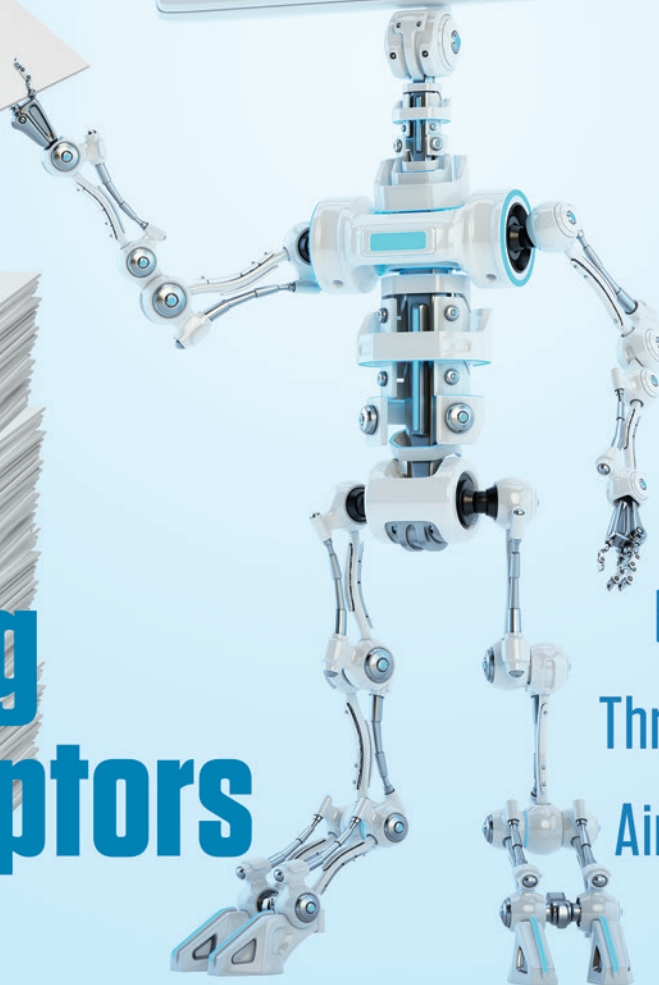


ICO MATTERS

FALL 2017 • V16 ISSUE 3



Disrupting The Disruptors



Homecoming 2017
Thrift Store Treasure
Air Force Optometry

Share ICO's latest **YouTube** series with an aspiring OD!

THE ICO CLINICAL CHRONICLES

"We just see such rare cases!"



"We could be saving their vision."



"We are the perfect collaboration between an institution that wants to service a community, and a community that's in need of service."

Watch anytime at
youtube.com/ICOoptometry



Features

- 08 The Age of Disruption**
For better or worse, online optometric services are shaking up our profession.
- 16 Biggest. Event. Ever.**
This year, Academy and Homecoming occurred simultaneously in Chicago. Relive this spectacular weekend at ICO!
- 22 History Comes Home**
A determined collector discovers one of ICO's oldest artifacts in a California thrift shop.

ICO MATTERS

FALL 2017 • V16 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

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icomatters.ico.edu

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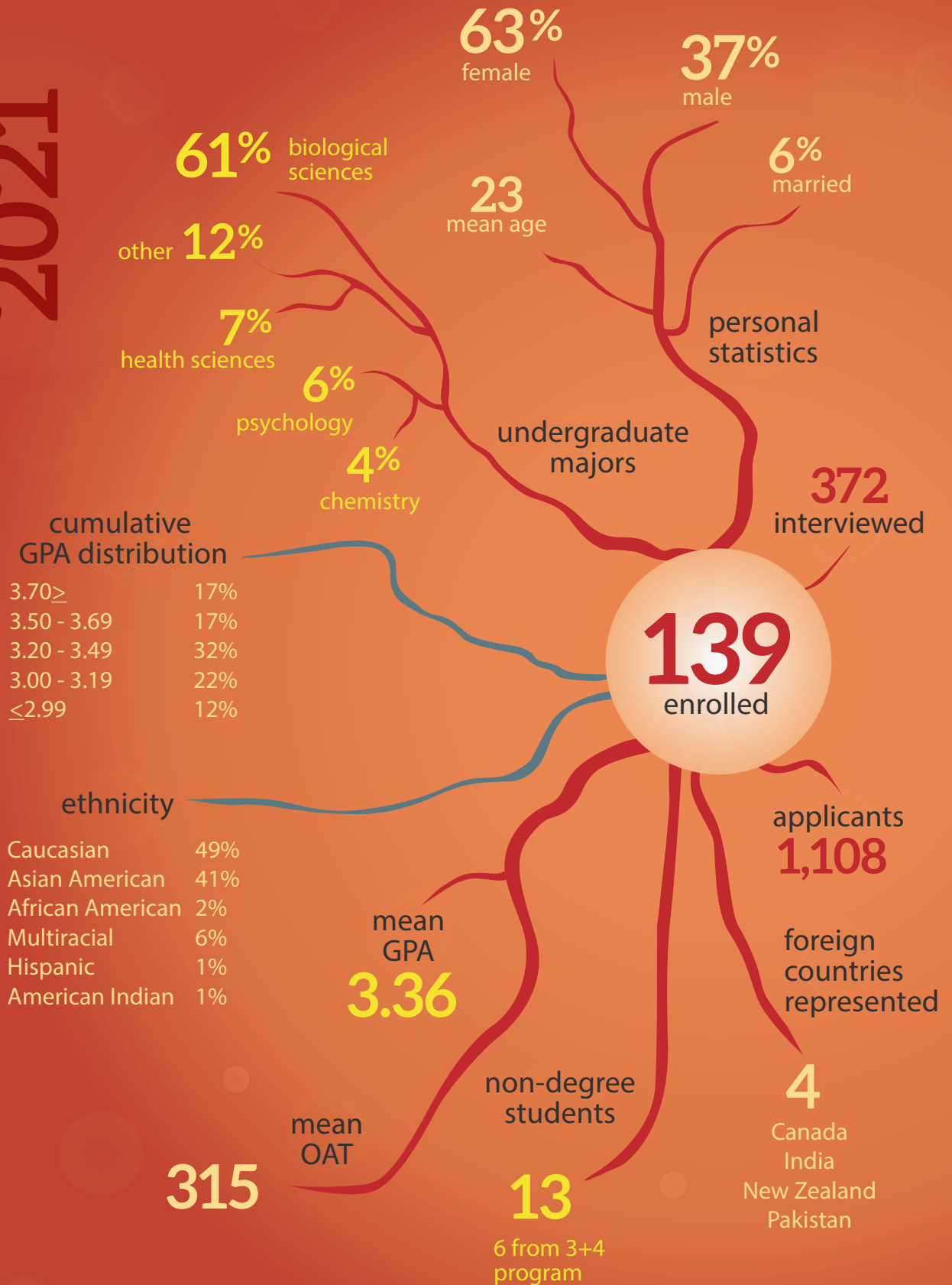
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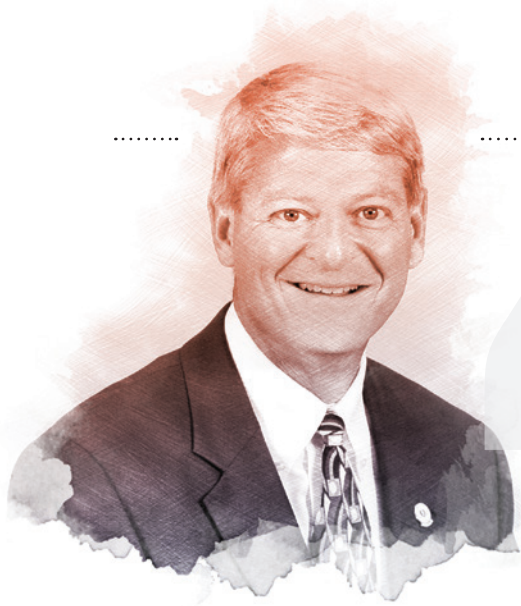
Departments

- 03 Enrollment Update**
- 04 In Focus**
- 12 Close Up**
- 20 Trending**
- 24 Essentials**
- 26 Class Notes/In Memoriam**
- 30 Vault**
- IBC Datebook**
- BC Last Look**

ICO CLASS OF 2021



Special Enrollment Update



Mark Colip, OD '92

Insisting on Quality for Future Alumni

The lifeblood of any educational institution is its students. By graduating from the Illinois College of Optometry, our world class doctors form the strongest alumni network in the profession. This legacy is important to us. This year, ICO took a bold step and accepted a class of just 139 students; the number in recent years had been nearer to 165. Why?

