

Alumniscope

WITH EXPERIENCE, COMES VISION



FOCUSING ON STUDENT RECRUITMENT



Southern California College of Optometry

It Starts with a Dialogue

E-communication and social networking have revolutionized SCCO's multi-faceted approach to student recruitment

Four things come to mind when we talk student recruitment at SCCO. One, connecting with prospective students is easier than at anytime in the College's 106-year history. Two, connecting with prospective students includes a multi-faceted approach unlike anything ever experienced in the College's 106-year history. And three, connecting with prospective students is a year-round process unlike anytime in the College's 106-year history.

"Most of all, and it's the fourth thing," notes SCCO's Director of Admissions Jane Ann Munroe, O.D., '77, "connecting with prospective students is a fun and rewarding experience for me and the members of the Student Affairs Department who serve on the frontline of recruitment and matriculation everyday. There's an incredible feeling of pride and accomplishment as 100 bright and enthusiastic women and men join the optometric profession, my profession, every August at SCCO.

"I know first-hand what a career in optometry has meant to me and I get so excited for our students just knowing what lies ahead for them," Dr. Munroe explains. "Optometry and SCCO are fantastic choices!"

Today, the internet, and the social networking offerings it presents, provides a variety of ways to exchange information with prospective students. It also allows

for discussions, via Facebook, between current and prospective students, and between students accepted for an incoming class who will be spending the next four years together. Another big plus is easier communication with health professions advisors, as well as pre-optometry clubs throughout the nation.

"E-communication also allows applicants to complete and file one electronic application that can be sent to as many of the schools and colleges of optometry as desired," said Dr. Munroe. "The Optometry Centralized Application Service (OptomCAS), is designed to benefit the applicant, the individual schools and colleges of optometry, the profession, and the health professions advisors."

Today's student recruitment plan includes a multi-faceted approach. One facet of the plan is Facebook. As the "Official Pre-Optometry Group Southern California College of Optometry" on Facebook, SCCO's Munroe has blazed a trail for interacting with prospective students that's now emulated by our sister institutions. Dr. Munroe's Facebook Group totals 1,602 and new members are added daily. As applicants soon learn, it's normal for her to be available nearly 24/7 to reply to a query on Facebook. An annual Disneyland Pass Holder, Dr. Munroe even responds to questions while waiting in line for a favorite ride!

A fantastic addition to the Facebook experience

is blogging between current SCCO students and prospective students.

The student-to-student discussions cover everything from classroom expectations, life on campus, and all things interesting and fun to do off-campus.

In addition, annual campus visits to colleges and universities throughout California and other states are part of the recruitment plan. In 2009–10, Dr. Munroe



SCCO's Director of Admissions Jane Ann Munroe, O.D., '77, meets with a prospective student on the SCCO Campus.



Members of the Class of 2014 spent time getting to know one another at the Orientation Barbecue.

visited colleges in Colorado, Idaho, North Carolina, Oregon, Utah and Washington, in addition to California. Other facets of the plan include a strong website presence, one-on-one and group admissions counseling sessions, and establishing and supporting pre-optometry groups at the undergrad level.

On SCCO's Fullerton campus, private admissions counseling sessions between prospective students and Dr. Munroe are held on nearly a daily basis. Optometrists-to-be often bring their parents along to hear about the admission process, to partake of the campus tour, and to sit in on a meeting with the financial aid staff. Pre-optometry groups are also hosted on campus, an annual Spring Admissions Open House is held, and a number of Summer Admissions Workshops are organized.

It goes without saying that wooing prospective students is a 12-month process. Students have more choices than ever before when making the decision on where to earn their OD degree. In recent years, optometry schools and colleges have increased from

17 to 20 — with two of them in our own backyard. SCCO fills its 102 seats from a pool of more than 600 applications.

"Location is often a major factor in the decision-making process," notes Dr. Munroe, "however, strong didactic and clinical programs are always the main factors. Fortunately, SCCO's OD program has a strong, well-earned reputation for being the best. Another positive characteristic of SCCO is its sense

of community and for the Millennial Generation, community and relationship building are at the top of their list."

Applicants soon learn that Dr. Munroe is available nearly 24/7 to address Facebook queries.

