

The Journal of the Association of Schools and Colleges of Optometry

# OPTOMETRIC EDUCATION

Volume 17, Number 1



Fall 1991

*Celebrating*

50

*Years of Leadership  
in Optometric Education*

# Association of Schools and Colleges of Optometry

The Association of Schools and Colleges of Optometry (ASCO) represents the professional programs of optometric education in the United States, Canada and a number of foreign countries. ASCO is a non-profit, tax-exempt professional educational association with national headquarters in Rockville, MD.

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#### Editor's Note:

The celebration of ASCO's 50th anniversary seemed an ideal time for a bold new design for our Journal.

We will continue to present the same high quality articles we have brought you since the Journal was begun in 1975. But beginning with this first issue of Volume 17, we think you will find each issue more clearly organized and easier to read.

Much of the credit for our new design goes to Dan Hildt, a Washington-based graphics designer with 10 years' experience with the Journal.

With a fresh face and a renewed determination to serve the Association, the Journal symbolizes the strengths of the past and the possibilities of the future in this special 50th anniversary issue.

We are proud of our new look and we hope it increases your enjoyment of the Journal. Your comments are always welcome.



Photo credit for the annual report, pages 22-27: Mr. Mel McIntire, Dallas, Texas

The JOURNAL OF OPTOMETRIC EDUCATION is published by the Association of Schools and Colleges of Optometry (ASCO). Managing Editor: Patricia Cox O'Rourke; Art Director: Dan Hildt. Graphics in General Business and editorial offices are located at 6110 Executive Boulevard, Suite 690, Rockville, MD 20852 (301) 271-5944. Subscriptions: JOE is published quarterly and distributed at no charge to dues-paying members of ASCO. Individual subscriptions are available at \$15.00 per year, \$30.00 per year to foreign subscribers. Postage paid for a non-profit, tax-exempt organization at Rockville, MD. Copyright © 1991 by The Association of Schools and Colleges of Optometry. Advertising rates are available upon request. The Journal of Optometric Education declares responsibility for opinions expressed by the authors. Article copies: 16mm microfilm, 35mm microfilm and 105mm microfiche are available through University Microfilms International, 300 North Zeeb Road, Ann Arbor, Michigan 48106.

# EDITORIAL

## Diversity: Dialogue or Division

**T**his issue of the *Journal of Optometric Education* is highlighted by Dr. Christensen's article, "ASCO's First 50 Years." The Association of Schools and Colleges of Optometry (ASCO) possesses a rich heritage with a diversity of personalities and a wide range of issues. But as we celebrate the past, the future of education in optometry must be viewed with concern.

At ASCO's fiftieth anniversary luncheon in Dallas, Dr. Irvin M. Borish spoke before a group which included broad representation from organized optometry. In his address, Dr. Borish expressed his perception that there exists a void of leadership in optometric education capable of meeting the demands of today and the future. Simultaneously, he warned those without sufficient knowledge of optometric education against stepping into the void and setting the agenda.

The demands upon optometric education over the next decade extend well beyond a simple debate of curricular content and optometry's expanding scope of practice. Issues such as pedagogy, technology, faculty manpower, research productivity, postgraduate education, student and institutional assessment, effects of governmental educational policy shifts and economic conditions for higher education are among the challenges ahead.

The ability to respond to these issues depends not only on individuals with leadership qualities (many would argue that such a cadre of individuals exists), but

upon the ability of the diverse array of professional organizations within optometry to work together towards a common goal.

The question demands to be heard, "Who is leading optometric education into the future?" Many organizations come to mind — each with an agenda and a claim to a role. Besides the Association of Schools and Colleges of Optometry (ASCO), the list includes the American Optometric Association (AOA), the Council on Optometric Education (COE), the American Academy of Optometry (AAO), the National Optometric Association (NOA), the National Board of Examiners in Optometry (NBEO), the International Association of Boards of Examiners in Optometry (IAB), the Association of Optometric Educators (AOE), the College of Optometrists in Vision Development (COVD), the Association of Optometric Contact Lens Educators (AOCLE), the American Optometric Student Association (AOSA), the National Optometric Student Association (NOSA), the Optometric Extension Program (OEP) and the latest comers, the Association of Clinic Directors/Administrators, Schools and Colleges of Optometry (ACDASCO) and the Prentice Society. There are no fewer than fifteen organizations, (not to mention fifty-three letters worth of organizational acronyms), vying for a say in the evolution of optometry's educational agenda.

At a time when the demand for curricular reform is great and legislative change swift, the multitude of organizations provides a

forum in which inter-organizational dynamics can produce coherent and responsive action or degenerate into acrimonious debate.

The mission of each organization, as related to education, varies considerably. However, in a broad sense, the educational involvement of each group may be placed in one of three categories: 1) those involved in defining the scope of practice and the overall goal of an optometric education; 2) those determining the curricular process by which students of the schools and colleges of optometry achieve entry level competency; and 3) those organizations in which the members share an area of expertise and an interest in education. It should be taken for granted that despite differences, each has the best interest of optometry in mind and each has a role to play.

The Association of Schools and Colleges of Optometry and the American Optometric Association have committed to joint sponsorship of an Education Summit in March 1992. The importance of this meeting cannot be understated. It is critical that, in the midst of diversity, the opportunity to define a common agenda for optometric education and establish an understanding of the roles of the various organizations is not missed.



David A. Heath, O.D.  
Editor

# The Secret To Perfect Imaging... Volk Pan Retinal 2.2 and 78D Lenses!

Separately, or as a set, the *Pan Retinal 2.2* and the *Volk 78D* deliver the most advanced optics available for indirect ophthalmoscopy.

With superior *Double Aspheric* optical design, both lenses provide a unique combination of field of view and magnification producing expansive retinal images with stunning brilliance and clarity.

- The *78D* delivers high magnification and a wider field of view than any other non-contacting slit lamp lens available.
- The *Pan Retinal 2.2*, with its high resolution and wider field of view, is quickly becoming the preferred general diagnostic indirect ophthalmoscopy lens.

Volk lenses are available in both Clear and Yellow Retina Protector Glass for increased patient safety and comfort.

And choose either *SupraCoat AR* coating for diagnostics and argon laser or *Laser Plus® AR/DI* laser coating for optimum diode (810 nm) laser transmission.

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*Pan Retinal 2.2 and 78D  
Combination Lens Set*



Lens Size	Image Magnification	Field of View	Working Distance From Cornea (mm)	Available with AR/DI Diode Laser Coating	Approximate Laser Spot Magnification Factor
Pan Retinal 2.2 52mm	2.56x	55°	34.1	✓	.39
78D 31mm	.67x	73°	7.0	✓	1.15

## INDUSTRY NEWS

*Companies appearing on these pages are members of ASCO's Sustaining Member Program. Sustaining Members are listed on the inside front cover of each issue. Membership is open to manufacturers and distributors of ophthalmic equipment and supplies and pharmaceutical companies.*

### Volk Introduces New Combination Lens Set

Volk Optical's two most popular lenses—the Pan Retinal 2.2 and 78D—can now be purchased in a combination lens set. The combination lens set case, measuring only 3" x 4", provides instant access to both lenses.

"With Volk's special *Double Aspheric* design and unique optical characteristics, we're finding the Pan Retinal 2.2 and 78D are preferred by doctors who have had the opportunity to use the lenses," said Donald Volk, president of Volk Optical. "We have created a convenient combination case containing both lenses that can be carried in the jacket pocket or kept in the examination room."

The Pan Retinal 2.2 and Volk 78D lenses can be purchased separately or as a set by contacting your authorized Volk distributor or by calling Volk toll-free at (800) 345-VOLK.

### Allergan Convenes New Optical Advisory Board

Allergan, Inc. has brought together eight eye care experts to provide input into the development of a long-range contact lens and lens care strategy. Allergan's Optical, Consumer/OTC Group invited ophthalmologists, optometrists and opticians to a two-day session in Newport Beach, California in April to share their ideas. "These experts have clinical, marketing and business interests in the direction of contact lens development," said Jim Mazzo, vice president of sales for the Optical, Consumer/OTC Group.

"We wanted to approach new contact lens thinking with the combined input and thoughts

that can only be developed in a session which includes all three eye care specialties," said Jim Trunick, director of national sales. The eight member board is composed of: Thomas Appler (Towson, MD), James Atwood, MD (Sacramento, CA), Howard Braverman, OD (Miami, FL), Ken Clanton, OD (Dallas, TX), N. Rex Ghormley (St. Louis, MO), Fred Hjerpe, OD (Cincinnati, OH), James Key, MD (Houston, TX), and Michael Ward (Atlanta, GA).

