

48th Annual National Optometric Association

POST CONVENTION NEWSLETTER



"Advancing the Visual Health of Minority Populations"

August 2016



NOA President, A. Philip Aitsebaomo, OD, PhD, FAAO

“IT WAS A HUMBLING EXPERIENCE FOR ME TO SERVE THE NOA MEMBERSHIP AT THE FIRST CONVENTION OF MY PRESIDENCY.”

triad of our flagship program, dubbed the “Three Silent Killers.”

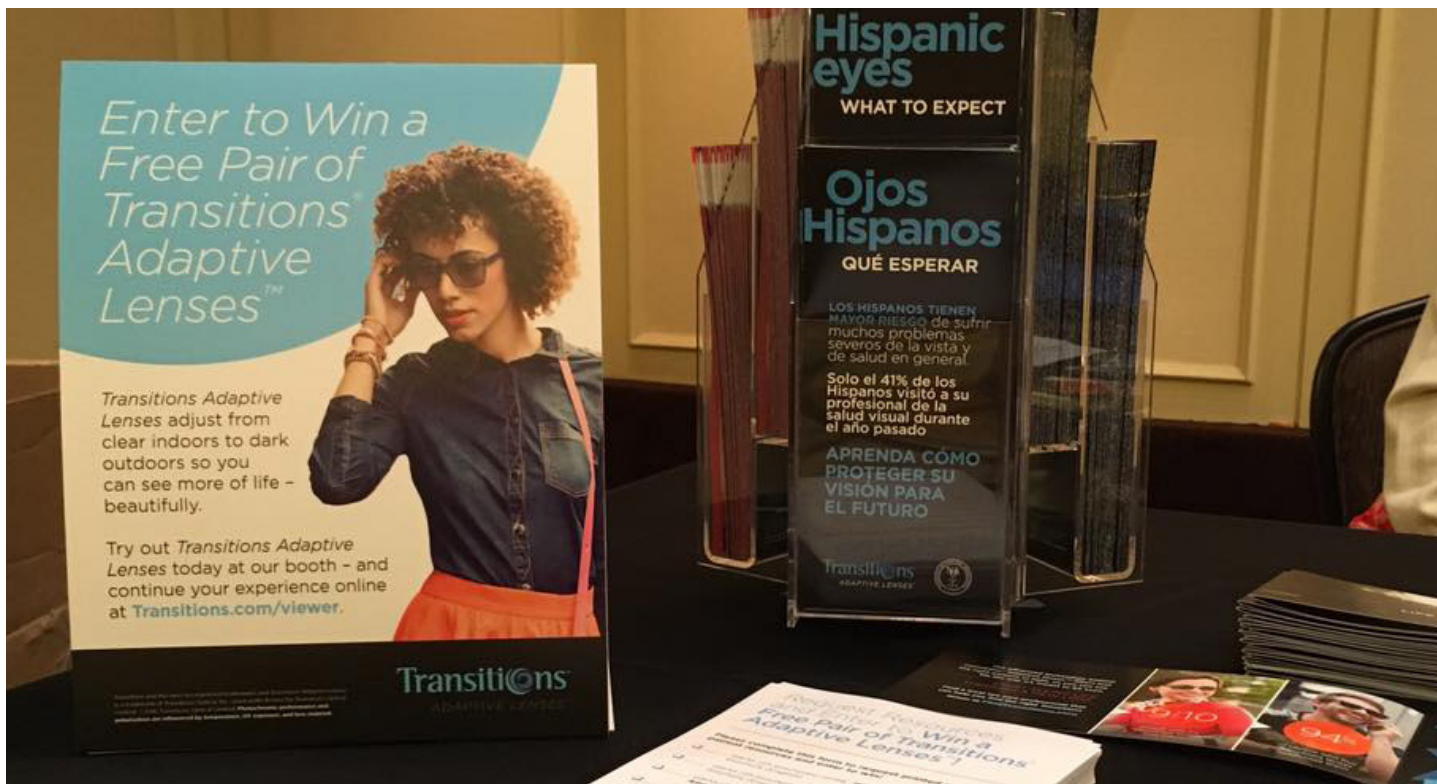
The NOA is keenly aware of the expanded scope of Optometric practice in many states. Additionally, the Affordable Care Act (ACA) is projected to provide Optometrists untethered access to patients that were traditionally assumed to be out of reach to us. The NOA is committed to providing new and established member doctors all the tools they need to succeed in this competitive and exciting eye care market place. Such success is not limited to just significant discount in equipment and other material required for patient care. Targeted business development opportunity is very important in sustaining a practice. Our partnership with Professional Eye Care Association of America (PECAA) afford us the opportunity to provide our member doctors the tools they need to succeed. The icing on this cake is that membership in PECAA can be FREE to NOA members. Even if you belong to another doctor’s alliance group, you are invited to evaluate the winning strategy of PECAA.

