



FOCUS DECEMBER 2008
VOLUME 29, NUMBER 9

FOCUS

A PUBLICATION FOR THE MEMBERS OF THE SANTA CLARA COUNTY OPTOMETRIC SOCIETY

A MESSAGE FROM OUR PRESIDENT DR. CHRIS KAVANAGH, O.D.



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The views in this publication do not necessarily represent those of the SCCOS, COA, AOA or the editor.

How to advertise in the FOCUS:
email requests to Dr. Tom McGrath:
drmcgrath@sbcglobal.net

How to submit articles or postings for the FOCUS: email them by the end of the month to Dr. Lisa Chung: lisa@sccos.org

How to change your email delivery address: email to Dr. Vanessa Pineda:
vpinedaod@gmail.com

Friends and colleagues,

The SCCOS Holiday Party at Maggiano's on Dec 5th was a tremendous success. A lot of hard work and countless hours of preparation went into organizing this event. I would like to thank our social committee co-chairs Dr Barbora Bell and Dr Ellen Szeto and to everyone involved behind the scenes, for making this year's party such a memorable one!

As this year winds down, and we begin to look forward to 2009, here are some of the changes you can expect for next year:

Our newsletter FOCUS will re-introduce a classified section to better serve our community of doctors. Listings will be comprised of local job opportunities, doctors looking for employment, and equipment for sale. We will work closely with our State schools, UC Berkeley and Southern California College of Optometry, to allow young doctors access to employment opportunities in Santa Clara County. All listings will be free to members and prospective job seekers. Listings will be renewed monthly so as to insure they are accurate and up to date.

In addition to the new Classified section of the FOCUS, it is our intention to begin an "On Call" list for doctors who are available for vacation relief or short notice cover. Currently we have an existing program called "Emergency Assist", that is designed to find volunteer doctors to fill in for extended medical relief. This program will remain in effect as a separate entity. It is our hope that both the On Call list and the new Classified Section will become a valuable resource for our member doctors. If you would like to participate in either program, please contact our FOCUS editor, Lisa Chung, at lizc513@yahoo.com.

Thank you to all those doctors who have agreed to represent SCCOS as delegates and alternates to the 2009 HOD in Sacramento. We have a good mix of young, not so young, mature, and very mature doctors. Your representatives are as follows:

Delegates: Chris Kavanagh, Keith Chow, Dennis Olson, Linda Hur, Ray Chin, Elaine Chung, Rod Lum, Lisa Chung, Saul Levine, Valerie Hamamoto, Philip Ong, Saul Cepeda, Ketul Joshi, Vanessa Pineda, and Ken Schwaderer.

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FOR THE PUBLIC THROUGH THE ADVANCEMENT OF OPTOMETRY**

Alternates: Brent Chinn, Sandra Bozich, Jeff Calmere, Dave Redman, Deborah Rheam, and Karin Meng.

Thank you to all our SCCOS Board members for their dedication, time and hard work, along with all our other volunteers who help make SCCOS the best society in California.

May you all have wonderful, happy, and healthy holidays with family and friends. See you all in the New Year.

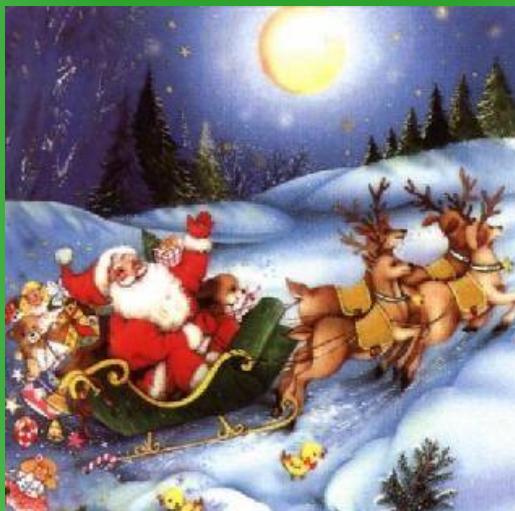
Sincerely,

Chris Kavanagh



SCCOS GENERAL MEMBERSHIP MEETING

This month's general meeting is replaced by the BAOC Annual Meeting on Sunday, December 10th. We will see you again next year in January of 2009. Happy holidays!!!

**CALENDAR OF EVENTS**

First Tuesdays of the Month

SCCOS Board Meeting

Second Mondays of the Month

Young OD Meeting

Third Thursdays of the Month

General Meetings and CE

January 30–31, 2009

COA House of Delegates. Sacramento Convention Center.

April 2–5, 2009

Annual COA OptoWest. Hyatt Indian Wells.