There have been, and continue to be, numerous pressures on a relatively steady applicant pool. More optometry schools are opening, and class sizes have increased at many established programs around the country. Total enrollment in optometry schools nationwide has increased 26 percent since 2007. With more students being accepted and offered seats, it only makes sense that institutions are feeling challenged as we all draw from the same applicant pool.

One of the keys to ICO's success in producing great doctors is preparedness upon entrance to our program. Students have to have a pretty well-stocked toolbox of learning skills before they are ready for the rigors of optometry school. ICO was not willing to alter its admissions standards for less qualified students. We are working in a new reality and adapting, as needed. There are compromises that ICO is willing to make; a lowered standard is not one of them.

As you can imagine, there was much debate internally at ICO before arriving at such a monumental decision. While the financial implications will cost the institution nearly \$5M over the next four years, the consequences of accepting additional students just to hit a target number would have been potentially more catastrophic. Lower performance and Board results would reflect poorly on our institution, and subsequently, all of optometry. ICO has addressed the financial implications proactively, and the Board of Trustees has approved a revised and balanced operating budget for the 2017-2018 academic year. The quality of our educational and clinical programs will not be compromised.

ICO has been around for 145 years. There is shared responsibility- among our alumni, current students, faculty, and staff- to protect the reputation, strength and legacy of this institution and our beloved profession. We are proud to be holding the quality of our students to the standard that ICO's history demands. I hope you agree that rising optometrists, their future patients, and the nation's largest alumni network deserve the best.

A handwritten signature in black ink that reads "Mark R. Colip, OD".

Mark Colip, OD '92

Vice President for Student, Alumni and College Development
Chair, Admissions Committee

Editor's Note



Lauren Faits, Editor

I traveled with my family to St. Louis for this year's solar eclipse. We had a great time. It was wonderful to enjoy a rare thing of beauty with those closest to me. It's so important to unite with others in the name of doing something positive. There is much to worry about in today's news, and in 2017, the news never leaves us alone. We must create positivity.

The ICO family is always coming together to create joy and do good. This issue of *ICO Matters* is all about staying positive with your fellow alumni:

- Our feature on disruptive startups looks at online optometric services in an optimistic way. ICO alumni proactively add value to optometry and stay successful.
- We recap a weekend of friendship and nostalgia with our Open House and Homecoming 2017 coverage.
- In one of our most interesting features ever, a woman from California works to return a 1913 photo composite to its home at ICO.

Thanks for reading. If something in this magazine strikes you, you are welcome to e-mail communications@ico.edu. Hearing from you is *always* a positive experience!

Introducing Young People to Optometry

Summertime is a great time for aspiring optometrists to visit ICO! In June, our annual **Focus on Your Future** summer program brought in 17 students from 10 states. Focus on Your Future introduces underrepresented populations to optometry, Chicago, and of course, ICO.

Later, in July, high school sophomores visited ICO through **IIT's Summer Biology Program**. The group learned about

optometry over the course of an action-packed day. First, they dissected cow eyes at IIT. Then, they came to ICO for breakout sessions. Students received campus tours, heard about the modes of practice, and explored vision with slit lamps and optical illusions.

By reaching out to our community's young people, we continue to spread enthusiasm for optometry and ICO.



Quiz Bowl Tests Optometric Knowledge

Students, faculty, and staff traveled to Washington, D.C. for Optometry's Meeting 2017. ICO participated in all aspects of the conference between June 20 and 24, from research presentations to an American Optometric Association rally on Capitol Hill. ICO hosted an Alumni and Friends reception.

The weekend was full of victories for ICO. Students **Aaron Nichols** and **Mohammed Johma** won Second Place in the Walmart/Sam's Club Project Foresight National Scholarship Competition. Their presentation,

"Wishful Eyes," earned the team \$5,000.

The biggest ICO story out of Optometry's Meeting was the Essilor Optometry Student Bowl. For the first time in 26 years, ICO took the Ventura Cup. **Taylor Harris** won the competition after a nail-biting finish. The moment he clinched the win, ICO students in zombie-themed attire flooded the stage to congratulate the champion.

We look forward to 2018 in Denver, Colorado!



ACOE Upholds Accreditation

Following a comprehensive review by the Accreditation Council on Optometric Education, the Illinois College of Optometry earned continued accreditation in April 2017. The process includes an institutional self-study, external review, and site visit to assess the quality of education programs against predetermined standards. These standards cover eight major areas including curriculum, program management, qualified faculty, student services, facilities, and clinic policies.

The ACOE's final report did not issue any required recommendations or suggestions for improvements to the program. ICO's next comprehensive accreditation review is scheduled for 2025.

IOA Names Optometrist of the Year

ICO is delighted to congratulate **Geoffrey Goodfellow, OD '01, FAAO**, on being named the 2017 Optometrist of the Year by the Illinois Optometric Association. This is the highest accolade the IOA can bestow on a fellow optometrist. The honor was given at the IOA's 2017 convention, which took place September 14-17 in Itasca, Illinois. The Optometrist of the Year award recognizes Dr. Goodfellow's service to optometry, the public, and the IOA and/or AOA.



In addition to being an alumnus and Associate Professor, Dr. Goodfellow is ICO's Associate Dean for Academic Assessment and Records. He currently teaches ophthalmic optics, instructs a variety of pediatric and binocular vision laboratories, and coordinates the Private Practice Clerkship. He played an integral role in updating ICO's curriculum for last year's entering class. We are so fortunate to have him sharing his many talents with ICO.

Several other members of the ICO family were also recognized at the 2017 IOA convention. **Christine Allison, OD, FAAO, FCOVD**, was given a plaque recognizing her completion of the 2016-17 year as IOA President. **Mark Skowron, OD '81**, was inducted in her place. **Jordan Beller, OD '71**, and **D. R. Gordon, OD '71**, both received their 50-year member awards. Congratulations to all!

What's New in Patient Care

The Illinois Eye Institute continues to expand the services it offers. This season alone, multiple innovations premiered in the clinic that will improve care:

- **Diabetic Support Group** – A monthly support group for diabetic patients and their loved ones has experienced several months of success. Discussion topics vary widely, from the effects of diabetes on vision to healthy food options available at Chicago farmers' markets.
- **Corneal Cross-linking** – On Thursday, July 20, **Dr. Osvaldo Lopez** performed ICO's first epi-off corneal cross-linking procedure. This non-invasive process uses vitamin B2 (riboflavin) drops and UV light to treat conditions like keratoconus and ectasia. The patient had such a positive experience that she intends to transfer her entire family's vision care to our clinic.
- **Eidon Wide-Field Camera** – In August, the clinic started a trial period using an Eidon Wide-Field Camera. The camera offers a range of benefits over traditional fundus photography. Says **Dr. Michael Chaglasian**, the device produces "quality images of small pupils and cataracts." The Eidon Wide-Field Camera could eventually become a permanent fixture in the IEI.

These additions not only serve our patients, but also the hands-on education received by ICO students.



