICO completed a successful showing at Academy 2015, the annual meeting of the American Academy of Optometry. This year's conference took place October 7-10 in New Orleans. The weekend was full of panels and workshops, with headlining events on ocular melanomas, evidence-based pediatrics, traumatic brain injury, and more.

We are particularly proud of our own faculty. Representatives from ICO presented 40 research posters. These addressed a wide variety of optometric issues, including pre-kindergarten eye exams, acute retinal necrosis, therapeutic uses for scleral lenses, and dozens of others. There was even a little time to explore the fantastic city of New Orleans!

Extra congratulations go to **Nick Colatrella, OD '96**, who was named a Diplomate in the Anterior Segment Section of the AAO. This is a high honor, reserved for true experts in the field. Dr. Colatrella is one of the first Diplomates in his section.

Thank you to all who attended Academy 2015. Events like this one reinforce ICO's status in optometry as an unmatched source of research and innovation.



## ICO's Newest Fellows

Robert J. Steinmetz, OD '03, FAAO  
 Kristin K. Anderson, OD '95, FAAO  
 Juliana Grove, OD '07, FAAO  
 Kendra C. Pollard, OD '13, FAAO  
 Carrie Ho, OD '12, FAAO  
 Bhawanjot K. Minhas, OD '13, FAAO  
 Larry Allen Hookway, OD '82, MS, FAAO  
 Jamie M St. Martin, OD '12, FAAO  
 David M. Simpson, OD '13, FAAO  
 Hannah Hays, OD '14, FAAO  
 Maria T. Cucuras, OD '14, FAAO  
 Joshua Lee Robinson, OD '13, FAAO  
 Trisha Patel, OD '13, FAAO  
 Carly D. Rose, OD '13, FAAO  
 Patrick Lee, OD '14, FAAO  
 Hillary Schweihs, OD '13, FAAO  
 Felicia J. Timmermann, OD '14, FAAO  
 Kelli Theisen, OD '14, FAAO  
 Joel David Quist, OD '11, FAAO  
 Erin Elizabeth Mosellen, OD '14, FAAO



AAO photos courtesy of Dominick M. Maino, OD '78

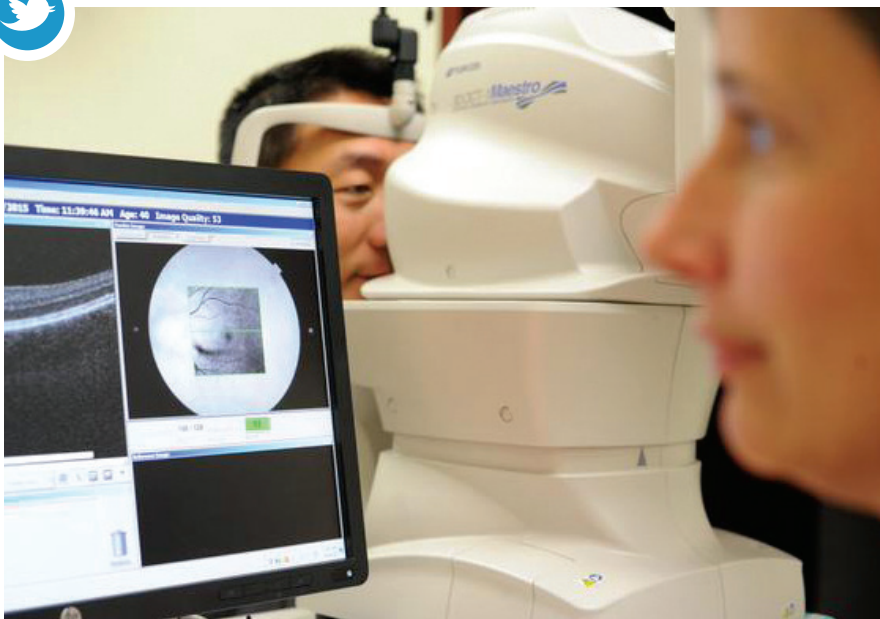


# Trending



June 25 – Facebook

The Stanley Cup isn't the only bowl-shaped award in Chicago. The ICO Private Practice Club took home the 2015 Preston Cup for being a truly outstanding student organization. Now, cue the Chelsea Dagger!



July 9th – Twitter

Working in the Research Suite with an OCT machine not yet available in the United States. #optometry #technology



June 26 – Facebook via American Optometric Association  
Supreme Court dismisses ACA challenge, AOA-backed provisions remain in full effect.



June 27th – Twitter via @arolaugsburger  
It was fun to help our exuberant ICO students get fired up at the annual Essilor Student Bowl.



July 6th – Twitter  
The Taste of Chicago has officially begun! ...and it isn't even 65 degrees out. Weirdest #Chicago #summer ever.

## Follow Us!







July 23 – Facebook

Thank you to all National Optometric Student Association - NOSA students who voted for ICO as Chapter of the Year! We are honored to be so regarded by optometry students nationwide.



August 14 – YouTube, "When the Students Leave."

When you were a little kid, what did you picture your teachers doing while you enjoyed summer break? Did you imagine they lived at school, eating, sleeping, patiently waiting there for you?



