

# ICO MATTERS

FALL 2016 • V15 ISSUE 3

## Craft Beer Brewing

with an ICO Alumnus



Apps for Better Eyecare  
Memories from Brady Hall  
Homecoming 2016

# DON'T **MISS** YOUR LICENSING **DEADLINE!**

## **November**

Pennsylvania

## **December**

Connecticut, Louisiana, Maine,  
Massachusetts, North Carolina,  
Texas, Virginia

## **January**

Rhode Island

## **February**

Nevada

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Creating an account is easy. Visit:

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## Features

### 08 Homecoming in Pictures

We've captured every moment of Homecoming 2016 in this exciting photo gallery.

### 14 Roommate Friendships

Brady Hall, the Residential Complex... no matter the building, the bonds made in ICO's student housing can last a lifetime.

### 22 Apps for Better Eyecare

Don't be intimidated by emerging technology! These are the best, most relevant smart phone apps for your practice.

# ICO MATTERS

FALL 2016 • V15 ISSUE 3

*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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## Departments

03 Talking Heads

04 In Focus

12 Trending

26 Essentials

28 Class Notes/In Memoriam

30 Vault

IBC Datebook

BC Last Look



# ICO CLASS OF 2020



# Talking Heads

At ICO orientation, new students are told that, “a one-dimensional student doesn’t make a good optometrist.” **When you were in optometry school, how did you balance studying with other hobbies and passions? How do these pastimes affect you as a doctor today?**

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## ROBIN RINEARSON, OD ‘77

I worked in a pharmacy for the 4 years that I was at ICO. I made the unheard of sum of \$5.00 an hour... I was on easy street!!

I have often said that I only work to support my travel habit. So, the summer between the 1st and 2nd year, some friends from my undergrad school embarked on a 5-week road trip from one end of the USA to the other. I married in December 1975, and at the winter break from the 2nd year of school, was able to go on a trip to England with my family.

I have always needed a physical outlet for energy. I took up a pottery-throwing course that was given in a studio in downtown Chicago and loved it. I could beat the clay and toss it around and get all of my frustration taken care of in a socially appropriate way.

In addition to examining patient’s eyes, I often give travel tips and share my favorite websites for the best fares! I have hung up dozens of photos of wildlife in the office- taken while on safaris and other adventures. I like down hill skiing, scuba diving, and white water rafting. I have taken up woodworking, and turn pens and bowls. I have also taken up fused glasswork. All of these things help my creative outlet and enable me to enjoy all of the things that life has to offer.



Robin Rinearson, OD '77

## AROL AUGSBURGER, OD President of ICO:

Since my wife Stephanie and I got married two weeks before I started optometry college, I had lots of “passion” for activities other than optometry school.

We didn’t have much money, but we had a paid-for four year-old car. Gas was 32 cents a gallon and our apartment cost us \$87 a month. One of our favorite activities was to go for rides exploring the city, its parks, and historical places, usually for free. In those days, I was still involved with traditional athletics, and played on the intramural football, basketball, and softball teams. Both the intra-city travel and these sports kept me grounded.

Interestingly, these activities are still appreciated today, but the geography for travel has broadened to all over the country in my work promoting ICO. The sports have changed to golf, which I play at least twice a week (often related to ICO,) and optometry business. Oh, and that “passion” resulted in three sons (and now eleven grandchildren) who occupy a special place in our lives.



Arol Augsburg, OD

## BARY BROWN, OD ‘75

I grew up in a small farming community in Nebraska. Everyone in Auburn seemed to care about each other. Community involvement meant something. Helping each other was important. At ICO, I discovered that one’s passion to help others was the foundation of a professional practice. It is not what you know that is so important, but why you do what you do.

I participated in the Big Brothers of Chicago program in my second year at ICO. I became a big brother to two boys who lost their father. Their mother struggled with two jobs. She barely could afford rent. For three years, I spent nearly every weekend with them. I helped them grow up, but they helped me even more. Those little boys couldn’t care less how smart I was. They needed to know that I cared about them. In your practice, you will find that your patients will feel the same way about you.



Bary Brown, OD '75



## »»» Editor's Note



Lauren Faits, Editor

There is an incorrect stereotype that higher education is all-consuming. With each incoming class, I become more impressed by ICO's well-rounded students. They find time for countless activities beyond their schoolwork. This is also true for our alumni. Our family of ODs includes artisans, musicians, sports fans, business owners, and more. ICO is a great school for the multi-talented, and Chicago is the perfect city in which to spread one's wings.

For Fall 2016, *ICO Matters* is exploring the colorful passions of ICO alumni.

- In *Talking Heads*, we discuss the time management required to keep hobbies alive through optometry school.
- *Close Up* follows an alumnus who balances patient care and craft beer brewing.
- We speak to a former campus photographer about his strategies and equipment in *Essentials*.
- A feature comparing life in Brady Hall to today's Residential Complex proves that, no matter the year, there's always fun to be had at ICO.

I hope this issue inspires you to dust off an activity you've been neglecting. Pick up that guitar, baseball bat, or garden trowel. Perhaps you could even incorporate a favorite side activity into your practice!

*If you are an artist, we'd like to feature your work in a future issue of *ICO Matters*. Please reach out to [communications@ico.edu](mailto:communications@ico.edu).*

## Focus on Your Future Inspires Next Generation

ICO's annual summer program, Focus on Your Future, introduces underrepresented populations to the profession of optometry. Participants spend a week at ICO meeting staff,

faculty, students, and alumni. They get to know both the city of Chicago and ICO's world-class facilities. This year, 14 participants came from as far as California and Puerto Rico.

Focus on Your Future often inspires undergraduates to apply to ICO. Hopefully, we will be seeing some of these ambitious faces again.



### Focus on Your Future

- ✓ started in **2007**
- ✓ **170** students have participated
- ✓ **20** students have enrolled at ICO

## 2016 Convention Roundup

ICO has had a very successful convention season, with students, faculty, staff, and alumni representing the College at industry events.

### Optometry's Meeting 2016

This year's AOA/AOSA convention was held in Boston, Massachusetts. We premiered our Online CE Portal at the July 1 Alumni & Friends Reception. Students donned pirate-themed costumes to cheer on **David Schaeffer, '17**, at the Varilux Optometry Student Bowl. Numerous faculty members presented research, keeping ICO at the cutting edge of the profession. We're already looking forward to 2017 in Washington, D.C.

### NOA 2016

The 48th Annual National Optometric Association Convention was held July 5-10 in our own backyard- the Palmer House Hilton, Chicago. Fourteen

ICO students attended with Dr. Arol Augsburg and representatives from across our institution. **Rina Sheth, '17**, **Nicole Akpunku, '18**, and **Amy Keopraseuth, '18**, each took home scholarships. **Mallory Scrimger, '19**, **Kei Sugahara, '19**, and **Ashleigh Burroughs, '20**, were elected into leadership positions.

### IOA 2016

Many members of the ICO family road tripped down to Springfield, Illinois, for the Illinois Optometric Association's annual convention. ICO hosted a cocktail reception as well as a luncheon. **Geoffrey Goodfellow, OD '01**, was named the Tom Lawless Keyperson of the Year. **Nicole Jensen, OD '11**, was declared Young OD of the Year, and **Dennis Brtva, OD '84**, joined her as OD of the Year. ICO is also proud of faculty member **Dr. Christine Allison**, sworn in as IOA president at the convention. Congratulations!



Rina Sheth, '17, Nicole Akpunku, '18, and Amy Keopraseuth, '18



Christine Allison, OD

## Faculty Rewarded at Retreat

As the new school year began, our esteemed faculty came together for an annual retreat. In addition to departmental updates, the 2-day event included training to better serve victims of harassment and assault. One presenter spoke to the faculty about new apps in the profession. Another, a comedic hypnotist, gave a motivational performance on success.