One way to showcase optometry is through shadowing — a process whereby an optometrist hosts a prospective student in his or her office for a day or more. Through this process one



Just a day at the beach: Members from the Classes of 2013 and 2014 gathered — with a little help from Facebook — for a day at nearby Huntington Beach. The new first-year students began “meeting” months before their formal orientation day. The use of social media in SCCO’s recruitment program has been incredibly positive.



As part of the fun at the Class of 2014 Orientation Barbeque, games were played and interesting talents displayed. Winners included: Tommy Phen, '14 (left), and Lauren Dobson, '14. Overseeing the festivities was SCCO Student Association President Pro-tem Paul Brewer, '13 (center).



Prospective students learn the details of SCCO’s admission process at a Summer Admissions Workshop. Coaching the students through the process is Director of Admissions Jane Ann Munroe, O.D., '77.

witnesses the providing of care to patients, as well as how an optometric practice functions.

“We are most grateful to alumni and non-alumni ODs who open their offices to future, wide-eyed colleagues-to-be,” said Dr. Munroe. “Shadowing solidifies one’s decision to apply which, in the long run, benefits the applicant, the shadowed optometrist and the College.”

Assisting a prospective student through the application process is a most rewarding experience for Dr. Munroe and the members of SCCO’s Student Affairs Department. Deciding how to market and reach out to this generation, known as Millennials, adds a special brand of fun according to Dr. Munroe.

“SCCO provides what this generation is looking for when selecting a career such as group interaction with classmates, assisting people through one’s career, and a belonging to a community,” Dr. Munroe said.

“These applicants want to honor the optometric tradition and serve as doctors on the frontline of patient care.

“I could go on forever about how rewarding it is to bring these enthusiastic and incredibly bright young women and men into my profession and especially into my alma mater,” notes Dr. Munroe. “The Class of 2010 that graduated just a few months ago was the first class I helped to recruit and then watch walk in the annual Commencement

Strong didactic and clinical programs are always the main factors in the decision-making process. A great location helps, too!

Exercise. Talk about proud! I’m so proud and excited for the 94 members of the Class of 2010 because of what lies before them and for our profession. It’s truly exciting to call them Doctor and to welcome them into the great profession of optometry.”

OptomCAS: Our New Electronic Application

The Members of the Class of 2014, entering August 2010, were pioneers as they were the first to apply to a school or college of optometry via a centralized electronic application process. SCCO and the other schools and colleges of optometry worked together, for many years, to make an electronic application process a reality for the profession.

“The Optometry Centralized Application Service, known as OptomCAS, is designed to benefit the applicant, the individual schools and colleges of optometry, the profession, and the health professions advisors,” said SCCO Vice President of Student Affairs Lorraine I. Voorhees, O.D., M.S., ’71. “I’m often asked, ‘Why switch to a centralized electronic application?’ That answer is an easy one.

“For applicants, a centralized application service provides an efficient and convenient way to apply to multiple optometry programs using a single web-based application. The process also eliminates the need to submit duplicate transcripts and letters of recommendation for students applying to more than one school or college,” informs Dr. Voorhees. “Among the other benefits for the applicant, is a decrease in the chance for errors and omissions in the information provided through the use of validation rules in the web application.”

Benefits to SCCO and the other schools and colleges of optometry are numerous. Especially notable are: authenticated and verified applicant information; reduction of clerical work for the schools and colleges; real-time, online access to applicants once the application is submitted to track progress, view details, and post applicants on-going and final decision status; complete academic record is provided, including multiple GPA calculations that are verified line-by-line against official transcripts by qualified OptomCAS staff; and increased exposure to a larger potential applicant pool.

“Other beneficiaries include the Association of Schools and Colleges of Optometry (ASCO), and the profession of optometry,” notes Dr. Voorhees. “OptomCAS provides accurate statistics on the number of applicants, matriculation and an applicant pool profile that will assist in developing workforce projections and future trends.

“Health Professions Advisors also benefit from a centralized application service. These key advisors have access to a secure web-portal for tracking and better counseling of their students in relation to the schools and colleges to which they are considering applying; this is valuable information for the advisors,” she said. “A valuable benefit for optometry is that advisors learn more about the profession.

“Overall, the centralized application process is a winner,” remarks Dr. Voorhees. “All ASCO-member schools and colleges experienced few first-year growing pains that will help to improve and refine the process to the benefit of all of our constituencies. We’re very excited!”