August 22 – Facebook

"Remember the 5 D's of dodgeball: dodge, duck, dip, dive and dodge" #icolympics #classof2019ftw#classof2017ftw



July 30 – Facebook

Our own Geoffrey Goodfellow, OD, appeared on Fox-32 WFLD last night to discuss Optenerative. While tech innovation is important, Dr. Goodfellow reminds patients that a full eye exam covers much more than glasses. An in-person appointment can diagnose diabetes, high blood pressure, glaucoma, and more.



August 12 – Twitter

All smiles as the Move-In Team makes another run into the RC. Keep going, you're doing great!! #WelcomeToICO.



August 29 – Twitter

"We welcomed them to the campus two weeks ago. Today, we welcome them to the profession." -@arolaugsburger #ICOWhiteCoat



August 29 – Instagram

White Coat Essentials!! #ICO2019 #ICOWhiteCoat #ICOLIFE







## SOCIAL SKILLS:

### Two Alumni Share the Ups and Downs of Social Media in their Practices

By Jacqui Cook

It's hard to imagine, but the Fall 2010 issue of *ICO Matters* featured optometrists using an innovative new tool called social media. At the time, few optometrists ventured into this unknown world that promised a new way to advance their practices and connect with patients.

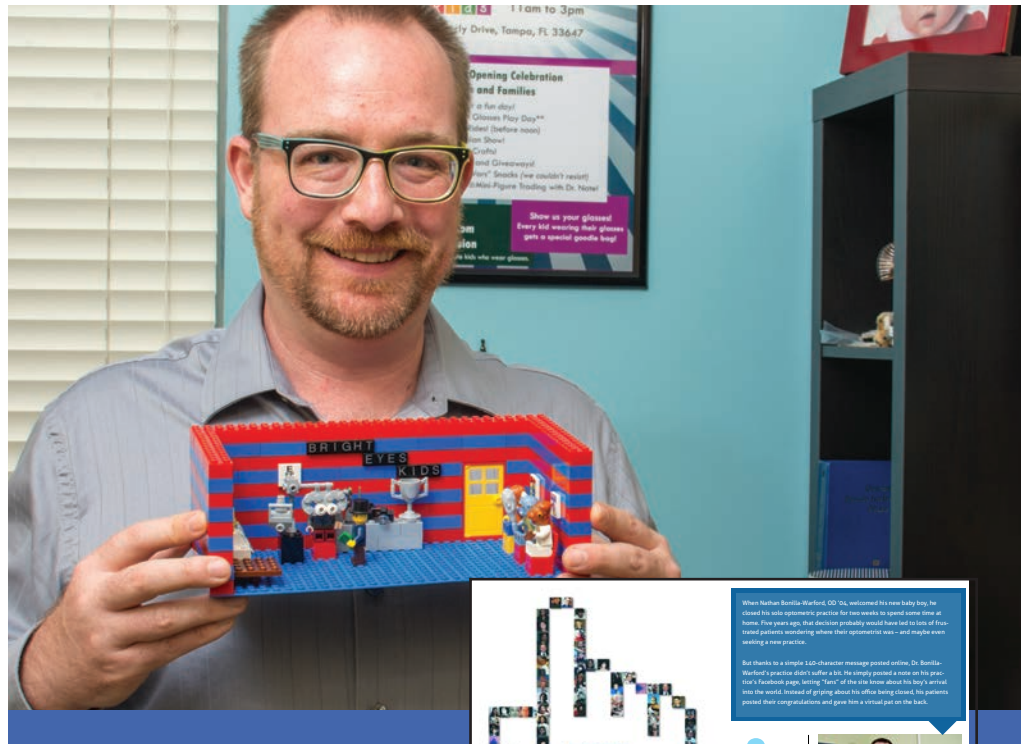


Fast forward five years and, well, you know the rest of the story. Social media is now a part of daily life for people worldwide. It's hard to imagine a day without getting family updates on Facebook, checking news on Twitter, reading reviews on Yelp, or scrolling through photos on Instagram. Optometrists of all ages from all types of practices have responded to the rise of social media by using it to engage with their patients and promote their practices. For many, it's as important as the sign in front of the office.

Nathan Bonilla-Warford, OD '04, was part of the original 2010 story. He spoke at the time about the novelty of having his Facebook "fans" (a word that has since been replaced with "followers") congratulating him on the recent birth of his son. That "gee whiz" effect has worn off by now, replaced by the acceptance of social media as an essential part of building and running a practice.

"I think of that time, 2010-2011, as the golden years of social media for health care, particularly optometry," Dr. Bonilla-Warford says now. "Everything was so new for patients that they would get really excited about anything we did. Just the fact that we were doing anything was the coolest thing to them."

**"Even if you have thousands of followers, only a tiny fraction actually sees what you post because there's so much information out there".**



Nathan Bonilla-Warford, OD '04

Five years later, his practice, Bright Eyes Family Vision Care and Bright Eyes Kids in Tampa, Fla., has about 3,700 Twitter followers (@BrightEyesTampa) and 1,600 Facebook followers. He also is a regular blogger on his website, [brighteyestampa.com](http://brighteyestampa.com), and the practice posts to Pinterest. Those things together, he says, create a package of information that's accessible anytime and anywhere for his patients and even the general public. Case in point: He recently got a call from a father in Arizona who wanted to bring his son to Tampa so Dr. Bonilla-Warford could evaluate him for amblyopia. The father had come across several things Dr. Bonilla-Warford wrote online about the condition and felt he was the best to care for his son.