We are looking forward to our convention in Portland. Your suggestions are sure to make that convention a rousing success. Please reach out to me or the home office with any comments you may have. Remember that your input makes for a healthy NOA that can continue to fulfill the mission of “Advancing the Visual Health of Minority Populations.”

Thanks to the encouragement of you, the members, and the relentless effort of the board of directors, I venture to say we did a great job.

As you may have noticed, we had a record attendance at the convention, and we attracted a few new vendors. We cannot forget “Millennial Matters,” an event that was a result of our renewed partnership with Transitions Optical. This is an intriguing conversation that we hope to continue with our members. We are also seeking an expansion of our invaluable relationship with Johnson & Johnson in order to highlight the debilitating effect and management of Diabetes. Diabetes is one of the





WE APPRECIATE OUR CORPORATE PARTNERSHIPS!

The National Optometric Association (NOA) extends our sincere appreciation to our corporate partners for their support of our 48th Annual Convention held in Chicago.

The NOA continues to fulfill our mission of “Advancing the Visual Health of Minority Populations” with the help of our corporate partners and we are exceptionally grateful. Your generous support contributed to the success of the convention, continuing education program, panel symposium, scholarship, award program and other special events.

We look forward to our corporate partners continued support next year in Portland Oregon.

If you have questions regarding sponsorship or about our programs, please feel free to visit our website at nationaloptometricassociation.com.

Platinum Partners



Diamond Level



Gold Level



Silver Level



Bronze Level



Exhibitor Level: Bausch & Lomb | Weave | University of Pikeville
| American Academy of Optometry | Good Lite

ANOTHER WONDERFUL CONVENTION!

Melantha Nephew, OD, NOA Meeting Planner

I hope you all are well rested and have returned to your respective practices having enjoyed yourself at this year's convention. The city of Chicago and our hotel location was fabulous and being able to also visit (Taste of Chicago) was the cherry on top. The turn out of doctors, students, spouses and corporate partners was fantastic. The CE was awesome (despite the construction noise) the special panel events were informative, and the dancing, oh the dancing! I hope you had a great time with colleagues and friends. I'm looking forward to Portland in 2017. Hope to see you there.



CONTINUING EDUCATION

Janette Dumas, OD, CE Director

The Continuing Education program gave important updates in Contemporary Issues from the critical details in neuro-optometry to information about the ocular effects of obesity. For the first time, the NOA hosted a government based presentation from the FDA and the CDC regarding their role in eye care. Finances was another key issue that was addressed during the "Finances & You" panel. With the momentum from July, please plan to join us again next year in Portland, Oregon where the theme will be "Fundamentals of Eye Care" with an emphasis on the Anterior Segment.



TRANSITIONS OPTICAL PARTNERSHIP TO PROMOTE EYE HEALTH

The National Optometric Association has partnered with Transitions Optical, Inc. to further advance the eye health of minority populations. This joint effort included the "Multicultural Millennial Matters" panel discussion held during the NOA Convention in Chicago. The panel included optometrists and an ophthalmologist of various ethnic backgrounds: Edwin Marshall, OD, MS, MPH, Vincent K. Young, MD, Darryl Glover, OD, Brian Chou, OD, and Lina Arango, OD. Key topics, such as why multicultural millennials are an important group and the unique eye health needs of minority populations were discussed.





NEW GENERATION ODs

Exciting news! Are you a recent graduate (10 years or less from graduation)? The NOA now has a Young OD division and we want you to join other new generation ODs in continuing the outstanding legacy of the NOA. Please contact Michael Do at eyedrdo@gmail.com for more information.



NOSA IN THE NEIGHBORHOOD

Excerpted from the Illinois College of Optometry Student Blog, written by Mallory Scrimger

I had the pleasure of attending the National Optometric Association Convention in our very own Chicago! Being the first convention I have attended as a student, I had no idea what I was in for. Whatever I had envisioned in my head, the weekend exceedingly surpassed all of my expectations.



