

Alumniscope

WITH EXPERIENCE, COMES VISION



FOCUSING ON PRACTICES IN TRANSITION



Southern California College of Optometry

Practices in Transition

With many ways to sell an optometric practice — and as many opinions on how best to manage the process — we asked these ODs to share their success stories.

KEY CONSIDERATIONS IF YOU'RE CONTEMPLATING SELLING YOUR PRACTICE:

- Start the planning process as early as possible — not six months before you want to retire or move on to something else.
- Evaluate and determine the true value of your practice.
- The time to sell or bring in a partner is when your practice is financially healthy.
- Consider financially assisting the buyer.
- Understand the generational differences between you and the buyer.
- Embrace the bottom line — You want a successful business to continue to flourish and your patients to continue receiving the finest eye and vision care. Trust that the buyer wants this as well.

Glendale Optometric Center

Duane A. deCroupet, O.D., '70
SELLING AN OPTOMETRIC PRACTICE

What were your expectations of the new OD in the practice? Were your expectations realistic? Were your expectations met?

My expectations of the new OD were to find a person who could successfully care for the patients of a highly personalized community-based practice, and demonstrate the ability to purchase the practice. I wanted to find someone who would assume an optometric leadership role in the community. When I reviewed the resumes of aspiring owner/partners, I was most interested in signs of leadership while in school. Did the new OD participate and lead extracurricular activities during their school years? Leadership skills can be acquired at any time, but the interest must be there to lead an office team and integrate into the community leadership necessary for a highly successful practice. My expectations proved to be both realistic and achievable. My expectations have been met and exceeded.

Did you stay with the practice and continue seeing patients? How many days per week? How many months/years did you stay with the practice?

To ensure the successful transfer of the practice for the new OD and our community of patients, I did request a transition period for my work schedule. My work week was four and one-half days prior to the sale of the practice. My time is being cut back one day each year during the three years following the sale. We are now in the third year of the agreement, and we feel the transfer of patient loyalty to the new OD has been very successful. Very few patients have left the practice, and I anticipate very few will leave because of the sale. The tapering of my time available has placed a pressure on the schedule, allowing patients to be seen sooner by accepting an appointment with the new OD.

What positive outcomes have there been for the practice and your patients?

After decades of practice, most practices become stale. The new doctor taking charge of the practice creates a tremendous feeling of change and anticipation of new ideas. Both the staff and patients have experienced the feeling. Dr. Gin decided to send a notice of sale with the recall notices during the year, so we have been able to keep the excitement of change going every month as an additional one-twelfth of the patients hear about the changes in the office. We have 35 years between the time Dr. Gin and I each entered practice. Following the arrival of Dr. Gin the pressure to modernize has created many new and positive attitudes about eye care in our office.

What qualities were you seeking in the person purchasing your practice or joining it as a partner?

Independent private practice of optometry requires a person who is willing to become skilled in running a profitable business, relating to patients, and being willing to assume a leadership role in their profession and community. The only way I know to find these traits is to review the successes of the new OD in their volunteer activities prior to entering private practice.

Did you use a consultant? If yes, would you advise doing this?

The services of a consultant were first employed by me to establish a realistic valuation of the practice. Once the value was established the consultant was able to move the negotiation process along due to the pressure of multiple interested and qualified competing buyers. An outside consultant is necessary for both the buyer and seller to establish the value of the practice. The purchase or sale of a practice is often a once-in-a-lifetime activity and is fraught with many potential problems that can be reduced or eliminated by a good consultant. The process may require different consultants for each party if there is any contention. Consultants are expensive, but the problems of a broken contract often are much more expensive.

What, if anything, could have been done to facilitate the process?

I have no regrets in any of the negotiation, agreements and execution of the sale of the practice to Dr. Gin. We both have a strong commitment to make this as successful a transition as possible. If we discover anything that can improve our relationship and the care we provide to our community we try to address it as quickly as possible.

Stacey T. Gin, O.D., '06

BUYING AN OPTOMETRIC PRACTICE

Did the doctor selling the practice stay with the practice? If yes, for how long? Was that or has that been an advantage? Why or why not?