"I told him there were some local doctors in Arizona who I knew and trusted, and I referred him to them," he says. "That shows you the kind of reach you can have just by writing a couple blog posts."

After being on social media for the better part of a decade, Dr. Bonilla-Warford has learned a few important lessons. The first, he says, is the popularity of



ICO MATTERS FALL 2010

social media makes it harder to actually reach your audience. In the past, simple Facebook promotions, such as asking people to submit a photo and be entered into a drawing for a prize, would generate a good number of entries just for the novelty of it. It is much harder now to draw people for those kinds of promotions because they've done them many times before or they are bombarded with so many social media updates and offers that his gets lost in the clutter. To break through, a practice must have new and useful content or the audience will move on.

"Even if you have thousands of followers, only a tiny fraction actually sees what you post because there's so much information out there," Dr. Bonilla-Warford says. "That makes content even more important, and it's why I still maintain my blog. To some degree, blogging is not as exciting as it once was in terms of an idea, but I can write a post in 15 minutes and put it



on our blog, which has search engine value, and share it on social media. It's a way for us to provide unique content."

The second lesson, he says, is to know where you belong – and where you don't. Bright Eyes' primary way of communicating is Facebook, even though the practice has more Twitter followers, because it seems to be where people feel most comfortable engaging. The practice doesn't use Twitter as much as it used to, and it has completely left Instagram after testing it for a while. "Check-in" sites, such as Foursquare, are no longer relevant now that people can use Facebook for the same thing. Pinterest has emerged as a niche audience for the pediatric division of Bright Eyes, with active groups of moms and therapists who post information there.

The third and most important lesson he has learned is that no social media platform is as valuable as interacting with patients and the community. "If you are spending so much time doing online networking, you could be missing out on opportunities in the real world."

### Managing the Mix

Neil Gailmard, OD '76, uses multiple social media platforms in his large practice in Munster, Indiana. He owns and operates the practice with his wife,

Susan Gailmard, OD '80, and employs three full-time associate optometrists and a staff of 30 in a 10,000-square-foot building. Social media, as well as other digital tools, help a large practice such as theirs keep in touch with patients.

Gailmard Eye Center in Munster, Indiana, can be found on Facebook, Google+, Google Reviews, Yelp, LinkedIn and Instagram. Dr. Gailmard says the key to managing so many profiles is that he doesn't do it. A staff member in his office manages the pages and keeps them updated, although Dr. Gailmard knows that as the practice owner, he is ultimately responsible for what is posted.

"It is fine to delegate the management of social media to a staff member. It is recommended actually because the doctor often will not have time to post on a regular basis," he says. "A staff member who is knowledgeable with social media can manage the page and be an administrator, but use the owner's email address. The owner should make it clear that all social media is the property of the practice and the doctor should have a record of all passwords."

Gailmard Eye Center is one of the relatively few optometric practices using Instagram. The photo-and video-sharing platform is different from Facebook and other outlets because it is driven almost exclusively by visuals, rather than a mix of pictures and text. The practice's page is a variety of photos, such as new



Neil Gailmard, OD '76

frames that are available, pictures of the staff and photos of the practice.

"It is important to at least have a presence on many social networks," Dr. Gailmard says. "Having a presence is nothing more than just opening an account and uploading a few pictures and a short description of your practice."

Although the practice is active on Instagram and other networks, he—like Dr. Bonilla-Warford—says Facebook is still the most successful way to reach patients. The practice's page has more than 1,200 likes vs. around 30 Instagram followers. He says patients mention things they see on the practice's Facebook page, and it has had good luck getting likes by holding contests to win designer sunglasses. To enter the drawing, all people had to do was like the page.

"We also get many likes by just asking for them," Dr. Gailmard says. "People are happy to like you if you just ask."

Jacqui Cook is a freelance writer for *ICO Matters*. She may be reached at [Jacqueline.k.cook@gmail.com](mailto:Jacqueline.k.cook@gmail.com)

## SOCIAL MEDIA STATS



**1.5 billion**  
Facebook users worldwide

Facebook adds around 500,000 new users every day, or almost 6 new users every second.



**284 million**  
monthly active Twitter users

There are around 6,000 tweets on average every second. That's more than 350,000 tweets sent per minute, 500 million tweets per day and around 200 billion tweets per year.