At the retreat, the ICO Student Association announced its Teacher of the Year Award recipients. Congratulations to the following winners, chosen by student vote:

- 1st Year Faculty Award: **Ruth Trachimowicz, OD, PhD, FAAO**
- 2nd Year Faculty Award: **Michael Zost, OD '85, FCOVD, FAAO**
- 3rd Year Faculty, 4th Year Faculty, and Golden Apple Awards: **Elizabeth Wyles, OD, FAAO**



## IEI at Princeton



Our very own Illinois Eye Institute at Princeton Vision Clinic received the 2016 Bonnie Strickland Champion for Children's Vision Award. This honor, given out by Prevent Blindness, recognizes significant efforts to improve public health for children's vision at the state or national level. We are so proud of all the IEI at Princeton does to help CPS kids be classroom ready. We are especially thankful for **Sandra Block, OD '81, MED**, who constantly serves and advocates for high risk and high need populations. Congratulations!

## White Coat Ceremony: A Family Affair

What makes someone a "professional?" On Saturday, August 27, Dr. Arol Augsburger stood before the Class of 2020 at the annual White Coat Ceremony. He defined the term "professional" to the new class with a personal list- knowledge, ethics, empathy, integrity, and more. ICO then welcomed 166 individuals into the profession of optometry.

Within the Class of 2020, seven students were coated by loved ones who had attended ICO. These special families were:

- **Michelle Skowron** and father **Mark Skowron, OD '81**
- **Gabriela Pavletic** and father **Kirk Pavletic, OD '85**
- **Jenna DeRubeis** and father **Michael DeRubeis, OD '83**
- **Liesl Caister** and father **Michael Caister, OD '90**
- **Arianna Collins** and mother **Debbie Williams, OD '89**
- **Lauren Kunkel**, mother **Beth Kunkel, OD '91**, and father **Kent Kunkel, OD '91**
- **Katherine Chen**, father **Edward Chen, OD '74**, and aunt **Helen Chen, OD '81**

A full gallery of White Coat 2016 images is available online on ICO's Flickr page, and a commemorative video can be viewed on YouTube. Student-generated imagery can be found on social media with hashtag #ICOWhiteCoat. Best wishes, Class of 2020, and thank you to all of the alumni who are supporting this new crop of future ODs.





## New Signage Glimmers on Indiana

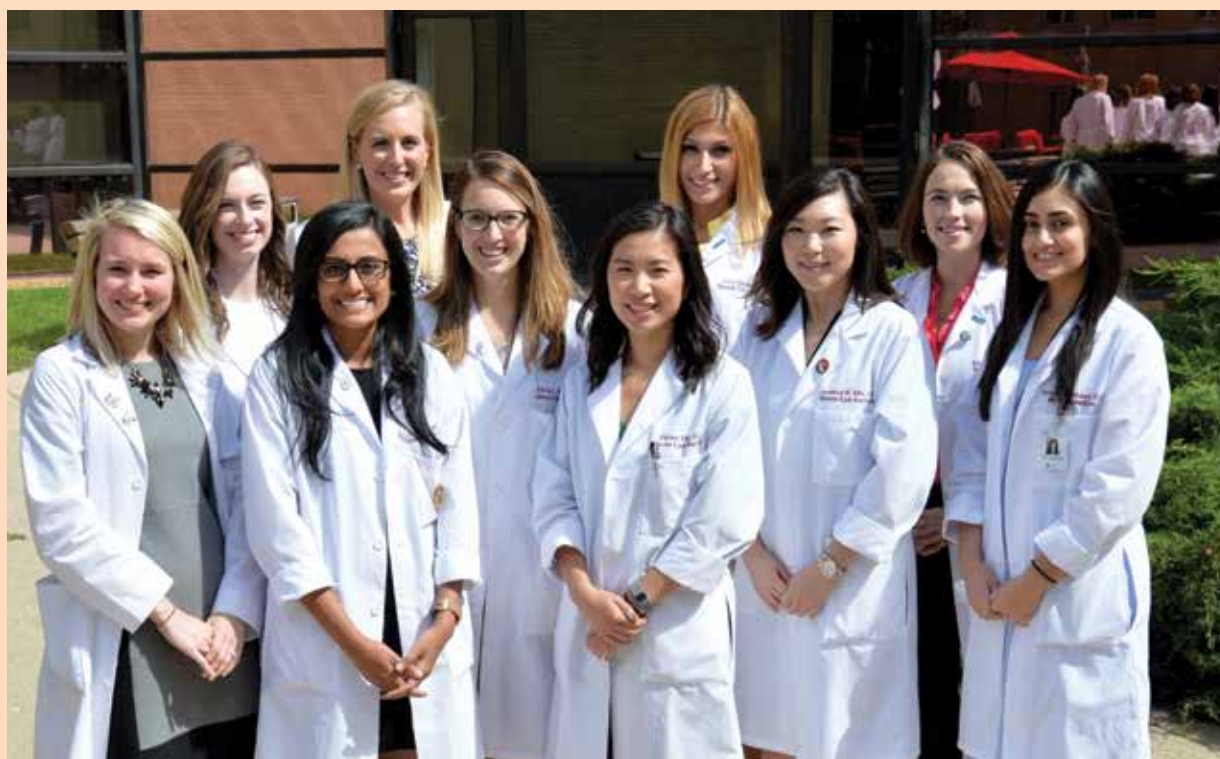
If you've been to campus recently, you may have noticed a big change to ICO's external façade. Our Indiana Avenue entrance boasts a new, steel and aluminum sign. The words "Illinois College of Optometry" shine next to our institution's crest. In combination with the Residential Complex's colorful wrap, the sign is unmistakably eye-catching. Passers-by will have no trouble identifying the ICO campus and the brand of optometric education we provide.



## Latest Residents Embody Girl Power

The 2016-17 residency class is ICO's first all-female group. These deserving doctors include **Jessica Min, OD '14**, **Zory Stoeve, OD '16**, **Alicia Kinch, OD '16**, **Jaymeni Patel, OD '16**, **Harneet Randhawa, OD '16**,

and **Olivia Steinberg, OD '16**, plus graduates from UMSL and UAB. Our latest residents have been working hard since a welcome party in July. We are thrilled that so many alumni chose to continue their careers at ICO.





# 1 HOMECOMING 2016 in Pictures



On September 9-10, ICO alumni returned to campus for **Homecoming 2016**. Chicago-themed activities were packed into a weekend full of good times. From the tasty Blind Spot to a hilarious performance by The Second City, Homecoming reminded participants why Chicago is our favorite place to be.

We took over 330 photos over the weekend, capturing the fun and togetherness of Homecoming. Here are a few of our favorites.

- 1 Everyone loves a good tiki bar! Even the rain couldn't stop this party.
- 2 The Blind Spot featured some of Chicago's favorite foods- Italian beef sandwiches and deep-dish pizza.
- 3 This year's raffle prizes were some of the best yet, including Chicago Cubs gear and Apple products.
- 4 We brought back a Homecoming favorite- the photo booth, with props and costumes galore!
- 5 Friday night concluded with an optometry-themed show from The Second City.





2



4



4



5



5



# HOMECOMING 2016

in Pictures

6

6 Lots of laughs! Students, faculty, and alumni participated in the comedy skits.

7

7 Saturday's annual 50 Year Club Breakfast honored some of our most esteemed alumni.

8

8 In a special ceremony, **Sydney Harris, OD, NICO '47**, dedicated a lane in ICO's Diabetic Eye Clinic in the memory of his wife, Thelma.

9

9 CE was moved online, and in its place, attendees experienced a lecture on modern Practice Management.

10

10 Alumni shared knowledge with current students at a professional Mix & Mingle.

11

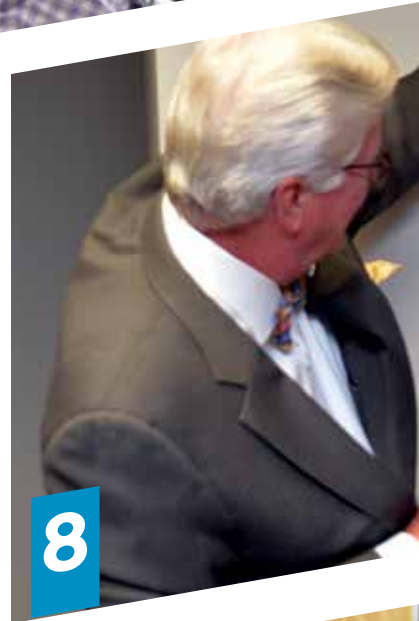
11 The Class Reunion party was held at the InterContinental Hotel on the Magnificent Mile.