The weekend was kicked off with breakfast and a presentation from Mr. Mike Elton of HOYA. As the day continued, I attended the first business meeting for students. This meeting gave me more insight into NOSA and what their mission is. I was able to walk around the exhibit hall where I met and networked with various corporate contributors. Directors and managers lined the hall from Alcon, Allergan, VSP, and various other companies.



The next day I participated in the VSP Leadership Institute, where we learned about what it takes to be a leader, how to brand yourself, what you want your own mission to be, and how building a team and getting feedback can help you become a better future doctor. Next on the schedule was the NOSA award luncheon where each member was served another delicious meal and multiple students were recognized for their success. Later that evening, I attended the banquet as the closing for the convention. This formal event was where I really got to see all of the accomplishments of the NOSA/NOA, and why I so badly wanted to be a part of this group of people. Everyone I met throughout the weekend was gracious, exuberant, successful and on a mission to bring light to underrepresented minorities and underprivileged communities. I can easily say that my first optometry convention was a huge success.



2016 AWARDEES

Once again the National Optometric Association's 48th Annual Convention and CE program held in Chicago was an outstanding and world class affair. From the community service project to the architectural tour, to the walk/run in Millennium park to the lectures and banquet, all were top notch. This year's awardees were no exception:

The National Optometric Association's School of the Year Award was given to the University of California, Berkeley, School of Optometry. Accepting the award on behalf of the University of California was Berkeley Alumni '78 and 2016 Alumni Board member and NOA Past President, Dr. Vicki L. Hughes.



Dr. Vicki L. Hughes being congratulated by Dr. A. Philip Aitsebaomo

Dr. Hughes acknowledged the collaboration of UC Berkeley and the NOA on increasing the recruitment and diversification of the student population. Dr. Hughes, Dean, Dr. John Flanagan as well as the President of the National Optometric Association,

Dr. A. Philip Aitsebaomo are coordinating a search for a National Diversity Director in association with ASCO to invest in students' success and opportunities. They plan on establishing a larger pool of students from underserved, underrepresented populations to be accepted in the schools and colleges of optometry.

The Founders' Award was given to Ken Weissman, President of Modern Optical International Accepting the award on his behalf and the organization's Inside Sales Team Leader and Coordinator for the NOA partnership was Larry Lagioia.

Modern Optical International has contributed to the NOA for nearly twenty years and has supported its mission through student scholarships, donations, gifts and contributions to the organization. In addition, Modern Optical International has given 5% of NOA members' purchases of their merchandise

back to the NOA. They have continued to participate and present this donation annually at the NOA's SECO reception. Their support has increased significantly over the years.



Larry Lagioia being congratulated by Dr. A. Philip Aitsebaomo

The Optometrist of the Year award was presented to Dr. E. Larry Jones from the state of Washington. Dr. Jones has been a member of the NOA for over thirty years! He's a long time board member and has been a Regional Trustee for the majority of that time. In addition to his board duties Dr. Jones represented optometry with his state legislature in promoting better vision screening protocols as well as providing vision services to juvenile delinquents in his state. He continues to volunteer his service in NOA's community service events and organizes the annual fun run/walk fundraiser at the conventions. Dr. Jones also speaks and encourages students in his region as well as volunteers his services at hearing impaired events.



Mrs. Maxine Jones and Dr. Melantha Nephew congratulate Dr. E. Larry Jones



Dr. E. Larry Jones along with his 2016 fun run/walk participants

A special award of recognition was given to Mike Elton of Hoya, for his tireless advocacy and generous support on behalf of the NOSA students.



Mike Elton is presented a gift by Nosa President, Fayiz Mahgoub

Kudos to the 2016 awardees. You are outstanding leaders in the profession and field of Optometry!