According to Jim Trunick, this marks the first time that a company has brought together representatives from all three eye care specialties for input into contact lens development strategies. Dr. Clanton commented that the Advisory Board members' "similarities are greater than our dissimilarities in the need to develop contact lens products and market services."

### Paragon Optical Award to American Optometric Foundation

A \$2,000 grant was awarded to the American Optometric Foundation to support the ongoing work of the Foundation. The grant will benefit the Ezell Fellowship Program along with seventeen colleges and schools of optometry.

The Ezell Fellowship Program began forty years ago and is designed to award excellence in graduate research in the field of optometry. A maximum of \$6,000 is awarded each year among any number of recipients.

Many deans of the colleges and schools of optometry have been recipients of the scholarship. "We are proud to help sponsor awards which clearly recognize high achievers in the field of optome-

try," said Catherine Todd, Product Marketing Manager for Paragon Optical. "It is these individuals who become role models for future graduates."

### Varilux Offers Training Video

"Options for Presbyopes," a new training video, provided by Varilux, demonstrates an easy and fast presentation method along with fitting tips on progressive addition lenses. The complimentary tape is available for eye care professionals to order.

The brief, informative six-minute videotape communicates to eye care professionals: how to present all multifocal lens options in a brief two-minute dialogue with patients, fitting information on Varilux lenses (DCRP, frame adjustment, fitting height), and how to dispense new Varilux lenses to a patient.

"Varilux is offering practitioners a valuable training tool that can help their business grow. By offering the widest range of options to all their presbyopes, eye care professionals allow the patient to make an informed choice that results in increased patient satisfaction," said Claire Lauhon, senior product manager.

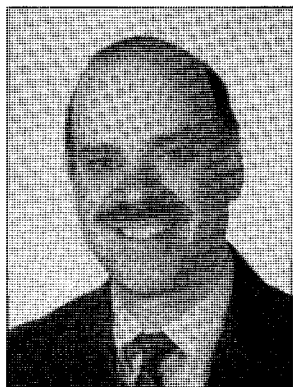
Complimentary tapes are available for eye care professionals. Order by calling 1-800-BEST PAL item #405-922045.

### Tura Donation to O.A.A.

For the second year in a row, Tura not only produced an eye-wear fashion show for the Opticians Association of America's June convention, but also presented the association with a \$10,000 donation for the O.A.A. Education Foundation. The con-

*(continued on page 30)*

## New Executive Director Named at ASCO



Martin A. Wall has been named executive director of the Association of Schools and Colleges of Optometry. Mr. Wall replaces Robert J. Boerner who left the position after four years with the Association.

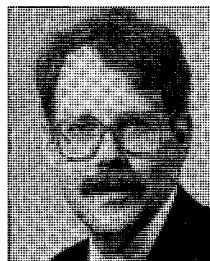
Mr. Wall was senior vice president with the American

Osteopathic Hospital Association where he spent nearly nine years, and was previously assistant director of the American Hospital Association.

He also served in government for four years with the Department of Health, Education and Welfare and the Veterans Administration.

He received a B.A. in government from The Ohio University and a Masters in Public Administration from American University in Washington, D.C.

## New Editor Named



Felix M. Barker, II, O.D., M.S., was named to a three-year term as editor of the *Journal of Optometric Education*, effective October 1, 1991.

Dr. Barker replaces Dr. David A. Heath who is leaving the position of editor after four years to accept additional responsibilities at the New England College of Optometry.

Dr. Barker, 43, is an associate professor at the Pennsylvania College of Optometry where he is also the director of the Light and Laser Institute.

Dr. Barker received his O.D. degree from Indiana University and an M.S. degree in physiological optics from the University of Houston.

# CIBA Vision®

"In spite of the many changes in the eye care profession today, it's the relationship between practitioner and patient that ensures safe and successful contact lens wear.

"We believe the role of CIBA Vision is to support that relationship without ever disrupting it."

B.J. Shannon, O.D., F.A.A.O.  
Executive Director, Professional Services  
CIBA Vision Corporation

*Celebrating*

# **ASCO's First Fifty Years**



## **Resolution Adopted at Cincinnati, Ohio June 25, 1940**

Whereas, we, the undersigned administrators and teachers of Optometry in the following Institutions: College of Optometry of Ontario, Columbia University, Los Angeles School of Optometry, Ohio State University, Pennsylvania State College of Optometry, Southern College of Optometry, and University of California, realize the need for and advantages of organized effort for the advancement of Optometric education, now, therefore, be it



**Resolved:** that it is the sense of this group, in conference assembled, that a permanent association of schools and colleges should be effected and be it further



**Resolved:** that the acting chairman, Dr. Albert Fitch, be, and is hereby instructed to appoint a committee to draft a constitution and by-laws which shall be submitted to the constituent institutions for their consideration and approval, the same to be effective immediately upon such approval by the nine institutions here represented.

Albert Fitch  
William B. Needles  
Irvin M. Borish  
Eugene Freeman  
Mark T. Crowley  
Lawrence Fitch  
J.C. Thompson  
K.B. Stoddard  
Jules de Launay

Glenn A. Fry  
Clifford L. Treleven  
W.R. Cramer  
Ralph H. Green  
Theodore F. Klein  
Ernest A. Hutchinson  
Samuel H. Roberts  
Ralph S. Minor

# Minutes of the First Meeting\*

Minutes of Meeting of the Association of Schools and Colleges of Optometry, held at the Ambassador Hotel, Atlantic City, New Jersey, June 29, 1941. Representatives of the Schools and Colleges of Optometry, met at the above time and place for the purpose of organizing an Association of Schools and Colleges of Optometry.

Dean Albert Fitch was elected temporary chairman. The following were in attendance: Doctors Albert and Lawrence Fitch, of the Pennsylvania State College of Optometry, Doctors Woll, Treleaven and Roberts of Columbia University, Doctors Cramer and Crowley of the Southern College of Optometry, Dr. Meredith W. Morgan of University of California, Dr. Theodore Klein of Massachusetts School of Optometry, Doctors W.B. Needles, Irvin Borish, Eugene Freeman of Northern Illinois College of Optometry, Dr. J.C. Thompson of College of Optometry of Ontario, Toronto, Canada, and Ernest A. Hutchinson of Los Angeles School of Optometry, also Doctors Charles Sheard and Richard M. Hall of the Council on Education and Professional Guidance of the American Optometric Association.

The draft of a Constitution for "The Association of Schools and Colleges of Optometry" prepared by Columbia University was presented by Professor Treleaven and upon motion of W.B. Needles, seconded by Irvin M. Borish, was unanimously adopted as the Constitution of the Association of Schools and Colleges of Optometry, which by its adoption was thereby created.

Upon the nomination of Professor Treleaven, seconded by Dr. Needles, Dean Albert Fitch was unanimously elected to serve the Association as President for the ensuing two year term. Upon motion of Professor Thompson, seconded by Professor Treleaven, Ernest A. Hutchinson was elected to the office of Secretary-Treasurer for the ensuing two year term. Upon motion of Dr. Needles, seconded by Professor Thompson, Professor Treleaven was unanimously elected to serve as the third member

of the Executive Committee for the current year.

Moved by Professor Treleaven, seconded by Dr. Needles "that this Association respectfully recommends that the American Optometric Association does not sponsor any undergraduate optometry student organization." Carried unanimously.

Moved by Dr. Needles, seconded by Dr. Cramer "that the Executive Committee of the International Association of Board of Examiners in Optometry, to inform the members of this Organization, prior to the joint meeting of the two groups, of any proposed action of the I.B.B. affecting the Schools." Moved by Dr. Needles, seconded by Dr. Borish that a resume of the organization proceedings of this body be given to the Convention Publicity Director. Carried.

Adjournment taken to 9:00 p.m. June 30th, 1941.

Dean Fitch resumed the Chair at 9:00 p.m. Attendance being as previously recorded.

Moved by Dr. Needles, seconded by Dr. Woll that: Whereas, it has come to the attention of this Association that a recent survey of the I.B.B. revealed the fact that 39 out of 48 state optometry boards expressed a desire for aid in the preparation of State Board Questions and Answers thereto, now therefore be it Resolved, that this Association hereby offers its services to the I.B.B. in this connection. Carried unanimously.

In a discussion of School inspection and rating it was brought out that all schools have undergone inspection within the past two years with the exception of Ohio, California and Toronto. President Fitch expressed his willingness to undertake the raising of a fund of \$900.00 per annum to finance school inspection standardization and for any other purpose approved by the Association.