THE CENTRALIZED APPLICATION PROCESS — WHAT WE’VE LEARNED

“Our first year of using a centralized application service was challenging,” said SCCO Vice President of Student Affairs Lorraine I. Voorhees, O.D., M.S., ’71. “Although, the initiation of OptomCAS was a great benefit to our procedures for processing applications, we did not fully anticipate the impact in terms of the stability of the applicant pool.

“We ended the year with 605 applicants, the same number as last year,” noted Dr. Voorhees, “however, we had to offer acceptances to 24 percent more applicants to fill our class. This was caused by a dilution of our pool. Optometry applicants who previously applied to an average of three schools were now applying to five schools because of the ease in submitting multiple applications.”

The national pool of applicants declined by about 11 percent. With the addition of available seats in three new schools, the national applicant to seat ratio is just at 1.5 applicants per seat.

“Our goal for the 2010–11 admissions season is to use the experiences of this past year and the data to plan our recruitment time and resources with those segments that are most likely to attend SCCO if accepted,” Dr. Voorhees said. “We also know that we’ll probably have to increase our pool of interviewed applicants by about 20 to 25 percent to counteract the dilution caused by applicants applying to many more schools.”

Meeting Face to Face

An SCCO Tradition Continues

A hallmark of SCCO's admissions process is a personal, on-campus interview with every prospective student who meets the academic criteria screening. As alumni will remember, the interview provides an opportunity for the applicant to tour the campus with a current student, meet with financial aid advisors, interview with two members of the faculty and administration to communicate their desire to become a Doctor of Optometry and why SCCO is the place at which they want to receive their education, and to meet with VP of Student Affairs Lorraine I. Voorhees, O.D., M.S., '71.

The members of SCCO's Student Affairs Office do a tremendous job coordinating the schedules of those involved in the interview process. For the Class of 2014, entering August 2010, a total of 237 on-campus interviews were held to fill 102 seats.

"We want to understand why the applicant wants to be an optometrist and why they have selected SCCO," said SCCO Vice President and Dean of Clinical Affairs Julie A. Schornack, O.D., M.Ed., a frequent interview panelist. "We also want to have the applicant demonstrate his or her communication skills in an effort to see how they will interact with patients.

"SCCO has required on-campus applicant interviews for most of its 106-year history," continued Dr. Schornack. "All optometry programs are now requiring this step. For us, it's a time to get to know our future colleagues and for them to ask questions of us. We really value this part of the application process."

As background, the interview team has a copy of an essay the applicant wrote, on campus, immediately prior to the interview, and a copy of their electronic application that pertains to volunteer and work history. The interview team does not have access to one's academic transcripts. The team only knows that if the prospective student is at SCCO for an interview, he or she passed the academic screening.

CLASS OF 2014

Entering August 2010

Size of Class: 102
 Second Generation ODs: 4
 SCCO Applicant Pool: 6:1
 Mean GPA: 3.40
 Mean Optometry Admission Test Score: 332
 Women: 76
 Men: 26
 Ethnicity:
 African American: 2
 Asian: 60
 Caucasian: 32
 Hispanic: 7
 Native American: 1
 Bachelor's Degree: 102
 Master's Degree: 2
 Institutions Represented: 38
 Students from UC System: 65
Top Four:
 UCLA: 17
 UCSD: 15
 UCI: 13
 UCD: 10
 States Represented: 14
 California: 82
 Foreign Countries: 0



On Choosing Optometry and SCCO — Meet 2 of the 102

Fabian Corona

*Class of 2014 Intern
Hometown: South Gate, CA
Undergraduate College: USC
B.S., Health Promotion and Disease Prevention
M.S., Global Medicine*

Why have you chosen optometry as your career choice?

Southern California is home to a growing Hispanic population whose language barrier can sometimes inhibit the quality of care they receive. I chose optometry because as a first generation native Spanish speaker with a background in preventive medicine, it will allow me to make a long lasting impact within this community by providing primary eye care along with detecting and preventing other health problems that may commonly occur such as diabetes.

Why have you chosen to earn your Doctor of Optometry degree from SCCO?