**300 million**  
Instagram members, 70 percent of them outside the United States.

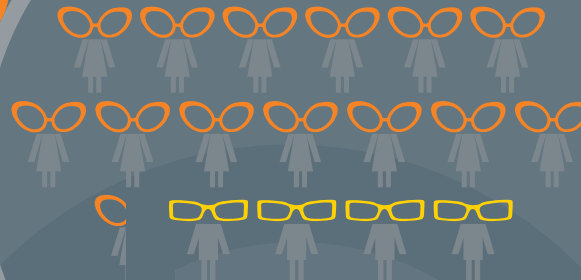


**100 million**  
monthly active Pinterest users



# ICO CLASS OF 2016

**171**  
ENROLLED



**1,101**  
APPLICANTS

**434**  
INTERVIEWED

**27** STATES  
**4** & FOREIGN  
COUNTRIES  
REPRESENTED

**77%**  
FEMALE (131)

**23%**  
MALE (40)

**AGE**

**23**  
MEAN  
AGE



**MAJORS**

**64%**

GRADUATED  
WITH BIOLOGICAL  
SCIENCES MAJOR

**6%**  
PSYCHOLOGY

**18%**  
HEALTH SCIENCES

**2%**  
CHEMISTRY

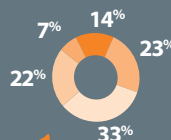
**12%**  
OTHER

**ETHNICITY**

CAUCASIAN 56% (96)  
ASIAN/ASIAN AMERICAN 39% (66)  
HISPANIC/LATINO 2% (4)  
MULTIRACIAL 2% (3)  
AFRICAN-AMERICAN 1% (2)

AGE RANGE  
20-35  
MARRIED 2%  
(4)

**GPA  
DISTRIBUTION**



3.70 ≥	14%
3.50 - 3.69	23%
3.20 - 3.49	33%
3.00 - 3.19	22%
2.70 - 2.99	7%

**3.39**  
MEAN  
GPA

**318**  
MEAN  
OAT  
SCORE



**ICO**



# Close Up: Chris Borgman, OD '10

**Chris Borgman, OD '10**, calls himself many things- "young punk," "old man," "country boy," "blessed," and even "the world's cheapest man." Despite his many faces, he's only ever wanted to be in one field: optometry. "I literally have not changed my mind since I was a sophomore in high school. I'm doing what I always thought I would."

Though Borgman has only been out of school for 5 years, he has been both a practicing optometrist and a teacher to aspiring ODs. When asked about his move to academia, he glows, "What better place to make an impact on optometry? I was designed and meant for academics."

Borgman visited ICO's campus for **Homecoming 2015**. Amidst events like a Blind Spot, Sox Game, and CE on the effects of cannabis, he was recognized with an award. He is our **Young Alumnus of the Year**- an honor well deserved.

We followed Borgman through the excitement of Homecoming Saturday.

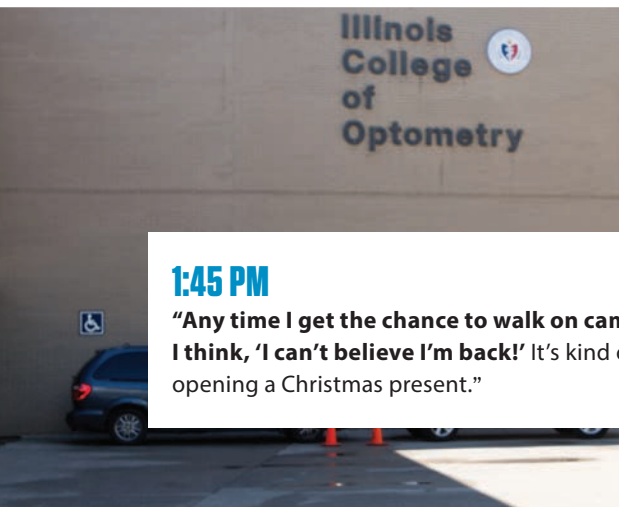




*Photos by Aaron Ross*  
*Interview by Lauren Faits*



# Close Up



**1:45 PM**

"Any time I get the chance to walk on campus, I think, 'I can't believe I'm back!' It's kind of like opening a Christmas present."



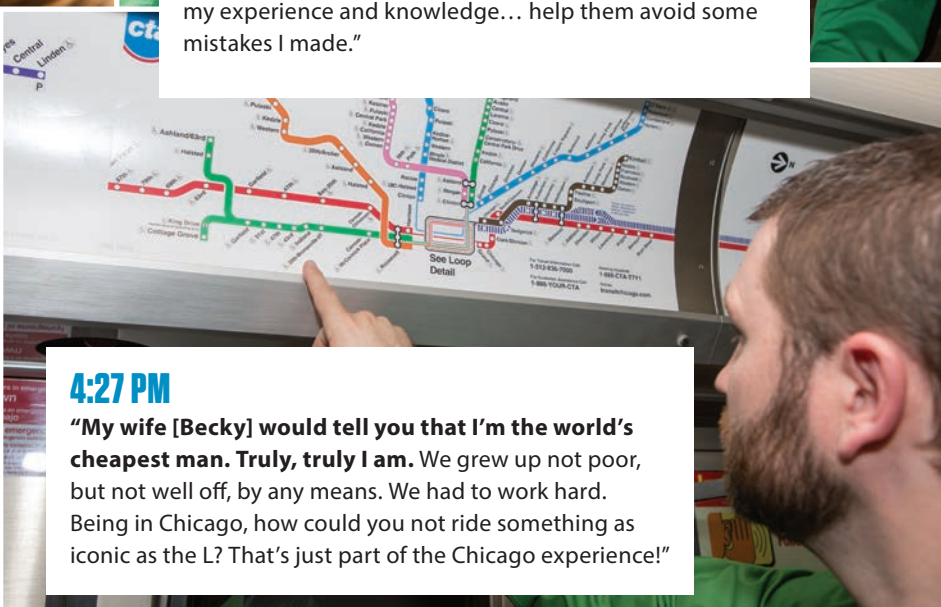
**2:16 PM**

"In 2012, [Connie Scavuzzo] asked if I'd sit in at the Student/Alumni Mingle. At the time, I was in private practice in Des Moines. I knew being a 'young punk' out of school, I'd probably have some good insight into what the students would be facing. I really wanted to share my experience and knowledge... help them avoid some mistakes I made."



