



FOCAL POINTS

Fall/Winter 2014

*Best Viewed As Webpage

MCO Engaged in Strategic Planning and Curriculum Review

As alumni and friends, we want to keep you apprised of the exciting things happening at MCO and FSU. At the university level, the strategic plan has been developed and is entering its implementation and measurement phase. The process was initially led by Provost Erickson, Professor Sandra Balkema and a committee of faculty, staff and administrators from across the campus. MCO's own Dr. Sarah Hinkley was an instrumental committee member. Provost Erickson has since left the university and a process is in place to

Thoughts from the Dean



As I write this, the halls of Michigan College of Optometry are nearly empty, the students having gone home or to warmer climates ten days ago and most faculty and staff preparing for Christmas or in the midst of Hanukkah with their families. While the quietness of the building is great for getting some overdue work done, including writing this note, it reminds me how much I enjoy the normal daily interaction with everyone at the College. Developing and

MCO Student Profiles



Anthony Sesto
MCO Class of 2016

Hometown:
Macomb Township,
Michigan

High School: South
Lake High School

Undergraduate School: Ferris State
University

Why did you choose to become an Optometrist? I decided to go into Optometry because my grandfather was diagnosed with Wet AMD, and I used to go to his appointments with him, and I always found these visits very intriguing to me.

What is your favorite part about MCO? I truly enjoy the family environment of faculty, staff and students. I think it is great how often we have events and programs where the students, faculty and clinic

hire the next Provost. The strategic plan has been made public after a great deal of input and many revisions from the university community, students, parents and university stakeholders statewide and nationally. Now the university's Strategic Planning and Resource Council (SPARC) will move the plan into the implementation and measurement phase. The plan is located here: **FSU Strategic Plan**. Your feedback is always appreciated.

Paralleling the university's strategic planning process, MCO has come together as a cohesive unit to develop its own updated plan. The plan was intentionally modified from its previous version to become less operational and more aspirational. We are in the process of seeking input on the plan from students, alumni, staff, faculty and other constituencies. If you are interested in being involved in this process, just let us know.

MCO faculty and administrators are excited about beginning a curriculum review. Although the process is lengthy, it is critically important as MCO stays on the cutting edge of optometric education and maintains its strong national/international reputation. A faculty committee has been formed to begin research into curriculum best practices and solicit feedback. If you have a passion for becoming involved in this process,

maintaining those relationships is one of the chief joys, and undoubtedly the most important aspect, of this job.

Here at the College, we are contemplating significant changes. To help guide us through the changes to our profession and our competitive marketplace, we are developing a new strategic plan, and have begun a comprehensive review of our curriculum. In October, I had the honor of participating in an invitational conference on the review of standards for the Accreditation Council for Optometric Education. The standards by which optometric education programs are evaluated are about to be significantly overhauled and some would say these changes are long overdue. Therefore, our college has to be prepared for those changes by making sure that every aspect of our program is based on outcomes for our graduates, both in how well they serve their patients and in how well they are prepared to function as business owners or employed providers in the rapidly changing marketplace under healthcare reform.

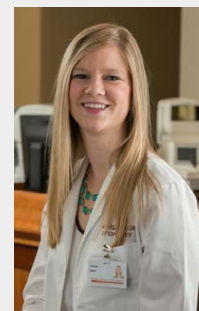
Our curricular review includes an examination of what we teach, how we teach it, and when it gets taught. I have urged the faculty to put everything on the table and to seek input from students, adjuncts, externship preceptors, and alumni in this review. To facilitate your participation, the faculty have asked me to help develop a survey and focus groups of alumni, a task which I take on very happily. Your voice, individually and collectively, is

staff are able to interact and relax with each other. Some of my favorites include the AOSA picnic held in the Fall and the AOA-PAC Wine and Cheese fundraiser event every year.

What is an interesting fact about you? I actually recently had lunch at the White House and I enjoy golfing in my free time.

How would a scholarship benefit you? Tuition costs are constantly increasing, especially in comparison to what our alumni paid. Even small scholarships will make a big difference, whether this be with additional help in equipment costs or paying for some of our required books each semester.

What motivates you? It is important to me to have a strong knowledge base so that as a future OD I will be able to provide my patients with high quality health care, improve their quality of life and ensure that I can help them get back to their normal routines.



