

SCCOS

F O C U S

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

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Dear Society members

Your Delegates have returned from Sacramento. You should be very proud of their involvement and dedication to your profession. Without these volunteers, your voice would not have been heard, and the COA would lose its effectiveness as an advocate for optometry to the public, and as a force on Capitol Hill. Inside this issue of the *Focus* I have included a summary of the House of Delegates. It was truly the best House I've been to. It was incredibly well organized due largely to the leadership of COA, but also due to the talents and effectiveness of the Speaker of the House, Dr. Dawn Miller. We accomplished a great deal of work, as you will see inside.

Most importantly, the House of Delegates elected Dr. Dave Redman, from the Santa Clara County Optometric Society, to the position of President-Elect. This is a one-year term after which he will automatically ascend to President of COA. Dave has done an absolutely incredible job as the Secretary-Treasurer of COA for the past two years. As the Chair of the Finance Committee he has helped place the COA on solid financial footing for years to come. The sale of VWI, controversial at the time it happened, is paying dividends that prove it was a good financial decision. An annual audit, performed by an independent auditing company, was presented to the House as a Bylaws amendment and passed. This promotes transparency and accountability of COA finances to its members, will help prevent future abuses, and will allow all COA members to forecast financial hardship should it occur.

Congratulations to Dave Redman, OD. We wish him well as he embarks on the next 2 years as a president-elect, then President of COA. There is no doubt he will do a fantastic job. We need to give him our full support...and I'm sure he'll be asking some of you to serve on committees. WATCH OUT!!!

I'll see all of you on Thursday the 15th at our General Membership Meeting.

Sandy



SCCOS GENERAL MEMBERSHIP MEETING

WHEN: February 15, 2007
 6:30 Cocktails and Camaraderie
 7:00 Dinner and CE Event
 General Meeting Immediately Following

WHERE: David's Restaurant (Banquet Room)
 5131 Stars and Stripes Drive, Santa Clara, (408) 986-1666
 Next to the Santa Clara Golf Club

SPEAKER: **Carl H. Jacobsen, O.D., F.A.A.O.**
 Associate Clinical Professor, Chief, Ocular Disease Clinic, UCBSO

TOPIC: **Glaucoma Case Reviews**
 Generously Sponsored by Alcon
 Patient cases will be reviewed: diagnosis, progression, treatments, teaching points all with respect to glaucoma.
 2 hours of CE pending

MEAL CHOICES: Halibut or Stuffed Bell Pepper or Beef Fillets

COST: Members: included as a membership benefit
 Non-members: \$45 (RSVP and pay at the door)

Please RSVP with Philip Ong, O.D. by 5 p.m. on Monday, February 12, 2007
 Email afoc2020@yahoo.com or (408) 997-2020.
 Include NAME, CA LICENSE, and MEAL PREFERENCE
 Please note: late RSVPs are not guaranteed a meal.

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CALENDAR OF EVENTS

First Tuesdays of the Month

SCCOS Board Meeting

First Thursdays of the Month

Young OD Meeting

Third Thursdays of the Month

General Meetings and CE

March 22-25, 2007

Optowest 2007

Long Beach Convention Center

www.optowest.com

HELP WANTED

Looking for OD to fill in on Wednesdays (9-5) and most Saturdays (9-1) in a private well established Santa Clara practice. Please email Dr. Dorit Scharff at dmscharff@aol.com.

The Alameda Contra Costa Counties Optometric Society proudly presents its
 "Centennial Celebration, Installation and CE Event"
 Sunday, April 15, 2007
 8:30am—1:30 p.m.
 Castlewood Country Club
 707 Country Club Circle
 Pleasanton, CA 94566

Including "can't miss" CE with nationally acclaimed keynote speaker, Dr. Lou Catania, who will provide three hours of COPE approved CE on the topics of Wavefront and Contact Lenses. There will be continental breakfast and a three course lunch, along with a raffle to win prizes and an opportunity to meet with our corporate sponsors, including Alcon, Allergan, Essilor, Con-Cise/PEN. Music will be provided by Bob Schoen, O.D. and his band. In addition, we will be holding a special ceremony to honor some true trailblazers of our society.
 More information to follow.