**2:24 PM**

"Now that I'm in academics and seeing students every day, I am a huge proponent for advocating for students. The ones that really care and ask the questions- I'll sit there and talk to them all day. I get a lot of satisfaction out of helping the students find their passion."



**4:27 PM**

"My wife [Becky] would tell you that I'm the world's cheapest man. Truly, truly I am. We grew up not poor, but not well off, by any means. We had to work hard. Being in Chicago, how could you not ride something as iconic as the L? That's just part of the Chicago experience!"



**5:07 PM**

"Dr. Jeff Smith has very, very cool and interesting decorating taste... he had the bathroom remodeled. You walk in, and there's this automated toilet with a remote control attached to it. My wife and I literally just stood there and watched this toilet go up and down a bunch of times. 'This is so awesome...' I can't tell you how generous that guy has been to me."



**5:24 PM**

"I only own one suit. My roots are very blue collar. I usually don't have a reason to wear a full suit, so it was really easy to pick out. I ask my wife, 'Do this shirt and tie go together?' If she's not going to be embarrassed by how I look, I say 'OK!'"





**5:59 PM**

**"Becky has always said, 'Chicago is our city.' When she heard I won the award, she didn't even ask if she could go. She was like 'No, I'm coming.' She has been an absolutely wonderful support system in everything in my life- especially career-wise. She's probably my biggest fan, to be honest. I lucked out."**



**6:14 PM**

**"We had some fertility issues with our first child. Lo and behold, we got Lydia. We had to go through specialists and all that. Through the process, we kind of both found our faith. When Elyse came around- completely normal, no process, we asked, 'Who in the Bible has a fertility struggle?' Zechariah and Elizabeth- a tie-in to the struggles we felt early in our marriage and in our careers."**



**6:20 PM**

**"When we were students and had zero dollars, we had bikes. My wife and I would ride our bikes from ICO to Navy Pier. One of our favorite things to do is people watch; Navy Pier is a great place for that."**



**8:23 PM**

**"To be honest, I was shocked when I got the phone call. I would've never guessed that my name would be considered for something as cool as that. I was very grateful and humbled that they thought of me."**



**9:40 PM**

**"As we were getting packed up and the boat got docked, we had some ICO icons come up and say 'Hi:' Drs. Block, Colip, Hodur, the Messners... they wanted to know when I was coming back to ICO to teach. Huge compliment! I really enjoy where I'm at, but I never close any doors. You never know where life will take you."**



# ACA

## and Your Practice



By Jeff Smith, OD '83

Artwork by Jay Patel, Class of 2018

Since the Affordable Care Act impacts the insurance side of your practice, it stands to reason that the ACA will impact you.

**A** common concern I hear from practitioners across the United States is what impact the Affordable Care Act (ACA) will have on them and their practice. It is somewhat ironic that the ACA has received more press and TV reports than any other piece of national legislation in the last decade, yet is so misunderstood by many. This article's intent is to demystify the ACA's impact on practicing optometrists by answering some of the most common questions asked.

**What is the ACA?** To understand the ACA, you have to review its history. The ACA is hallmark legislation of the Obama administration. After much heated debate, it was passed by both the House and the Senate to be signed into law by President Obama on March 23, 2010. Since then, it has been reviewed twice by the Supreme Court and found to be constitutional. There are now millions of individuals who have signed up for various ACA plans. So, the ACA is not only here, but appears to be here to stay. All projections are for continuing growth.

**Will the ACA affect me?** Yes. Ask any practitioner if they have seen a shift to more insurance-based transactions versus cash-based transactions in their practices. Their answer will definitely be "Yes." Since the ACA impacts the insurance side of your practice, it stands to reason that the ACA will impact you.

**What does the ACA really change?** The intent of the ACA legislation is to increase the access and affordability of all health insurances (including vision) for US citizens. Here are some ways the ACA is changing the health benefits climate:

- Increasing the number of people eligible to be in **Medicaid** programs. Medicaid is no longer for the poor or very poor. Instead, it is becoming the insurance option for the working middle class. This population is huge and will continue to grow.

If you are not accepting Medicaid, you may want to reconsider your participation. You can investigate how to join your State's Medicaid panels and their related reimbursements. Each State is different; do not assume that all benefits and reimbursements are the same. You can obtain this information through your State Optometric Association or by going directly to your State's agency responsible for administration of Medicaid.

- Encouraging more **consumer involvement** in healthcare benefits. Each state is going to have a healthcare insurance exchange where individuals or groups can go to purchase their health care insurance needs. More and more, the individual consumer will be choosing their health care plans instead of leaving it up to their employer to offer or choose for him or her.