12

12 ICO President Dr. Arol Augsburger showed off some classy moves on the dance floor!



7



8



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11





## AWARD WINNERS

**Congratulations to the 2016  
ICO Alumni Association Award  
Recipients:**

**Alumnus of the Year Award**  
Dennis M. Brtva, OD '84

**Young Alumnus of the Year Award**  
Eric A. Baas, OD '06, FAAO, Dipl. ABO

**Distinguished Friend Award**  
The Lloyd A. Fry Foundation and Ms. Soo Na

**Professional Achievement Award**  
Gregg C. Pusateri, OD '86, MDiv

**Excellence in Education Award**  
Ruth A. Trachimowicz, PhD, OD, FAAO

**Humanitarian Award**  
Sandra L. Bury, OD '95

**Lifetime Service Award** (posthumously)  
Thomas A. Lawless, OD '71, DOS



Thank you to everyone who made Homecoming 2016 a success, particularly the doctors who directly engaged our students at the Alumni Mingle. Additional thanks to our sponsors, including Alcon, Bulley & Andrews, Marquette Associates, National Vision, ABB Optical Group, Crowe Horwath, Envolve, ICO Student Association, Johnson & Johnson, Luxottica, Nixon Peabody, Sentinel, and VSP.

# Trending



May 31 – Blog

What would you think if your #optometrist had #tattoos? Do you have any of your own? One of our bloggers does!



July 5 – Twitter

No less than 8 ICO doctors and 3 ICO students were published in the latest @ovpjournal!



August 11 – Flickr

The ICO "Gold Medal Moving Company" has officially welcomed the Class of 2020 into the RC. Check out our photos from this exciting, sunny day! We particularly love the t-shirts, designed by **Celina Lewis, '19**, and **Krupa Patel, '19**. #WelcometoICO! Orientation is now underway.



June 28 – Twitter

Our NEW Online CE Portal lets optometrists worldwide earn continuing education credit when it's most convenient. [ico.edu/online-ce](http://ico.edu/online-ce)



June 28 – Twitter

CooperVision launches lens to combat digital eye strain via @usatoday



August 4 – Facebook

ICO's Class of 2020 moves onto campus in less than a week. Our newly-renovated Residential Complex is waiting for them. Check out these gorgeous shots, featuring updated rooms, study spaces, bathrooms, lounges, and more! #WelcometoICO







**August 12 – Twitter**

The 2016 Orientation Team is making the #ICOClassof2020 feel right at home! They're always easy to spot in ICO blue.



**September 2 – Facebook**

Congratulations to **Pavan Avinashi, OD '03**, who was named one of the 3 Best Pediatric Optometrists in Vancouver by ThreeBestRated.com. Way to go, Hollyburn Eye Clinic! You're showing some of Canada's youngest patients what it means to be MADE AT ICO.



ICO now has a Community Geofilter on Snapchat. The next time you are on-campus, don't forget to snap and share a photo with this location-exclusive filter.



*Designed by Jay Patel, '18.*



**April 20 – Twitter**

In the spirit of #ICOLympics!



**September 6 – Facebook**

There's even more ICO love on ThreeBestRated.com! Congratulations to **Greyson Barger, OD '06**, for being named one of the 3 Best Pediatric Optometrists in Wichita. Once again, our alumni prove that the skills gained at ICO can be taken anywhere!

## Trending NOW

These hot topics are buzzing in the USA. Get creative!  
See if you can incorporate one or more into your practice.

Phone App - Pokémon GO

TV Show - Stranger Things

Theatre - Hamilton: An American Musical

Musician - The Chainsmokers

Movie - Star Wars: Rogue One



# THE “BRADY” BUNCH:



## LIFETIME FRIENDSHIPS MADE IN ICO STUDENT HOUSING

BY LAUREN FAITS

ICO's Residential Complex was fully refreshed this summer. It opened its doors to the Class of 2020 with brand new amenities. The RC, which first opened in 1995, is now more comfortable and convenient than ever. However, it isn't just the furniture that makes student housing special. The RC and its predecessor Brady Hall (built in 1965) have facilitated countless friendships between residents.

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(Top Row, L-R) Paul Schroeder, OD '82; Steve Sloan, OD '82, (Second Row) Tom Lutz, OD '82  
(Third Row, L-R) Ron Vandenberg, OD '82, and Mark Welter, '82





*Brady Hall opened in 1965*



*Residential Complex (RC) under construction*

**W**e checked in with some former ICO roomies to see if they stayed in touch. **Jennifer Durst, OD '10, Amanda Keller, OD '10, and Ruhee Kurji, OD '10**, met while living in the RC their first year. **Paul Schroeder, OD '82, and Steve Sloan, OD '82**, knew each other before ICO, but grew much closer during their time in Brady Hall.

In 2016, living in the Residential Complex is encouraged, but optional. 75-77% of first years choose to live there. Dr. Schroeder explains that, in 1978, there was no choice. Non-married students were required to spend a year in Brady. "I would've lived there anyway," he says, "because I wasn't familiar with the city and had no idea how to go about finding a place to live." Originally from Mason City, Iowa, he reflects, "It was nice that it was there." His undergraduate dorm had not been air conditioned, so even though he considers Brady Hall "nothing fancy," it was a big upgrade in the summertime!

Drs. Schroeder and Sloan had both attended Loras College in Dubuque. So, when they reached Brady Hall, they were already acquaintances. Dr. Schroeder believes student housing made friendships like this one much deeper than they otherwise would have been. "You interacted with everybody every day. There was one dining hall at Brady, so everybody ate their meals there. You'd see people in class, and then you'd see them back in the dorm... Our class was

a lot tighter for that." Dr. Schroeder also became close to his Brady neighbors- **Tom Lutz, OD '82, Ron Vandenberg, OD '82, and Mark Welter, OD '82**.

Dr. Keller agrees about the benefits of student housing. She moved to "the big city" from Middleton, Wisconsin, and the RC "just seemed to be the kind of environment I wanted to be in to get acclimated." It didn't take long for her to make friends in her new home. Dr. Keller did not contact her suitemates prior to moving in. When she finally met them, there was an immediate connection. "They seemed so nice- just super-friendly," she recalls. "I had no idea Ruhee was Canadian. That was a surprise to me- pretty cool! Our other roommate ended up being from Wisconsin, as well. Ruhee and I just hit it off right away."

Dr. Durst vividly remembers Move-in Day. She came to ICO alone- no parental accompaniment. Her new roommate, **Kristin Moseman, OD '10**, brought her mother and aunt. "It was nice to meet her family," Dr. Durst reminisces. "I got a really good impression of her; I just felt like it was going to work out okay."

Indeed, RC living worked out very well for this group. Explains Dr. Kurji, "We all did study group together before our tests, usually in Jennifer and Kristin's room. We would talk through all the notes and make sure we all understood what was going on."



**"YOU INTERACTED WITH EVERYBODY EVERY DAY. THERE WAS ONE DINING HALL AT BRADY, SO EVERYBODY ATE THEIR MEALS THERE. YOU'D SEE PEOPLE IN CLASS, AND THEN YOU'D SEE THEM BACK IN THE DORM... OUR CLASS WAS A LOT TIGHTER FOR THAT."**

**PAUL SCHROEDER, OD '82**



(Top Row, L-R) Jennifer Durst, OD '10; Amanda Keller, OD '10,  
(2nd Row) Ruhee Kurji, OD '10, (Bottom Row) Kristin Moseman, OD '10

The RC was such a nice place to study, in fact, that these women returned there even after moving out. Dr. Keller had a friend working as an RA who would let them in. "We'd still go, sometimes for five hours at a time," she says. "Whatever was needed to get through."

Obviously, even the most dedicated optometry students take study breaks. "I still remember going to the common room and playing Clue," says Dr. Keller. "That was kind of our go-to game."

Dr. Sloan had a long-lasting tradition with Dr. Schroeder. "This sounds kind of silly," he says. "At 10 o'clock you finished studying. All books were put away." The roommates would fetch beer and sardines to accompany their favorite nightly TV shows- The 'Three Stooges' and 'Benny Hill'.