Jamie Kuzinar

MCO Class of 2016

Hometown:
Saginaw, Michigan

High School:
Nouvel Catholic

Central

Undergraduate School: Saginaw Valley State University

Why did you choose to become an Optometrist? I decided on Optometry because I love working with people and I know each day in practice will be new and different. Plus, I personally have worn glasses

reach out to us! As we move the review forward, there will be opportunities for voicing your opinion and suggestions. Thank you in advance as we work to enhance our robust optometric curriculum with the attributes that matter most to practicing ODs.

MCO Faculty

Professor

Highlight: Dr. Daniel Wrubel

Interview Conducted by
Elyse Wieszczeinski, Pre-Optometry at FSU

Dr. Daniel Wrubel started at MCO in 1976 after completing his undergraduate program in two years. This earned him the affectionate nickname "Gunner". He began teaching directly after graduating in 1980. He completed a three year residency in pediatrics and vision therapy before filling Dr. Cohn's part time position vacancy following a promotion to Dean.



Dr. Wrubel has been the

absolutely essential to this comprehensive review. This also will provide me with an opportunity to engage with you as dean of your alma mater and develop the same type of relationships with you as I have had the pleasure of developing already with the staff, faculty, and students of MCO.

So look for your invitation to participate in the survey, and maybe even in a focus group, sometime next month. But don't wait for that invitation — I encourage you to reach out to me anytime to offer your views on the college and the future of our profession. My e-mail address is DavidDamari@ferris.edu and my phone number is 231.591.3706. Even better, drop by the college sometime. I know that many people here would love to show you around our new digs (well, new since 2011) and catch up.

Wishing you the best for 2015,

David

David Damari, O.D., FCOVD,
FAAO

Alumni Highlight: A Letter from Dr. Karen Castleberry, O'92

since I was 7, and everyone enjoys seeing their eye doctor!

What is an interesting fact about you? I have been sky-diving and I loved it. I also just got married over our Winter Break on December 28th, 2013 to my husband, Colin, who is currently in Mechanical Engineering Major at Ferris State.

What is your favorite part about MCO? I appreciate the small class size here and the opportunity to get to know faculty and doctors. Everyone seems to work very well here together.

How would a scholarship benefit you? The cost of tuition and interest rates are constantly on the rise, and a scholarship would help me feel better prepared to start a practice and my family earlier in my career without the huge burden of debt on our shoulders.

What is your motivation as a future OD? I am very motivated to be the best doctor I can be to my patients and utilize the skills and resources I have gained here in my time at MCO. I plan to give back to my community by serving and assuming leadership roles to further our profession.

MCO Alumni Highlight: A Letter from Dr. Sandy Doud, O'87

Tom graduated a year ahead of me in 1986. I was 1987. We met during the spring of my first year at one of the Fall Ferris Optometry Road

advisor and coordinator for the SVOSH club here at MCO for 20 years. His first trip was in 1995 and from that point on he was hooked. His wife and both of his children have gone with him on several service trips, allowing for a unique family bonding experience. It was on one of these optometric adventures that Dr. Wrubel met his favorite patient, a 76 year old woman named Rose. She was a petite yet strong woman who had never had an eye exam before their encounter. She had been reading her bible by placing



the book on the dirt floor of her porch and sitting upright to read it. This inconvenience was corrected by a pair of cheater readers and a pair of sunglasses. When she received the glasses and looked through them she told him "Plenty better Doctor", a statement often spoken by the appreciative residents that SVOSH provides services for. Between preparing for each SVOSH trip to the island of Dominica, his commitment to MCO and



Greetings from Athens, GA,

It's hard to believe 22 years have passed since I left Big Rapids and moved to Georgia. This summer I was able to visit and tour the new College of Optometry and WOW! how things have changed. That visit prompted me to write about my life both personally and professionally since 1992. After graduation, I moved to Duluth, GA, and started a one-year fellowship with CIBA Vision (now Alcon). I learned a lot about contact lenses research and all that goes on behind the scenes when developing a new product. During that year, I went on a VOSH mission to La Esperanza, Honduras, with the SVOSH at Ferris. I went again a few years later. What great experiences!

After my fellowship, I started working for Pearle Vision franchisees in Atlanta and surrounding areas. I have worked at every location in metro Atlanta that opened between 1994 and 1999. I had the pleasure to meet Dr. Stanley Pearle when I helped open the store at the Mall of Georgia in December 1999. A few years later, I wanted to try something different so I started working in a private practice with an optician near Atlanta.



Rallies, but had known of each other before that event. My favorite memories are of the formal get togethers while we were able to let our hair down

and dress up for the Winter Formals with a another favorite being the memories of the two trips representing Ferris students with the AOSA in St. Louis and Chicago for the national conventions, all of which were with my future husband.