Moved by Dr. Needles, seconded by Dr. Sheard that this Association hereby authorize its President to establish a fund of \$900.00 per annum for School inspection, standardization, and for any other purposes approved by the Association. Carried.

Moved by Professor Treleaven, sec-

onded by Professor Thompson that copies of the Constitution and of the Minutes be mailed to all member Schools and to the Council on Education of the American Optometric Association. Carried.

Adjournment was taken to 2:00 p.m. July 1st, 1941.

Dean Fitch resumed the Chair at 2:00 p.m. July 1st. Attendance being as previously recorded with the addition of Dr. Ralph Minor of the University of California, also Richard Needles and Joseph S. Sullivan of Northern Illinois College of Optometry.

Moved by Ernest A. Hutchinson, seconded by Professor Treleaven that Drs. Freeman and Borish be sincerely commended for their efforts in preparing a most thorough and valuable "Manual of Accrediting Schools and Colleges of Optometry." The members of this organization pledge themselves to a thorough study of this Manual during the ensuing year with a view to a thorough consideration of its contents, at our next annual meeting. Carried unanimously.

Moved by professor Thompson, seconded by Dr. Klein that the Executive Committee take up with the Council and with the I.B.B., the matter of State Board examination procedure. Carried unanimously.

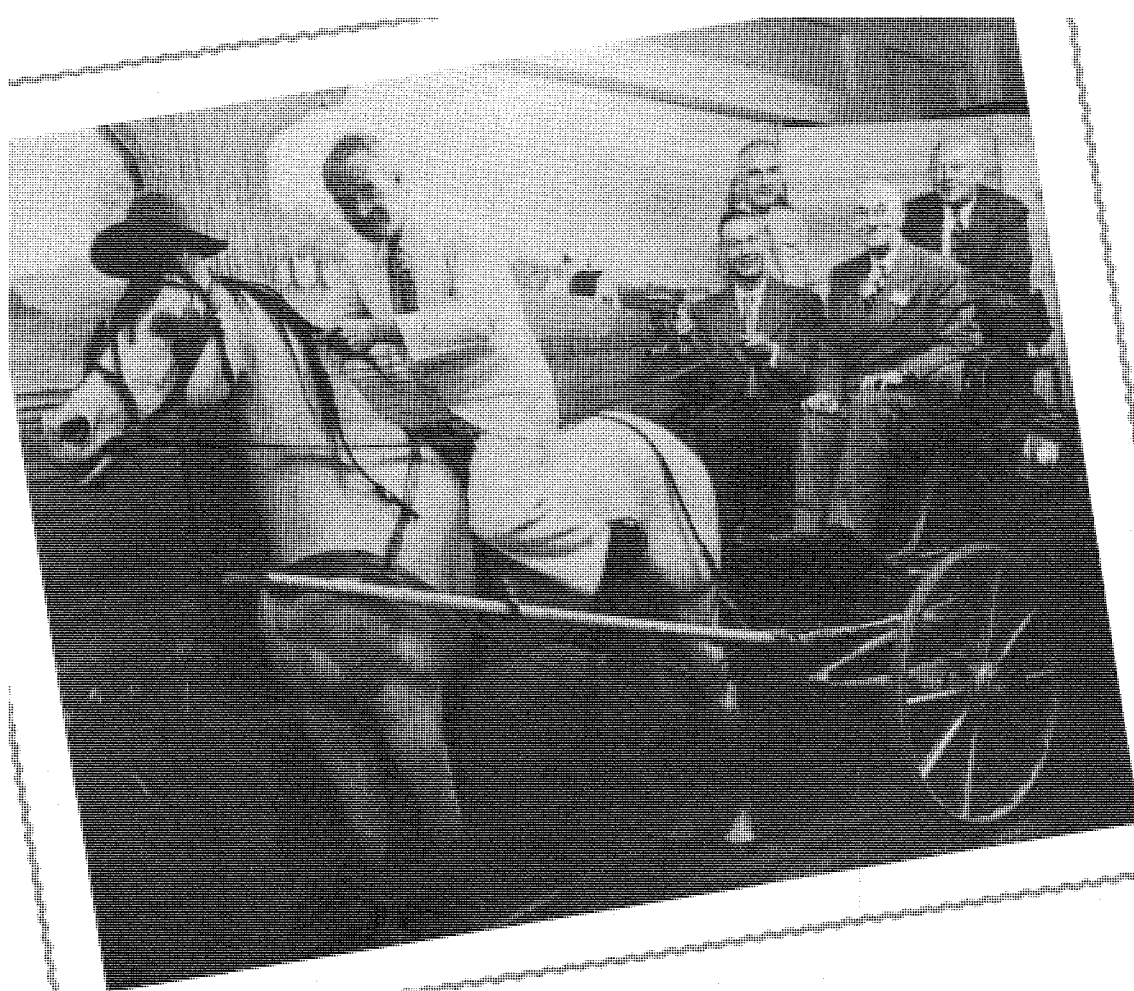
Dr. Sheard presented an outline of a Standard four year Course, copies of which he agreed to forward to all member schools of the Organization.

There being no further business, meeting adjourned.

Respectfully submitted,

Ernest A. Hutchinson  
Secretary-Treasurer

\*This is a literal retyping of the minutes in its original form.



A.W. Cole "driving," E. Hutchinson beside him, J.C. Thompson behind him. Man on horse and at left rear unidentified. Photo taken at the time of the 1941 ASCO meeting.

# A History of ASCO

Jerry Christensen, O.D., Ph.D.

ASCO's history was researched and written over the course of the last year by Dr. Christensen as part of the celebration of ASCO's 50th anniversary. The final report was presented by Dr. Christensen to attendees at ASCO's 1991 Annual Meeting Luncheon in Dallas. Dr. Christensen, a mystery sleuth and writer of renown, traced ASCO's trail through boxes of files and reams of minutes provided by ASCO and ILAMO. ASCO is very grateful to Dr. Christensen for his herculean effort.

Dr. Christensen was president of ASCO from July 1989-June 1991. He is dean of the University of Missouri-St. Louis School of Optometry.

**T**he sixteen men, spatially dispersed yet connected by impending event, readied themselves in various parts of the grand hotel. Some had already taken a healthful stroll on the resonant boardwalk paralleling the ocean shore, its wooden span linking the hotels like beam and cement baubles spaced on a wooden chain. Others had recently awakened and were hurrying to complete their morning preparations and grab a five-cent cup of coffee before the meeting. Radios in the Ambassador were tuned to the news or big band music of the day.

Prior to the meeting, one of the men bought a copy of *The New York Times* dated June 29, 1941, and scanned the headline, "R.A.F. Keeps Pounding German Bases," then hurriedly checked the sports page to ensure that DiMaggio's hitting streak was still alive at 40. Another, in-

tending to visit nearby New York City before returning home, quickly verified that Arsenic and Old Lace, starring Boris Karloff was still playing at the Fulton, and resolved to obtain a ticket. Newspapers folded under their arms, the two men entered the room in which the inaugural meeting of an organization called the Association of Schools and Colleges of Optometry was about to convene.

## The 1940s—Decade of Professionalization

In the forties optometry was still struggling to be recognized as a profession. Optometry students not being deferred, optometrists not

being commissioned when they enlisted or were drafted, the census categorizing optometry as a business and not a profession, and a *Readers Digest* article critical of optometry all contributed to the profession's image problem.

Many of the discussions in the ASCO meetings during this period were influenced by two omnipresent underlying issues: the substantial differences of that day between the university schools and the private schools; and the attitudes and allegiance of the various individuals, the various schools, and the various associations, like the IBB, toward the then pervasively powerful Optometric Extension Program.