I chose SCCO because it provides students with everything future optometrists need to become a successful and compassionate primary health care practitioner. The school has an outstanding faculty, thriving alumni, and a state of the art Eye Care Center. Being located in Southern California, the

school provides me with a wonderful opportunity of being exposed to a variety of patient populations as well as offer postgraduate residency training that is vital to expanding my clinical experience. It is no wonder this school is nationally recognized and why it has become one of the top schools to attend for optometry!



Elizabeth Weaver

*Class of 2014 Intern
Hometown: Las Vegas, NV
Undergraduate College: University of Nevada, Reno
B.S., Biology*

Why have you chosen optometry as your career choice?

Helping others with what I believe is a human's most glorious sense will be gratifying. I will have the opportunity to affect others' lives considerably, without invasive procedures. Optometry was the only profession I could see myself truly enjoying for the rest of my life after examining multiple fields.

Why have you chosen to earn your Doctor of Optometry degree from SCCO?

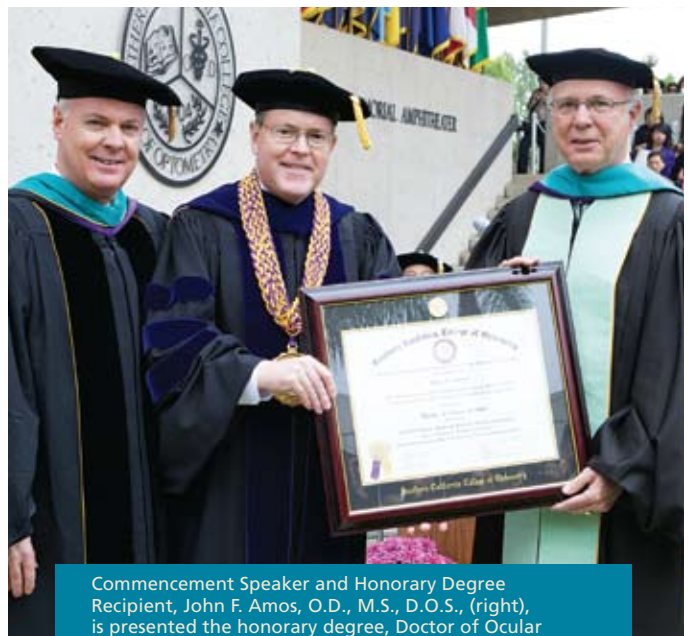
SCCO provides the courses and clinical programs that will develop me into a leading optometrist. No matter who I encounter at SCCO, they are nothing but helpful, inviting and friendly. Between a successful, well-established curriculum and gracious atmosphere, I just don't see myself in any other environment.



Meet the Class of 2010



Second-generation optometrist, Arian Fartash O.D., Placentia, CA, with her mother, Becky Behruzfar Fartash, O.D., '82. There were six second-generation optometrists and one third-generation optometrist in the Class of 2010.



Commencement Speaker and Honorary Degree Recipient, John F. Amos, O.D., M.S., D.O.S., (right), is presented the honorary degree, Doctor of Ocular Science, by SCCO Board of Trustees Chairman-Elect Gene D. Calkins, O.D., J.D., '68, (left), and SCCO President Kevin L. Alexander, O.D., Ph.D.



Second- and third-generation optometrists were among the 94 honored at SCCO's 106th Commencement Exercise

"Optometry is a wonderful profession with a cherished tradition of providing accessible primary eye and vision care. You have chosen a career that will not only restore vision, but relieve pain and suffering; not only provide clarity to sight, but quality to lives. I hope your chosen profession provides you much fulfillment. You have inherited a priceless legacy — I hope you will contribute to it," said the Southern California College of Optometry (SCCO) Commencement Speaker, John F. Amos, O.D., M.S., retired dean, University of Alabama at Birmingham, School of Optometry.

Dr. Amos addressed SCCO's Class of 2010 on Friday, May 21, at the College's one hundred and sixth Commencement Exercise. Overall, 94 men and women received their Doctor of Optometry degrees including one third-generation and six second-generation optometrists. Also at the event an honorary degree was bestowed, an alumnus was honored, the achievements of optometrists completing residencies and a fellowship were celebrated, and special recognition was given to the returning graduates from the Class of 1960.