To this day, the RC sponsors trips and events that residents can opt into. There's Boo Bash, the 12 Bars of Christmas, and ICOlympics. Dr.

Keller remembers going to the Shedd Aquarium. Dr. Kurji's favorite outings included Blue Man Group, Second City, and Chicago White Sox games. "We went to 'Wicked: The Musical'," Dr. Durst reminisces. "That was awesome."

This abundance of organized outings didn't always exist. In terms of RC-sponsored outings, Dr. Schroeder laughs, "No, there was nothing. We all just started trying to figure out how to get around. People had different interests. Some were sports people. Others, like myself, were really into music. There were endless choices of live music and concerts." In his day, upperclassmen introduced the newer students to a bar called Streeter's. "That was a huge ICO hangout," Dr. Schroeder says, remembering the tradition. The beloved tavern is still open today.

There is one annual Chicago event that Dr. Durst just can't recommend. A group of ICO students always takes the Polar Plunge for Special Olympics. While Dr.

Durst feels donating was completely worth it, the cold water of Lake Michigan was not. "That was painful. I think I still have neuropathy in my feet, but it was for a good cause. Don't do it," she laughs. "Just donate money."

Speaking of cold, Brady Hall was an amazing place to be in January of 1979. "There was a 21-inch snowstorm," explains Dr. Sloan.

Dr. Schroeder remembers this blizzard as "epic," but in a way that brought people together. Everyone in student housing found a common mission: closing ICO. "People from Brady Hall shoveled a lot of snow around the doors of the school- that was part of the reason that class was canceled that day." Their goal achieved, the students turned their attention to having fun. "People took the windows out and were jumping out."

Indeed, sometimes the best memories in Chicago were made at home. Unlike Brady Hall, the RC was built to include outdoor social spaces- the roof, sundeck, and lawn. Dr. Durst says, "I remember watching lightning hit the Sears Tower. We would just go on the balcony and watch it. I just liked hanging out on those warmer days."

The common experience of optometry school naturally encourages friendships, but bonds built in student housing can be some of the strongest. "Those relationships remain intact for life,"





says Dr. Sloan. Many doctors who lived together now have professional connections. Drs. Schroeder and Sloan are active in their state association, take CE together, and attend industry events across the U.S.

Such long-standing partnerships can quantifiably benefit a practice. "If I have a patient who needs a referral," explains Dr. Sloan, "I always try to find my classmates and make the referral to them." This not only brings business to a colleague, but also allows friends to catch up. "It's always fun to speak with them."

Technology also plays a big role in keeping former roomies connected. Many alumni use Facebook to reach each other. Drs. Keller, Durst, and Kurji use WhatsApp to stay in touch with friends like Dr. Moseman and **Katherine Stola-Halgrimson, OD '10**. The group uses this tool not only to ask colleagues about difficult optometric cases, but also to share successes and life updates.

Of course, nothing beats meeting in-person. "We try to get together," Dr. Keller says. "It has been a little hard with new babies and all that stuff, but we try!"

Dr. Sloan prefers face-to-face reunions, as well. He says of Dr. Schroeder, "We still are best of friends. We were in each other's weddings. We attend each other's key family events. We go on at least one, if not two, annual fishing trips." In a

fun twist of fate, Dr. Sloan's daughter, **Stephanie Sloan, OD '14**, is currently pictured on the side of the modern RC.

All of these alumni would recommend on-campus housing to new students—particularly after the renovations. "It's a great way to get to know your classmates and make friends," says Dr. Kurji.

"If you're not from Chicago," agrees Dr. Schroeder, "it's a good way to know that you'll have a safe, good environment while you learn. I loved living in Chicago. I still like to come back and visit."

Each of these alumni began professional education in student housing. That common root brought like-minded individuals together. Strangers become friends. Friends become colleagues. Then, before they knew it, they'd become just like family.

"I'm just glad they all picked Chicago and the RC," Dr. Durst says.

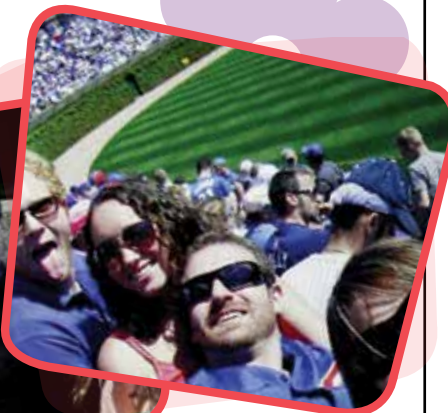
"I hope everybody is doing well and has enjoyed the profession as much as I have," says Dr. Schroeder. "34 years ago, now, we graduated. That's a long time!"

ICO prepares students to practice optometry, but to many alumni, the most valuable assets they gained were each other. Dr. Keller sums it up best: "I'm just thankful for their friendship."



**"PEOPLE FROM  
BRADY HALL  
SHOVELED A LOT  
OF SNOW AROUND  
THE DOORS OF  
THE SCHOOL—  
THAT WAS PART  
OF THE REASON  
THAT CLASS WAS  
CANCELED THAT  
DAY... PEOPLE TOOK  
THE WINDOWS  
OUT AND WERE  
JUMPING OUT."**

**PAUL SCHROEDER, OD '82**



# Close Up: Michael Servi, OD '15



**Michael Servi, OD '15**, came into ICO with more than one ambition. He wanted to be a great optometrist, but also had a different business brewing... literally! Badger State Brewing Company, owned by Servi and two colleagues, required time and attention. Servi returned to Green Bay, Wisconsin, multiple times a month throughout his entire course of study at ICO.

Today, Dr. Servi works at Tower Clock Eye Center in his hometown. Founded in 1982, this practice now has three locations employing optometrists as well as ophthalmologists. Coincidentally, one of Servi's colleagues is an ICO grad - **Amanda Schuster, OD '10**.

Servi manages to see 25-30 patients a day, while simultaneously sharing ownership of Badger State Brewing Company. Brewing a batch of beer takes 10 hours. So, to contribute to both jobs, Dr. Servi almost has to be in two places at once! How does this multi-talented OD balance eye care and brewing in the home of the Green Bay Packers? Let's take a Close Up look.



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

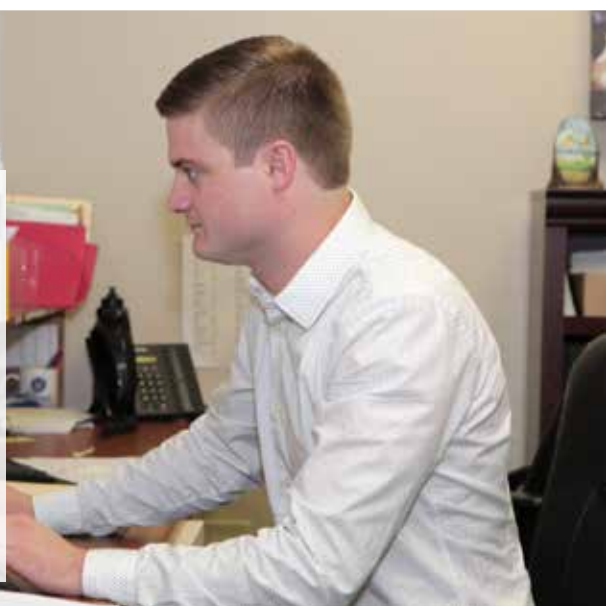






**8:33 AM**

**"First thing I do is I check my schedule-kind of review what patients are coming and what different things I can help them with. Then, I just hit the ground running. I won't stop seeing patients 'til noon, usually."**