Dr. deCroupet sold the practice in July 2007 and has agreed to stay with the practice for at least three years to help with the transition of patients. During his first year,



Doctors Duane deCroupet and Stacey Gin at the Glendale Optometric Center.

he saw patients three days a week, and the second year he saw patients two days each week. Currently, he is seeing patients one day a week. This has proven to be a perfect “exit strategy” and has worked well for both the patients and the doctors. Dr. deCroupet and I also have weekly lunch meetings where he advises and counsels me on many issues in the office. He is a wonderful mentor and role model and I aspire to run the practice as successfully as he has.

What were your reasons for purchasing an established practice?

Purchasing an established practice has many advantages. You don't have to reinvent the wheel. The existing models and philosophies are already in place. I was fortunate to purchase an established practice with an “established” doctor. Dr. deCroupet is well known in his community for his services and volunteerism. This is a very important part of our profession and I am very excited to follow in his footsteps.

Did you use a consultant?

No.

What, if anything, could have been done to facilitate the process?

The process went very smoothly. Dr. deCroupet was very organized and open about the numbers of the practice, which made my evaluation of the practice very easy. I have good support from my family and am fortunate to have relatives who assisted me with the process. They helped to facilitate everything from the evaluation of the tax returns to the purchase agreement to closing escrow.

What did you and the doctor selling the practice do to inform patients about the sale?

Being the “new kid on the block” may seem like a daunting and overwhelming title at first. However, Dr. deCroupet has done an amazing job helping to transition his loyal patients. One of the first steps we took to inform our patients of the sale was to send them a doctor

introduction letter. This letter introduced the new doctor to the patients and gave them information about my background, education and interests. The letter was mailed out at the end of the month with our recall cards and this process took one year to complete. We received great feedback from our patients. They asked questions about this “new doc” and were pleased to be informed about changes in the office. Dr. deCroupet also takes the time to make personal introductions during his examinations to ensure that our patients feel comfortable knowing that they will be left in good hands. Patients feel special and appreciate this personal introduction.

What surprised you the most about purchasing a private practice?

As a new business owner, you have the honor of wearing many different hats and playing different roles in the office. Not only do you see patients and run the financials of the office, but you also take care of everything else — from managing your office staff to office maintenance. Owning a private practice comes with many surprises, but I enjoy and welcome each new challenge. Being your own boss allows you to practice optometry the way you envision the profession and allows you to focus on issues important to you. My community is very important and I've been very fortunate to be able to spend time serving my community through Kiwanis and Glendale Healthy Kids.

Pasadena Optometry Center

Lynn Gabriel, O.D., '78

SELLING AN OPTOMETRIC PRACTICE

What were your expectations of the new OD in the practice? Were your expectations realistic? Were your expectations met?

The practice was long established and well known. It was started in 1945 by former LACO alumnus and professor, Harold Lutes, O.D., '38. My former partner, Tom Gabriel, O.D., '72, (who retired 13 years ago), purchased the practice in 1972. At that time the practice was already limited to contact lenses. In 1974, the contact lens-only practice of Robert Graham, O.D., (which was also a well-known Pasadena establishment) was added to our practice. In 1974, the practice became the Pasadena Optometry Center.

It is my belief that any business that is run by very hands-on owners quickly develops a personality. My former partner and I were extremely involved in every aspect of growing the Pasadena Optometry Center.

We set high standards for everything from the location (beautiful, well-known Pasadena medical building) to the appearance of staff members. After 34 very successful and ever-expanding years in the community, the Pasadena Optometry Center had a reputation for not only excellent optometric care; but equally important, for caring, dedicated staff and doctors.

I felt that I knew what our community of patients would expect from whomever I sold the practice to and I was prepared to delay my retirement until that right person was available.

What qualities were you seeking in the person purchasing your practice or joining it as a partner?

I sought someone who, first and foremost, had the background and values that were compatible with mine. It was extremely important to me to know that the buyer, in addition to bringing new skills and technology into the practice, would want to continue many of the practice's traditions.