"It's always rewarding to welcome new colleagues into the profession and even more so when the graduating class includes third- and second-generation optometrists," remarked SCCO President Kevin L. Alexander, O.D., Ph.D. "Sons

and daughters carrying on the tradition of their parents speaks highly of the profession of optometry and its future."

Third-generation optometrist, Stephen P. Gildersleeve, O.D., joined his father, both his paternal and maternal grandfathers, and his maternal uncle as an alumnus of SCCO's Doctor of Optometry degree program. His mother was a 1979 graduate of the College's Optometric Technician Program. Gildersleeve is from O'Neill, NE.

Second-generation optometrists in the Class of 2010 include: Arian Fartash, O.D., Placentia, CA; Donald S. Gottlieb, O.D., Huntington Beach, CA; Clare C. Halleran, O.D., Clarendville, Newfoundland, Canada; Scott F. Schwartz, O.D., West Bloomfield, MI; Tracy M.L. Tom, O.D., Kaneohe, HI; and Edwin J. Wu, O.D., Walnut, CA.

Valedictorians for SCCO's Class of 2010 were Amanda Kay Dexter, O.D., Fort Bragg, CA, and Patrick Jason Scott, O.D., Dinuba, CA. Nine members of the graduating class earned *Summa Cum Laude* honors; 10 earned *Magna Cum Laude* honors; and 15 students attained *Cum Laude* recognition. Members of the Class of 2010 represent 20 states and Canada. In addition to California, members of the Class of 2010 are from: Alaska, Arizona, Colorado, Hawaii, Idaho, Kansas, Louisiana, Michigan, Montana, Nebraska, Nevada, New Mexico, North Dakota, Oregon, Texas,

Kyle B. Hughes, O.D., Newcastle, WY, receives his doctoral hood from, SCCO Instructor Robert M. Yacoub, O.D., '06.

Class of 2010 Co-Valedictorian Patrick J. Scott, O.D., addresses his classmates and guests.



All smiles on Commencement Day!

Virginia, Washington, Wisconsin and Wyoming.

The honorary degree, Doctor of Ocular Science, was bestowed on the Commencement Speaker, Dr. John Amos, in recognition of his many contributions to the profession of optometry in the areas of clinical care, optometric education, postgraduate education, residency training, optometric administration and organized optometry. Following the degree presentation, Dr. Amos delivered the Commencement Address, "The Inheritance of a Priceless Legacy."

During the Commencement Exercise, San Diego Optometrist Philip B. Smith, O.D., '68, was honored by SCCO's Alumni Association as its Distinguished Alumnus of the Year for 2010. Dr. Smith was selected for this special recognition based on his service to his alma mater, leadership within the profession, and achievement in community service. (See Page 11.)

Thirty-one optometrists were celebrated during the ceremony for completion of their one-year residency programs and one optometrist was honored for completion of a Fellowship in Research. In addition, members of the College's Class of 1960 were recognized for the fiftieth anniversary of their graduation from optometry school.



Members of the Class of 1960 celebrated the fiftieth anniversary of their graduation at the College's 106th Commencement Exercise. Classmates were specially honored at a luncheon during which they shared stories of their time in optometry school and their years in practice. A tour of the Fullerton campus rounded-out the day's activities.



Five members of SCCO's Class of 2010 enjoying Commencement Day.



San Diego Optometrist Philip B. Smith, O.D., '68, is the SCCO Alumni Association's Distinguished Alumnus of the Year for 2010. Dr. Smith was recognized during the College's May 21 Commencement Exercise by SCCO President Kevin L. Alexander, O.D., Ph.D.

1968 Grad Honored

San Diego Optometrist Philip B. Smith, O.D., '68, has been honored by the Southern California College of Optometry (SCCO) Alumni Association as its Distinguished Alumnus of the Year for 2010. Dr. Smith, a 1968 graduate of the College, was selected for this special recognition based on his service to his alma mater, leadership within the profession, and achievement in community service.

"Dr. Smith joins a select group of 30 graduates of the College who have received this honor in recognition of their dedication and support on behalf of their alma mater, profession and community," noted SCCO President Kevin L. Alexander, O.D., Ph.D. Dr. Smith was honored during the College's Commencement Exercise on Friday, May 21, in Fullerton, CA.