This simple but far-reaching concept marks a shift to the consumer directly choosing their healthcare plan. Much like retirement plans, benefits have moved from employer-based pensions (totally employer driven) to employer/employee sponsored 401k (both employee and employer-involved) plans.

- Bringing increased **governmental compliance and standards**. Government money and government entities will be touching many insurance transactions. Hence, compliance issues, EMR requirements, audits, utilization reviews, and so forth will touch you and your practice.

**Should I join the exchange in my state?** No, you are a provider. Providers do not join the state exchanges. Instead, the exchange is for individuals or groups to go buy healthcare insurance plans. You, as a provider, need to be prepared to join and participate in the various ACA plans, but there is no sign-up for providers on the states' exchanges.

*Jeff Smith, OD '83, is Executive VP and CMO of HVHC, Inc. He is an active member of and former Health Care Coordinator for Amnesty International. In addition to his OD from ICO, he has a Masters in Health Administration and an MBA in Finance.*



# Essentials

## NANA OWUSU, OD '08



**N**ana Owusu, OD '08, doesn't give up on a passion once he commits. He's committed to optometry, of course; his Prairie Eye Care in Winnipeg, Manitoba has expanded to three offices. Dr. Owusu is also loyal to sports coaching, mentorship, and his beautiful family. He fell for his wife, **Renée Phipps, OD '08**, at ICO. Even the ill-fated Oakland Raiders have his undying commitment.

Here are a few of the "Essentials" that keep Dr. Owusu going, no matter the weather or the win-loss record:

### INNER CITY SCHOLARS

Through our office we have created an annual university entrance scholarship, the Prairie Eye Care Academic Scholarship, for a high school graduate from an inner city school who has been accepted to a postsecondary institution and has demonstrated strong academic and leadership qualities. Our hope is that these kids will find personal and professional success in their future, and will recognize the value of sharing with the community that supported them through the years.

### A TASTE OF WINNIPEG

This is Chicago's fault. Prior to my time at ICO, I didn't have a very refined palate. Now, I can't stop myself from trying any and every new restaurant that comes to our city! Fortunately, Winnipeg has great restaurants. I don't know if I'm a true "foodie" yet, but I know I love to eat.



## ALOHA

Hawaii has become a favorite travel destination. We have gone each of the last five years and I don't see the streak ending any time soon.



## THE AUTUMN WIND IS A RAIDER

I have been loyal to the Raiders since I was 6 years old and have stuck with them through good times and bad- lately, much more bad than good. Even so, every Sunday you can find me teaching (brainwashing?) my kids about the history and mystique of the Raiders. People ask me if all Raiders fans are crazy... well, I live in Winnipeg, Manitoba and I have season tickets in Oakland, California. So, yes.

## COACHING

I've been coaching high school football at an inner city Winnipeg school since 2010. This is one of the most rewarding things that I have ever done. Teaching these young men to be good students, good teammates, and good people has become a passion of mine. Selfishly, it's very rewarding for me to watch them succeed both on and off the field as they mature into adulthood.



## THE ONE WHO KNOCKS

Renée and I aren't big television watchers, but we definitely binge watched "Breaking Bad" on Netflix. For a month, the kids were in bed early and we were glued to the TV. In my opinion, it's the best show that has ever aired. If only I could forget the details so I could watch it again!

## AIR JORDANS

When I was 16 I started a collection of "Jordans." I don't have all of them, but I'm pretty close. There are a few pairs that I have doubles of and I have a number of unopened boxes. In the office, I'm more of a Hugo Boss shoe kind of guy, but if Michael Jordan made more "clinic attire suitable" shoes...

Now that I'm a father, I have shifted my attention to baby Jordans for my kids; it makes me feel less guilty.

## ...BUT SERIOUSLY, FOOTBALL.

I loved playing through high school, university and semipro, and I really enjoy watching on Sundays. My passion for the game, however, lies in the X's and O's of play structure and the strategy of player personnel selection. If I weren't an optometrist, I would probably be looking for an internship with a professional team doing anything that they would allow me to do. ... and I would probably be broke. And hungry. But happy to be immersed in football!



# Class Notes



## 1930s

**1934**

**Irvin Borish**, NICO, was recognized (posthumously) by Optometric Management as one of the 50 Most Influential in Optometry.

.....

## 1940s

**1949**

**Frank (Uncle Frank) Fontana**, NICO, was recognized by Optometric Management as one of the 50 Most Influential in Optometry.

.....

## 1960s

**1966**

**Ken Forsythe** received a Wisconsin Optometric Association Life Membership Award at the 2015 WOA annual meeting.

**1968**

**T. K. Johnson's** practice, Midland Eye Care, was voted as the Midland Daily News' #1 Readers' Choice for a Midland, Michigan area eye clinic.

## 1970s

**1971**

**Charles Brownlow** received a Wisconsin Optometric Association Life Membership Award at the 2015 WOA annual meeting.

**1974**

**Gene Prudhon** received a Wisconsin Optometric Association Life Membership Award at the 2015 WOA annual meeting.

**1975**

**Larry Wolf** received a Wisconsin Optometric Association Life Membership Award at the 2015 WOA annual meeting.

**1977**

**Tommy Lim** was named secretary of the ICO Alumni Council.

**Robin Rinearson** has been elected to the ICO Alumni Council.

**Michael E. Sandler** was recognized for his 20 years of service as optometric physician for the Miami Marlins Baseball Club.