Due to the size of the practice, I knew it was important that the buyer have several years of experience and, in particular, private practice experience. Due to the high percentage of contact lens patients, the buyer had to have considerable CL experience. It was also important that a potential buyer had served a residency, preferably with extensive pathology work.

I wanted my potential partner to have an ingrained appreciation for organized, professional optometry. Knowing that SCCO places such emphasis on graduates' involvement in the AOA, I certainly hoped I would find a fellow alum.

I set high standards in selecting a buyer. Because of that, my expectations were more than met. Craig was mature; had a family; had a similar background to mine; had a dedication to his church; was grounded in good American values, morals, and work ethic. Additionally, his varied practice experiences were just what I was looking for.



Doctors Lynn Gabriel and Craig VanWoerkom

Did you stay with the practice and continue seeing patients? How many days per week? How many months/years did you stay with the practice?

Craig joined the practice in late 2003. He became a 40 percent owner in 2004 and purchased the rest of the practice on January 1, 2007. Once he joined the practice, I continued to work about 50 percent time until the end of 2006. From the time Craig became a part owner, he was eager to learn the business side of owning a private practice. He was a quick study and during the last year of my being in the practice, he was making all of the business decisions. The transition was facilitated beautifully.

What positive outcomes have there been for the practice and your patients?

I constantly run into former patients and friends who were patients. Without exception they go out of their way to tell me how much they like Craig; they believe he and his associate doctors are delivering exceptionally good service; and, that “the office hasn’t changed.” I sincerely appreciate the last comment and credit Craig’s maturity in recognizing the importance of building on the base he purchased rather than changing it too much.

Did you use a consultant? If yes, would you advise doing this? The one person who helped Craig and me with drawing up the purchase contract was Craig Steinberg, O.D., J.D. He has a great deal of experience with facilitating

practice transactions and was very knowledgeable and helpful in guiding us through the contract formalities. I would suggest that any buyer/seller hire an attorney who specializes in practice sales, particularly one who is very familiar with optometry.

Regarding a consultant, we did not use one. For at least three years prior to Craig joining the practice, I let it be known that the practice was for sale to the right person. I spoke to various active COA members whom I respected and who knew what kind of practice my former partner and I had. They, therefore, knew what I would want in a buyer. It was at the 2003 COA Convention that I reminded Dr. John Larcabal (SCCO 1988 Alumnus), that I was still seeking a partner/buyer. He contacted Craig. The rest is history.

Craig A. VanWoerkom, O.D., '01 **BUYING AN OPTOMETRIC PRACTICE**

Did the doctor selling the practice stay with the practice? If yes, for how long? Was that or has that been an advantage? Why or why not?

Dr. Gabriel interviewed me for an associate position for the practice with the idea of eventually purchasing the practice. I worked as an associate for some time then we began discussions about the purchase. We formed a partnership and worked together for three years before the

CAREER RESOURCES AT SCCO

In-Sight Provides Placement Options

SCCO, as an advocate for private optometric practice, supports the successful transition from practice to retirement, as well as the successful transition from student to practitioner. To accomplish this, the College’s Alumni Relations Office offers resources for providers and seekers of optometric practice opportunities.

An important resource for providers and seekers of an optometric practice opportunity is the College’s online classified placement listing system, In-Sight. Located on the College’s website at www.scco.edu/insight, this service provides a place for alumni and non-alumni optometrists to post listings for open OD positions, practices for sale, and office staff and technician positions. Listings are updated weekly and there are always new opportunities posted. Also within In-Sight, links to other placement services are listed as well as information on how to connect with area optometric societies.

Here at the College students are encouraged to network and begin thinking of their professional futures as early as possible. For students, practice management courses are an integral part of the four-year curriculum and it’s during their first year of study that they meet with the staff of the Alumni Relations Office to learn about all the available career resources.

The most precious resource available to students is the SCCO alumni database from which Alumni Relations Staff pair students with alumni in varying specialties of optometry, encouraging them to observe different modes of practice in order to better decide what they may want to practice in the future. The alumni database boasts over 4,100 living alumni. In fact, members of the College’s Alumni Association Board of Directors also make themselves available to students and alumni for career advice.