Following his 1968 graduation from SCCO, he served two years in the Army as an optometrist and then joined another SCCO Alumnus, Jerome Lieblein, O.D., '58, in practice in San Diego. They practiced together for 26 years with Dr. Lieblein retiring in 1998.

Dr. Smith actively participates in professional and community organizations. For more than 30 years, he has been a Key Person for local, state and national legislators. He was president of the San Diego Optometric Society, 1988, and served for eight years on the California Optometric Association's Board of Directors, including serving as president of the 5,000-member organization, 1995–96. His leadership was instrumental in passing California optometry's first therapeutics bill in 1995.

Within the San Diego community, Dr. Smith helped establish the Lions Optometry Clinic in 1973. This facility provides vision care services to families on marginal income or with no insurance. Activities also include participation with St. Vincent de Paul's Center for the Homeless and service as a vision consultant to many school districts in San Diego. He and his wife, Kenda, both recipients of Masters Degrees in Family Counseling and Therapy, formed the San Diego Family Therapy Foundation, where family counseling services are provided.

DISTINGUISHED ALUMNUS OF THE YEAR AWARD RECIPIENTS

2010 Philip B. Smith, O.D., '68
 2009 Wiley F. Curtis, O.D., '82
 2008 Gene D. Calkins, O.D., J.D., '68
 2007 Donald E. Jarnagin, O.D., '70
 2006 David T. Wakabayashi, O.D., '70
 2005 Mark M. Morris, O.D., '63
 2004 Wayne W. Hoeft, O.D., '59
 2003 James L. Cox, O.D., '67
 2002 Duane A. deCroupet, O.D., '70
 2001 Tony Carnevali, O.D., '75
 2000 Rodger T. Kame, O.D., '62*
 1999 Hershel B. Welton, O.D., '64
 1998 Robert L. Gordon, O.D., '71
 1997 Akio Kanai, O.D., '72
 1996 Warren Harvard Low, O.D., '52
 1995 Renald J. Anelle, O.D., '65
 1994 Richard H. Kendall, O.D., '51
 1993 Lynn Caffrey Gabriel, O.D., '78
 1992 Robert L. Severtson, O.D., '51
 1991 L. Earl James, O.D., '48*
 1990 J. Davis Armistead, O.D., '48
 1989 James R. Gregg, O.D., '48*
 1988 Arthur C. Heinsen, O.D., '48*
 1987 Robert F. Kettenhofen, O.D., '46*
 1986 Paul C. Barr, O.D., '48*
 1985 O. Doyle Dannenberg, O.D., '48*
 1984 Harold R. Lutes, O.D., '38*
 1983 Homer H. Hendrickson, O.D., '38*
 1980 Leslie W. Scown, O.D., '21*
 1979 Louis H. Jaques Sr., O.D., '11*

No recipient in 1981 or 1982.
 *Deceased

SCCO in the News

Alumni Elected to AOA Board

Two SCCO Alumni have been elected to the American Optometric Association's (AOA's) Board of Trustees. Class of 1978 Alumnus Ronald L. Hopping, O.D., M.P.H., was elected Vice President and Mitchell T. Munson, O.D., Class of 1986, was elected Secretary-Treasurer. The election was held at the 113th Annual AOA Congress and 40th Annual American Optometric Student Association Conference: Optometry's Meeting® June 2010.

"Members of the SCCO Community are incredibly proud of Doctors Hopping and Munson for their election to the AOA Board of Trustees. They



Dr. Ron Hopping, Class of '78



Dr. Mitch Munson, Class of '86

continue the long and outstanding record of volunteer service for which our alumni are so well known," said SCCO President Kevin L. Alexander, O.D., Ph.D., who served as AOA President, 2007–08. "The years of dedicated service by Doctors Hopping and Munson to organized optometry, on the state and national levels has been, and will continue to be, invaluable."

Vice Presidents Named

SCCO has announced the appointment of three Vice Presidents to its President's Executive Council. They are: Vice President of Advancement and Marketing Paul A. Stover, M.Ed.; Vice President and Dean of Clinical Affairs Julie A. Schornack, O.D., M.Ed.; and Vice President of Interprofessional Affairs John H. Nishimoto, O.D., M.B.A., '87.

Paul Stover brings more than 15 years of professional experience supporting organizations to achieve fundraising success, ignite innovative programming, optimize budgeting and increase endowment support. He earned his Masters in Education degree from California State University, Fullerton and he holds a Preliminary Administration Credential. After teaching for many years at the secondary and college levels, he began his professional development career.