Tom has great memories of the down time with several of his classmates and especially enjoying get togethers after taking Boards. He really enjoyed our AOSA trips as well as it was time to forget about the books for a few days and enjoy meeting students from the other colleges of Optometry around the US.



After graduation, I moved to Miami, FL where Tom had been for a year and joined him on the staff of

running his practice in Eaton Rapids, Dr. Wrubel's free time is minimal. However, landscaping, golfing and spending time with his family are treasured forms of relaxation.

Dr. Wrubel would like to stress to the students of MCO that the field of Optometry has grown significantly from when he was first licensed and that the growth is going to continue throughout the following years. Also, student loans are manageable if you can live frugally for a few years, so do not stress about it now. In addition, he encourages the alumni to give back to the school through donation of their time, resources and guidance to our current



students. Finally, a favorite memory from his time thus far at MCO includes the founding of the new building after a long debate over its placement and specifications. This milestone along with his own personal experiences with his faculty as a former student remind him of the close knit community that this school can offer aspiring optometrists from Michigan and across the country.



As an independent optometrist, I was able to revisit my love of music and started playing the French horn again. I joined a local community band and also performed in various Broadway productions put on by local amateur theaters. I have played *Wizard of Oz*, *Beauty and the Beast*, *Sound of Music*, and *South Pacific* to name a few. It was a lot of work but very enjoyable and rewarding. I have also played in a brass quintet with one of the founding members of the Canadian Brass. I met my husband, Raymond, in a community band in which we both played. He plays tuba and trombone and is a middle school band director. We were married in 2004 and have 2 daughters, ages 9 and 7.

Now that my life has slowed down musically, we decided to settle down near Athens, GA. I am currently working at a Pearle Vision and hope to own a practice one day. I still play my French horn whenever I can and am enjoying small town life. I love how being an optometrist has allowed me to have flexibility in my schedule to

Bascom Palmer Eye Institute for a year before moving back to MI in 1989 and joined Huron Ophthalmology in Ann Arbor where I have practiced for almost twenty-six years. Tom began his private practice in 1992 in Hartland, MI where he runs a very successful solo practice to this day. I am very proud of that fact. This was NOT an easy road but he has done a fantastic job.

With three lovely daughters, Lauren 24, third year medical student at MSU and married this summer, Shannon, 22 and a second year medical school student at MSU and Tara 19, a sophomore in nursing at Aquinas in Grand Rapids, we are truly triple blessed. We look forward to the day when we can travel a little more when college tuition is done and two more weddings are paid for. But in the meantime, we are a couple of very satisfied happy optometrists who wouldn't change a thing. For this reason, I was very happy to accept the nomination and appointment to the State Board of Optometry to give back what I feel is my obligation and honor to do.

I loved my experiences at MCO was the close caring relationships with our professors whom were often just a few years older than we were. Classrooms were so comfortable in size and included the ability to interact with our great professional staff.



I can easily report that the best part of my choosing Ferris was finding my life partner, Tom Doud. While I worried

Congratulations to MCO Alumni Who Have Achieved Fellowship in AAO This Year

Leslie Cucuzza Falcon, OD

Matthew A Johnson, OD

Nathan T Schlotthauer, BS, OD

Andrea T Rossow, OD

Joshua Smith-Hanen, OD

Paul R DeWitt, OD

MCO Seeks Nominations for Alumnus of the Year

For the first time, MCO is seeking nominations for the prestigious "Alumnus of the Year" award. The MCO Alumni Association, working closely with FSU's Alumni Relations, has created the award to honor a MCO graduate who has made a difference in the profession of optometry. The award criteria and instructions are listed below. Please submit nominations no later than March 1, 2015. Watch the MCO website at www.ferris.edu/mco for further information after the new year.

MCO Distinguished

pursue other interests. I have great memories of MCO and continue to enjoy my chosen profession.

Alumnus, Dr. Tuan Tran, Brings His Amblyopia Software to MCO

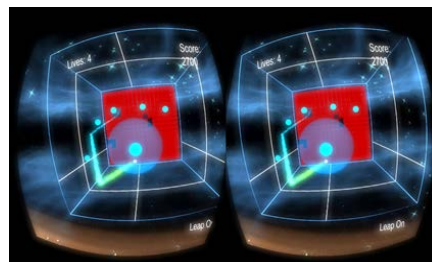
MCO welcomed alumnus, Dr. Tuan Tran, to demonstrate a new software called Diplopia to the pediatric faculty.