Overall, the College works assiduously to provide ODs with the resources they need to bring the right associate and/or buyer into their practice and, to prepare students for the transition from graduation to private practice. For additional information contact Administrative Assistant, Alumni Relations Office, Ananda Dillon at adillon@scco.edu.

transition took place. I think this was a huge advantage because it gave the staff time to gain confidence in me and also gave me time to get to know many of the patients that had been coming to the practice for many years. I also understood the intricacies of the practice and what had made it flourish.

What were your reasons for purchasing an established practice?

I wanted to buy an established practice because maintaining a patient base and a healthy practice is much more likely to be successful than starting a practice cold or even a practice that is unhealthy or on the decline. It is important to find a good fit and a practice that makes sense for you based on your goals. Dr. Gabriel's practice has allowed me to come in and just practice optometry. I didn't have to make changes or spend time reorganizing the practice.

Did you use a consultant? If not, why not? If yes, would you advise doing this?

I did not use a consultant because the situation allowed me to investigate the practice and execute my due diligence as an associate of the practice. I was able to learn so much more than I would have if I just tried to buy the practice without that experience. I knew this practice was a good fit for me based on the patients, staff, philosophies and general feel of the practice. I would recommend considering working at the practice as an associate or a partner before purchasing. If you do not have that option and do not feel comfortable with the evaluation of the practice then a consultant can be useful in this process. Use of a mentor, professor and an accountant can also be very helpful in the evaluation. Dr. John Larcabal (SCCO 1988 Alumnus) was a great help for me. I'd like to add how important it is for the selling doctor to transition the practice while it is still healthy and not in a decline.

What, if anything, could have been done to facilitate the process?

I don't know.

What did you and the doctor selling the practice do to inform patients about the sale?

Dr. Gabriel was great at introducing me to her long-time patients and their families. I was able to slowly see more and more of her patients before she ever left. As those patients gained confidence in my abilities the transition became very smooth and easy. Our process was more word of mouth and less mailings and formal introductions. The amount of time she remained with the practice really aided this facet of the transition. I'd like to note how great and fair Dr. Gabriel was to me, which allowed for the transition to be so smooth. This was not only a benefit to me but to the staff and patients as well.

What surprised you the most about purchasing a private practice?

The most surprising part of purchasing the practice is the amount of time needed to manage staff and the

administration of the business. Learning all of the needed skills and knowledge from the business aspect of the practice was certainly much more challenging than serving patients.

Personal Eyecare Sylvania, Ohio

Carol L. Alexander, O.D.

SELLING AN OPTOMETRIC PRACTICE

What were your expectations of the new OD in the practice? Were your expectations realistic? Were your expectations met?

When a decision is made to sell a practice, expectations may be different depending on the circumstances of the seller at the time of sale. Is the seller retiring, is the seller moving, did the senior doctor become disabled or is deceased and the family is selling? The circumstance may cloud the expectations. In my situation, I was moving cross country at a specific date and did not have the luxury of time. This necessarily put the primary expectation of ability to pay or getting funding at the top of the list. In addition, a close second in expectations was the skill and personality of the buyer as it related to my patients. All successful practitioners got there by building strong relationships of trust with their patients, and it is that trust that makes each of us want to provide our patients with a new doctor that will carry on that tradition. It is also important (if you have the time) to find a buyer that matches with the specialty of your practice (if you had one). In my case that was contact lenses and treatment of disease. This meant the buyer had to have a strong interest in those areas to continue building on the success of the current practice. Without that interest, patients may not feel a strong connection to the new owner and take their business elsewhere. In a perfect world we would all select a buyer who reflected our own practice philosophy. In my case, expectations were met and perhaps exceeded. I was able to help her secure funding through my bank given the financial viability of my practice and had the added bonus of a buyer who had done a cornea and contact lens residency which was great for my patients!

Did you stay with the practice and continue seeing patients? How many days per week? How many months / years did you stay with the practice?