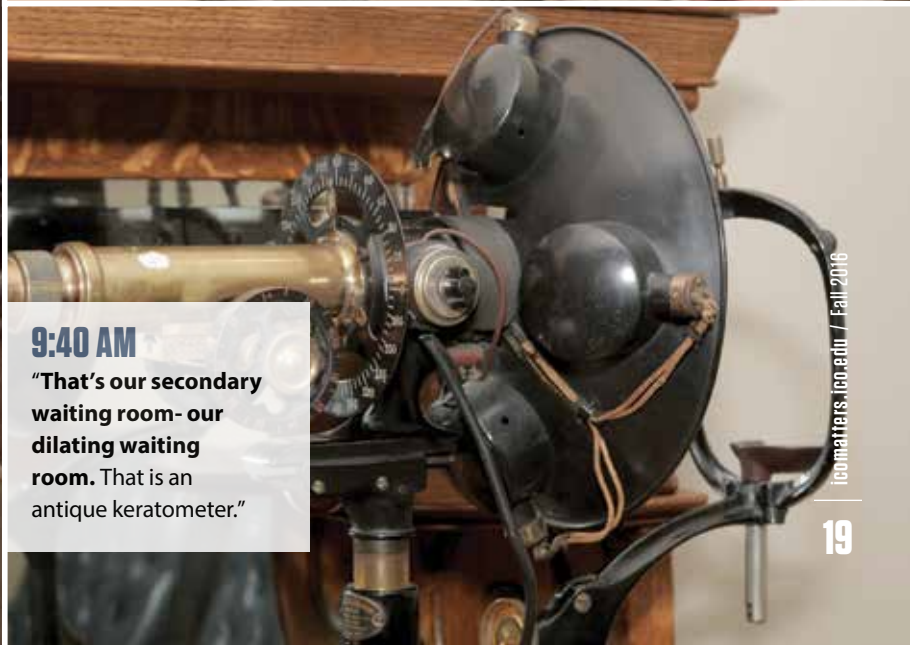
**9:18 AM**

**"The 'hometown kid' always draws a lot of patients. From the moment they walk in, they are treated with a small-town doctor atmosphere at a very efficient rate. This patient was a general eye exam with dilation."**



**9:40 AM**

**"That's our secondary waiting room- our dilating waiting room. That is an antique keratometer."**







**10:45 AM**

**"Dr. Matt Thompson, our corneal specialist, really took me under his wing when I started."**

It was my 1-year anniversary week, so we were talking about contract renewal and yearly review. Good review!"



**12:00 PM**

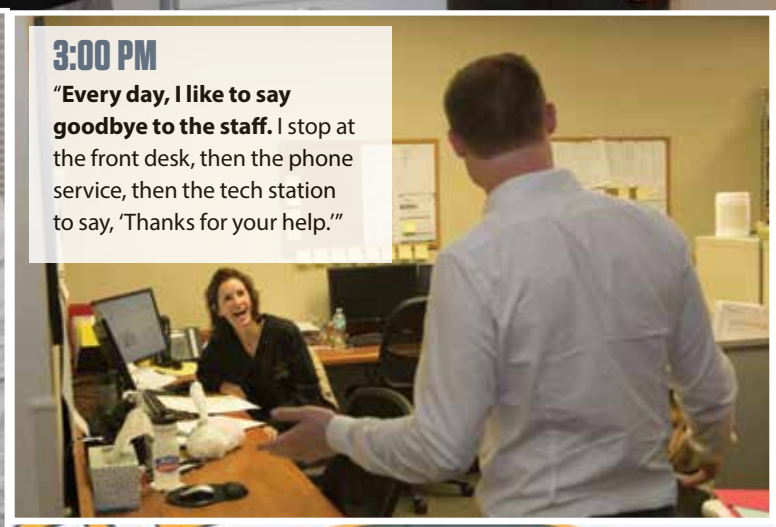
**"Birthdays, man!"**

A lot of our staff likes to cook, garden... so there's always usually something in the break room."



**2:03 PM**

**"We use the Epic refraction system.** It cuts the refraction time down to one minute. You start with an auto refraction, then it's honed in with the Epic system. I'm still a believer in the traditional refraction, so I double-check it with that, too. It allows me to get multiple data points to get the best prescription."



**3:00 PM**

**"Every day, I like to say goodbye to the staff. I stop at the front desk, then the phone service, then the tech station to say, 'Thanks for your help.'"**



**3:30 PM**

**"Wisconsin is known as the Badger State. It comes from the old miners in Northern Wisconsin. They were called 'Badger Boys,' because in the winter, when the bad weather was coming down, they'd actually dig into a hole like a badger."**



**3:35 PM**

**"We are a block away from Lambeau Field. We get some players in sometimes and the coach in once in a while. Our landlord has a large parking lot that people tailgate in."**

**3:50 PM**

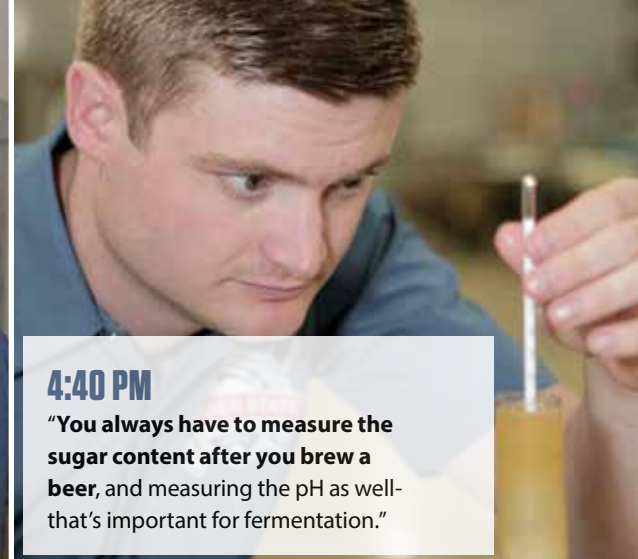
**"We're brewing a Belgian Witbier. They were finishing up the brew and I was getting prepared for a canning run. I check the seams on the can to make sure it's sealed properly."**





**4:28 PM**

**"Our yeast is from Chicago!** All of our ingredients we try to locally source, but some you can't—some hops don't grow well in Wisconsin."



**4:40 PM**

**"You always have to measure the sugar content after you brew a beer,** and measuring the pH as well—that's important for fermentation."



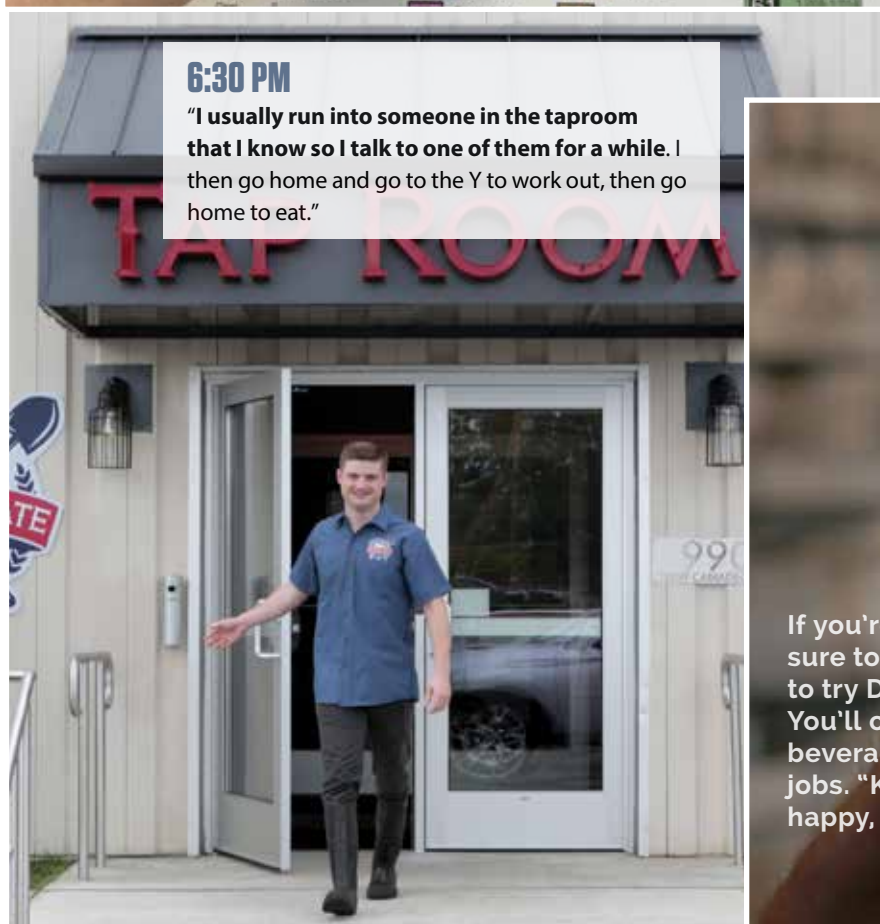
**5:15 PM**

**"I don't have time to brew anymore,** but I still like to do all of the microbiology and water chemistry. Water is the most important part of beer. We add different salts to the beer to mimic certain areas of the world... If you're gonna make a stout, you want to mimic Ireland's water. If you want to make a Pilsner, you want to mimic Germany's water."