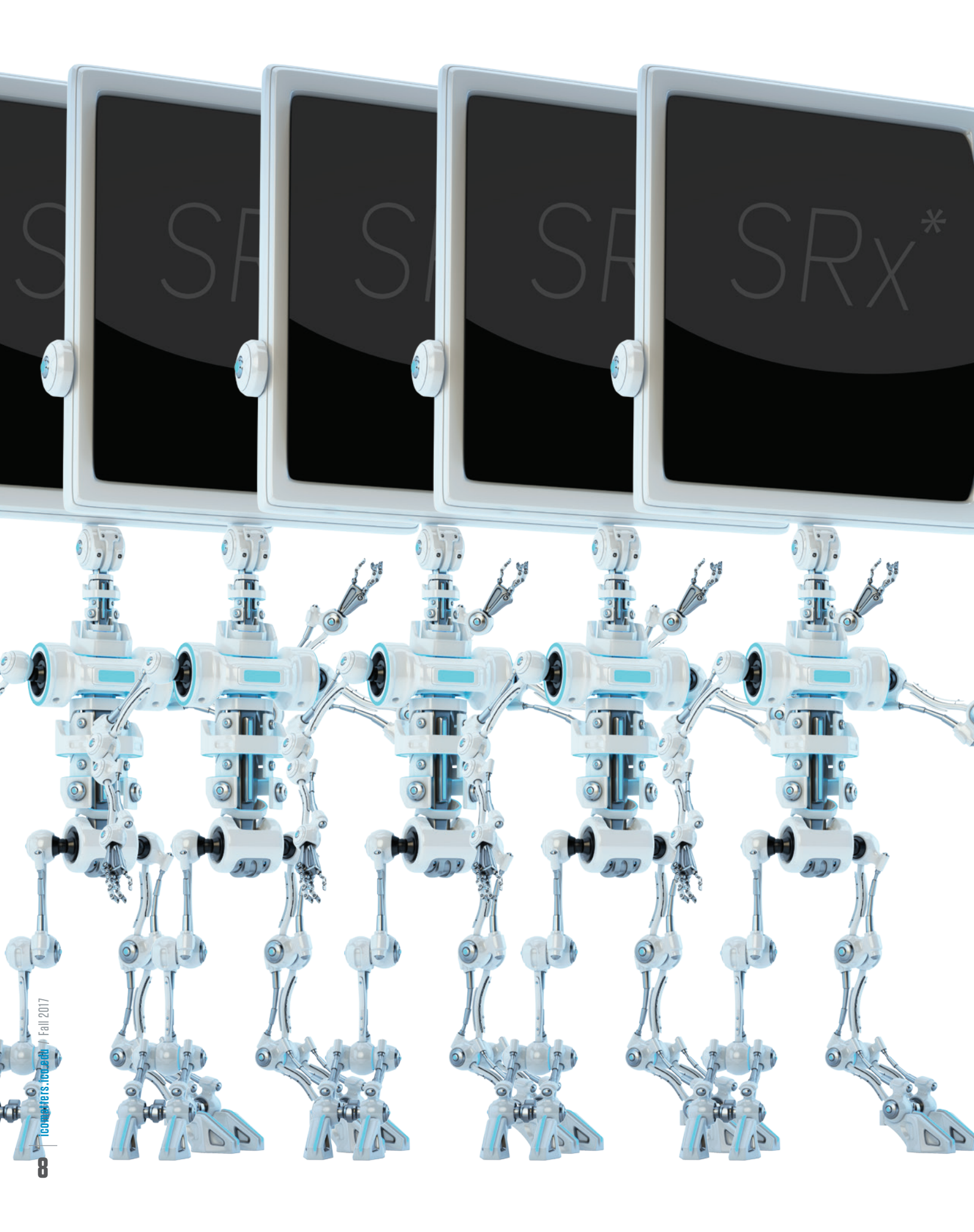
White Coat Tradition Continues

On August 26, we welcomed 139 members of the Class of 2021 into their professional education. The Lecture Center was packed with friends and loved ones, including many alumni, for the annual White Coat Ceremony. **Peter Russo, OD '87**, assured the new class they were already succeeding. "You have already made the best decision of your career," he said, "ICO."

This year, 24 students were acknowledged for receiving scholarships and awards. Three students were coated by family members who graduated from ICO:


- **Ashley Henkel** was coated by her cousin, **Kelly Klein, OD '09**.
- **Benjamin Hinson** was coated by his parents, **Heather Hinson, OD '88**, and **Douglas Hinson, OD '85**.
- **Olivia Nichols** was coated by her mother, **Ellen Miller, OD '95**.





INTERRUPTING the DISRUPTORS

BY SHEILA QUIRKE



dis-rupt (verb): *to interrupt, by causing a disturbance or problem; to drastically alter the structure of something; upset, obstruct, impede, interfere with, distort.* Strong words, but most optometrists can relate. The word “disruptive” is accurate when describing the growth of online optometric services.

It started as a commerce venue shift- retailers offered discounted eyeglasses and contacts via the Internet. Disruption has now morphed into online refraction being widely available to consumers who can access a new prescription without leaving home. That is some *Star Trek* level technology!

The American Optometric Association takes a strong stance against these innovations due to how they can affect patients’ long-term health. “An online eye test that results in a contact lens and eyeglasses prescription may give patients a false sense of security, potentially delaying sight-saving care,” says the AOA. “While there may be fine print disclaimers that say these apps do not replace comprehensive eye examinations, they may still misleadingly provide patients with a peace of mind that they received care.” Regardless of risk, patients are embracing these services. Disruptive startup technology is here to stay.

So, what to do and how to adapt? ICO-trained doctors are at the forefront of these questions. Former ICO resident **Dr. Ryan Corte** is the founder of IntroWellness.com. This resource website produces short video clips that simplify health and wellness information for consumers. Dr. Corte believes these disruptors clearly understand how their presence impacts optometrists. “They know exactly what they are doing by trying to disrupt the process of refraction. It’s not going away. We

must educate our patients to the fullest degree about what ODs provide that is different, and be there for them if they discover what they’re being provided online falls short.”

Dr. Stephanie Messner, Vice President and Dean for Academic Affairs, states, “We must prepare our students for a future in which data collection is not the most important aspect of what they do.” Instead, emerging tech tools can be used as one step toward a larger mission- “to solve their patients’ problems in the most efficient way.”

To do that adequately, it is important to better understand how online disruptors work. Here are the basics for a few, including what they provide, what they don’t provide, and who they are targeting with services and marketing.

Opternative “The eye exam has evolved.”

Chicago’s homegrown disruptor, Opternative, was founded in 2012 and began offering online refraction in 2015. Last year, it established an alliance with 1-800-Contacts. It is currently active in 37 states and provides prescriptions using board certified ophthalmologists. Patients must be between 18-55 years old and state they are in good health via self-report. Online refraction is done at home using a computer and smart phone app, with a prescription then e-mailed to the consumer.

EyeNetra “Refraction mobilized.”

EyeNetra was developed as a med-tech project at the MIT Media Lab. It is a “suite” of portable refraction tools for use by consumers under the “supervision of an eye care professional.” The tools are transported to schools, businesses, correctional institutes, missions, rural areas, and mobile clinics. The equipment, including an auto-refractor, auto-lensometer, and handheld phoropter, is powered by a smart phone app. Data is transmitted to a proprietary, cloud-based system. Prescriptions that are generated can then be sent directly to a consumer’s phone. More than 150,000 eye exams using the technology have now been logged.

Smart Vision Labs “Grow your business with optical telemedicine.”

The objective of Smart Vision Labs is to connect brick and mortar optical stores with ophthalmologists via technology. They advertise a five-minute vision test and prescriptions for customers within 24 hours, accessible to patients via a secure online portal. The vision test uses a smart phone app that scans the eye with “wavefront technology,” and includes photos taken of the eyes for remote review by ophthalmologists. All of this is overseen by a “normal employee,” which one can assume is not a doctor of optometry. The company’s website emphasizes lower costs for eye care professionals and increased sales, improving a return on investment. It boasts that using the technology eliminates the need to find or pay for doctors on-site.

Warby Parker “...founded with a rebellious spirit...”

Packaging itself as the disruptor with a heart of gold, Warby Parker hit the internet in 2010. They have carved out a market by offering affordable and fashionable frames that customers can select online, then try on in the comfort of their own home. The company both designs and produces their product. Ironically, the brand now has a growing brick and mortar footprint, with 58 locations across the US. This year, a new app has been rolled out called Prescription Check, which provides online refractions and is currently available in ten states. The home-based exam takes twenty minutes using a computer and smart phone, but is only available to consumers who self-report being between 18-50 years of age and who do not require reading glasses or progressives.

2020Now “The doctor is always in.”

2020Now offers fifteen-minute exams using HD video conferencing and ophthalmologists. Patients are assisted with onsite devices like auto-refractors, auto-keratometers, and auto-lensometers. The collected data is transmitted to a remote technician who then performs subjective refraction

and vision analysis tests, via teleconference. All the collected information is sent electronically to an ophthalmologist, who then sends a signed prescription within minutes. The goal is for any brick and mortar store that engages the company to then capture that patient and sell them eyeglasses.

Disruptors rely heavily on ophthalmologists. Ophthalmologists have the legal capacity to write prescriptions across state lines that optometrists do not, leaving optometrists vulnerable. That regulation is a tough nut to crack. In response, the AOA supports telehealth, “a rapidly-evolving tool for the delivery of health information and services.” They believe that “eye and vision telehealth services, when used appropriately, can serve to improve patient coordination and communication among and between doctors of optometry and ophthalmologists, as well as other primary care or specialty care providers.”