I had the opportunity to work with my buyer for one year. During that time I worked three days a week and she worked five. This year provided the opportunity to mentor on all things non-clinic related. Such things as how to work with staff, how to prepare for weekly staff meetings, how to create a budget, and how to manage the budget were frequently reviewed. In essence we spent our time



Dr. Carol Alexander

on business management primarily, and patient care secondarily.

What positive outcomes have there been for the practice and your patients?

I am pleased to report that after 16 months the practice is still doing well and even in this down economy the practice has met and exceeded growth goals most every month in 2009. My stepdaughter still works in the practice as an optician and communicates

with me often about how much the patients miss me, but they quickly follow-up with a positive comment about the doctor I sold the practice to, and they are grateful that they still feel well taken care of in my absence.

What qualities were you seeking in the person purchasing your practice or joining it as a partner?

The most important quality is a can do attitude. A sense of confidence in one's self is the primary driver for success. I expected the buyer to be an excellent clinician,

but the entrepreneurial spirit is something that cannot be taught. The fire in your belly to be in business for yourself, coupled with the confidence to be successful is unbeatable.

Did you use a consultant? If yes, would you advise doing this?

I did not use a specific consultant, but did put together the package for the buyer in conjunction with my accountant and banker. I would absolutely advise others to do this, as it helps parties on both sides of the transaction to feel more secure.

What, if anything, could have been done to facilitate the process?

I can't think of any specific process changes to recommend as my sale went smoothly from start to finish. The most difficult aspect is finding interested buyers.

Dr. Carol Alexander earned her O.D. degree from the Ohio State University in 1987. A Past President of the Ohio Optometric Association, she had a private practice of optometry in Sylvania, Ohio for 17 years prior to moving to California. She and her husband, SCCO President Kevin L. Alexander, O.D., Ph.D., moved to Fullerton, California in July 2008 when he became the College's seventh President. Currently, she's the Director of Medical Affairs, Professional Development Group, Johnson & Johnson Vision Care.

OPTOMETRY BUSINESS ACADEMY TO BEGIN

Business education for the eye care professional is now being offered through a partnership between the Southern California College of Optometry (SCCO) and California State University, Fullerton (CSUF). The two educational institutions have combined specialties to produce a unique practice management program designed to specifically enhance optometric businesses.

The five-day program will be presented in a workshop format by faculty from the Mihaylo College of Business and Economics at CSUF, the premier public university business school in Orange County and SCCO, a leader in private optometric education.

"The Optometry Business Academy will concentrate on the business perspectives and practical management tools used by successful businesses worldwide and blend the unique aspects of the optometric business model to present a one-of-a-kind experience," notes SCCO's Assistant Professor and Assistant Dean for Clinical Affairs Sunny Sanders, O.D., who is coordinating the program with CSUF. "By focusing on single topics, presented in convenient one-day sessions, attendees will be able to implement business strategies in practical steps and facilitate follow-up and trouble-shooting opportunities and subsequent workshops. Our goal is to empower optometry business owners with advanced management skills to maximize their practices."

The five sessions will begin in January 2010. The dates and topics are: Sunday, January 10, Financial Statements, Goals and Budgeting; Sunday, January 31, Financing and Valuing a Business; Sunday, February 7, Marketing Your Enterprise — Workshop for the Optometry Business; Sunday, February 28, Human Resources — Putting Your People First in Optometry; and Sunday, March 21, The Business of Optometry — Pearls of Wisdom." Faculty include: Dean Capper, M.B.A.; Chiranjeev Kohli, Ph.D.; Lori Muse, Ph.D.; John Rumpakis, O.D., M.B.A.; Sunny Sanders, O.D.; and Mark Hoven Stohs, Ph.D.

Tuition for the five days of education, including books, materials and meals is \$3,900 per person. Classes will be held at CSUF. For information and registration contact SCCO's CE Department: 714.449.7442; ce@scco.edu.

"The long-term goal of the Optometry Business Academy is the creation of an MBA in Optometric Practice Management," said SCCO President Kevin L. Alexander, O.D., Ph.D. "The Business Academy is the first step in creating this advanced degree for optometrists that will be offered by SCCO and CSUF.