**R**ecurring themes of these meetings were the betterment of the educational enterprise, state board examinations, and the evolution of school inspections by the International Board of Boards (IBB) into the more regularized process of accreditation by the American Optometric Association's Council on Education (COE). Dr. Charles Sheard presented an outline of a standard four-year course at the first meeting, and by the summer of 1949 all institutions declared their intent to offer a five-year curriculum in the fall. The IBB had requested a "library" of questions and answers from the schools. The willingness and difficulties of complying with this request and the problems of matching the schools' curricula to the IBB's question categories surfaced at nearly every meeting. In 1942 it was proposed that the COE's functions be enlarged to

*"From the start, Albert Fitch had more vision than anyone else in the field, certainly more than anyone in the other independent institutions. Fitch was one of the first to expand the biological sciences. He had anatomical dissections way, way back in the old Pennsylvania State College. So, in many ways, he was a visionary of his time."*

Dr. Irvin M. Borish

**Pre-Cursors to ASCO**

It was 1919 when the first organization of schools and colleges of optometry, the International Confederation of Optometry Schools (soon called the Federation), came into being. Dr. Charles Sheard was its first president, and Dr. M.B. Ketchum of the Los Angeles Medical School of Ophthalmology was elected vice president and drafted a constitution and bylaws. One of the first actions taken was to request that the AOA appoint a six-member Council on Education. The Federation, which met at the time of the AOA Congress, was composed of a number of small schools and a few larger ones. With time the meetings became less formal and the appearance given was that the schools' organization no longer existed. That being the case, pressure developed from organizations such as the International Board of Boards and the Council on Education for the establishment of such an association as a critical element in the professionalization of optometry. The demand for a new Association of Schools & Colleges of Optometry came to a head at an informal meeting held in Cincinnati in 1940, where the resolution on page 8 was adopted.

include accrediting the schools. This action launched a struggle, extending into the next decade, for the Association to have appropriate representation on the COE.

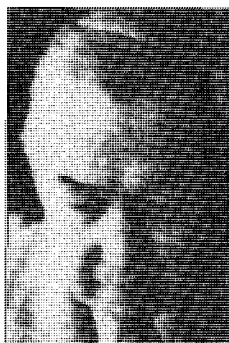
Travel money being tight, the Association maintained the custom of meeting at the AOA Congress. In 1942 they also met in October with the AOA Board of Trustees and in 1945 and 1949 they also met at the time of the Academy meeting. There was no meeting, annual or otherwise, in 1946. Dr. Borish remembers an ASCO meeting on December 7, 1941, being interrupted and ended by news of the attack on Pearl Harbor. No minutes exist for this meeting.

In 1942 the AOA's Professional Advancement Program, which was an effort to move optometrists out of

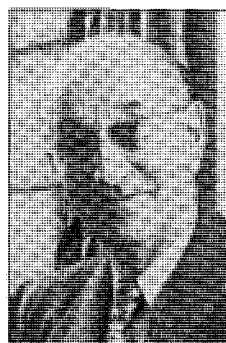
## ASCO Presidents



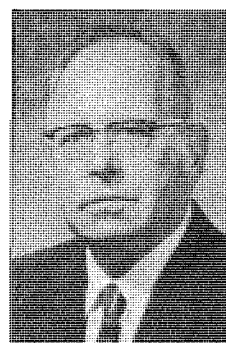
Albert Fitch  
PSCO  
1941-1945



Clifford Treleaven  
Columbia  
1945-1949



Ernest Hutchinson  
LACO  
1949-1951



Kenneth Stoddard  
UCB  
1951-1953

"The prominent roles in the early days of ASCO were played by Fitch, Hutchinson, Needles, and Fry. Glenn Fry played a significant role because of his position at a university school. Up to this time there had been a stand-offish attitude on the part of the university people because of the differences in operation, standards, and curriculum. Glenn understood that a greater goal could be attained by cooperating, and it was his influence that persuaded others to go along."

Dr. Irvin M. Borish

"Sheard was trying to keep us on the proper path. The contention with ASCO came because Sheard and the COE threatened to exert a good deal more pressure on the schools than the IBB had before."

Dr. Irvin M. Borish

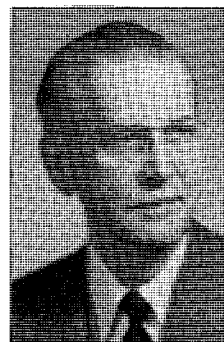
"The attitude of this era was to professionalize. There was a tremendous sense of inferiority among optometrists in those days that showed up in so many ways."

Dr. Henry Hofstetter  
(On ASCO in the 1940s)

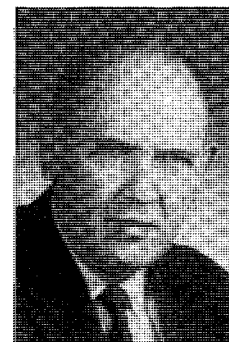
## ASCO Architects



Charles Sheard



William B. Needles



Glenn A. Fry

store front offices, was presented for ASCO's endorsement. Before and after photographs were run in the AOA's journal testifying to its success. Dr. Corbett, AOA President, stated that with so many 18- and 19-year-old men in the service the schools could run into difficulties. He went on to say, "... if we cannot get men we must get women."

Prior to the annual meeting in 1943, the members of the Association met with representatives of the IBB. One of the members of that body stated that present graduates were no better prepared than were his 1926 classmates and mentioned one recent graduate to support his point. An ASCO member asserted that it was not the function of the Boards to decide what shall be taught but to find out what is taught and to examine thereon. President Fitch expressed great discouragement at the criticisms leveled at the schools stating: "We never meet without a brawl!" Later ASCO unanimously passed a resolution requesting that any criticism of the schools by the IBB be submitted in writing no fewer than 30 days prior to the annual meeting.

The meeting the next year proved to be even more contentious. It began with ASCO sending a memorandum to the AOA Board requesting that two of the seven members of the COE be appointed by the AOA President upon nomination by ASCO. Then, a curriculum model for the first two years of the optometry program was presented and hotly debated.

Charles Sheard of the COE insisted that we have two types of schools, university and independent, and said that "... in Washington there was no disposition to recognize any but university schools." The minutes indicate that "much feeling was

manifest." President Fitch stated that after 27 years in optometry he felt "licked" by reason of the Council's stressing the difference between schools. Sheard's comments made some of the schools angry with him and he was *persona non grata* for several years thereafter. According to Henry Hofstetter: "The private schools feared Sheard, who was a university man."

The next day the Association met with the officers of the IBB and the Trustees of the AOA. The minutes contain a single line summing up the day-long meeting: "Nothing worthy of record said or done." The next morning attention was called to a report in the *Journal of the American Medical Association* of April 29, 1944, to the effect that the Trustees of the AOA had requested the AMA to investigate optometric education and schools. This extraordinary request was turned down at the AMA's June meeting. The meeting ended with a call from the AOA Trustees and the members of ASCO adjourned to the Trustees' suite. AOA President Adams stated that inasmuch as the schools had not hitherto had any representation on the COE, the Trustees could not see any improvement by inclusion of representatives now. The minutes then read: "The school representatives withdrew without comment."

At the 1945 annual meeting, a resolution was passed stating that, "the course of instruction in optometry be not less than four years of which not less than three years be in professional training."

It was suggested that optometry, both education and practice, be studied by an outside agency. No action was taken as the consensus was that neither optometry nor optometric education was in a posi-

tion to be investigated at that time.

There was no meeting of the Association in 1946. The annual meeting in 1947 included a discussion of the qualification for membership in ASCO and standards of conduct. The issue of questions and answers for the Examination Board of the IBB was raised and it was decided that "ten distinct fields be recognized: ocular anatomy, ocular pathology, physiological optics, geometrical optics, practical optics, theoretical optometry, practical optometry, perimetry, contact lenses, and visual training. Ten questions on each subject will be sent to the ASCO President's office where the 90 questions in each subject will be reduced to 25 by a selected expert. Copies of these 25 questions will then be sent to each member school which will formulate answers. Upon receipt of the answers, the president's office will forward to the IBB each set of 25 questions with nine answers for each." (It is presumed that this was done somewhat tongue-in-cheek.)

The next year, 1948, it was agreed that each institution would prepare syllabi on the ten subjects listed above and exchange them. There followed a discussion of standards, courses, and who shall rate the schools. The minutes state that the consensus of opinion was "that we police our own schools." The following resolution was proposed:

*Should the Council present a demand on any school that in the opinion of that school is unjust, that said school appeal the matter to the Association and if three-fourths of said Association feel that the demand is unjust, that said school not feel bound to comply with said demand.*

A final resolution was sent to the COE asking them to endorse it jointly with ASCO. There is no record that this ever happened.

The 1949 annual meeting began with the presentation of a memorandum to the AOA Trustees requesting representation on the COE.



ASCO meeting in 1953. Front row (left to right): H. Hofstetter (IU), K. Stoddard (UCB), R. Green (MCO), E.J. Fisher (Ontario). Back row: M. Broom (SCO), C. Treleaven (Columbia), F. Kirshner (ICO), A. Lit (ICO), R. Feinberg (PUCO), F. Sinn (PCO), C. Stewart (IHH), M. Hirsch (UCB).