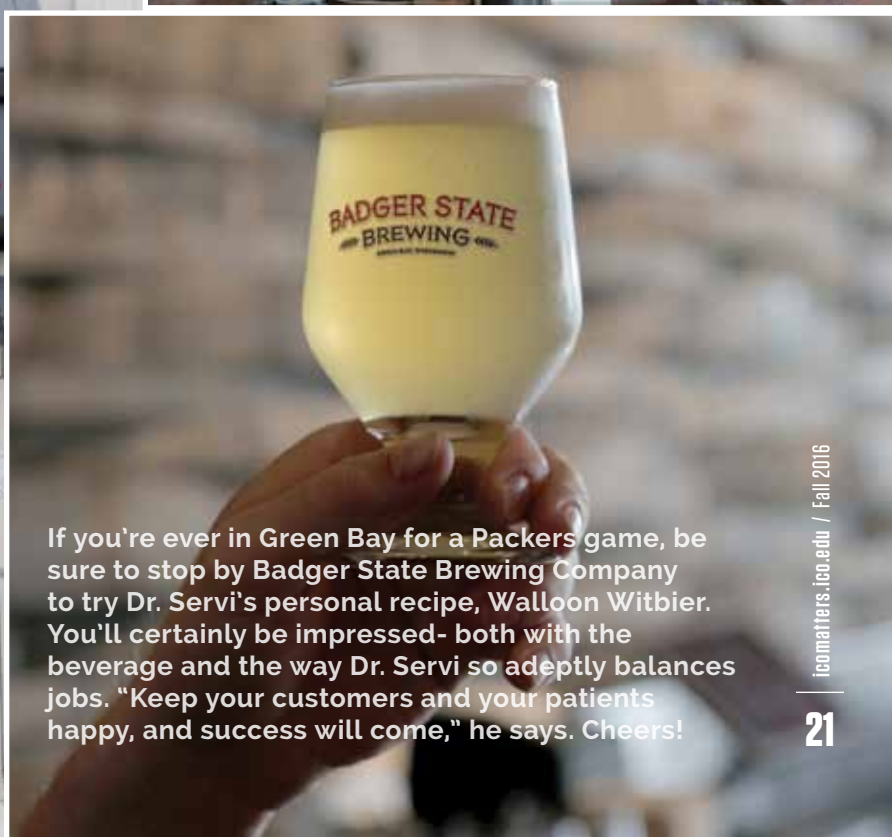
**5:55 PM**

**"We make beer for stores and bars, but the taproom is a nice way for people to take a tour or hang out and try all our different beers.** Certain beers are only available through the taproom. They're like our testing facility. We try to brew a new beer every week, then we get feedback on it to see if we should make it into a large batch or not."



**6:30 PM**

**"I usually run into someone in the taproom that I know so I talk to one of them for a while.** I then go home and go to the Y to work out, then go home to eat."



If you're ever in Green Bay for a Packers game, be sure to stop by Badger State Brewing Company to try Dr. Servi's personal recipe, Walloon Witbier. You'll certainly be impressed—both with the beverage and the way Dr. Servi so adeptly balances jobs. "Keep your customers and your patients happy, and success will come," he says. Cheers!




Your guide to emerging  
applications and their  
revolutionary effects on  
patients' lives.

Heather Swink, CAE, M.A.

# Optometrist 'app'-roved!





**Technology can be intimidating. We hear about ambitious mobile apps and wonder what the implications will be for our profession.** Thankfully, we can see that apps are already helping optometrists and their low-vision patients in astounding ways.

Many apps are equipped with functionality to make the handheld devices of visually-impaired patients “eyes free.” Essentially, outbound information can be spoken and inbound information—email, social media feeds, weather, and stock prices—can be orally relayed. Numerous apps exist that serve as magnification devices to enlarge text, pictures, currency, music notes, and much more. There are apps that even mimic various eye conditions, such as macular degeneration, diabetic retinopathy, glaucoma or cataracts, so that patients and their families learn about vision loss and how the world “looks” to the person with visual impairment.

Apps, among other technology solutions, are assisting optometrists in making more precise diagnoses and delivering the best care possible to low-vision patients.

**“For our field, technology is making things better, it’s making things easier. But it’s not making us go away. It just means we’re doing things a bit differently.”**

**Tracy Matchinski, OD ‘95**

# Technology and Optometry: The Long View

During the past 10 years, technology innovation has been surpassing optical solutions in patient care, according **Tracy Matchinski, OD '95**.

“Technology is continuing to move forward to help our younger generations with blindness and visual impairment,” Matchinski says. “For example, in the past, optometrists used optical systems to make objects larger for low-vision patients. It was also common for visually impaired children to have bulky braille and large-print books.”

Now all these children may possess a handheld, mobile device like the 110-gram Victor Stream—part digital book reader, part music broadcaster, part provider of OCR text-to-speech—or Blaze EZ Multi-player, a device small as a deck of cards providing OCR text-to-speech and playing ebooks, DAISY books, word documents, PDF files, music, Internet radio, and more.

“They can search, highlight, take notes, enlarge when necessary. And they look just like the classmate sitting next to them with a thin tablet to access visual or auditory information,” Matchinski says.

There is still a need for optical devices, however, Matchinski says. “Optical devices can enhance the electronic technology used for patients, and be used independently, of course. Anybody who’s truly successful usually employs many tools. Technology is another tool.”

Also, technology is not yet proficient at assisting people with distance magnification or telescopes. There are a few emerging solutions, such as E-Sight, electronic eyewear equipped with a digital camera that captures everything the user sees. The live video stream is instantly processed and then sent back to the headset, displayed on screens in front of the user’s eyes to enhance near, midrange and long-range vision functions.

In addition, with electronic device use there is always the concern about eye strain—regardless of whether

## Apps At-a-Glance

A plethora of apps is available in the profession for both optometrists and patients. The following is a comprehensive app list, derived from a combination of sources: Matchinski’s patients, lectures she has attended, and her optometric community peers.

When asked to compare the difference among free apps, apps with a nominal cost, and optical equipment, Matchinski explains: “Some of the apps aren’t quite as steady. The light and the quality of the image may be a little shaky. They’re good for quick spot-reading, but if you want to sit down for some extended reading, optic solutions would be better.”

Regardless, Matchinski says all optometry patients should know about and benefit from these apps. “They have affected the way I teach my low-vision class. We’re missing the boat if we don’t teach our students to use them and tell patients about this technology.”

“Our goal and our philosophy is to open and show—whether the patient is age 90 or nine—both the technology and optical solutions, and see what fits them best.”

*Heather Swink, CAE, M.A., is an independent writer, editor and content adviser. Follow Heather @ HeatherSwink, connect on LinkedIn at heatherswink, or email heatherswink95@gmail.com.*

**ICO’s own Dr. Tracy Matchinski uses these six apps almost daily to assist low vision patients and their loved ones.**

1



### knfbReader

Take a pic. The app reads the print. The app helps you get a good photo! Hear it aloud, or read in Braille. **\$99.99, in-app purchases (iOS, Android)**

2



### SuperVision

Quickly enlarges type and alters color contrast. **Free (iOS, Android)**





someone is visually impaired. However, the visually impaired greatly benefit from using technology because of the visual enlargement capabilities and auditory options, Matchinski says. “Any risks are fully outweighed by the ability to access information,” she adds.

Matchinski emphasizes that technology is not making optometrists obsolete.

“For our field, technology is making things better, it’s making things easier. But it’s not making us go away. It just means we’re doing things a bit differently,” Matchinski says.

“Optometrists are still necessary in helping explain things, train, and prescribe. Our knowledge of disease, optics and technology can make a huge difference. We help people continue to work, drive, even see their grandkids. We help people perform everyday tasks like reading a price tag or a menu.”