"Optometrists run huge practices that are really large businesses," continued Dr. Alexander. "SCCO has experience in practice management that we can offer to the profession to help ensure the success of all optometrists, as well as ensure the strength of private optometric practice. Combining the expertise of our faculty with that of the business faculty from Cal State Fullerton creates an outstanding opportunity for optometrists."

Curtis Named 2009 Distinguished Alumnus

Lone Star State Optometrist Honored

Texas Optometrist Wiley F. Curtis, O.D., has been honored by the Southern California College of Optometry Alumni Association as its Distinguished Alumnus of the Year for 2009. Dr. Curtis, a 1982 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. Curtis joins a select group of 29 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 Gene D. Calkins, O.D., '68, the 2008 recipient of the Distinguished Alumnus of the Year Award. Dr. Calkins presented the award to Dr. Curtis at the College's Reunion Banquet held on October 10 in Fullerton.

Dr. Curtis practices in Arlington, TX where he actively participates in professional and community organizations. He was nominated by fellow Texan and SCCO's 1990 Distinguished Alumnus J. Davis Armistead, O.D., '48, who wrote, “Dr. Curtis is a highly successful practitioner of optometry — recognized by his peers as one of the best. He has been supportive of three schools — Texas Christian University



The Alumni Association of SCCO honored Texas Optometrist Wiley F. Curtis, O.D., '82, as its 2009 Distinguished Alumnus of the Year. Pictured at the College's Reunion are (l-r): Honoree Dr. Curtis; 2008 Distinguished Alumnus Gene D. Calkins, O.D., J.D.; and SCCO President Kevin L. Alexander, O.D., Ph.D.

where he received his B.S. degree; Southern California College of Optometry where he earned his Doctor of Optometry degree; and the College of Optometry at the University of Houston.

“Dr. Curtis, a Past President of the Texas Optometric Association (TOA), has brought honor to SCCO by his special work for optometry and the special recognition and awards he has received from the profession,” wrote Dr. Armistead. “Some of the special honors include: AOA National Keyperson of the Year, TOA Optometrist of the Year, TOA Young Optometrist of the Year, and TOA's President's Award that he has received on four different occasions.”

His work within the community is equally impressive through leadership roles in church, sports and service organizations. Supporting all of his professional and community activities is his wife, Jennifer. The couple resides in Arlington with their three daughters.

DISTINGUISHED ALUMNUS OF THE YEAR AWARD RECIPIENTS

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

Alumni Notes

1968

Call him retired. July 1 was the first day of retirement for, **Kenneth R. Manell, O.D.**, Escondido, CA. He leaves the practice in the hands of his son-in-law, **Michael J. Cooper, O.D., '95**, and new associate, Lisa Breen, O.D., a former patient of Dr. Manell's.

1973

Pamela J.L. Miller, O.D., J.D., Highland, CA, has been elected the first President of the American Optometric Society.

1978

Steven M. Lasky, O.D., North Massapequa, NY, founder of the on-line Museum of Family History, has been honored with the "Outstanding Contribution to Jewish Genealogy" award by the International Association of Jewish Genealogical Societies. The virtual museum is designed to encourage Jewish families to research and document their own family histories. The website is: www.museumoffamilyhistory.com.

1981

Martin H. Carroll, O.D., Cheyenne, WY, is serving a three-year term on the Wyoming Board of Examiners in Optometry. Governor Dave Freudenthal appointed Dr. Carroll.



1965: **Texas L. Smith, O.D.**, bass fishing with granddaughter, Madalena, on California's Folsom Lake in June. Dr. Smith practices in Citrus Heights, CA.



CLASS OF 2013 BEGINS OD PROGRAM

The 100 members of the Class of 2013 were officially welcomed into SCCO's doctoral program and the profession of optometry at the traditional White Coat Ceremony held on September 15. During the ceremony each First-Year Student received his or her first white coat before a gathering of family, friends and College faculty and staff. A highlight of the event was the Class of 2013's recitation of the Optometric Oath for Students.