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Please actively patronize our sponsors and thank them for their continued and generous support of our society.

JANUARY GENERAL MEETING

Please note that a special extended 2 hour CE presentation will be given by Dr. Jerome Sherman, O.D., at the next general meeting on January 15th. Topic TBA.

WELCOME NEW MEMBERS!

Sylvia Ja

Theresa Lee

Brittany Pham

Tanya Tran

Stephanie Chan

Joseph Cheng



PAUL FONG FOR ASSMEBLYPERSON CAMPAIGN FUNDRAISER IN WHICH SCCOS CONTRIBUTED \$1,000



SCCOS members Drs. Stephen Choy, Director Keith Chow, Min Yang, Director Rodney Lum (and wife Kris) with then-candidate for the 22nd Assembly District the Hon. Paul Fong, who successfully won the seat.

SIGN UP NOW FOR 2008/2009 VOSH TRIPS

**VOSH is looking for doctors to join the
following trips.**

TIJUANA, Mexico

11/23/2008 – 11/26/2008

Contact: Dr. Barry Leonard

dr_barry@drbleonard.com

EL SALVADOR

11/22/2008 – 11/30/2008

Contact: Dr. Greg Pearl

drgregpearl@yahoo.com

HONDURAS

2/26/2009 – 3/5/2009

Hosted by Mercy and Justice Outreach
Ministries

Contact: mddegan@allsaintsbh.org

LORETO, Mexico

3/22/2009 – 3/29/2009

Contact: Dr. Deborah Wright

Deborah@wrightmedia.com

**Also, please feel free to email
drbell@mvo.com.**

CLASSIFIEDS

HELP WANTED

Looking for a part time optometrist to join our practice and work Saturday mornings (9-1) and Wednesdays (9-5). Our practice is well established for over 20 years in Santa Clara, CA. We are a large, overhead share practice with three partners and four exam rooms. Our patient base is diverse - all ages from the Silicon Valley and local Santa Clara community. Please contact Dorit Scharff at dmscharff@aol.com.

WORK WANTED

Reliable, friendly, highly motivated, TPA certified optometrist is seeking a part-time or full-time position. I am Residency trained in primary eye care with experience in therapeutics and contact lenses. My phone number is (386) 624-1010, and my email is pianofgrace@yahoo.com.

EQUIPMENT FOR SALE

The Humphrey Zeiss HARK 599, the first full-featured combination automatic refractor/keratometer, is available for sale **\$4500.00**. Please contact Elaine Chung if interested.

408-914-8839 or yoyoec@gmail.com



CONGRATULATIONS TO DR. ELAINE CHUNG AS OUR YOUNG OD OF THE YEAR!

The Young OD of the Year Award is selected by the three immediate past winners of the award. This is a special award as it is given to one of our colleagues who has been active in organized optometry from the very beginning of their career. The Young OD of this year is a local product who graduated from Lynbrook High School. She continued her education at UC Berkeley where she received a degree in Molecular and Cellular Biology. The Young OD of the Year then completed her Optometry Degree at the State University of New York in 2005. The Young OD of the year became active in organized optometry before the end of their training. Some accomplishments include being the Social Chair and President of the California Optometric Student Association. The Young OD of the Year's contributions to our society include re-energizing the Historian position by photo-documenting the many great society activities and is currently sitting on the Board of Trustees. The winner of the 2008 Young OD of the Year is **Elaine Chung**.

A few words from the winner herself.....

It was a great privilege to be selected YoungOD of the year for 2008. I was shocked and speechless when the award was presented to me.

There are not enough thank you's. Most of all, I wanted to thank Dr. Curt Keswick for introducing me to the Santa Clara County Optometric Society in 2005. He has been a very accommodating and generous mentor throughout my residency and is still the Best Chief at the Palo Alto VA. I can't beat him; he still reaches the end of the slopes faster on his snowboard (not ski's)!

Within the Palo Alto VA family, I have found some of the greatest friendships who would listen to my many complaints ranging from problematic patients to my dog problems. They are also members of the SCCOS. Thank you to my fellow residents, Shirley Hong and Debbi Fan for finding the best dinner places to eat. Thank you to my co-workers, Vanessa Pineda, Shanida Ingalla, Zibya Karolia, Heather Jonasson, Dai Tran and Hung Mac for making my work day so much more enjoyable.