Please help with the SCCOS Society Project of 2007 benefiting Guide Dogs for the Blind



Guide Dogs for the Blind is a non-profit organization which provides guide dogs and instruction in their use, free of charge, to visually-impaired people. Through generous donations and volunteer support, *Guide Dogs for the Blind* allows visually-impaired people to gain independence and confidence in pursuing their goals.

Checks (payable to *Guide Dogs for the Blind*) can be mailed to:

Family Focus Optometry
Attn: Joanna Leong
15251 E. 14th St. Ste. B
San Leandro, CA 94578

*This will be the only Society Project for 2007.
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SUMMARY OF HOUSE OF DELEGATES

Here are some of the highlights of the 2007 House of Delegates meeting in Sacramento, CA

From the Floor of the House of Delegates:

Bylaws

The House passed a new set of Bylaws designed to guide the Association through the next few years. What could have been a very long process, buried in the minutia of details, turned out to be educational and empowering. Kudos to the leadership of COA for tackling a huge task and working hard to see it get implemented. Some of the spelling and grammatical errors were still being sorted but when the Bylaws are complete I will be sure to let you now how you may access them.

New in the Bylaws is the formation of a Judicial Council to review misconduct and discipline COA members when necessary. Also new is the formation of two new Sections who will have voting privileged on the floor of the House. They are the Student Section, which will have 2 votes, and the Employed OD Section, which will also have 2 votes.

Elections resulted in the following:

President: Robert Theaker

Pres-Elect: Dave Redman

Secretary-Treasurer: James Dallas

Trustees: Harue Marsden, Hillary Hawthorn (both re-elected to 2 year terms) Sasha Penn, Jennifer Ong (both new to the Board and elected for 2-year terms.

Still serving their terms and not up for re-election yet were Page Yarwood, Moses D'Janbatian

Immediate past President Ken Lawenda

Speaker of the House John Larcabal

Also from the floor of the House:

COA Position Papers were discussed and adopted. Whereas the COA is often contacted by the media and other organization as to COA's position on various topics pertaining to the eye and vision, the House adopted AOA Position Papers to guide the staff in answering questions.

Access

There was a great deal of discussion regarding OD access to health plans. The irony of having full scope but no patients on which to practice it is not lost on anyone in COA leadership or on the Legislative Committees. Rest assured that access is equally as important as scope as we move forward.

From various committee reports:

Membership Report

It is still very disturbing that only 50% of all California ODs are members of COA. Our SCCOS Membership committee has taken on this charge and will be brainstorming ideas to recruit new members. Please remember, though, that the most effective way to get non-members to join is to have one of their respected colleagues/friends invite them to join. THAT MEANS YOU!!! Please take time to think of one or 2 ODs who are not currently members and talk to them about joining. We need their membership now more than ever as we go to expand scope of practice.

Legislative Report

Most significantly, the COA got Ed Hernandez, OD, elected to the Assembly. There is no telling how valuable this will be for us as we go to the legislature to expand our scope of practice. Dr. Hernandez spoke to the House and thanked each and every OD who contributed time, talent and money to his successful campaign. He has been appointed to some very powerful committees and pledged to work hard for Optometry. Scott Kamena, OD, from the Alameda Contra Costa County Optometric Society has announced that he will seek election to the House in 2008 and has started his campaign. Please be prepared to contribute to his campaign in the near future.

COA-PAC (COA's Political Action Committee) and LSCOA-PAC (Local Society of COA Political Action Committee) contributions have the SCCOS contributions at less than the state average for societies. Contributions to these PACs are voluntary and can be added to your COA dues invoice.

State Board of Optometry Report

The State Board is looking for Board members. One of its most recent actions is to eliminate the CPR requirement for ODs.

Any of the Delegates will be happy to answer any questions you may have about any part of HOD. The Board of SCCOS would like to encourage more of the Young OD group to consider attending next year. Ask anyone and you will learn that it is very educational and quite worth the time out of your office.