**1979**

**Rob Davis** was recognized by Optometric Management as one of the 50 Most Influential in Optometry.

## 1980s

**1980**

**Eugene Cropp** was presented with the Curtis F. Kenitz Optometric Service Award at the 2015 WOA annual meeting. This award, in memory of **Curtis F. Kenitz (NICO '54)**, is presented to a doctor who has demonstrated excellence in volunteering.

**1982**

**Vincent Facchiano** was appointed to the board of directors of The Energyeyes Association.

**1987**

**Jeff Sarazen** was named Wisconsin OD of the Year at the 2015 WOA annual meeting.

.....

## 1990s

**1991**

**Scott Jens** was recognized by Optometric Management as one of the 50 Most Influential in Optometry.

**R. Christopher Marquardt** was elected vice president of the Wisconsin Optometric Association.

**1993**

**Vasvi** and **Thomas Babu** have opened a fifth location of 20/20 Image Eye Centers in the Phoenix, Ariz. area.

**1996**

**Stacy Hinkemeyer-Colatrella** has been elected to the ICO Alumni Council.

**Christopher Winter** was a member of the Milwaukee Men's Senior Baseball League 60+ inaugural season champion Lugnuts. He has played in hardball leagues since 1996, including championship teams in the 35+, 45+, and 55+ divisions.

**1997**

**Jeanette Carbone Varanelli** was named president-elect of the ICO Alumni Council.

## 2000s

### 2001

**Callie Enyart** was elected president of the Wisconsin Optometric Association.

### 2002

**Todd Swanson** is now seeing patients after purchasing Meng Eye Care in Rice Lake, Wis.

### 2003

**Melissa Lambright** was named by the Hartford Business Journal as a winner of the 40 Under Forty Award.

**Robert Steinmetz** was named Illinois OD of the Year by the Illinois Optometric Association during its annual convention in September.

### 2004

**Andrea McCann** was named president of the ICO Alumni Council.

### 2008

**Nana Owusu** has been elected to the ICO Alumni Council.

## 2010s

### 2011

**Karina Nikogosian** was named Illinois Young OD of the Year by the Illinois Optometric Association during its annual convention I September.

**Rebecca Swartzentruber** has joined the staff of Stratton Eyes in Lexington, Ky.

## Friends and Family

**Christine Allison**, professor at ICO, was named president-elect of the Illinois Optometric Association.

# HOMEcoming 2015

## Honors and Awards

### 2015 Alumni Association Award Recipients

#### Golden Gavel Award

Nicholas Colatrella, OD '96, FAAO, Dipl. (ABO, ABCMO)

#### Alumnus of the Year Award

Kara E. Heying, OD '98, FCOVD

#### Young Alumnus of the Year Award

Christopher J. Borgman, OD '10, FAAO

#### Distinguished Friend Award

Alderman Pat Dowell

#### Professional Achievement Award

Aaron E. Lech, OD '01, FAAO

#### Excellence in Education Award

Elyse L. Chaglasian, OD, FAAO

#### Humanitarian Award

Tracy L. Matchinski, OD '95, FAAO

#### Lifetime Service Award

Neil R. Hodur, OD '75

### 50 Year Club

Barry L. Adler, OD '65

Thomas R. Barber, OD '60

Raleigh W. Bynum, OD '60, MPH

John J. Costello, Sr., OD '65

James C. Leadingham, OD '65, DOS, FAAO

Earl S. Townsend, OD '65

Bradley M. Williams, OD '65, FAAO

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Uprise

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Zyloware

#### Table Level

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Favia and Associates

HOYA Vision Care

OD4Hire

Premier Ophthalmic Services, Inc.

Vision-Ease Lens

Vision Pro Optical

Walmart/Sam's Club

WVA



### 50 Year Club

Front Row: Raleigh W. Bynum, OD '60, MPH; Barry L. Adler, OD '65; Thomas R. Barber, OD '60  
Back Row: Earl S. Townsend, OD '65; Bradley M. Williams, OD '65, FAAO; President Arol Augsburg, OD;  
John J. Costello, Sr., OD '65; James C. Leadingham, OD '65, DOS, FAAO

To see more Homecoming 2015 photos, go to: [www.flickr.com/photos/icophotos/](http://www.flickr.com/photos/icophotos/)



# In Memoriam

## 1940s

### 1948

**Bertram King**, NICO, Franklin, Tenn., July 31. He was a World War II veteran.

**Morton (Bud) Saul Roth**, NICO, Muncie, Ind., Aug. 18. He served in the U.S. Air Force and U.S. Army. He was a rifleman with the 26th "Yankee Division" of the 101st Infantry in the European theatre, including the Battle of the Bulge, and was awarded the Combat Infantry Badge, two Bronze Star medals and three battle stars. He was a founding partner of Family Vision Care in Muncie, where he practiced until his retirement in 1985. He was married to his childhood sweetheart for 70 years.