Being the new Trustee, I have found that SCCOS is beyond just a "club". The inside operations of the society extends to more than just our CE dinners. I am proud to be involved with an optometric family who stands so strong on their optometric principles and values personal friendships as well as being involved in community work. I would like to thank Sandy Bozich, Keith Chow, Philip Ong, Dennis Olson and Chris Kavanagh for always guiding me in the right direction. Thank you for the continuous encouragement from Tommy Lim (my other boss), Rischel Yeh, Linda Hur, Jeff Calmere, Ellen Szeto, Barbora Bell, Shiela Jones and Rod Lum. Thank you to Linda Yee for handling the Save Your Vision Month project, Jenifer Webb for overseeing InfantSee, and thank you to Vicky Young and Lucy Yen for coordinating the MCT screening projects. Thank you for being just around: Benny Shao, Thomas Pan, Ray Chin, Ket Joshi and Yili Young.

Lastly, I cannot express how much I appreciate Danny and my family's continual support for my optometric career and my absences. I truly feel honored to be presented with this award, and will continue to do my best to serve the needs of our great society.

For Immediate Release

Contact: Corrie Carter

(585) 421-0100, ext. 334

ccarter@martinoflynn.com

CooperVision Receives FDA Approval for Biofinity® Silicone Hydrogel

Contact Lenses as an Extended-Wear Lens

Fairport, N.Y., December 1, 2008—CooperVision announced today that its Biofinity® silicone hydrogel contact lenses have been approved by the FDA for extended wear in the United States, providing indication for overnight wear for up to six nights and seven days. The extended-wear approval is effective immediately, and applies to all Biofinity monthly replacement lenses currently available.

Designed with Aquaform™ technology, Biofinity monthly replacement lenses are made with a unique, naturally wettable lens material that offers high water content, a low modulus, and high oxygen transmissibility. Now, with the recent FDA approval, patients can enjoy the exceptional comfort, optimal health, and excellent performance associated with Biofinity monthly replacement lenses for extended periods. In addition, practitioners can now fit their patients with Biofinity, used on an extended wear basis, using lenses from their existing Biofinity fitting sets, without the need for new trial lenses.

“Aquaform technology creates a naturally wettable lens material without the need for wetting agents or surface treatments,” said James Gardner, director of marketing, CooperVision. “With a high Dk/t of 160 and the FDA approval for extended wear, practitioners can now offer a very high oxygen silicone hydrogel lens which is almost 50 percent softer than the highest Dk silicone hydrogel lens currently available.”

Additionally, Aquaform technology incorporates longer-chain siloxane molecules, thus requiring less siloxane to be incorporated into the lens material and aiding in oxygen transmissibility. This optimizes the relationship between oxygen and water, creating a more flexible lens material that stays moist and comfortable throughout the day.

The aspheric front surface lens design improves visual performance, and the single base curve and back surface design enable fast, easy alignment and a quicker fitting process.

Advanced aspheric optics minimize spherical aberrations, enhancing visual clarity. In addition, a CooperVision Receives FDA Approval for Biofinity® as an Extended Wear Lens patented molded round edge reduces conjunctival interaction—resulting in continuous wearing comfort for the patient.

Wearers also preferred the end-of-day comfort of Biofinity versus their previous lenses, Night & Day and PureVision. Research showed that 66 percent of those who switched from their previous contacts after six months of wearing Biofinity preferred the comfort of CooperVision's premium silicone hydrogel lens¹.

"Since its availability last summer, Biofinity has become a first choice lens to many eye care practitioners looking to fit their patients with the latest silicone hydrogel lens technology," added Gardner.

Biofinity lenses are manufactured with a third-generation silicone hydrogel material, comfilcon A. The water content of Biofinity is 48 percent, Dk is 128, and Dk/t is 160. The lens also features a base curve of 8.6mm, a diameter of 14.0mm, and is available in a sphere power range of +8.00D to -12.00D.

About CooperVision

CooperVision, a unit of The Cooper Companies, Inc. [NYSE: COO], is one of the world's leading manufacturers of soft contact lenses. Dedicated to enhancing the contact lens experience for practitioners and patients, CooperVision specializes in lenses for astigmatism, presbyopia, and ocular dryness. CooperVision manufactures a full array of monthly, two-week, and daily disposable contact lenses featuring advanced materials and optics. For more information, visit www.coopervision.com.

Loftstrom. "Poster Presentation." American Academy of Optometry. 2005. (Habitual SiHi lenses tested are lotrafilcon A and balafilcon A lenses.)

HOUSE OF DELEGATES - \$\$\$ SPECIAL OPPORTUNITY AVAILABLE

WHO: ALL Young OD's

WHAT: Scholarship dollars up to \$250 available

HOW: Volunteer to be a SCCOS delegate at the COA House of Delegates

WHEN: Friday, Jan 30 AND Saturday, Jan 31, 2009

WHERE: Sacramento, CA

WHY: Your Santa Clara Optometric Society wants to encourage you and help you become more knowledgeable and more involved in organized Optometry. Attending the House of Delegates is the perfect way to see your leaders hard at work for you and for you to work with your leaders!