NOA AND NOSA - 2016 GRANTS AND SCHOLARSHIPS

Cave Memorial Award: (\$1000) - Ashley Noble, NOVA

Cooper Vision Contact Lens Scholarship: (\$1000)
- Evelyn Dearing, PCO | Breann McGhee, PUCO |
Rina Sheth, ICO

Henry Moore NOF Scholarship: (\$1500) - Benny Magno, SUNY

Hoya Vision Care Dr. Comer Community Service Scholarship: (\$1000) - Fayiz Mahgoub

John L. Howlette and C. Clayton Powell Student Founders Award: (\$1000) - Courtney Goode

National Vision Primary Care Essay Grant: - 4K
Danyetta Thomas, SCO | 2K Stefanie Hwang, PCO |
1K Rina Sheth, ICO

NOA Associates Scholarship: (\$1200) - Nicole Akpunko, ICO | Jaelyn Deberry, SCO

NOSA Leadership, Academic and Financial Support Scholarship: (\$1000) - Evelyn Dearing, PCO | Jonathan Chen, UHCO | Amy Keopraseuth, ICO

Dr. Robert Johnson Pediatric Vision Therapy Award: (\$1000) - Ashley Noble, NOVA

Walmart and Sam Club Academic Scholarship: (\$1000) - Evelyn Dearing, PCO

Walmart and Sam Club Leadership Scholarship: (\$1000) - Nicole Akpunko, ICO | Kanesha McBee, UMSL

Dr. David White Jr. Memorial Scholarship: (\$500) - Jeromica Ward, SCO

VSP Dr. Marvin R. Poston Leadership Award: (\$2500)
- Fatimah Hassan, PCO





2016-17 EXECUTIVE BOARD

Dr. John L. Howelette
Co-Founder (Deceased)

Dr. Edwin Marshall
Executive Liaison

Dr. C. Clayton Powell
Co-Founder

Dr. Melantha Nephew
NOA Meeting Planner

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Brown
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Dr. Edward "Larry" Jones
Region V Trustee

INTRODUCING DR. CHAKA NORWOOD, OD, MPH, NEW REGION III TRUSTEE

Dr. Chaka Norwood is a native of Mississippi. She received her Doctor of Optometry degree from the University of Houston. She also holds a Bachelor of Science Degree in Biology from Jackson State University and a Master of Public Health (Health Administration) Degree from the University of North Texas Health Science Center. Currently Dr. Norwood is a member of the American Optometric Association, National Optometric Association, where she serves on the Executive Board as the Region III Trustee, the Mississippi Optometric Association and the former secretary of the MS chapter of the National Optometric Association. Dr. Norwood is licensed to practice optometry in Tennessee, Mississippi and Texas.

When not caring for patients, Dr. Norwood enjoys spending time with close friends and family, exercise, and traveling.



Dr. Chaka Norwood, New Region III Trustee

2016-17 NOSA OFFICERS



Fayiz Mahgoub, 2016-17 NOSA President

Fayiz Mahgoub
President

Courtney Goode
Vice President

Dreka Williams
Treasurer

Jenniffer Elumelu
Recording Secretary

Whitney Lowe
Corresponding Secretary

Nicole Akpunku
Student Resource Liaison

Lindsay Armagon
Parliamentarian

Kanesha McBee
Historian

As the student extension of the National Optometric Association (NOA), the National Optometric Student Association (NOSA) is dedicated to providing the delivery of effective and adequate eyecare to the minority and underserved communities. In addition NOSA creatively markets the field of optometry in an effort to increase recruitment and retention of underrepresented minorities into the profession.

There are currently 19 active NOSA chapters across the schools and colleges of optometry. With over 800 members, our service programs are just as unique as our membership. Each chapter provides service in their local communities through several events including vision screenings, fundraisers, high school and college career fairs, and several other programs.

AOA EDUCATOR OF THE YEAR: “I HAVE BEEN ENCOURAGED TO FOLLOW THE WOODY HAYES ADAGE TO “PAY IT FORWARD.”

In a special tribute, Dr. Jackie Davis was recognized at the convention’s Awards Ceremony for her recent achievement of being selected as the AOA Educator of the year. With humility and grace Dr. Davis accepted her award and acknowledged the myriad of people she feels have helped her along her path including her family, her OSU and NOA colleagues and her students. “I have been encouraged to follow the Woody Hayes adage to “Pay it Forward.” I am so honored to have the opportunity to work with organizations and students who understand the value of public health and the importance of community service,” said Dr. Davis, giving insight into what fuels her passion and life’s work. Through her dedicated work, she continues to model the value of service to others that was instilled in her by her mother. Armed with her belief that “Optometric service is a powerful tool that each one of us can use to combat issues of vision loss and healthcare disparities within our own communities.” We know that Dr. Davis will continue to make immeasurable contributions to students in her charge and continue to inspire us all to “pay it forward.”