#### CamFind

Take a picture and send it to a user who interprets it; especially helpful in identifying currency, such as the difference between a \$20 or \$5 bill. **Free (iOS, Android)**



#### VisionSim

Turns on the camera and filters the lens with distortion that mimics the selected eye condition; educates patients suffering from macular degeneration, diabetic retinopathy, glaucoma or cataracts. **Free (iOS, Android)**



#### ColorID

Point camera at any object and your device will speak the name of the color; useful for achromatopsia. **Free (iOS, Android)**



#### MagLight +

Transforms your iPhone into a well lit magnifying glass.. **\$1.99 (iOS)**

For a complete list of over 20 helpful eye care apps, check out the online edition of *ICO Matters*: [icomatters.ico.edu](http://icomatters.ico.edu).



## Emerging Tech at ICO

Imagine if optometry students were able to learn, overnight, whether they are ready to run a successful private practice. Consider the benefits of experiencing private practice ownership, yet avoiding the costly mistakes that come with making poor management choices.

That type of “test drive” is now reality at the Illinois College of Optometry.

Eric A. Baas, OD '06, FAAO, ICO's director of continuing education and Chief of the Rosenbloom Center on Vision and Aging, offers an elective course that uses practice management simulator software called “iPractice: Private Practice Simulator.” Adapted from SABRE SIM, Baas' version enables students to make decisions about marketing, staffing, equipment and pricing strategies, and then quickly discover the impact of those choices.

“An algorithm is applied to simulate six months of operations overnight, delivering immediate feedback about those decisions and whether or not they were favorable,” Baas says. “They find out how much money the practice makes or loses during this simulated period. It's valuable loss/gain insight without the risk.”

Marketing decisions include how much to spend on various channels, such as online, radio, TV, direct mail or billboards, to attract customers. Staffing considerations relate to the amount of full-time employees—optometrists, opticians and general staff. Students also make choices for diagnostic and specialty equipment, such as those addressing sports vision and low vision. They also determine pricing strategies for ophthalmic frames and sunglasses as well as which insurance plans to accept based upon fee schedules.

“From this simulation, students are able to discover whether and what type of exams increased or decreased in their practice—and by how much. Same with the sale of glasses and contacts,” Baas says.

# Essentials: Chris Bugajski, OD '15

Chicago is a beautiful city, and **Chris Bugajski, OD '15**, has a knack for capturing its magic. While at ICO, he balanced urban photography with his studies. Bugajski's photos now adorn many spaces on campus. Though he's about to move to Wisconsin for a position with the VA, Bugajski makes it clear that Chicago architecture will remain his favorite subject. These are his Essentials for shooting and sharing images:

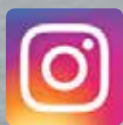


## THE GOLDEN HOUR

"The 'Golden Hour' is shortly before sunset. The light is a lot softer at that time and will allow for a great shot!"

## APPS & ACCESSORIES

"I have five photo-related apps on my phone: Instagram, ProCam, PS Express, Slow Shutter, and Snapseed. Instagram is the mobile platform I've chosen to display my photos. ProCam offers manual setting manipulation that can be configured to take the perfect shot. PS Express provides quick editing options and interesting filters. Slow Shutter allows for long exposure shots with a phone- just make sure you have a tripod (Joby makes a great tripod for mobile devices.) Google Snapseed is the ultimate photo editor."



Instagram



ProCam



PS Express



Slow Shutter



Snapseed

## SHOOTING LOCATIONS

"Chicago and the surrounding suburbs allow for some spectacular photo opportunities. The Baha'i House of Worship can be found in Wilmette, which is about a half hour north of the city. If you want to get an interesting view of the John Hancock Building, then head to North Avenue Beach. If nothing else, some of the best views of the city will require a boat. Take a cruise on the Tall Ship Windy around sunset; you'll always be able to obtain a print-worthy photo."



## PHOTOGRAPHER FUEL

"My favorite foods are a Chicago-style hotdog (NO ketchup) or a dipped Italian beef (Hot peppers, please!)"

## HOMETOWN HEROES

"When it comes to sports, I'm a homer- It's the Cubs, Bears, Hawks, and Bulls for me."

## MOBILE

"I like to take photos with my DSLR, but I enjoy snapping photos with my phone as well. I have an iPhone SE, which has a 12-megapixel camera and f/2.2 aperture."

## IT PAYS TO BE POPULAR

"Popular Pays is an app that connects to Instagram and provides the user with food and — in some cases — experiences or products for the number of followers one has. Donuts and coffee are typically given for users with around 500 followers or so. Once you get into the thousands, more "Swaps" become available. At the 4,000 mark, you get 2 press pass Skydeck tickets at Sears (yes, it's Sears, not Willis) Tower. The "Swaps" get better the more followers you have!"



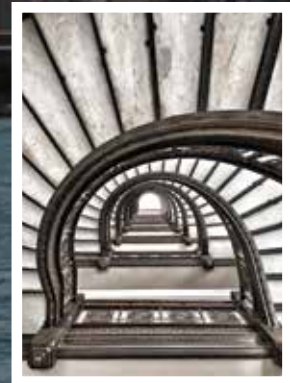
## INSTAGRAM COMMUNITY

"I've met some really great photographers through Instagram and was very fortunate to be a part of a social media driven group called Choose Chicago. Check these photographers out on Instagram: @edgilardon, @edsonsoares, @thecraighensel, @cshimala, @danamariaku, @chippercentral, @sirbrucelero, and @lenonjames. I think you'll definitely like what you see!"



## ATTEND OPEN HOUSE

"Brett-Ashley Palmer, OD '15, took this photo at Open House Chicago in 2014. Open House Chicago occurs every October. It's pretty sweet! You get access to buildings and views that you otherwise wouldn't get."



Chris Bugajski, OD '15

# Class Notes

## 1940's

**1947**

**James Stafford** (MCO) is the subject of a book, "Topspin: The Story of Dr. James Bazelle Stafford Jr.," written by his son. Dr. Stafford, who recently turned 95, was the first African American president of the Illinois Optometric Association.

**1949**

"**Uncle**" **Frank Fontana** (MCO) was selected to take part in the St. Louis Honor Flight on May 24. He was among 37 veterans making the trip and was one of only seven WWII veterans.

## 1970's

**1977**

**Tommy Lim** coordinated the first VSP Mobile Clinic Project in San Francisco's Chinatown with the efforts of the Chinatown Community Development Center and a host of volunteers, including **Annie Yeh, OD '11** and **Lubert Lam, OD '81**.

**1978**

**Thomas Doyle** was inducted into the Lions Clubs of Michigan Hall of Fame for his efforts at the local, district, state, and international level.

## 1980's

**1985**

**Deborah Zelinsky** authored a chapter titled "The Retina's Impact on Neuromodulation" in the upcoming *Textbook of Advanced Neurophotonics and Brain Mapping*. The book is endorsed by the World Brain Mapping Association.

**1988**

**Timothy D. Busey** has joined Vision Source Macon County in Decatur, Ill.

## 1990's

**1990**

**Lori Grover** has been named the Senior Vice President for Health Policy for King-Devick Test, Inc., in Oak Brook Terrace, Ill.

**1993**

**Michael Ciszek** is celebrating the 20th anniversary and the expansion of his LGBT-owned practice, Visionary Eye Care, located in the Andersonville neighborhood in Chicago. The practice also includes **Joe Warner, OD '00**, **Jamie Johnson, OD '10**, and **Fatima Ibrahim, OD '16**.

**1994**

**Carla D. Adams** has been certified in neuro-vision rehabilitation and vision therapy by the prestigious PAVE-SANET organization.

**1999**

**Ashley Ralston** joined the practice of Drs. Mike Todd and **Jace Giannetti, OD '09** in Augusta, Kan.

## 2000's

**2004**

**Vanessa Michel** relocated her practice, Redmond Ridge Eye Care, in Redmond, Wash. The new practice, one mile away, was newly designed with a relaxed spa-meets-jewelry store feel to it, complete with a chandelier.

**2008**

**Angela Appleman** joined Mercy Clinic Eye Specialists - Optometry in Rolla, Mo.

**2012**

**Jonathon Thoele** married Melissa Maddox on April 9 at Quincy University Chapel in Quincy, Ill. **Brandon Lerner, OD '12** served as a groomsman.