Respectfully submitted,

Sandy



Keyperson Day 2007

Save the Date:
Wednesday, April 18, 2007

Sacramento Convention Center -- Sacramento

Come meet colleagues and state legislators in the State Capitol. Due to term limits and our increasing desire to expand optometrist's scope of practice, it has become vitally important for health care professionals to get involved in the political process.

The COA relies on its Keypersons and Keyperson Coordinators to advance the concerns of optometrists and their patients.

Please plan on attending Keyperson Day in Sacramento!

Call Dina-Marie McGowan, External Affairs Coordinator at 800/877-5738 x 231 for more information.

SCCOS OPTOMETRIST OF THE YEAR 2006



Thank you very much for the fine honor and distinction of the title above. At the January meeting, much was said about how I grew up. Who cares that every summer, my working mother relinquished meal planning and gave me the grocery money and sent me and my sisters shopping for all the food? Instead, I would like to impart with you, my journey as a member of this most distinguished organization, the Santa Clara County Optometric Society.

I graduated in 1990 from UC Berkeley School of Optometry. While waiting for my license, I took a job as a contact lens technician at Palo Alto Medical Foundation. I also took a job as an assistant at Fred Slater's office at Vallco Fashion Park. When I received my license, I joined two private practices.

Dr. Joyce Kim welcomed me with open arms, hoping I would expand her practice and also be able to communicate with her large Korean patient base. The second practice was with Dr. Ron Seger who was very encouraging to get involved in organized optometry.

Dr. Kim had a warmth and joy she exuded in her practice. We all know it is the joy of Jesus Christ. When I realized that I looked Korean on the outside but that was about it, very able to eat the food, yet unable to speak the language, I concluded that being in Dr. Kim's practice would not be helpful to me or to Dr. Kim.

Meanwhile, Dr. Seger and I realized that it was not time for Dr. Seger, a solo practitioner, to acquire a partner. He suggested I look up Mountain View Optometry, a practice just up the street from him. One of their doctors was terminally ill and needed an OD to fill in. Dr. Seger knew I was very driven and committed and celebrated my enthusiasm. He was not concerned that I might remain in Mountain View, his turf. He was much bigger than that.

Working both with Dr. Kim and Dr. Seger were tremendous experiences and left nothing but strong, positive impressions of what kind of Optometrist I should strive to be: ethical, logical, business-savvy, state-of-the-art, fully committed, generous and involved, like them. I had wonderful examples.

In turn, I now make it a priority to follow-up on as many resumes of new licentiates as I can, whether or not I am hiring. It is important that we help guide our new OD's and encourage them to find their way and understand Optometry isn't the size of an exam room. It is so much bigger.

During that first year of practice, I learned of the Santa Clara County Optometric Society meetings and began attending them. I promptly enrolled in Project Keep and embarked on a project for the Society. Yes, what many young OD's at that time got involved with: Save Your Vision Month. I worked on that project for several years in a row and helped my Society win the Large Society Project of the Year at some point.

I started attending Board meetings not only because of my involvement with Save Your Vision Month but because I wanted to learn how the Board worked. After hanging out with the Board for a year, or two, I was invited to become a trustee. For two years I served as a trustee. Realizing I didn't want to be president just yet, I rotated off the Board rather than work my way "up". The experience was invaluable and helped me appreciate how much our fellow colleagues work on our behalf for the advancement of our profession.

COA Congress of 1991 was the first of many Congresses I would attend. It was in Sacramento and so much was happening in our profession. Our scope of practice was expanding and we had the "I'M IN" campaign. It was a big deal for new licentiates such as me, to donate money to expand our scope of practice to incorporate TPA's. Apparently it was a big deal as well to many private optometrists statewide. Also at Congress we had bitter, leadership issues. Wow, I had no idea of the inner conflicts of organized Optometry. It was fascinating.

SCCOS OPTOMETRIST OF THE YEAR 2006

Continued from page 4

At that first Congress, my view of Optometry catapulted to a satellite view. I didn't realize others could legislate me out of a livelihood and defame my respectable profession. I was in a political profession. I hate politics. However, for my profession I would do my part. I don't think the Nike expression, "JUST DO IT" had been coined yet, but that was my attitude. So I attended several political functions with my colleagues, meeting with John Vasconcellos and Byron Sher, making sure they knew Optometry.