Dr. Schornack has been at SCCO since 1986. In her new position as Vice President and Dean of Clinical Affairs, she'll oversee the business and operations of the College's Eye Care Center. She's also an Assistant Professor in the Cornea and Contact Lens Service, where she has responsibilities in the lecture, laboratory and clinic.

In his new position as Vice President of Interprofessional



Three Vice Presidents have been appointed to SCCO's President's Executive Council. They are: Vice President of Advancement and Marketing Paul A. Stover, M.Ed.; Vice President and Dean of Clinical Affairs Julie A. Schornack, O.D., M.Ed.; and Vice President of Interprofessional Affairs John H. Nishimoto, O.D., M.B.A., '87.

Affairs, Dr. Nishimoto will work with external organizations to further the goals of the College. A Professor at SCCO, Dr. Nishimoto has clinical teaching responsibilities in primary care and ocular disease at the College's Eye Care Center.

Optometry Hall of Fame

The National Optometry Hall of Fame posthumously honored, SCCO Professor Emeritus James R. Gregg, O.D., D.O.S., D.O.L., '48, for his many contributions to the profession. Grandson Patrick Shearer represented the Gregg Family at the induction ceremony held in June in Orlando, FL. The event program noted that Dr. Gregg was, "a powerful figure in the history of the Southern California College of Optometry as well as the entire profession of optometry."

A prolific writer, Dr. Gregg's columns, articles, monographs, textbooks and presentations covered a wide range of optometric subjects, and appeared in virtually every professional publication. His book, *Origin and Development of the Southern California College of Optometry, 1904–1984*, continues to serve as the primary reference for the history of the institution.

He also authored three popular history books for the profes-



Professor Emeritus James R. Gregg, O.D., D.O.S., D.O.L.

sion: *The Story of Optometry; American Optometric Association: A History; and History of the American Academy of Optometry, 1922–1986*. His writings appeared in 200 different magazines or journals totaling more than 500 articles. He wrote more than 900 newspaper columns that appeared in well over 150 newspapers, about 100 brochures on vision, and 15 books. Dr. Gregg combined his technical writing on optometry and his love of the outdoors and became a leading writer on vision for the sportsman and wrote the book, *The Sportsman's Eye*, as well as hundreds of articles for the popular press.



New Endowment Established: The first presentation of the Dr. Michael W. Rouse POVT Residency Endowment was made at SCCO's Fall Assembly on August 16. The endowment, established as a tribute to Distinguished Professor Emeritus Rouse, provides a monetary gift to each of the Residents in Pediatric Optometry and Vision Therapy at the College to purchase items for residency or educational needs. The 2010–11 POVT Residents, the first-ever recipients, are pictured with faculty who were instrumental in securing funds for the endowment. They are (l-r): Angela To, O.D.; Alicia Liu, O.D.; Associate Professor Carmen N. Barnhardt, O.D., M.S.Ed., '95; Kayla Rouse, daughter of SCCO Assistant Professor Janet Armstrong, O.D., '82 and her husband, Dr. Michael Rouse; Assistant Professor Catherine Heyman, O.D., '93; and Professor Eric J. Borsting, O.D., M.S., M.S.Ed.

Family Members Honored

Two members of the SCCO Family have been selected as the, "2010 Most Influential Women in Optical." SCCO Associate Professor Harue J. Marsden, O.D., M.S., '87, and SCCO First Lady Carol L. Alexander, O.D., were among 40 women recently honored by *Vision Monday*. Doctors Marsden and Alexander were recognized as mentors, "Women who are Team Builders and Developers of Talent."

For more information visit: www.scco.edu/news

Alumni Notes

1936

David G. Jessop Sr., O.D., La Mesa, CA, was featured in the article, "Man of vision," that appeared in the January 31 issue of the *San Diego Union-Tribune*. Dr. Jessop, who was born on Coronado Island nearly 100 years ago, practiced optometry for 45 years in San Diego, most of those years with his son, **David G. Jessop Jr., O.D., '61**. An avid fisherman and outdoorsman, he was once California Sportsman of the Year and was twice the chairman of the San Diego County Fish and Game Commission. Overall, he served on more than a dozen associations and commissions in the San Diego community.