The Class of 2013 includes 31 men and 69 women. Seventy-one students are from California and 18 other states are represented including: Alaska, Arizona, Georgia, Hawaii, Idaho, Iowa, Maryland, Montana, Nevada, New Mexico, New York, North Dakota, South Dakota, Texas, Utah, Virginia, Washington, and Wisconsin. Three students are from Canada. The class includes two sons of SCCO alumni and the daughter of an ICO alumnus.

The mean GPA for the Class of 2013 was 3.44 and the mean OAT score was 341 (85th percentile). No one had below a 3.00 overall GPA or a 3.00 prerequisite GPA. All students have completed their bachelor's degrees and one student has completed a master's degree. Students earned their degrees from 45 different colleges and universities. Fifty-eight students received their degree from the University of California system with UCLA being the number one represented school with 17 students. UCI followed with 11 students. Additional colleges with more than one representative include: UC San Diego, UC Berkeley, and UC Davis with 7 each; UC Santa Barbara, 5; USC, 3; and UC Riverside, UC Santa Cruz, San Francisco State, BYU-Idaho and the University of Nevada, Reno, with 2 each.



1984: **Eric R. Kroll, O.D.**, Reno, NV with his daughter, Kara, a member of SCCO's Class of 2012.

1986

Eric T. Ikeda, O.D., Bellflower, CA, has been appointed, Director of Neuro Optometry in the Physician Specialty Clinic and serves as the Neuro Optometry Program Medical Director at the Casa Colina Hospital for Rehabilitation, Pomona Campus. Dr. Ikeda was also elected in June 2009 to the Board of Directors of the Optometric Extension Program Foundation, Inc. In addition to serving as Director and Clinical Consultant of Neuro Optometry at Rancho Los Amigos Hospital in Downey, Dr. Ikeda's new associate, **Sarah E. Cole, O.D., '08**, was recently appointed as a Clinical Consultant at the same facility.

1997

Christopher L. Eddy, O.D., Fort Collins, CO, has been named the recipient of the Dr. W. David Sullins Jr. Award by "Optometry's Charity" — The AOA Foundation's InfantSEE Program. The Sullins Award recognizes an individual OD who has made significant contributions to optometry and public service involving the InfantSEE Program.



1993: "We adopted a daughter, Kyra Wei, 3, in China in March 2009," writes **Kristin L. Gullekson-Burns, O.D.** "She joins her older brother, Connor, 6." The family resides in Broomfield, CO.



2000: **Capt. Brian S. Kawasaki, O.D., M.B.A.**, is currently on active duty at Camp Shelby, MS. He's an optometry officer in the Army Reserve and was activated earlier this year for 12 months. This is his second mobilization since joining the Army Reserve in 2002. Dr. Kawasaki is an SCCO Assistant Professor and Staff Optometrist at the VA Southern Nevada Healthcare System in Las Vegas, NV. In addition, Dr. Kawasaki and his wife and classmate, **Cindy Lum, O.D.**, welcomed their second daughter, Emmy, on October 21, 2008. She joins big sister, Nia, 4.



1998: **Nazanin Galehdari, O.D.**, is proud to announce the opening of her new office, EyeMax EyeCare and EyeWear, in Salt Lake City, UT.



2002: **Lisa M. Hammond-Hornick, O.D.**, and her husband, Robert, are proud to announce the birth of their son, Ryan Joseph, on March 14. The family resides in Pensacola, FL.



2001: **Weslie M. Hamada, O.D.**, Honolulu, HI, began serving a two-year term as President of the Hawaii Optometric Society in May. Dr. Hamada is also the Vision Chair for the State of Hawaii Lions Clubs and serves on the AOA's Healthy Eyes Healthy People Committee. Members of the Hawaii Optometric Association are pictured with U.S. Senator Daniel Inouye (fourth from left), the highest-ranking U.S. Congressional Senator. Dr. Hamada is on his left.