## The 1950s—Decade of Educational Progress

Steady progress on educational improvement was made during this decade. The fifties saw ASCO's efforts toward COE representation rewarded in 1952 when one person from the schools was added to the COE and again in 1955 with a second. Much effort was expended to improve the educational programs of the schools. With ASCO's support, the National Board was organized by the IBB. The curriculum, or portions of it, was discussed at nearly every meeting. During this decade, the school's Association met each year in June at the time of the AOA Congress.

In 1950 the annual assessment of \$25 was officially designated as dues. The Council on Optometric Education was extensively discussed as were revisions to the ASCO constitution and bylaws. A resolution was framed requesting the support of the AOA especially in the areas of student procurement and financial assistance.

The following year, COE membership was the first item discussed. A

proposal for a national board in optometry was offered to and received by the IBB.

In 1952 a full day was devoted to the report of the Committee on Educational Policy which had sections on admission requirements, degrees, and clinical programs. Dr. Lawrence Fitch gave a report on his activities as an official ASCO representative on the COE. It was announced that two new schools of optometry had been organized: University of Houston and Indiana University.

The Aims of Optometric Education were adopted in 1953 and there was discussion relative to the publication of a bulletin listing the requirements for admission and curricula of the various programs. A resolution was passed requesting the optometric press to refrain from using the adjectives "university" and "independent" or "affiliated" and "nonaffiliated" in referring to the various schools.

In 1954 representatives of the Association met with members of the International Association of Boards

■  
*"Optometry's earlier feeling of inferiority may have now changed to insecurity."*

Dr. Henry Hofstetter  
(On the 1950s)

◆  
*"There was quite a bit of debate on the resolution recommending the establishment of a National Board. Some schools were concerned that the performance of their students would be compared. Those in favor of the board had to reassure the others that the data would not be released. Within the IBB, states did not want to give up the right to give their own examination. The students had to be reassured that their scores would not be released."*

Dr. Henry Hofstetter

◆  
*"It was difficult to get a decision at an ASCO meeting due to dissension and debate. I encouraged committees to do surveying between meetings and then report results and conclusions at the meetings. The report could be received and, in effect, become ASCO policy. This is done in a lot of organizations."*

Dr. Henry Hofstetter  
(On ASCO in the 1950s)

(IAB, formerly the IBB) and later attended a joint meeting with the IAB and the COE. A seminar was held on the potentialities and limitations of a six-year curriculum. A resolution was passed expressing regret to Columbia University on the possible closing of its optometry program.

In 1955 the office of vice president was added to the executive committee, and the problem of faculty members practicing optometry for personal gain in apparent competition with private practitioners was discussed.

Columbia University officially withdrew from ASCO in 1956. A report was given on the AOA National Conference on Social and Health Care Trends.

In 1957 the question of the six-year curriculum requirement for the O.D. degree was discussed as were curricula and student recruitment.

The possible inclusion in the curriculum of courses in public health was discussed in 1958, as was the question of whether it was desirable to employ ophthalmologists to teach ocular pathology. Summer institutes for faculty were considered as was the possibility of teaching the techniques of dispensing hearing aids.

In 1959 plans for student development, procurement, recruitment, and for contact lens instruction were discussed.

### The 1960s—Decade of Growth

The sixties was one of the most exciting periods for optometric education. By the end of the decade, all schools were offering a four-year cur-

riculum and the O.D. degree. Federal programs for the education of health professionals had poured over \$16 million into optometry schools by the end of June 1969. The topic of optometric technicianry arose as did the involvement of optometry in the VA hospitals. Annual meetings continued to be held in June in conjunction with the AOA Congresses and interim meetings were held in December of 1966, 1967, and 1968 at the time of the Academy meetings.

Seven schools had medical personnel on faculty in 1961. It was agreed that the required preoptometry curriculum would be 60 semester hours or 90 quarter hours. ASCO promoted educators' conferences on contact lenses and subnormal vision aids.

**I**n 1962 an ASCO news bulletin was begun and members attended the first Annual Symposium on International Optometric Education.

The following year it was disclosed that the non-university affiliated schools' tuition was between \$800 and \$1000 per year and that the anticipated first-year enrollment in the U.S. schools and colleges was 567.

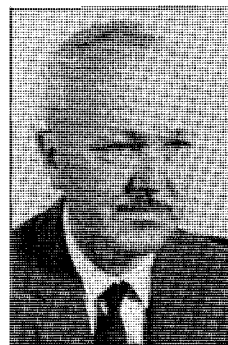
In 1964 it was suggested that a major curriculum study be conducted. The activity of the Advisory Committee to the Surgeon General under the provisions of PL 88-129 was reviewed by Dr. Henry Hofstetter. This heralded the beginning of significant federal aid to health professions' educational programs.

In 1965 ASCO endorsed the AAUP Statement of Principles of Academic Freedom and Tenure. The COE urged the schools to consider raising tuition and placed enrollment ceilings on entering classes. The AOA President met

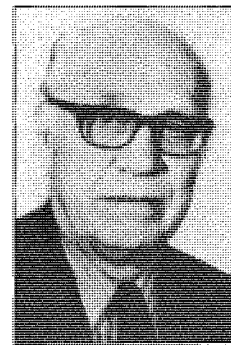
### ASCO Presidents



Henry Hofstetter  
III  
1953-1957



Charles Abel  
LACO  
1957-1959



Herbert Mote  
OSU  
1959-1961

to discuss a proposed socio-economic study which would analyze optometric practice, optometric education, and optometry and public health.

The following year the attention of ASCO was called to a developing organization, the National Eye Institute, and the board was urged to expend every effort to insure that optometry was appropriately included. The 1966 U.S. entering class size was 660. All schools received approval for basic improvement grants except for one that didn't apply. ASCO dues were increased to \$200.

In 1967 it was announced that SCO expected construction of their 11 story building to begin soon and that several other schools were making progress with building grants. The last programs to do so announced that their four-year curricula had begun. Possible new schools in New York, Alabama, Florida, and Michigan were discussed. ASCO appointed a committee to develop a curriculum for optometric technician programs and agreed to assume the responsibility for developing postgraduate programs (CE) in the optometric specialties. It was announced that Medical Library Facilities Grants had been received by four schools.

In 1968 the COE announced that it was developing a survey of optometric institutions. Between 1966 and 1968 over \$3.5 million in basic and special improvement grants went to the schools. ASCO dues were increased from \$200 to \$400.

In 1969 a report was received relative to the possible involvement of optometry in the VA hospitals. The possibility of ASCO establishing the position of Executive Director was discussed. It was reported that through June 1969 over \$16 million

had come to the schools through various federal programs. The states most seriously considering starting optometry schools were Michigan, Missouri, and Florida. The start-up of the new school in Alabama was discussed. The COE set 150 as the minimum number of patients for each 1970 graduate, and ASCO passed a resolution stating that whereas this is a desirable goal it is not presently realistic.

### The 1970s—Decade of Professional Reorientation

The major issue before the Association during this decade was the educational program required for the changing scope of optometric practice. By 1980 the majority of the states authorized the use of pharmaceutical agents for diagnostic purposes. A worrisome decrease in the number of applicants to the schools and colleges became evident by the middle of this ten-year period and a booklet entitled *Information for Applicants* was produced. The high failure rate on the National Board Examination was a continuing issue. At the beginning of the decade, two meetings per year were held, the annual meeting in June and an interim one in the winter, but by the decade's end board members gathered in quarterly meetings.

In 1971 the development of an optometry preadmission test was approved. The State University of New York was admitted to board membership. A preliminary report of an AOA committee on standards in the teaching of pharmacology was presented, as was the concept of the development of a film on pharmacology. An

*"I think ASCO has served an important purpose. It brought together the school administrators with people from various organizations. It is a reference agency enabling the schools to deal in a more official manner with organizations such as the IAB, the COE, and the AOA."*

Dr. Irvin Borish

*"Early on, parochial divisions between the university and non-university schools were very evident and sometimes served as stumbling blocks to national cooperation. Over the years, as friendships blossomed and frank, open discussion took place, mutual respect grew and a problem for any school was a problem for them all."*

Dr. Gordon Heath  
(On ASCO in the 1960s)

*"In the 1970s the Board consisted of assertive resourceful individuals who generated heated discussion. Some held strong opinions of other schools. During my presidency, in 1983, we began holding spring and fall ASCO meetings on different campuses. A tour and social time reduced competitiveness and improved collegiality."*

Dr. Richard Hopping



M.E. Broom  
SCO  
1961-1963



Gordon Heath  
IU  
1963-1965



Eugene Strawn  
ICO  
1965-1967



ASCO meeting in the 1970s (left to right): Dr. Glenn W. Irwin (IU administration), G. Heath (IU), R. Hopping (SCCO), D. Carter (UCB), H. Hofstetter (IU), C. Pfeiffer (UH), W. Baldwin (NEWENCO), W. Bleything (PUCO), H. Peters (UAB), D. Poorman (SCCO), J. Bennett (FSU), J. Strickland (PCO), M. Heiberger (SUNY).