In addition to following AOA recommendations, ICO alumni are using a three-pronged approach to disrupt the disruptors. They engage in advocacy to lobby for favorable legislation, exercise education and top shelf customer service to attract and retain patients, and provide the latest technologies.

Abby Jakob, OD ’14, is the owner/operator of EYES, a practice in Ontario, Canada. Dr. Jakob provides personalized care to patients ranging in age from infants to centenarians. She is passionate about pairing state-of-the-art technology with an awareness of specialized needs. “Technology helps me provide the most thorough exam possible, and by pairing that with patient education, my patients understand they are getting a compassionate and caring doctor.”

For Dr. Jakob, that means providing a welcoming and friendly environment, having equipment that is wheelchair accessible, and making certain her patients “feel like gold.” She has had tremendous success targeting those patients most readily served by online disruptors - Millennials. She uses social media to highlight her fresh product line and well-appointed office via Instagram and Facebook, which attracts younger patients.

Is Dr. Jakob concerned about the growth of online refraction? No. “There is no way to integrate a patient’s lifestyle or habits into an online exam. The prescription provided may be crystal clear, but still not right. There is no substitute for a professional asking the right questions and reading the patient as they are examined.” Dr. Jakob acknowledges it may be easier for her to adapt as a new OD who appreciates that older patients require a more traditional approach while her younger patients are comfortable with modern technology and different means to communicate with her. “People need options.”

The reality of patients exploring options like online vendors is the elephant in the room **Melissa Spaulding, OD ’15**, is never afraid to address with her patients. As a provider at

Front Range Eye Health Center in Colorado, Dr. Spaulding never shames a patient who requests a written prescription. "We are doctors of optometry, not salesmen. My number one goal is education. I check for diabetes and glaucoma, and ask about dry eyes and allergies- things many patients never think to bring up, but have a lot of questions about. I want to capture 100% of my patients with a more thorough eye exam."

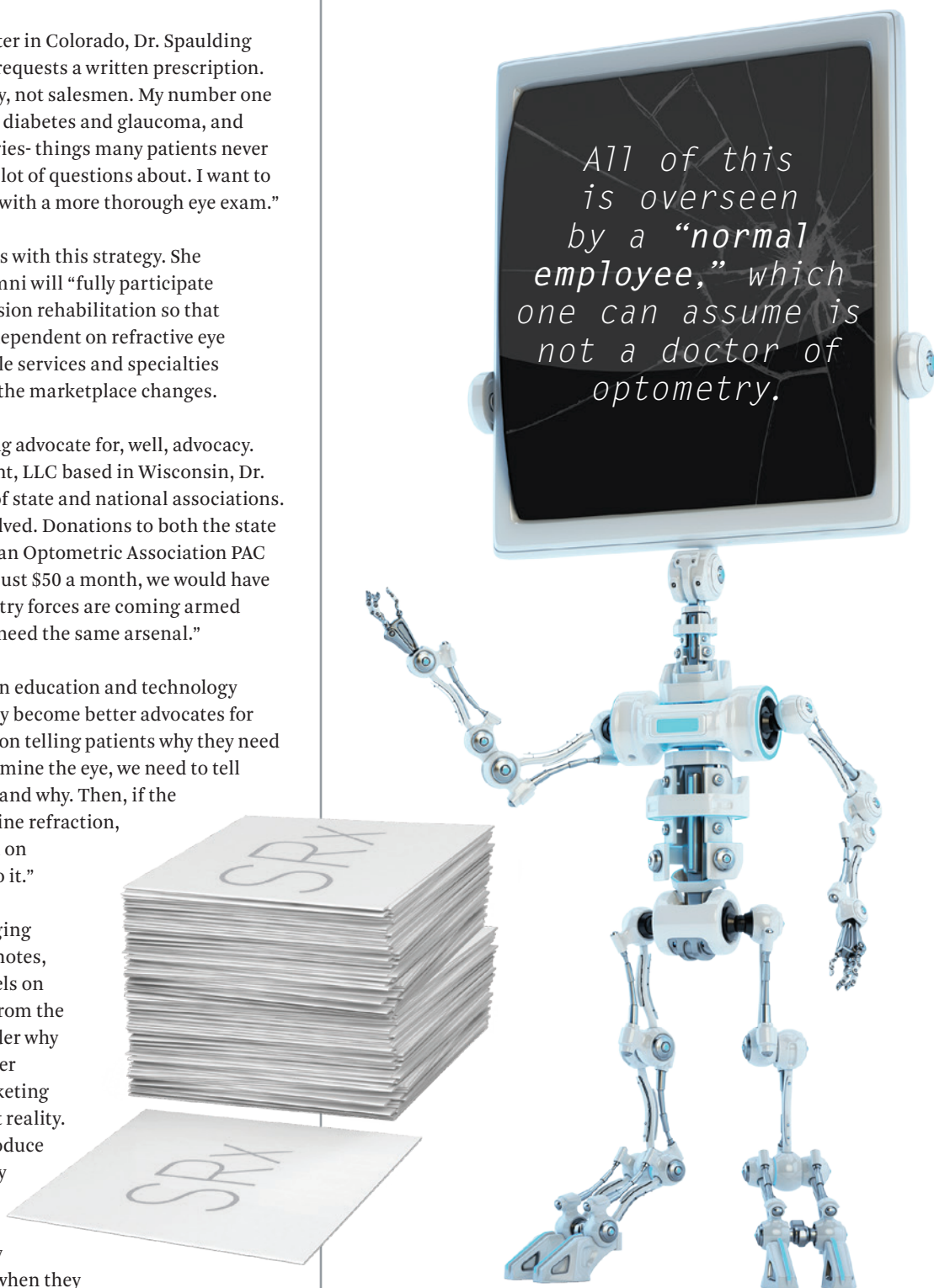
Dr. Stephanie Messner agrees with this strategy. She hopes ICO students and alumni will "fully participate in medical optometry and vision rehabilitation so that their practices aren't solely dependent on refractive eye care." A practice with multiple services and specialties will adapt and survive when the marketplace changes.

Ryan Ames, OD '07, is a strong advocate for, well, advocacy. Through his work at ForeSight, LLC based in Wisconsin, Dr. Ames has seen the benefits of state and national associations. "Optometrists must get involved. Donations to both the state associations and the American Optometric Association PAC are crucial. If every OD gave just \$50 a month, we would have enough funds to fight. Industry forces are coming armed with millions of dollars. We need the same arsenal."

Dr. Ames believes focusing on education and technology enables patients to ultimately become better advocates for themselves. "We must focus on telling patients why they need to see us routinely. As we examine the eye, we need to tell them what we are looking at and why. Then, if the patient does consider an online refraction, they will at least be educated on what is missing when they do it."

Patients take notice of changing technologies, too. Dr. Ames notes, "When we are spinning wheels on the same black instrument from the 1950s, they will start to wonder why we are still using it when other technology is available. Marketing is a matter of perception, not reality. Even if both instruments produce similar results, they look very different. All the patient knows is that when they went to the optometrist, they got a new prescription. And when they did the exam in their kitchen, they got a new prescription."

Optometrists must cast a brighter light on what the profession uniquely provides. The AOA "will continue to hold companies accountable for any claims they make that potentially put patient health at risk." While they do, know your value and don't be shy about sharing it. Use the tools available to you: advocacy, technology, and the expertise to provide patients with the best care available to them. No app in the world can replace that.



Close Up:

Adam Klemens, OD '05

"I never thought that I'd join the Air Force," says **Adam Klemens, OD '05**. "Then, when I came into optometry school, September 11th happened." He spoke to an Air Force recruiter at ICO's annual Equipment Fair. They offered a 2-year scholarship in exchange for 3 years of service.

Klemens planned to serve in the Air Force for the minimum amount of time. Then, he would return to Chicago with his wife, **Susan Tran Klemens, OD '06**. He was so sure of this plan that he admits to being "frustrated" when his father exclaimed, "Who knows? Maybe you'll like it!"