IN MEMORIAM

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

- Albert Forbes, O.D., '41
San Dimas, CA
- Paul C. Barr, O.D., '48
SCCO Board of Trustees, 1962-80
Chairman, 1968-72
Trustee Emeritus, 1980
Optometrist of the Year, California
Optometric Association, 1975
Distinguished Alumnus, 1986
Distinguished Service Award, 1997
Council of Regents, 1988-99
Centennial Honoree, 2004
Distinguished Patron
Hermosa Beach, CA
- James R. Gregg, O.D., D.O.S., D.O.L., '48
SCCO Faculty, 1947-84
Professor Emeritus, 1984
Optometrist of the Year, California
Optometric Association, 1956
President, California Optometric
Association, 1958
Interim Dean of Academic Affairs,
1975-76
Grants Administrator, 1976-84
Doctor of Ocular Science, 1956, honorary
Doctor of Letters, 1965, honorary
Distinguished Service Award,
American Optometric
Association, 1982
Distinguished Alumnus, 1989
Centennial Honoree, 2004
Anaheim Hills, CA
- Paul V. Lindstrom, O.D., '51
Big Bear Lake, CA
- Alan M. Levine, O.D., '73
Beverly Hills, CA
- Robert O. Breece, O.D., '78
Rockville, MD
- J. Patrick Cummings, O.D.
Vice President, Professional Development
Group, Vistakon, Inc.
AOA President, 2002-03
SCCO Award for Distinguished
Service, 2008
Jacksonville, FL
- Samuel M. Genensky, Ph.D.
Founder, Center for the Partially Sighted,
Santa Monica, CA
SCCO Trustee, 1972-86
Santa Monica, CA
- Beverly Miller
Fullerton, CA

AROUND THE CAMPUS



Fall Awards Program: A total of 172 scholarships valued at \$208,600 were presented to SCCO students at the Fall Awards Program held on Friday, September 11. Students also receive other outside funded scholarships including: military scholarships, WICHE, Disadvantaged Students and other foundation support totaling \$975,438. Recipients of the Dr. Reynaldo J. Carreon Jr. Memorial Endowed Scholarships are pictured with SCCO President Kevin L. Alexander, O.D., Ph.D. Photo by Ernie Carrillo, Director of Multi-Media Services.

How to Reach Us

Alumni Relations Office	714.449.7462
Optometric Placement Service "In-Sight"	www.scco.edu
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Publications Office	714.449.7463
Student Affairs Office	714.449.7444
Admissions	714.449.7444
Financial Aid	714.449.7448
SCCO Home Page	www.scco.edu

Core Values

The core values of the Southern California College of Optometry are those qualities that constitute the educational philosophy and spirit of the institution, and permeate every aspect of the campus community. The College emphasizes and enhances these values in its students throughout the professional program. The core values of SCCO are leadership, ethics, professionalism, compassion, commitment, pursuit of excellence, pursuit of knowledge, collegiality, and sense of community.

Vision Statement

Enhancing the quality of life through vision care.

Mission Statement

The mission of the Southern California College of Optometry is to provide the highest quality optometric education through excellence in teaching, patient care, research, public service and institutional management.

On the Cover:

SCCO Trustee and Alumnus Duane A. deCroupet, O.D., '70 and Stacey T. Gin, O.D., '06, at the Glendale Optometric Center. The Doctors discuss the successful sale of the practice from one to the other in this issue's cover story beginning on page 2.

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Special Announcements

ALUMNI REUNION WEEKEND IN FEBRUARY

*Yes – that's right, Reunion Weekend in February!
We're moving the annual gathering of alumni to the month of February beginning in 2010! Make your plans now to join the fun on the beautiful SCCO Campus. Details follow:*

Saturday & Sunday, February 13 & 14

Saturday

SCCO Campus

Continuing Education / 5 CE Credits
All Family BBQ
Campus Tours

Embassy Suites, Brea

Reunion Reception & Celebration

Sunday

SCCO Campus

Continuing Education / Celebrate the Lifetime
Achievements of Dr. Michael Rouse / 7 CE Credits

Reunion Information: 714.449.7462

CE Information: 714.449.7442

SHARED VISIONS ART EXHIBIT

An Art Exhibit by Artists Who Are Blind or Legally Blind

The 2009–10 Exhibit Through August 2010

Carling Huntington Childs Family Eye Care Center,
SCCO

SEND US YOUR NEWS

Yes, we want to hear from you! E-mail your news and digital photos to: alumni@scco.edu.