ASCO committee was appointed to establish standards for the teaching of pharmacology and related topics.

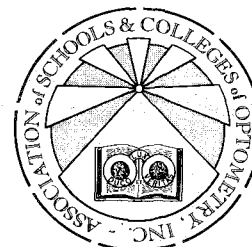
The possible establishment by the AOA of a Washington staff position for ASCO was discussed. At the Annual Meeting, the Committee on Standards for the Teaching of Pharmacology reported on the courses offered by the institutions and the qualifications of those teaching them.

The following year, 1972, the status of optometry in Health Maintenance Organizations was discussed. Attorneys for the Rhode Island Optometric Association presented information on

the professional-political-legal situation relative to the state's new drug amendment; the NBEO announced that a separate, experimental one-hour pharmacology examination would be part of the 1973 examination. The University of Alabama in Birmingham was accepted as a board member. The COE announced that their self-study requirement would be effective in 1975. The incoming president announced plans to establish three councils: student affairs, institutional affairs, and academic affairs.

In 1973 concern was expressed over the level of federal funding; the trend was away from capitation grants

toward direct student support. The "umbrella" concept of AOF fund raising was discussed, and it was suggested that the AOA Board should seek input from ASCO regarding any policies dealing with automatic refractors. The Association empowered the executive committee to establish a Washington office, with first-year expenditures not to exceed \$72,000. The Board approved the transmittal of a letter to the National Eye Institute expressing concern regarding the perceived discrimination of optometry by that agency.



In 1974 the ASCO seal, designed by Dr. John Levene, was approved. A proposal requiring a minimum 2.5 overall grade point average for entrance to optometry school was unanimously defeated. The Council on Student Affairs was charged with the development of a booklet of information for applicants, and the publication of *The Journal of Optometric Education* was approved by the Board. During this year, the first executive director of the association, Dr. Louis Ebersold, was appointed.

The following year, the Council on Academic Affairs' agenda included the initiation of a teachers' institute, the development of pharmacology and residency program guidelines, and the development of an optometry curriculum model. The problem of the

## ASCO Presidents



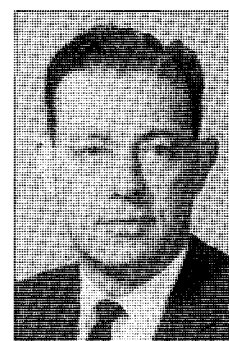
Henry Peters  
UAB  
1967-1969



Spurgeon Eure  
SCO  
1969-1971



Chester Pfeiffer  
UH  
1971-1973



William Baldwin  
NEWENCO  
1973-1975

high failure rate on the National Board Examination was again raised, and a committee was formed to meet with NBEO representatives. A select committee was appointed to develop a paper detailing optometry's role as the primary vision care profession.

**I**n 1976 the continuing general decline in applicants was noted, and the profession was urged to renew efforts to assure adequate applicants. The *ad hoc* ASCO Committee on Purposes and Priorities presented the following goals: (1) national planning relative to optometric education, (2) resource to federal agencies, (3) identification of external funding sources, (4) internal information exchange, (5) external visibility for optometric education, (6) educational repository for optometric education, and (7) special projects, which were then approved.

In 1977 the Association expressed disappointment with the failure of the AOF to provide financial information. The Council on Clinical Affairs announced that a Clinic Directors' Conference was scheduled for July. The Board discussed the continuing problems with the NBEO examination and recommended that a broadly based task force study the examination. An acceptable definition of an optometrist was discussed as a result of the report on the model curriculum. Candidates for the executive director's position were interviewed.

The following year, 1978, the new executive director, Mr. Lee Smith, was introduced. There was discussion whether optometry was heading toward a therapeutic era; some members thought it was not. It was rec-

ommended that ASCO meet with the AOA and the AOF to discuss problems with the "umbrella" fund raising concept. A resolution and letter to the Government Accounting Office about optometry's participation in the Veterans Administration was read and approved for transmission.

The loss of federal funds and the declining applicant pool continued to occupy meeting time. A 20 percent decrease in first-time OCAT takers was reported. ASCO officially withdrew from the "umbrella" fund-raising concept. The Council on Academic Affairs discussed proposed initiatives in the areas of behavioral optometry and practice management. Despite ASCO's desire to see them remain full members, the Canadian schools opted for affiliate member status.

In 1979 the effect of federal wage-and-price controls was discussed. Concern was expressed over the further decline in applicants. The status of new schools in Oklahoma, Missouri, and Puerto Rico was considered. It was announced that twenty-nine states now authorized the use of diagnostic drugs for optometrists. The NBEO president described the task force that would evaluate their national examination. The Association went on record as favoring a new public study of optometric education.

### The 1980s—Decade of Strategic Planning

An alternate name for this period could be the Decade of Hanging On. This was a difficult ten years for optometric education with a continu-

*"ASCO can be two quite different things: it can be a deans' and presidents' club, where chief academic officers come together to exchange ideas and show and tell, or it can involve itself in proactive planning and the generation of ideas. It can play an important role in the coordination of activities between institutions."*

Dr. Alden N. Haffner

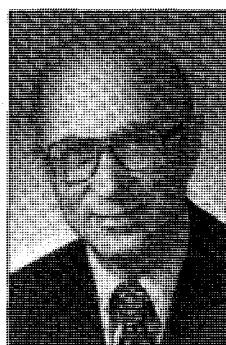
ing decrease in applicants, the disappearance of federal funds, and near its end, problems with state funding. ASCO's major effort during this period was strategic planning. Concern over ASCO's representation on the Council on Optometric Education, first an issue in the 1940s, continued into the 1980s. Optometrists sought pharmaceutical authorization in more and more states for diagnostic purposes and then began immediately to seek it for therapeutic use. New schools were started in Missouri, Oklahoma, Puerto Rico, and Florida.



Norman Wallis  
PCO  
1975-1977



Alden Haffner  
SUNY  
1977-1979



Alfred Rosenbloom  
ICO  
1979-1981



Willard Bleything  
PUCO  
1981-1983

*"In my opinion, ASCO is of vital importance to the optometric profession and to optometric education. A forum for the exchange of information by and about the schools, it serves to shape the direction for progress in the growth of the profession and to monitor that progress to assure its healthy continuity."*

Dr. Gordon Heath

In addition to its summer annual meeting, the Board met every spring and fall.

In 1980 there was a reported drop in OCAT takers. The Board reiterated its position that there should be another ASCO representative on the COE. A Federal Trade Commission representative discussed the Commission's study of optometric advertising and eye care. The ASCO Board took the position that the new NBEO examination not be developed around the curriculum model since it is a guide and not current practice.

The following year, 1981, an ASCO/AOA committee for a long-range

study of optometry and optometric education was appointed. Changes in the format of the national board and its scoring were reviewed. The American Academy of Optometry suggested ASCO consider managing the Academy. In 1982 the Council on Student Affairs announced the completion of a recruitment poster. The need for additional educators on the Council was conveyed to the COE representative. Thirty-three states now authorized the use of pharmaceuticals for diagnostic purposes. Concern was expressed over the increasing rate at which admission offers were being rejected. Possible inadequacies of external clinical training were considered.

In 1983 the proposal for the public study of optometry was revised due to its rejection by several agencies. The total applicant level was reported to be up slightly, but eight schools showed decreases. The executive director of the NBEO presented a draft of the new content outline; he reported that practitioner input would be sought next. ASCO passed a resolution supporting the Task Force on Specialty Certification. Dr. Edward Johnston, chairman, reviewed the activities of the Strategic Planning Committee.

The next year, 1984, strategic planning occupied a good deal of the Board's time with activities such as the consideration of a draft position paper, a development of a proposal, and approval for the solicitation of proposals from outside agencies. The concept of a national continuing education program was raised and referred back to committee.