**Jeff Wilhite** was elected to the Board of Directors for the Optometry Association of Louisiana as the president of the New Orleans Optometric Society.

## 2010's

**2012**

**Lauren Kalinoswki** joined Eye Care Professionals of WNY, a practice with multiple locations throughout western New York.

*To submit your news and announcements for Class Notes or In Memoriam, please e-mail [alumni@ico.edu](mailto:alumni@ico.edu).*

*The following abbreviations denote predecessor names of the Illinois College of Optometry.*

CCO: Chicago College of Optometry  
MCO: Monroe College of Optometry  
NICO: Northern Illinois College of Optometry





# In Memoriam

## 1940's

**1947**

**James P. Mohr** (NICO), Appleton, Wis., May 5. He was a Corpsman in the U.S. Navy during WWII and was awarded the WWII Victory Medal.

**1948**

**Marlow K. Hauber** (NICO), Fort Myers, Fla., March 24. He practiced in Canton, Ill. for 42 years before retiring in 1991.

**Frank P. Ryba** (NICO), Grand Rapids, Mich., May 29. He served as a 1st Lieutenant, Transportation Corps, in the U.S. Army during WWII. Upon his honorable discharge, he received a personal thank you letter from President Harry S. Truman.

**Joseph J. Schribman** (NICO), New Rochelle, N.Y., July 4. He was a WWII veteran.

**Kenneth G. Sparling** (NICO), Fairborn, Ohio, June 5. He served as a 1st Lieutenant in the U.S. Air Force in WWII, flying more than 70 missions in the B-25 Mitchell over Italy and southern France. He re-entered the Air Force after graduating and retired a Lt. Colonel.

**1949**

**Paul L. Geiger** (NICO), Englewood, Fla., June 27.

**Alfred Greene** (NICO), Richmond, Va., Sept. 8. He enlisted in the U.S. Air Force as a Cadet in Flight Training and was stationed in Hawaii. He practiced in Richmond for 60 years, retiring at the age of 87. He held leadership positions in many civic and professional organizations and trained and showed Arabian horses all along the east coast.

**Gerald M. Thomas** (NICO), Athens, Ga., May 28, 2015. He served in the U.S. Army in WWII, earning four battle stars and the Bronze Star. He practiced in Athens for over 50 years and held every office in the Georgia Optometric Association. He also served as the optometrist for the University of Georgia Athletic Association for 37 years.

## 1950's

**1950**

**Robert W. Anderson** (NICO), Dunedin, Fla., Sept. 17, 2015.

**1951**

**Luther G. Egge** (NICO), Roundup, Mont., Oct. 14, 2015. He served in the U.S. Army and was deployed with occupational forces to the Pacific Theater of Operations in Okinawa, Japan. He served in the Headquarters Battalion of the 10th Army as Staff Sergeant in signal, radio, and communications assigned to anti-aircraft artillery.

**Walter J. Zinn** (CCO), Chicago, Ill., Feb. 14. He practiced in the Chicago area for over 40 years.

## 1960's

**1960**

**Sam Nahoum**, Delray Beach, Fla., May 18.

**1965**

**Gary V. Puro**, Santa Fe, N.M., May 28. He served in the U.S. Air Force and earned an M.D. degree at Creighton University. He practiced ophthalmology in the Santa Fe area for 30 years.

**1967**

**Edward David Attaya**, Willowbrook, Ill., July 11.

**1969**

**Larry G. Karl**, Mahomet, Ill., July 14. He practiced for 46 years in the Champaign area.

## 1970's

**1976**

**Wilma Boulrieris**, Spokane, Wash., July 29. She practiced for ten years in Moses Lake, Wash., and was appointed by the governor to serve on the Washington State Board of Optometry. She spent the next 20 years as a medical missionary in Micronesia at the Guam SDA clinic, also traveling to Saipan, Chuuk, Palau, Kosrae, and Yap.

## 1990's

**1990**

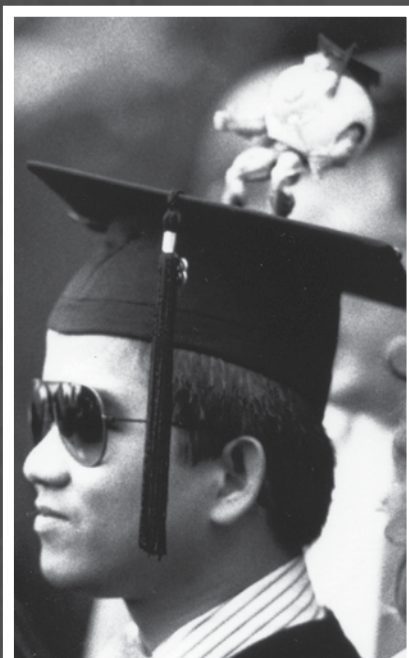
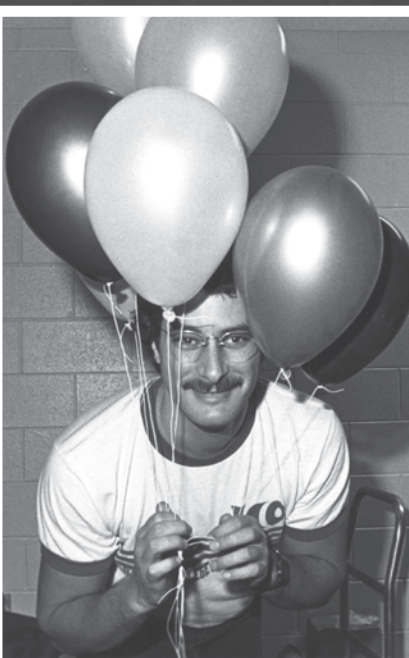
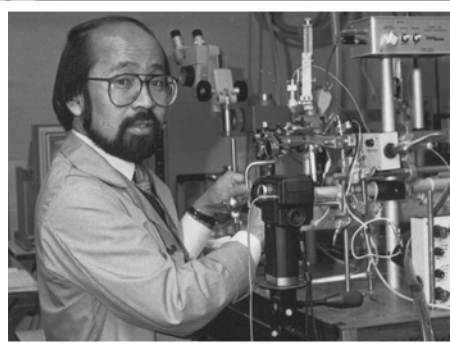
**Randy Fred Akel**, Chicago, Ill., July 3. Originally from Jacksonville, Fla., he practiced in Chicago for 24 years. He was known as a talented Arabic singer, songwriter and recording artist.

# Vault

SOMETIMES, WHEN WE DIG THROUGH OUR VAULT OF VINTAGE ICO PHOTOS, WE COME ACROSS IMAGES THAT CANNOT BE EXPLAINED. The captions

have been lost to time, leaving us silly photos without context. Here are a few ICO pictures that make us smile, laugh, or simply ask, "Huh??"

If you know the story behind one of these fun photographs, please contact [communications@ico.edu](mailto:communications@ico.edu)!





# Datebook

CONTINUING  
EDUCATION  
**FEB 12**

## NOVEMBER

### November 11

Alumni & Friends Reception at  
Academy  
Anaheim Marriott  
Anaheim, Calif.

### November 14

First Day of Winter Quarter

### November 24-26

Thanksgiving Break

## DECEMBER

### December 2

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

### December 6

NBEO Part II Exam

### December 20 - January 2

Winter Break

## FEBRUARY

### February 3

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

### February 11 - 18

Final Exams

### February 12

Continuing Education Program  
6 hours, tested  
ICO Campus

### February 20 - 25

Break Week

### February 27

First Day of Spring Quarter

## MARCH

### March 10

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

### March 21-24

NBEO Part I Exam

## 2017

## JANUARY

### January 13

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

### January 16

Martin Luther King, Jr. Day  
College/Clinic Closed



# ICO

## **Illinois College of Optometry**

3241 S. Michigan Ave.

Chicago, IL 60616

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

## **Last Look**



*Drs. Stephanie and Leonard Messner (right) pose in Shanghai's Yu Gardens during a summer trip to China. Their tour included Euclid Systems (an orthokeratology lens company,) Wenzhou Medical University, Hong Kong, and the Vision China conference. They learned much about optometric education in China, and hope to increase ICO's overseas relations.*