Dr. Jackie Davis receives AOA’s Educator of the Year Award
Photo Credit: Dr. Jeffrey Myers

CONTINUING OUR COMMITMENT TO COMMUNITY SERVICE



A special thanks for the support of our many volunteers- doctors, students, sponsors and assistants, who all helped to make the NOA's annual convention day of community service a huge success. In addition to providing vision screening for nearly 600 day campers and over 80 patients with free vision exams and glasses when needed, the NOA partnered with the National Dental Association HEALTH NOW team to provide oral health screenings and oral health education for the participants. We appreciate Oral Health of America's participation in the awareness workshops and the use of Plano Vision for use of its facility.

Participants enjoyed the vision and eye health information presentation which highlighted NOA's "Three Silent Killers" program.

NOA is grateful for the support of VSP Mobile Eyes and Colgate Bright Smiles Bright Future for providing the vans and for the goody bags provided by our local PNC Bank. Thanks to HOYA for the student travel assistance and Goodlite for use of their vision screening equipment. The NOA looks forward to the next community service day in Portland!

NOF CAMPAIGN TO RAISE \$40,000!



Ruby Donor Club

Carla Anderson, O.D.
Frank Barnes, O.D.
Tanya Carter, O.D.
LaSheta P. David, O.D.
Jackie Davis, O.D.
Shevon Fullman, O.D.
Triphinia Harris-Jones, O.D.
Cynthia Heard, O.D.
Clayton Hicks, O.D.
Ansel Johnson, O.D.

Stephanie Johnson-Brown, O.D.
Sylvia Jones, O.D.
Edwin Marshall, O.D.
Carol Merritt, O.D.
Mark Orso, O.D.
Tanya Parks, O.D.
Jacqueline Pierre, O.D.
Joyce Ramsue-Thompson, O.D.
Haniel Roby, O.D.
Ernest Robinson, O.D.
Torrence Watkins, O.D.

Have you ever stopped to consider how much the National Optometric Association means to you? Many of us can reflect over the years on the benefits of our great organization. We have grown professionally with the excellent CE at our conventions, the camaraderie, the mentoring relationships, volunteering in our communities and the student interactions. These are just a few of the things that make the NOA special to all of us. As we think about the NOA, many of us also remember how the NOA has been a blessing. The travel grants, scholarships, the free meals, and fundraisers have all helped us attend, participate and become a part of this wonderful professional optometric association.

“The National Optometric Foundation: helping minorities reach their vision through optometry.” This is the vision of the NOF and this year we are celebrating 40 years fulfilling this vision. Now it is time for you to participate in this celebration as we continue giving back and helping make scholarships and support available to our students.

Our goal this year is to raise \$40,000 for the NOF. This is very achievable! We want to thank those of you that

give annually to the Foundation and who support our fundraising efforts. We thank our Corporate Sponsors and those who help us achieve our vision every year.

We need 100 persons to give \$400 this year and we can achieve our goal. While some may not be able to give this amount, there are so many that can sacrificially commit to give over and above that amount. Let us financially support NOF as we celebrate 40 years!

Carol F. Merritt, O.D., NOF Board Member, Torrence Watkins, O.D., NOF Treasurer & LaSheta P. David, O.D., NOF President

COMPLIMENTARY MEMBERSHIP FOR NEW GRADUATES



Continuing your membership with NOA after graduation is essential to our mission of “Advancing the visual health of minority populations.” To make this transition seamless, the NOA offers complimentary membership to all new graduates for 18 months post graduation. As a NOA member, you can continue your involvement in community service, network with doctors across the country, earn continuing education credits, and much, much more.

Six new members were recognized. Pictured above (L-R) are Dr. Danyetta Thomas, Dr. Kirsten McKnight, Dr. Janis James, Dr. Stephanie Hwang, and Dr. Christina Welling.

Congratulations class of 2016! Go to www.NationalOptometricAssociation.com to continue your membership now.

The National Optometric Association

"Advancing the Visual Health of Minority Populations"

Eye Health | Continuing Education | Industry Training | Scholarship Funding | Community Service



NOA is "committed to insure comprehensive eye and vision health care, decreasing the health disparity in minority communities as it promotes diversity in vision care providers."

For convention information and membership benefits, go to
www.NationalOptometricAssociation.com



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SAVE THE DATE

Fundamentals of Eyecare - 49th Annual Convention & CE Program - July 12-16, 2017
Embassy Suites (Portland Washington Square), Tigard, Oregon