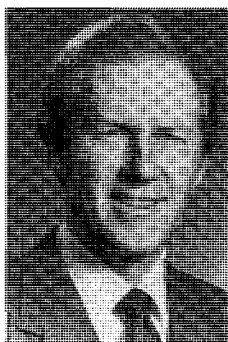
In 1985 ASCO took on the responsibility of the annual survey of

schools and colleges. The Board awarded the contract for assisting ASCO with its strategic plan to the Academy of Educational Development. The details of the AOA Practice Enhancement Plan were presented by Dr. Richard Hopping, and he urged ASCO to sponsor a curriculum workshop for practice management instructors. The NBEO content outline was again discussed. The Illinois College of Optometry (ICO) indicated its intention to start a branch campus in Florida. The second day of the fall meeting was devoted to strategic planning.

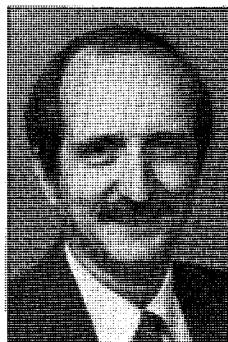
In 1986 another slight decline in the number of applicants to optometry programs was reported. The Board reviewed and put the elements of the strategic plan in priority order: (1) the scope of optometric education clearly defined, (2) curricular enrichment, (3) student aid and recruitment, (4) development and recruitment of faculty, (5) consumer education, (6) continuing education, (7) data collection, (8) window on Washington, (9) quality assurance, and (10) development of administrators. The IAB asked ASCO to endorse its request that NBEO data be released to state boards; ASCO refused, stating that the role of the state boards is to evaluate individuals not programs. Two universities in Florida expressed an interest in developing optometry programs, and ICO continued with plans to establish a branch campus there. The annual meeting luncheon was devoted to ASCO's strategic plan, and a symposium, The Scope of Optometric Education—Year 2000, was held as part of the fall meeting.

In 1987 there was a slight increase in applicants to the schools and

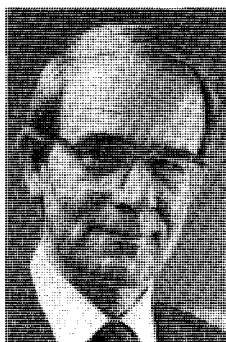
## ASCO Presidents



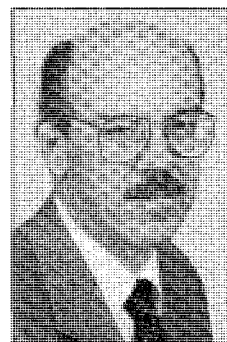
Richard Hopping  
SCCO  
1983-1985



Edward Johnston  
SUNY  
1985-1987



Jack Bennett  
FSU  
1987-1989



Jerry Christensen  
UMSL  
1989-1991



William Cochran  
SCO  
1991-1993

colleges. The AOA liaison announced that twenty states had authorized the optometric use of pharmaceutical agents for therapeutic purposes. Mr. Robert Boerner was hired as ASCO's new executive director. The NBEO asked the association to appoint nine members to a task force to determine the cause of the declining scores in the basic science section of their examination. ASCO requested the AOA to arrange an outside study of the COE to review its structure, membership and function. Misgivings were expressed over the announced possible merger of the NBEO and the IAB.

**T**he following year, 1988, the Florida school situation was reviewed; Southeastern University, located near Miami, expressed interest in an optometry program and by year's end had appointed a dean's search committee. A representative of the American Dental Association discussed dentis-

try's national application service; ASCO institutions were evenly split in their interest in such a program. The Board approved the establishment of a Standing Committee on Academic Affairs. A meeting was held on specialty certification, and ASCO took the position that testing and certification of specialties should be separate.

In 1989 the Veterans Administration stated the stipend for optometry residents would be increased from \$12,700 to \$16,700, and optometry would be moved from the Division of Allied Health to the Division of Medicine and Dentistry. The AOA liaison reported the AOA had filed suit against the Federal Trade Commission. There were 1869 applicants for 1200 optometry slots, a ratio of 1.56 per slot; this represented a 4.3 percent decrease over 1988. Allergan announced a major commitment to optometry in the form of practice management seminars, the Pathways Program, to be offered at each school

and college. The administration of the Illinois College of Optometry announced that they had dropped plans to begin a Florida branch, and Southeastern University College of Optometry was accorded provisional membership in ASCO.

## Acknowledgements

I would like to thank the staff of the International Library and Museum and Archives of Optometry for their indispensable assistance. My appreciation to Dr. Henry Hofstetter and his wife Jane for welcoming me into their home as a guest for a two-day interview, and to Dr. Irvin Borish for providing me over four hours of tapes in response to questions. This article would not have been nearly as interesting without the 1940 and 1953 ASCO photos and commentary provided by Dr. E.J. Fisher, Curator, Museum of Visual Science and Optometry at the University of Waterloo. ■



ASCO meeting of June 1991. Front row (left to right): B. Wild (UAB), J. Enoch (UCB), W. Cochran (SCO), J. Christensen (UMSL), A. Afanador (IAU), W. Bleything (PUCO), B. Barwell (ICO). Back row: A. Haffner (SUNY), R. Hopping (SCCO), R. Hill (TOSU), J. Bennett (IU), Lesley Walls (NSU), M. Flom (UH), S. Abel (SUCO), L. Clausen (NECO).

# Professional Trends in American Optometry

Alden N. Haffner, O.D., M.P.A., Ph.D.

**O**ptometry was first recognized legally in the United States in 1901 when it was recognized in Minnesota as a regulated profession. In 1924 the United States Congress passed legislation affording similar legal recognition for the District of Columbia. Between the Minnesota enactment in 1901 and that of the District of Columbia in 1924, all of the other states provided a legal basis for recognition and for regulated practice. In effect, optometry in the United States is a twentieth century profession, though its historic and scientific roots extend back several centuries. The history of the first two decades of the twentieth century and the decades that followed constituted, in my view, the institutionalization of optometry as a health care profession.

## Standardization of the Professional Curriculum and Recognition of the O.D. Degree

In the first six decades of this century, two major aspects of the profession significantly contributed to the institutionalization of optometry. The first factor was the standardization and academic recognition of optometry's

professional curriculum. The second factor, largely dependent upon the first, was the legal and academic recognition of the Doctor of Optometry (O.D.) degree as the attainment of professional standing among the health care disciplines and among consumers. By the mid-1960s, every school and college of optometry, both independent and university based, conferred the O.D. degree after a four-year professional curriculum that required three or four years of undergraduate collegiate experience. It should also be noted that each of the schools and colleges of optometry achieved accreditation by the Council on Optometric Education by adhering to its steadily rising academic, educational, and institutional standards. Each of the optometric institutions, either individually as private colleges or as parts of universities, achieved accreditation recognition by the nation's regional accrediting bodies (such as the Middle States Association of Colleges and Secondary Schools). As the decades have passed, standards have constantly risen and the accreditation process has become more sophisticated and rigorous.

## Health Professions Educational Assistance Act of 1963

The enactment of this landmark federal legislation afforded the nation's schools and colleges of optometry opportunities to provide major improve-

ments and expansion of their capital plants. Moreover, projects and programs of academic and clinical significance were initiated, many of which built the systems of community clinical care that have continued over the years. Optometry was given an important measure of standing among the health care disciplines by being included in this enactment.

## The 1965 Amendments to the Social Security Act

Medicare and Medicaid were two great national programs that emerged from this landmark social policy enactment. Vision care and the professional services of optometrists were included in the Medicaid Program, a federal-state-local effort to provide care and services to the indigent and poor of this country. Again, the recognition of optometry in this enactment gave standing to the profession of optometry, particularly in each of the states where Medicaid was implemented. It was, as well, the national effort that ushered in efforts to define clinical and practice standards, as well as quality of care concepts.

## The Public Health Movement

Beginning in the early 1960s, optometrists were encouraged to join local and state public health associations and the American Public Health Association. Moreover, as there was an increasing emphasis upon community clinical care by the schools and colleges of optometry and the several independent optometric centers, courses in public and community health were introduced into the professional curricula. New graduates with the O.D. degree were encouraged to pursue graduate programs in public health leading to the M.P.H. degree. Indeed, this pursuit occurred with vigor and enthusiasm, and it resulted in a cadre of professionally trained public health optometrists. It also produced a body of public health literature which gave the movement credibility and added to optometry's standing. The public health movement likewise provided an impetus for inter-professional contacts and relationships among the health care disciplines.