PLEASE NOTE: Each delegate, young and old, will receive **\$150** from our own local SCCOS to cover basic expenses. If you are a new licentiate within the *last 10 years*, you are eligible for the **additional \$250** scholarship for a total compensation of **\$400**. All interested doctors, young or "old" must contact **President Chris Kavanagh** at ckavanagh@milpitasoptometric.com ASAP. Scholarship funds are limited and only available for the newer licentiate.

1 PROJECT KEEP POSITION STILL OPEN

The following positions are available if you are interested in becoming more involved with the Santa Clara Optometric Society:

Legislative Affairs Co-Chair: 1 position

If you are interested, please contact Dr. Yili Young at yili_zhen@yahoo.com

LION'S CLUB VISION SCREENING CALLS FOR VOLUNTEERS

WHAT: Lion's Club Annual Health Safety Fair

WHEN: Saturday, May 30th, 2009. 10:00 am - 4:00pm.

WHERE: Columbia Neighborhood Center. 785 Morse Ave, Sunnyvale CA 94085.

HOW: Volunteer to help with free vision screening in the Vision Screening Van

WHO TO CONTACT: Bob DeUnger 650-996-4127.

SCCOS HOLIDAY PARTY AT MAGGIANO'S AT SANTANA ROW ON DECEMBER 5TH 2008



SCCOS HOLIDAY PARTY AT MAGGIANO'S AT SANTANA ROW ON DECEMBER 5TH 2008



SCCOS HOLIDAY PARTY AT MAGGIANO'S AT SANTANA ROW ON DECEMBER 5TH 2008



SCCOS HOLIDAY PARTY AT MAGGIANO'S AT SANTANA ROW ON DECEMBER 5TH 2008



SCCOS HOLIDAY PARTY AT MAGGIANO'S AT SANTANA ROW ON DECEMBER 5TH 2008



**BSA Troop 219****San Jose, CA****September 2, 2008****Dear SCCOS Doctors:**

My name is Alex Trujillo and I am currently a Life Scout. I am earning my Eagle Scout Rank through San Jose Boy Scouts Troop 219.

My Eagle Scout Leadership Project involves the collection of used eyeglasses. I am working with the Cambrian Park Kiwanis Club to distribute them to people in need in other countries. In addition to collecting the eyeglasses, I have already enlisted volunteers to help with the cleaning, checking the Rx, repairing and packaging of the collected used eyeglasses for shipping to a relief organization. The collection process will take place from **September 1st through December 1, 2008**.

Dr. Dennis Olson is one of our Troop leaders and he has suggested that I seek assistance from local optometrists to help with the collection process. If you would be interested in collecting used eyeglasses from your patients, I would really appreciate your participation. If you want, I will provide a flyer to your office as well as a donation box to hold the used eyeglasses. Dr. Olson is willing to collect the eyeglasses at each monthly SCCOS meeting. If you leave a message at Dr. Olson's office (408-229-2020), I will arrange to come by your office to pick up any donated eyeglasses.

I thank you for your consideration and I look forward to hearing from you. I hope this is a project in which your office might be willing to participate. Please feel free to contact **Dr. Olson at (408-229-2020)** or me at:

Alex Trujillo**Home Phone: 408-226-9165****Email: king_of_fire2@sbcglobal.net****Sincerely,****Alex Trujillo****Life Scout Boy Scout Troop 219**



Used Eyeglass Donations-Boy Scouts

My name is Alex Trujillo. I am a Life Scout in Boy Scouts Troop 219. I am earning my Eagle Scout rank and my Project involves collecting used eyeglasses to distribute to those in need in other countries. If you are interested in donating, please BRING to SCCOS Meetings or CALL Dr Dennis Olson to arrange a pick-up at your office. If you have any questions, please contact me at number below or Dr Olson at **408-229-2020**.

Alex Trujillo

Home Phone: (408) 226-9165
Email: king_of_fire2@sbcglobal.net



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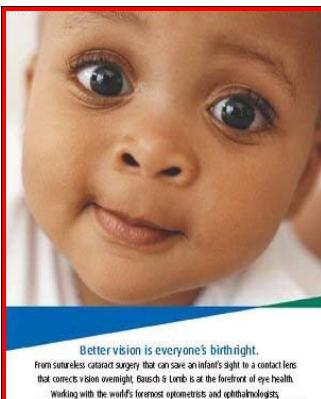
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