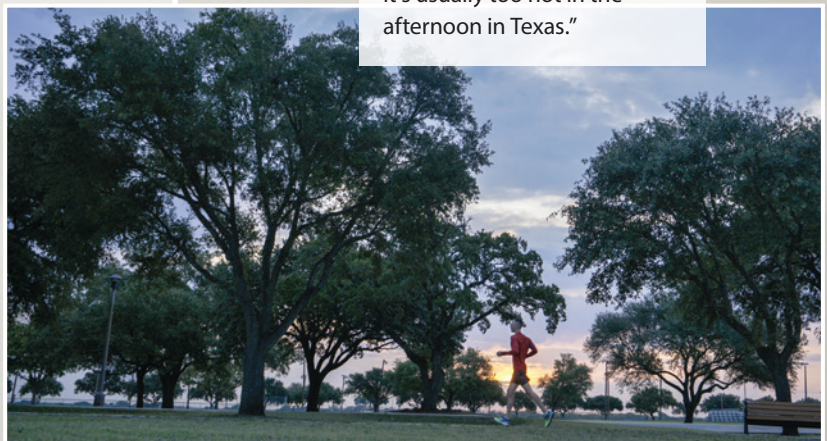
Today, Klemens is a Lieutenant Colonel in San Antonio, Texas. He has been practicing optometry in the Air Force for twelve years. His patients are far more diverse than he expected, and he still gets family time. Plus, "I've got friends stationed all over the world," he says. "You pick your family as you go along."

This Close Up of Lt. Col. Klemens makes it clear why he stuck with the armed forces.

7:13 AM

"I'm finishing up my morning run around base.

It's built into our schedule. It's usually too hot in the afternoon in Texas."





*Interview by: Lauren Fails
Photos by: TSgt Christopher Griffin*



7:40 AM

"My coffee machine is on the fritz, so I've become dependent upon the base Starbucks over the last few weeks. I like a caramel macchiato."



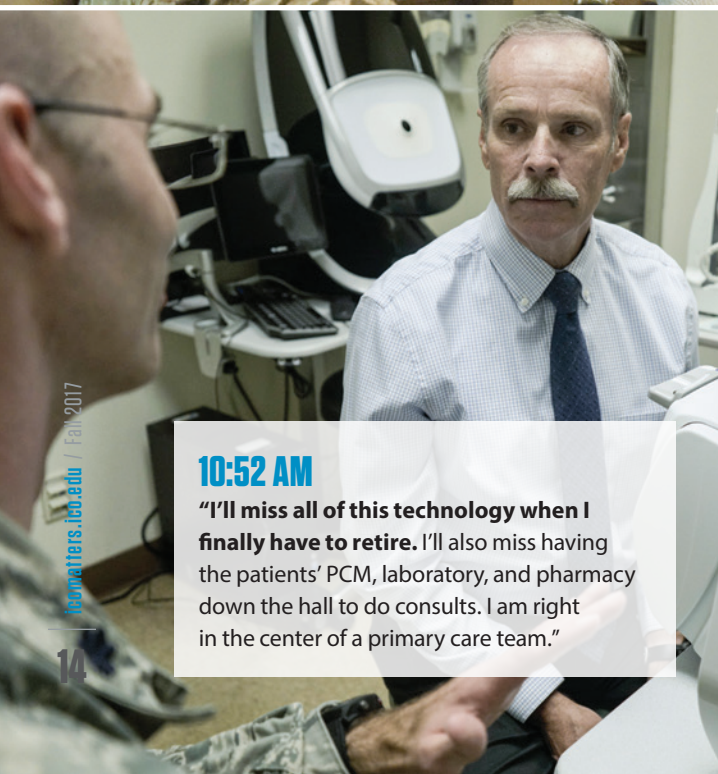
8:20 AM

"Before I came into the Air Force, I remember being worried I'd see 20-year-old patients all day long. Luckily, I was wrong. This 11-year-old man brings big personality to the office. He's telling everybody that he's going to be a movie star now. Anybody who's active duty, you get all their kids."



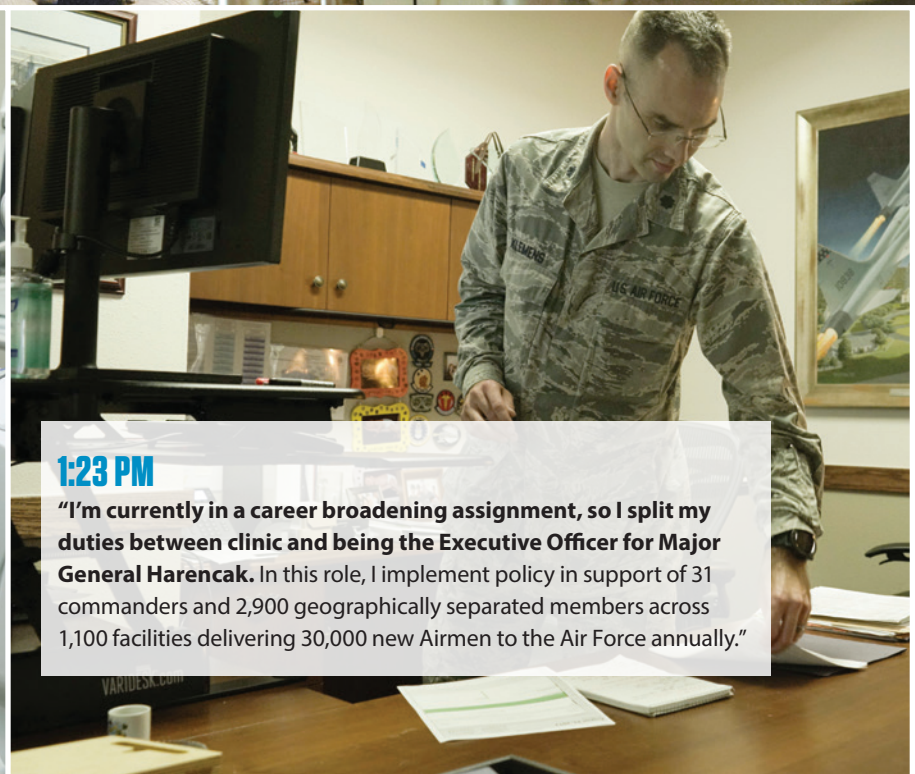
10:40 AM

"With half my patients being family members and retirees, the population is quite similar to private practice. I love that I can provide full-scope optometric care in this environment."



10:52 AM

"I'll miss all of this technology when I finally have to retire. I'll also miss having the patients' PCM, laboratory, and pharmacy down the hall to do consults. I am right in the center of a primary care team."



1:23 PM

"I'm currently in a career broadening assignment, so I split my duties between clinic and being the Executive Officer for Major General Harencak. In this role, I implement policy in support of 31 commanders and 2,900 geographically separated members across 1,100 facilities delivering 30,000 new Airmen to the Air Force annually."



3:57 PM

"I love getting out to where my patients work. This is a T-38. Here, I'm measuring the range of distances to the instrument clusters so I can tailor an SRx to specific occupational demands."

4:15 PM

"People love their jobs out here, so I usually get to learn something about what they do when I conduct a shop visit. Here, Dave explains the wizardry of the T-38 jet engine. This one seized during its initial test run."



6:33 PM

"We wrap up the day with a quick trip to the park. Aidan is seven, Adrian is five. He just started kindergarten. Addison is three. She's missing her brothers that have left her at daycare. I love playing with these guys when I get home."

Homecoming

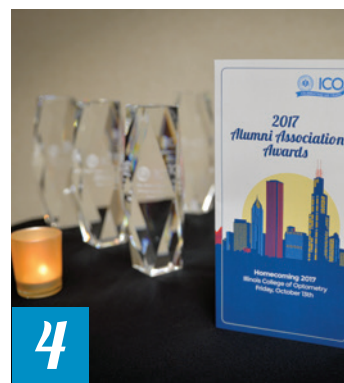
Celebrating Optometry in Illinois

Open House

in Pictures

When Academy 2017 came to Chicago, ICO opened its doors. Homecoming was intentionally pushed back a month to October 13. Thanks to this adjustment, the annual alumni gathering could share the stage with an Optometry in Illinois Open House. It was an incredible weekend for optometry! Hundreds of people- alumni, industry colleagues, prospective students, and more- explored ICO and enjoyed the city. Here are some highlights:

- 1** The Class of '87 had the evening's highest attendance. These ODs have been friends for 30+ years!
- 2** **Mary Flynn Roberts, OD '91**, was recognized with a Certificate of Appreciation from the AAO.
- 3** **Sydney Harris, OD, NICO '47**, represented the oldest reunion class in attendance. Happy 70th anniversary, Dr. Harris!
- 4** It is always wonderful to welcome **Mrs. Sarah A. Rosenbloom** to campus. She was recognized as this year's Distinguished Friend.
- 5** For the first time, ICO hosted a Craft Beer Tasting, with brews sorted into 3 themes: "Chicago Favorites," "Fall Fest," and "Walk on the Wild Side."
- 6** A wine tasting featured distinguished beverages from France, Spain, Italy, and beyond!
- 7** To keep the Courtyard bright after dark, ICO installed Edison bulbs above our signature outdoor space.