Dr. Tran,
a 2012

graduate of MCO and former resident at WOW Vision Therapy, who has a background in vision therapy and rehabilitation as well as software design, is a strong advocate for diagnosing and treating binocular vision disorders. He ventured out to advise a team of developers in creating a software to treat amblyopia, the most common cause of visual impairment in children.

One of the current standards in



treating this disorder involves patching, which has been difficult due to compliance and other factors. This new

being in the same field would be a negative, Dr Glass Half full felt the opposite and convinced me to give it a go after dating for two years during Optometry school. Twenty eight years later, I can wholeheartedly admit, which I don't do easily, he was completely correct! Marriages from being together in the same field seem offer the ability to truly relate to the others day.

My advice to future students is to work hard and I can only hope that after practicing as long as I have, you can say you made THE best choice of professions in the world as I tell all of those who listen on a regular basis. I mean how many people get to hear immediately how much better you made their life by providing clear vision and teaching them how to keep that vision throughout their life though the process of learning about ocular health? Win, win, I'd say!

MCO Makes a Large Impact at the AAO Annual Meeting

The energy and enthusiasm surrounding MCO's role in the American Academy of Optometry Annual Meeting was palpable as faculty and staff presented lectures, presented posters and assumed leadership roles in the organization. MCO student attendance was at an all-time high and is positioned for future growth. The MCO Reception for Alumni and Friends was very well attended. Thank you to those who were able to reconnect with us there.

Here are just a few of the highlights of MCO presentations at the meeting:

Alumnus of the Year

Purpose: To give special recognition to Michigan College of Optometry (MCO) alumni who demonstrate sustained contributions for the greater good of Optometry and patient care while maintaining the integrity and the respect of their peers.

I. Eligibility

- a. Nominated by a second party
- b. Graduated from MCO five or more years prior to the date of nomination
- c. Active in the field of Optometry
- d. Holds a valid license in Optometry
- e. No pending convictions or disciplinary actions by state or federal laws, state Optometry Boards, hospital boards, or other professional organizations
- f. In the case of multiple submissions for one individual, only the most complete, accurate and representative nomination will be accepted

II. Number of Recipients

- a. One Alumnus of the year will be chosen by using a point system set forth by the MCO Alumni Association (MCOAA) Board
- b. If multiple nominees acquire equal points, the current or acting Dean of MCO will choose the recipient

III. Nominations

- a. Nominations will be solicited through the MCO website, Facebook/social media, Focal Points newsletter, and word of mouth
- b. Nominations may be submitted by any party other than the nominee
- c. All nominators will submit a cover sheet
- d. All nominators will submit a written statement that clearly demonstrates evidence that meets the criteria for the award
- e. All nominations will be

approach will allow patients the ability to immerse themselves into a virtual reality environment by playing various games in 3D. The software utilizes a headgear called the Oculus Rift and instead of a gamepad, the patient uses their hand to play by taking advantage of the Leap Motion device. One of the activities is similar to the classic brick breaker arcade game.

Both eyes see the arena, bricks, and paddle; however, the amblyopic or poorer seeing eye sees the ball. As the patient gets further along, the levels become more challenging as contrast, speed, and size changes. Dr. Tran states, "There's nothing out there like



this! How cool is it to use technology to allow your hand to control a paddle or space ship as your maneuver through rings." He exhibited the software at the COVID conference in San Diego and was featured on CNBC. Congratulations Dr. Tran!

Did You Know?

Dr. Aubry Dyl, O'14, was featured in *Women in Optometry* as one of the country's top female graduates. She is currently completing a residency at Wow Vision Therapy and plans a career in pediatric optometry and vision therapy.

-Dr. Vandana Rajaram's abstract "Visual Performance of Scleral Lenses in comparison to Soft Contact Lenses and Spectacle Lenses in Young Adults" was presented as a Scientific Paper at the AAO. Co-authors on this abstract are: Dr. Stephanie Ramdass, Craig Norman from the Vision Research Institute, Lindsay LaBelle and Nicole Sparks (4th year students).

-Drs. Bruce Morgan and Amy Dinardo participated in the Dry Eye Clinic Advisory Board.

-Drs Josh Lotoczky and Chad Rosen (Vision Research Institute) were selected for the second consecutive year to share their knowledge about scleral lenses.

-Dr. Chad Rosen presented a poster titled "Power Analysis of Gas Permeable Multifocal Contact Lenses". The additional author is Craig Norman, also from our Vision Research Institute.