Along the way, I was acknowledged as "Young OD of the Year".

Once I was shocked into seeing the bigger picture of Optometry, I have made a commitment to staying informed and keeping my radar out. Hence I've attended nearly every House of Delegates since 1991, whether I've been asked to be a delegate for my Society or not. I thank my colleagues who helped me feel like part of the House. After all, it is my organization. I should feel comfortable. They explained who was who on the floor, why so and so was so "passionate" about an issue, or why someone's rooster feathers were flying. They clarified proceedings in the house and I learned of Robert's Rules. Does anyone actually know Robert?

On our local level, I've prioritized my working schedule around Thursday night Society meetings. It is important not for the C.E. but for the fellowship and for staying informed on the political front. I always feel bad for the people who cut out of the meeting right after the C.E. They are missing that awesome view of our profession.

I think I am best known as your Holiday Party Chairman. I believe the Holiday Party is an important way to pause from all that we do for our patients, our staff, our profession and to simply enjoy each other's company without Robert's Rules enforced. It's a chance to bring in spouses, family, office staff, for all of them to see and enjoy the success of our profession. I know it can seem like one more "party" in an already over-committed life. Some of us just don't like to be around that many people. But always, when you make time for it, prioritize it, when you "just do it", aren't you always glad you went? I know I am. The more contact time we have with each other, the stronger our profession.

What I do is my obligation to being a contributing member of Optometry. We inhale by working in our practices. We exhale by contributing to our optometric community. It's all one act – it's called breathing. We shouldn't be recognized for performing an average act.

I apologize for not sounding honored by this award. It's like being given a crown too big and too heavy and by wearing it, you feel dumb. The colleagues before me that have been honored with this award, are truly deserving for their countless hours and dedication in the name of advancement of Optometry. Their service has been beyond ordinary. Their crown and robes fit. Next year, may this award be truly given to one befitting of the title, OD of the Year of the SCCOS!

Respectfully,

Linda Hur



SCCOS YOUNG OPTOMETRIST OF THE YEAR 2006

It is an honor this evening to present to you the Young Optometrist of the Year for our Society. The Young Optometrist of the Year is selected by the last three recipients of the award. This person must have offered service to optometry either through the Society or the community at large. So, who is the Young Optometrist of the Year for 2006?

Well, the Young Optometrist of the Year has an undergraduate degree from the University of California at Davis and is a graduate of the UC Berkeley School of Optometry.

The Young Optometrist of the Year enjoys volleyball and tennis. Isn't that interesting? A team sport and an individual sport. But this says a lot about our Young Optometrist of the Year. He works great in a group and also great on his own. Perhaps that's why our Young Optometrist of the Year currently practices in a group practice in Santa Clara.

If you ask someone to describe our Young Optometrist of the Year, here's what you might hear: "The Young Optometrist of the Year is such a straight arrow. He is just a nice, nice all around guy. Very quiet, very dedicated, hard worker, great doctor. He works hard in the office. Even does maintenance. Fixes things, paints, repairs, etc. He is a pretty easy going, simple guy. We could all learn a lot from him."

The Young Optometrist of the Year has a house in Sunnyvale. But listen up ladies, he's not married... unfortunate for you other single ladies, though, because the latest word on the streets is that he is dating someone now.

The Young Optometrist of the Year is actively involved in the Young OD Focus Group. He's also Chair of the Society's Membership Committee. He helps get your general membership badges to you and from you; he helps with the mentorship program – mainstreaming all the new society members; and he helps you keep in touch with the Society with gentle email reminders of our general membership meetings.

The Young Optometrist of the Year is given this award in honor of his many years of service to the Society and for being a straight arrow, and an all around nice, nice guy. The Young Optometrist of the Year might be heard saying, "This must be my year. I made partner, I've got a girlfriend" and now he can add Young Optometrist of the Year. Please help me in honoring Dr. Ray Chin as the Santa Clara County Optometric Society's Young Optometrist of the Year for 2006.

—As presented by Rischel Yeh



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