Homecoming

AWARD WINNERS

Alumnus of the Year Award

Peter M. Agnone, OD '80

Young Alumnus of the Year Award

Ryan P. Ames, OD '07, MBA

Distinguished Friend Award

Mrs. Sarah A. Rosenbloom

Professional Achievement Award

George C. Graham, OD '48

Donald M. Borsand, OD '60

Excellence in Education Award

Elizabeth Wyles, OD, FAAO

Humanitarian Award

Eileen M. Gable, OD, FAAO

Lifetime Service Award

Peter S. Nelson, OD '67, MHPE



8

Everyone loves free goodies! Our raffle featured over 50 fabulous prizes, including (of course) designer sunglasses.

9

Rain, rain, go away! The weather didn't stop these brave alumni from touring downtown Chicago on Segways.

10

Finally, the prestigious 50 Year Club dined with ICO president **Arol Augsburger**.



Many people contributed to making this eventful weekend a great time for all. We particularly extend our gratitude to our sponsors: Alcon, National Vision, VSP, Dr. Jeff Smith, BMO Harris Bank, Johnson & Johnson, IOA, Marquette Associates, U.S. Army, Allergan, Bausch & Lomb, CooperVision, Enville, Essilor, Good-Lite, Luxottica, Nixon Peabody, Premier Ophthalmic Services, Inc., Rosin Eyecare, Visionworks, Walman, Walmart, WVA, and Zeiss.



Retiring soon? Selling your practice? Need a new associate?

Look no further! **ICO's Practice Opportunities Listing is just for you.** Share your opening/opportunity exclusively with the ICO community. In just 5-7 business days, you will have access to some of the best and brightest optometrists in the world!

- 1 To begin, go to my.ICO.edu
- 2 Under "Employer" on the left column of the page, click "Register."
- 3 Complete and submit the form.

Postings will remain listed for 6 months. Renew or edit as necessary.

If you have questions, call 312.949.7081

Trending



May 25

The IEI at Princeton Elementary has conducted 38,920 comprehensive eye exams. They just got brand new lanes to better serve #CPS kids!



June 3

Come one, come all! #ICOOpenHouse has begun, and we have perfect weather for campus tours.



June 13

Forbes just listed optometry as one of the nation's Top 20 Fastest Growing Jobs. They predict growth into the year 2024 and beyond! The Illinois College of Optometry is a great place to lock in that future.



July 7

Parents can struggle to grasp their children's eye care needs. **Elizabeth Knighton, OD '11**, spoke to Review of Optometry about helpful tech.



May 30

A unique look at ICO's neighborhood was just featured in RedEye. "Bronzeville" is a dramatic podcast starring Laurence Fishburne. The series explores Bronzeville's past, historical significance, and the community's determination to keep Chicago a diverse cultural hub.



May 31

The secret is out! The location of ICO's 2018 Commencement will be the Chicago Symphony Center!!



June 28

Congratulations to our very active and inspiring ICO Private Practice Club. They've taken home SOLN's Preston Cup for the second time in three years! We are always blown away by the hard work and dedication of our student organizations.





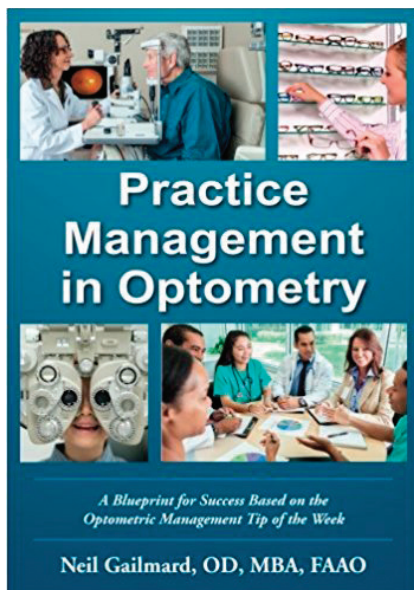
July 17, RT @DrKarenEng

Awesome! @ICO_Optometry Women win at the Neighborhood Boys & Girls Club outing. @Irounce @Veetsec @arolaugsburger @valarieLConrad



August 16

We're so proud of **Neil Gailmard, OD '76**. His new book, full of practice management tips, speaks to ICO's updated focus on the business side of optometry. Our alumni are shaping the profession!



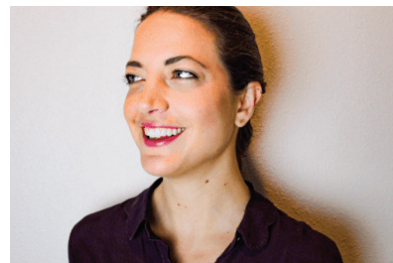
July 21

The pre-optometry cohort at Augustana College is growing! Their 3:4 program with ICO allows qualified students to enter optometry school following their third year at Augustana. Overall, students can finish undergrad + optometry school in seven years instead of eight.



August 3

Congratulations to **Katie Davis, OD '14**, one of our many ambitious alumni. She just became a Fellow with the College of Optometrists in Vision Development. In this blog post, Dr. Davis explains why she pursued the honor. No surprise- it all started at ICO!



August 18

Everyone could use some good news. **Marcia Blake, OD '76**, was just featured in the "Good News" section of The Beverly Review. Congratulations, Dr. Blake, on 24 years of serving Chicago neighborhoods!



September 13

Our own **Karina Langle, OD '07, FFAO**, "wanted a space where she could treat patients the way she wanted." Her practice, located in a fully-rehabbed building, was worth the wait. Check out this *Women In Optometry* writeup all about Dr. Langle and Lunettes!



Picture This:

A Piece of ICO's History Returned

BY HEATHER SWINK

If a picture is worth a thousand words, a photo recently acquired by the Illinois College of Optometry may be considered priceless. Through the generosity and persistence of a collector in northern California, ICO is now in possession of a Class of 1913 photo composite. It's the college's oldest composite that is in one piece, and the second oldest overall.

Alan Goodsell, 69, of North Highlands, Calif., happened upon the composite photo in June at Deseret Industries in Sacramento. "We weren't looking for anything in particular," he says. While rummaging through bedframes, paintings, portraits, and other oddities, he discovered the item in the backyard of the thrift store.