-Dr. Jim Miller gave a presentation titled *The Flipped Classroom* to members of the Association of Schools and Colleges of Optometry Clinical Optometric Methods and Procedures Special Interest Group attending the AAO Meeting.

-Dr. Jim Miller and Dr. Christina Hicks co-presented a scientific poster titled "*Influence of Doctor Attire on the Doctor-Patient Relationship*". Dr. Tom Hubbard was a poster co-author.

Posters and presentations given at this meeting also included:

"Corneal Reshaping - Improving Patient Outcomes" by MCO presenters Dr. Bruce Morgan and Craig Norman, Vision Research Institute.

submitted by March 1st of the year in which the award will be granted
f. MCOAA Board reserves the right to request further documentation to support the submitted work

IV. Presentation of award

- a. The recipient will be given the award at the MCO Summer CE
- b. The recipient will be notified by May 1st of the award year and must be present to receive the award

Congratulations to 4th Year Student

We are very proud of fourth year student, Luigi (Lou) Greco, who took second place in the Varilux Optometry Student Quiz Bowl at



Optometry's Meeting this summer in Philadelphia. Lou is pictured bottom center below with our MCO students in attendance.

Did You Know?

Dr. Tad Kosanvich, O'86, is a trustee of the Florida Optometric Association. Congratulations Dr. Kosanvich and thank you for your service to our profession.

We are proud of you, Dr. Dyl!

MCO Good News

-Four of our faculty members were recipients of the Timme Travel Grant. Sara Bush, Sarah Hinkley, Josh Lotoczky and Chad Rosen were the 4 out of 22 selected recipients chosen for the grant.

-Dr. Durkee, Marie Humphrey and Dr. Hinkley were featured on the FSU television show called, "It's Academic." The show highlighted MCO community service programs including SINE and SVOSH among others. The link is below.

<http://vimeo.com/110191504>

-Drs. Lotoczky and Ramdass presented a continuing education lecture entitled "Modern Advances for Correcting the Irregular Cornea" for the Grand Traverse Ophthalmology Clinic fall CE event.

-Drs. Lotoczky and Dinardo participated in the Illinois College of Optometry scleral lens fitting laboratories for their 3rd year students.

-Amy Dinardo, OD, an Associate Professor in the Michigan College of Optometry, has been named regional vice chair for the American Academy of Optometry's Admittance Committee.

-Dr. Dinardo will provide assistance to candidates applying for a fellowship. Dr. Dinardo was also featured in

"When "Dandy" Isn't Dandy: Panoptic Complications of Dandy-Walker Syndrome in a Pediatric Patient" by MCO presenter Dr. Paula McDowell , additional authors included Dr. RaeAnn Nordwall, former Pediatric and Binocular Vision Resident and Angela Conley (4th Year Student)

"Personality Traits of Successful Multifocal Contact Lens Wearers" presented by Dr. Amy Dinardo, with an additional author, Trevor Fosso (3rd year student)

"Contact Lens Compliance Rates Amongst First Versus Fourth Year Optometry Students" presented by Dr. Amy Dinardo with additional authors Dr. Robert Buckingham, Dr. Stephanie Jones, and Dr. Hailey McClennan

"eyePad Project: Implementation of iPad Technology in Optometric Classroom, Laboratory, and Clinical Education Settings" presented by Dr. Sara Bush

"Analysis of Ocular Measurements and Scleral Lens Fitting Techniques" presented by Dr. Chad Rosen and Dr. Joshua Lotoczky

"Solving the Presbyopia Puzzle: 5 Tips for Multifocal Lens Success" presented by Dr. Amy Dinardo and Craig Norman, Vision Research Institute

"Tiny Eyes, Large Lenses, & Enormous Rewards: A Case Report" presented by Dr. Adeline Bauer, current Cornea and Contact Lenses Resident, additional authors included Dr. Adrian Hulbert (alumna), Dr. Josh Lotoczky and Dr. Stephanie Ramdass of our Vision Research Institute

"Post Cataract Surgery Filamentary Keratitis" presented by Dr. Cynthia Brown, current Pediatric and Binocular Vision Resident

Have a Change in Contact Info?

We need to hear about it!
Email Dr. Hinkley at sarahhinkley@ferris.edu and let us know so we can update your information in our system.

Women of Optometry Journal.

-The Students in Need of Eyecare program provided comprehensive eye examinations and glasses to 108 local students in two school districts through grant funding from the Ferris Foundation and Michigan Campus Compact.

Congratulations to our many alumni who also presented and assumed leadership roles at the meeting.

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