### 1949

**G. Max Wagner**, NICO, Glasgow, Ky., July 1. He served in the U.S. Navy in the Pacific Fleet during World War II, participating in the Battles of Leyte, Luzon and Okinawa. He practiced in Glasgow until his retirement in 2007. He served as President of the Kentucky Optometric Association and President of the Kentucky Board of Optometric Examiners. He received numerous professional awards including Kentucky Optometrist of the Year and the distinguished Clifford C. Leadingham Award.

**Leonard Drucker**, CCO, Northbrook, Ill., Jan. 2. He was a dedicated optometrist and proud World War II veteran.

**Stanley Q. McLeroy**, NICO, Texarkana, Tex., March 20. He built his practice in Texarkana and was honored to help all the local communities in the four state area, being the only "Eye Doc" between Little Rock and Dallas for many years.

**Charles R. Johnson**, NICO, Neshkoro, Wis., Aug. 21. He served in the Medical Corps of the U.S. Army during World War II and saw combat action during the Battle of the Bulge.

## 1950s

### 1950

**Paul C. Verhagen**, NICO, Cape Canaveral, Fla., July 11. He was a Lieutenant Colonel in the U.S. Air Force.

### 1953

**William A. Biglow**, NICO, Ashland, Wis., Nov. 26, 2014. He served in the U.S. Army in Germany during World War II. He started his own practice in Ashland, where he worked for 42 years until retiring in 1995.

### 1954

**Richard Nichols Guyan**, NICO, Conway, Ark., Aug. 13. He served 2 years in the U.S. Army assigned to the EENT clinic at Fort Campbell, Ky. Following his discharge, he practiced optometry with his father in Litchfield, Ill. until his retirement in 1992. He sold his practice to Amy D. (Smith) Rasmussen, OD '91.

### 1955

**Hugh Campbell**, CCO, Holland, Mich., Sept. 24. He began his optometric practice while serving in the army in Fort Leonard Wood, Mo. Following his discharge, he practiced in Portage, Mich. He retired in 2005. He volunteered in numerous organizations serving others during his retirement years.

## 1960s

### 1966

**Robert L. Klein**, Scotts, Mich., May 31. He served as past President of the Michigan Optometric Association, was a member of both the state and national boards of examiners, and was a key player in the opening of the school of optometry at Ferris State University. He was a founding member of Opening Eyes, a Special Olympics eye exam program. He received the Lifetime Achievement Award from the Michigan Optometric Society.

## Friends and Family

**Sanford M. Gross**, Cleveland, Ohio, Aug. 7. He was a long time resident of Chicago and a retired faculty member at ICO.

## Got alumni news? Please share.

### CONTACT:

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Senior Director of Alumni Development  
312-949-7080  
cscavuzzo@ico.edu or  
alumni@ico.edu

YOUR OPINION *MATTERS!*

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**DECEMBER 1, 2015.** THE DRAWING WILL BE FRIDAY, DECEMBER 4.



# Vault

1980s

**Halloween** just might be IGO's favorite holiday. Our students love haunted houses, carving pumpkins, and most of all, dressing up for Boo Bash. We've opened up our dark, spooky Vault in search of Halloween treats! Check out these vintage costumes:

1990s

2000s

2010s

1920s

1930s

1940s

1950s

1960s

1970s

1980s

1990s

2000s

2010s





# Datebook

DEC JAN  
**21-3** Winter Break

## NOVEMBER

### November 8-9

Continuing Education Program  
12 hours, tested  
ICO Campus

### November 16

First Day of Winter Quarter

### November 20

Resident Rounds  
Continuing Education Program  
1 hour, non-tested  
ICO Campus

### November 26-28

Thanksgiving Break

## DECEMBER

### December 3

NBEO Part II Exam

### December 11

Resident Rounds  
Continuing Education Program  
1 hour, non-tested  
ICO Campus

### December 21 - January 3

Winter Break

**2016**

## JANUARY

### January 16

Resident Rounds  
Continuing Education Program  
1 hour, non-tested  
ICO Campus

### January 18

Martin Luther King, Jr. Day  
College/Clinic Closed

## FEBRUARY

### February 13 - 20

Final Exams

### February 22 - 27

Break Week

### February 21

Continuing Education Program  
6 hours, tested  
ICO Campus

### February 29

First Day of Spring Quarter

## MARCH

### March 11

Resident Rounds  
Continuing Education Program  
1 hour, non-tested  
ICO Campus

### March 13

Continuing Education Program  
6 hours, tested  
ICO Campus

### March 15 - 16

NBEO Part I Exam

### March 25 - 26

Spring Break

## APRIL

### April 1

Iowa Optometric Congress  
ICO Alumni Hospitality Suite  
Des Moines Marriott

### April 1

Resident Rounds  
Continuing Education Program  
1 hour, non-tested  
ICO Campus

### April 8

Practice Opportunities Symposium  
ICO Campus

### April 29

Resident Rounds  
Continuing Education Program  
1 hour, non-tested





# ICO

## **Illinois College of Optometry**

3241 S. Michigan Ave.

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## **Last Look**



*Kitsune the Shiba Inu puppy is the star of our latest video, "ICO Prepared: Know Somebody." His adventure through campus leads him literally up a tree. Thankfully, Kits is rescued by the brave **Kelly Theisen, OD '14**. See the video on ICO's YouTube channel.*