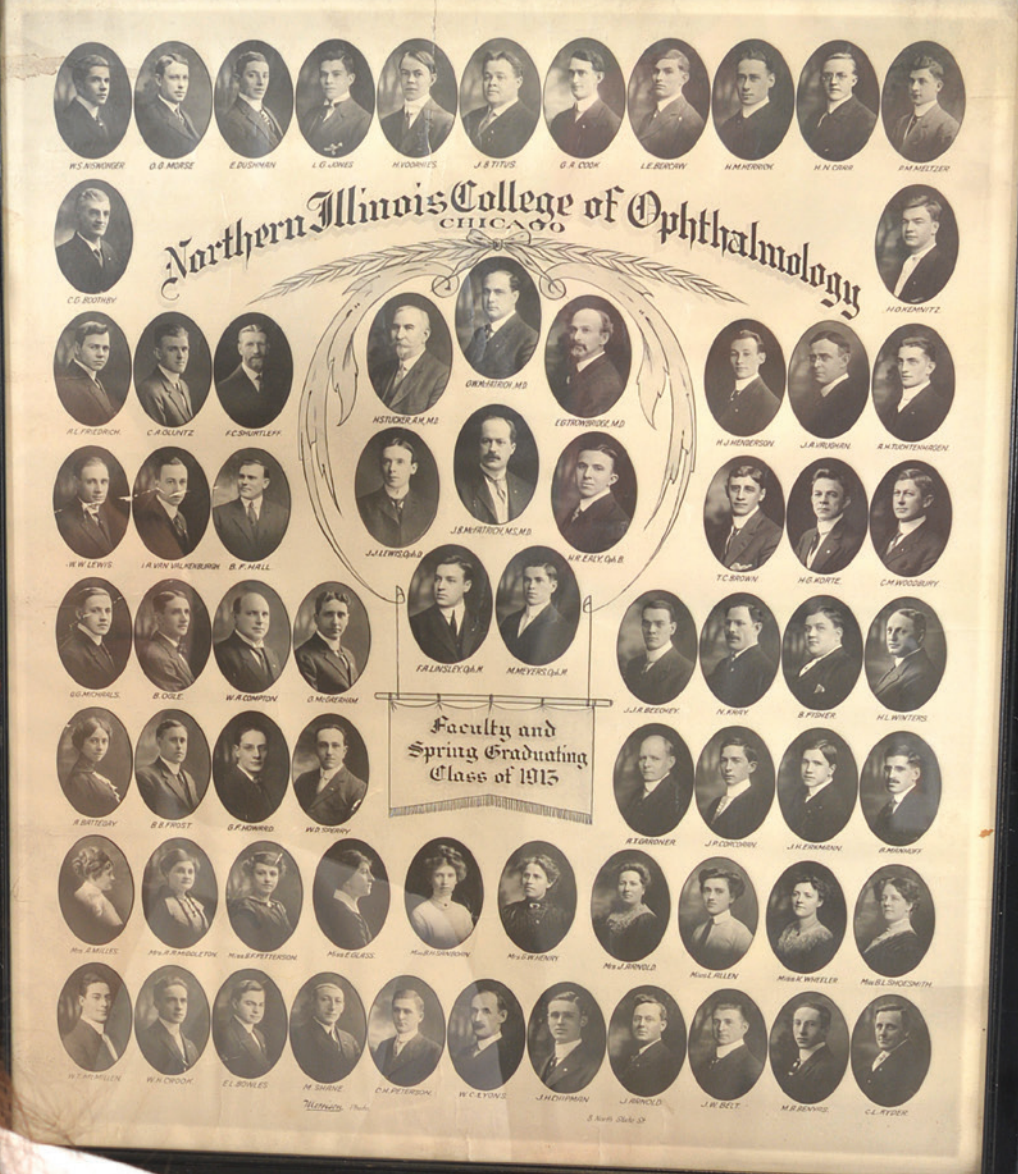
Goodsell enjoys antiques with his wife, Mary Hutchins, 70. "We're retired and shop there a couple of times a week," he says. "You never know what you're going to find. We like to go look for odds and ends, and usually end up with inexpensive clothes or toys for the grandkids."

Prior to retirement, Goodsell was an assistant manager of a care home, working with the visually and hearing impaired. Hutchins retired from the grocery business. The collecting couple enjoys watching *American Pickers*, the History Channel's reality TV series about two Midwestern pickers who travel across America in search of rare artifacts. Goodsell and Hutchins prefer to stay close to home when shopping for unique objects.

Other than ICO, Goodsell and Hutchins haven't reunited other people or institutions with treasured items, but they have acquired an eclectic personal collection. Among the array of goods: a 1970s-era Bernhardt Flair chair they attained for \$50 but estimate is worth around \$450, old Indian lamps, vintage cast iron toy cars, records, and an extensive Vera Bradley purse collection.

Though Goodsell and Hutchins are not optometrists and don't otherwise have a connection to optometry, the class composite photo's age and good condition intrigued them enough to purchase it for \$3. "We didn't really need it, but we knew somebody would want it," Goodsell says. "I thought it was worth saving. It's 104 years old and looks in good shape. We thought the \$3 picture was a good investment."

Adrian Saverimuttu, store manager at Deseret Industries, says the donation- like most items the store receives- was anonymous. Housed in a 21.5"x 8.5" glass frame, the photo shows students and faculty- 60 men, 10 women- of the then-Northern Illinois College of Ophthalmology and Otology (NICO). ICO was formerly NICO, from 1891-1926. As the result of a merger with the Needles Institute of Optometry, NICO



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Alan Goodsell and Mary Hutchins

became the Northern Illinois College of Optometry in 1926. In 1955, the college merged again, this time with the Chicago College of Optometry. Thus, it was renamed Illinois College of Optometry.

In an effort to find the photo's rightful owner, Goodsell and Hutchins began with their local community college, American River College in North Highlands. Though the college no longer offers optometry courses, it recommended contacting ICO. The rest, as they say, is history.

Both Goodsell and Hutchins were shocked to learn about the significance of the photo, and thrilled to reunite ICO, the oldest optometry school in the nation, with this piece of history.

"We were just tickled to find out [the photo] was that old and came from a school of that stature," Hutchins says. "It's like sending a piece of history home. Now it's part of their archives. It's where it belongs."

Saverimuttu, who has been managing the thrift store's donation center for six years, agrees. "I'm sure glad that people are willing to do this kind of research," he says. "It's a happy ending."

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Essentials: Sarah Ebeling, OD '09



In many cultures, green is the color of life, energy, nature, and renewal. It is also known as the color of envy, but **Sarah Ebeling, OD '09**, doesn't have much need for jealousy. "It's OK to have it all," she says.

Dr. Ebeling is a wife, mother of two, and businesswoman. Her practice, Wink Family Eyecare in Chanhassen, Minn., is very green. The color is everywhere—the walls, the countertops, even the bathroom paper towel dispenser. The aesthetic is so uniform that patients ask Dr. Ebeling if her practice is a chain or franchise.

Upholding Wink's polished image requires a few key Essentials. Dr. Ebeling gave us the green light to share hers:

"MY MOM IS AN OPTOMETRIST!"

"Our babies, Savannah (7) and Zac (5), are my inspiration for a lot of what we do at Wink. Zac is a moderate hyperope and looks pretty darn cute in his glasses. People ask me all the time if he really needs glasses, or if I just have him wearing them for marketing. It opens up a conversation about the importance of pediatric exams. When someone tells Zac they like his glasses, I have him 'trained' to say, 'Thank you. I got them at Wink!'"





555 NANOMETERS

"The inspiration for Wink's decor is from Dr. Lee's color perception class. He taught us our eye is most sensitive to this particular wavelength of color. I remember sitting in his lecture thinking it'd be perfect for a practice someday."



MY ROCK

"My husband, James, has supported me through the entire process of opening and growing the business. There is no way I could have created Wink without him being an incredible partner."

BEAUTYCOUNTER MAKEUP

"It's SAFE MAKEUP! Ocular surface disease is a passion of mine. We're finding a very strong connection between the products we put around our eyes and how our tear physiology changes. BeautyCounter is challenging the standards in the cosmetic industry. My female patients often notice improvement after making simple changes to their cosmetic routine."

DAYS OFF

"I discovered after our kids were born that I needed not only mental breaks away from optometry, but the freedom to be with them. I use Wednesdays to go to yoga, get a smoothie for breakfast, and work on administrative things in the office. I always leave early to pick up the kids."

DAY IN THE LIFE

"I'm fortunate to work with a group of smart, interesting women. One of my first team members is **Chelsea Laden**, who, after working for Wink, decided to change her career trajectory from general medicine to optometry. She's now part of the ICO class of 2021. I could not be prouder."

THE ARCHITECT

"We are complimented DAILY about the office design. 'It's so fresh and clean.' 'I love the dot wall!' 'Even your sink is cool.' Every inch of my space was designed by Bob Shaffer and his team at The Foundation Architects in Minneapolis."

HAVE POINTS, WILL TRAVEL

"A nice perk of owning your own business is travel reward points from paying lab and frame bills. I was raised by a single mother in Iowa and had never really left the Midwest until college. My husband gave me the travel bug. So far, my favorite spot is Paris. It sounds cliché, but there's something magical about that city. Of course, being in optometry, the Northern Lights is at the top of my travel bucket list!"



Class Notes

1950's

1950

Floyd Zastrow (NICO) has retired at 91 years of age after 67 years of practicing optometry. He plans to visit Italy and do a lot of dancing.

1952

Sol S. Heiman (CCO) has retired after 60 years of private practice and six years as an optometrist in the U.S. Air Force. He wrote and published a book on his six years in the Air Force, three years of which he was in charge of the eye clinic at Amarillo Air Force Base Hospital.

1959

Tony Chan was selected as the recipient of the Spirit of America Award by the National Chinese American Citizens Alliance.

1960's

1963

Philip Ortiz has been presented with the Paul Harris Fellow award by the Morris (Illinois) Rotary Club for substantial contributions to its humanitarian and educational programs.