1964

In July, **Arlen Farajian, O.D.**, Arcadia, CA, hiked in Sequoia National Park from Roads End, elevation 4,500 feet to Rae Lakes, elevation 8,000 feet. He carried a 47-pound backpack during the seven-day, 43-mile roundtrip hike. "It was a brutal hike and this 71 year-old is glad he made it," he wrote. "Good equipment, hiking poles and the new freeze dried food, made it enjoyable."

1970

Donald E. Jarnagin, O.D., Glendale, AZ, has been named, Interim Dean of the Midwestern University Arizona College of Optometry. The former AOA President joined the faculty of the university in 2007.

ALUMNI & FRIENDS —

ALUMNISCOPE IS GOING ELECTRONIC!

The cost savings to send SCCO publications to alumni and friends electronically is substantial. Please send us your E-mail address at: alumni@scco.edu. Thanks!

1979

Thomas H. Ophardt, O.D., Brockport, NY, has been honored by the Brockport Lions Club for his outstanding service to the club and community. Dr. Ophardt has provided eye exams and glasses to those less fortunate, at a reduced rate, based on the recommendation of the Lions Club. Through his generosity and community spirit the Lions Club has been able to provide many more requests for eye exams and glasses for students and adults.

1983

Sheilah S. Gall, O.D., El Dorado Hills, CA, writes that her youngest daughter graduated from high school on May 26 and, two days later, her oldest daughter graduated from the US Naval Academy. What's next? The youngest will attend Azusa Pacific University on a music scholarship and the oldest will begin five years of service as a United States Marine.

IN MEMORIAM

SCCO was saddened to hear of the deaths of the following alumni and friends.

Ralph Cogan, O.D., '47
Calabasas, CA

Carl E. Wek, O.D., '49
Banning, CA

Harold T. Burton, O.D., '60
Huntington Beach, CA

Mark M. Morris, O.D., '63
SCCO Alumni Association
President, 1992-94

SCCO Board of Trustees, 1992-94

SCCO Council of Regents, 2001-2010

Distinguished Alumnus of the Year, 2005
Tiburon, CA

Charles M. Roberts, O.D., '74
SCCO Faculty, 1974-2007
San Juan Capistrano, CA



Then and Now: The College's first campus opened in March 1904 under the name of Los Angeles School of Ophthalmology and Optometry with M.B. Ketchum as the sole proprietor and teacher. Originally housed in the Lankershim Building in downtown Los Angeles, the School had several homes in that area. In February 1973, the College moved to its newly built campus in Fullerton.

AROUND THE CAMPUS



Visual Acuity Charts: Members of the Class of 2013 created visual acuity charts for Course 5350 Visual Psychophysics. Student creativity was high as completed charts incorporated a variety of objects, as well as lettering from foreign languages. Many of the charts are on display in SCCO's M.B. Ketchum Memorial Library. Assistant Professor Jason S. Ng, O.D., Ph.D., '03, assigned the project and is pictured with his students and their charts. Photo by Ernie Carrillo.

Mission

To educate today's minds to provide tomorrow's eye, vision and health care.

How to Reach Us

Advancement and Marketing	714.449.7461
Alumni Relations Office	714.449.7462
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On the Cover:

On Orientation Day, August 13, 2010, 19 of the 102 members of the Class of 2014 pose for the *Alumniscope* cover photo. They are pictured with SCCO Vice President of Student Affairs Lorraine I. Voorhees, O.D., M.S., '71 (front) and SCCO Director of Admissions Jane Ann Munroe, O.D., '77 (second row, left). Read more about the Class of 2014 beginning on page 2.

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for registration information: Voice 714.449.7442; FAX
714.992.7809; Website: www.scco.edu

Special Announcements

SHARED VISIONS ART EXHIBIT

*An Art Exhibit by Artists Who Are Blind
or Legally Blind*

Opening Reception — Tuesday, September 21
The 2010–11 Exhibit Through August 2011
Carling Huntington Childs Family Eye Care
Center, SCCO

ALUMNI REUNION

Saturday February 19, 2011
Make your plans now to join the fun on the beau-
tiful SCCO Campus. Details to follow.

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and digital photos to: alumni@scco.edu.

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