1969

Alan Montgomery is retiring after 40 years of practicing optometry. He plans to spend his time volunteering, traveling and playing more golf.

1970's

1973

Joseph Ruskiewicz spoke on the topic of controlling myopia at the 17th International Congress of Ophthalmology and Optometry in Shanghai, China.

1976

Neil Gailmard is the author of the book *Practice Management in Optometry*, which was inspired by his e-newsletter Optometric Management Tip of the Week that he has been writing since 2002.

1977

Davis Haire was named the #1 optometrist in a readers' poll conducted by the Wyoming County Press Examiner.

Susanna C. Fostiak has joined Lumen Optical Evanston in downtown Evanston, Ill.

1980's

1982

Larry Baitch has accepted the position of Associate Dean for Research at the MCPHS University School of Optometry.

1990's

1990

Dale P. Barrette has assumed command of Naval Health Clinic Charleston during a change of command ceremony in early July at NHCC, located on Joint Base- Naval Weapons Station Charleston.

Edwin Neumann is the author of *Mythos Christos*, a historical/ archaeological suspense-thriller. He is currently working on a sequel.

1995

Sandra Bury has been named VOSH Humanitarian of the Year.

1996

Nick Colatrella was named Optometrist of the Year by the Minnesota Optometric Association.

1998

Tricia Rose is the founder of Envision Boston Giving, a charity program that provides free vision screenings and glasses to school children. Her private practice, Envision Optometry, and Modern Optical work together to provide the services and glasses free of charge to the students.

2000's

2007

Shauna Lushko is the recipient of the Young Optometrist of the Year Award by the Western PA Optometric Society.

Megan Allen and her husband welcomed baby Greta into the world on July 31, 2017.



2009

Andrea Carda recently joined Dr. John Bateman as an associate in his Plattsmouth and Ashland, Neb. practices.

Jace Giannetti was elected to the Susan B. Allen Memorial Hospital Board of Trustees. The hospital is located in El Dorado, Kansas.

2009

Benjamin Lickteig has been practicing in Boston metro area since 2010. He has grown his single LensCrafters sublease location into three locations. Dr. Lickteig and his wife, Kelly, have a 2 year old named Annie. They also welcomed another baby girl, Natalie, into their family in July.

2010's

2011

Justin Deal opened Lyons Eye Optometry in Lyons, Colo.

Nick Lillie and his wife Ashley welcomed a baby girl, Isabelle Grace, on Sept. 6.

2012

Christopher Frohm opened Northfield Vision Center in Northfield, Ill.

Barton Higley celebrated the 1st anniversary of owning EyeWorks in Keene, N.H.

Naghmeh Thompson opened Midhurst Family Eye Care in Midhurst, Ontario, Can.

2014

Siva Meiyeppen has joined the pediatric staff of The Eye Institute of Salus University in Elkins Park, Penn.

2017

Joel Hernandez joined Family Eye Care Specialists in Caldwell, Idaho.

Friends & Family

Nicole Kosciuk, part-time clinical instructor at IEI, and her husband welcomed baby, Lily Hope, on August 10.



In Memoriam

1940's

1946

Clyde S. McCain (NICO), Gainesville, Texas, May 6, 2016. He practiced in Wichita Falls, Dallas, and Gainesville before retiring in 2002.

1948

Leo Bishop (MCO), Mt. Carmel, Ill., Jan. 28. He served in the US Navy during WWII and received multiple medals of honor. He practiced in Mt. Carmel until his retirement in 1999.

Morrie L. Dubin (NICO), West Bloomfield, Mich., July 15.

Harvey Kres (MCO), Cape Coral, Fla., Dec. 22, 2016.

Louis "Don" Snellgrove (NICO), Greenville, Ala., June 27. He served in the US Army during the Korean War and was discharged as a captain after eight years of reserve and active duty. He practiced in Greenville until his retirement in 2007 at the age of 80. His greatest professional achievement was his work establishing the school of optometry at the University of Alabama-Birmingham.

1949

Claire Hyland (NICO), Brighton, Mich., Dec. 20, 2016.

1950's

1950

Poe Bailey (NICO), Parkersburg, W.V., Apr. 26.

Irvine L. Dubow (NICO), Little Falls, Minn., Jan. 10. He practiced in Little Falls for 40 years before retiring to Naples, Fla.

Robert H. Woodard (NICO), Omaha, Neb., Nov. 27, 2016.

1951

Roland L. Bergeron (CCO), Boca Raton, Fla., Mar. 25. He served in the US Navy during WWII. He practiced in Pawtucket, R.I. for over 40 years until he retired to Boca Raton.

1959

Hoyt Housand, Georgetown, S.C., July 16, 2016.

1960's

1961

Richard A. "Dick" Smith, Sumner, Iowa, July 7. He served in the Medical Service Corps of the US Air Force as an optometrist from 1961-64 and in the reserves until his discharge in 1967. He practiced in Sumner for 45 years before retiring in 2009.



It is with great sorrow that we announce the passing of **Ruth A. Trachimowicz, OD, PhD, FAAO**. Better known as "Dr. T" to students, she will be remembered as one of the Illinois College of Optometry's most beloved faculty members. Dr. T first came to ICO in 1987 to teach Human Anatomy. As Associate Professor, she eventually taught a variety of basic health science courses and optometry laboratories, and provided patient care in the Primary Care Service.

Dr. T was a major influence on ICO students for 30 years. In 2016, she won an Excellence in Education Award from the ICO Alumni Association, and was chosen by students for the



First Year Teacher of the Year Award. The ICO faculty recently voted to permanently name the First Year Teacher of the Year award in her honor.

Dr. T will be remembered fondly as an outstanding teacher with high expectations for her students, a mentor to both students and junior faculty, a beloved colleague, and a dear friend to the ICO community.

THE ALUMNI AMBASSADOR PROGRAM



JOIN TODAY!

What is an alumni ambassador?

An Alumni Ambassador supports ICO through outreach, events, and engagement. You decide how much you would like to participate in activities like these:

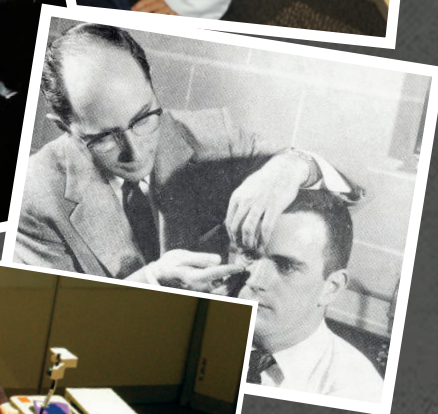
- Attend ICO events
- Mentor current students
- Make your practice available as a shadowing or externship site
- Attend career fairs in your hometown or host an event in your practice
- and much more!

Contact the ICO Alumni Office at **alumni@ico.edu**.

Vault

Dr. Arol Augsburger is celebrating 15 years as president of the Illinois College of Optometry. He is the College's fifth president, succeeding Dr. Charles F. Mullen. Dr. Augsburger is much loved by current students. He frequently participates in campus events, always sporting his iconic bow tie.

We celebrate the role of ICO president by opening our Vault. These photos capture presidents past and present as they interact with the ICO community. Congratulations, Dr. Augsburger! Thank you for continuing ICO's legacy of leadership.



Datebook

RESIDENT ROUNDS
JANUARY 12

NOVEMBER

November 13

First Day of Winter Quarter

November 23–25

Thanksgiving Break

DECEMBER

December 1

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

December 5

NBEO Part II Exam

December 21–January 2

Winter Break

2018

JANUARY

January 12

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

January 15

Martin Luther King, Jr. Day
College/Clinic Closed

January 26

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

January 28

Continuing Education Program
6 hours, tested
ICO Campus

FEBRUARY

February 10–17

Final Exams

February 19–24

Break Week

February 26

First Day of Spring Quarter

MARCH

March 2

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

March 11

Continuing Education Program
6 hours, tested
ICO Campus

March 16

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

March 20–23

NBEO Part I Exam

March 30–31

Spring Break

APRIL

April 13

Practice Opportunities
Symposium
ICO Campus

April 20

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



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Illinois College of Optometry

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Last Look



The August 21 eclipse was a big event for optometry! To prevent solar retinopathy, the IOA handed out eclipse glasses, as did institutions like the Adler Planetarium and Chicago Public Library. ICO celebrated with a viewing. While people in southern Illinois got the best view, we could still see a partial eclipse from ICO.