## Optometry in the Universities

The last independent and non-affiliated college of optometry was founded in 1919. Since that time, the

*Dr. Haffner is president of the State College of Optometry, State University of New York. A much expanded version of this paper was delivered by Dr. Haffner in an address before La Societe d'Optometrie d'Europe, November 2, 1990, in Monte Carlo.*

colleges that were founded and that exist today are all integral parts of universities. Overwhelmingly, the schools and colleges of optometry have become parts of state universities and, thereby, have developed strong public service traditions. There is little doubt that this broader university recognition has given additional standing to optometry in North America with nineteen institutions in the United States, Canada and Puerto Rico.

## **The Use of Pharmaceuticals in the Practice of Optometry**

Since its inception at the beginning of this century as a legally organized profession, optometry has not employed pharmaceuticals in the conduct of its professional practice routine. In fact, the original enactments of state laws across the country specifically excluded the use of pharmaceutical agents in the delivery of optometric care and services. In the last twenty years, the schools and colleges of optometry introduced major curricular materials in the detection and diagnosis of ocular pathology and in the study of general and ocular pharmacology. Moreover, basic science programs were substantially enhanced. This expanded knowledge base increasingly was the subject of testing in national and state licensing examinations.

In 1971, Rhode Island became the first state to enact legislation to permit optometrists to use pharmaceutical agents for diagnostic purposes. Over the next fifteen years, through 1988, every state in the United States (including the District of Columbia on whose behalf Congress acted) enacted similar legislation. This movement was a dramatic recognition of the substantial changes that had occurred in optometric practice and in optometric education.

In 1975, the states of West Virginia and North Carolina went one step further. Those states enacted legislation authorizing optometrists to use drugs not only for diagnosis but, as well, for the treatment of diseases of the eye. At the time of this writing, a total of twenty-five states have passed similar legislation. The introduction of similar "treatment" legislation has taken place in another twelve states. It is anticipated that, by the end of the decade, all states will authorize optometrists to use drugs for the treatment of diseases of the eye. Thus, in the space of less than twenty-five years, there will

have been a rapid and strategic alteration in the profession's level and scope of responsibility for the delivery of optometric care and services.

## **The Concept of the Primary Care Practitioner**

Spurred by enhancement of professional education in optometry and by the broadened scope of clinical responsibility, optometry's traditional role shifted to that of a primary care health practitioner. In effect, the emphasis had become broader from a clinician concerned with a specialty area to one who was concerned with the general and specific health and functional aspects of the patient and for which the practitioner became diagnostically and therapeutically responsible.

This expanded role and concept of professional practice has gained acceptance by the public in several important ways. One way is more extensive third party insurance reimbursements. Reimbursement has become a powerful force to spur changes in practice form and content. Additionally, in 1986, the federal Social Security Act was amended to provide for parity and equity in the reimbursements under Part B of the Medicare Program with physicians for those services for which optometrists were legally entitled to perform. In the longer term, this legislation will form the "base" for more extensive inclusion of optometry as a primary care health profession.

## **Optometry in Hospitals, Clinics and the Group Environment**

Optometrists, particularly in the last two decades, have gained wider entrance in clinics, hospitals, HMO's and in institutional settings such as nursing homes and geriatric facilities. Based upon a longer successful history in institutional settings in the three armed services, O.D.'s have integrated their clinical acumen into the fabric of the group environment. Moreover, available data suggest that the group or association form of private professional practice is gaining momentum over the more traditional solo form of practice.

In this context, an important development has been the growth of optometry in the hospitals of the federal Department of Veterans Affairs. More than one hundred O.D.'s now serve the VA and that number is expected to grow in the years ahead.

It should also be noted that the VA has become for optometry a critical resource for post-graduate residency training which is hospital based. This advanced clinical education, for the most part affiliated and supervised by the schools and colleges of optometry, is part of a larger growing network of advanced and specialty clinical training beyond the limits of the four-year professional program.

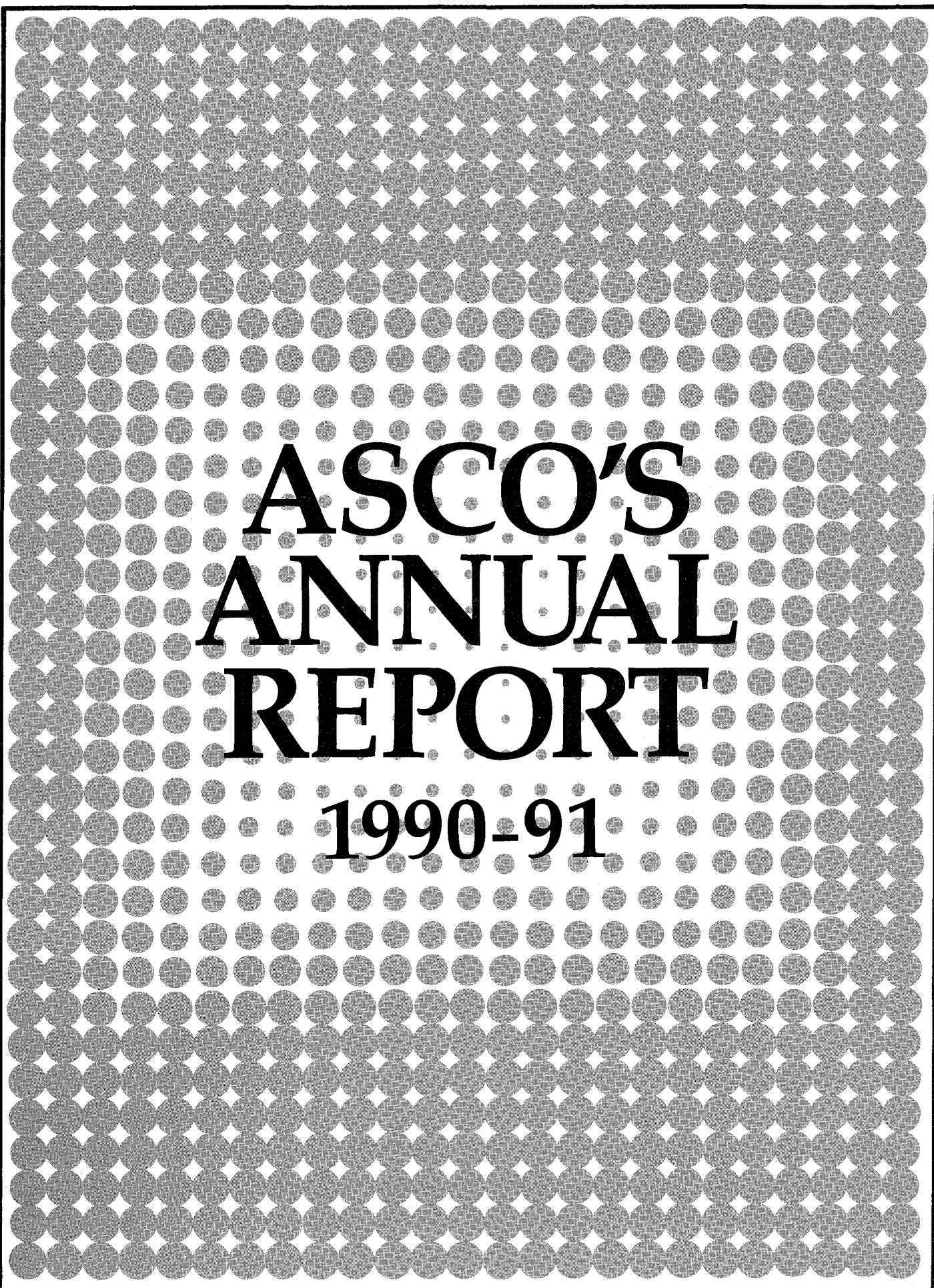
It can be postulated safely that the hospital, clinic and other institutional and group clinical setting will continue to grow with the consequent increase in inter-professional relations. Moreover, increased exposure to institutional control mechanisms, such as quality control mechanisms, peer review and grand rounds, will find their way more extensively in optometry.

## **Growth of Professional Publications**

Of all the phenomena of professional growth and development in the 1970s and 1980s, none has been more dramatic than the appearance of new books, journals and monographs. Optometrists, as well as scientific authors, have published more texts, and appear as primary or as co-authors in research papers and in books and journals. Many of these newer journals and textbooks are under the aegis of major national publishers — an indication of the increased standing of the profession.

## **The Mainstream of Health Care**

Of all the structural and functional changes that have taken place in optometry, perhaps the most significant has not yet been mentioned. Rather, it is the outcome of all the alterations. Optometry has emerged from the periphery of health care to the mainstream. It is now regarded as a primary health care provider while still retaining the critical role in vision care. Its growth and development in the health of the eye and body and its placement with other professions have decidedly lessened its isolated activities that were so evident in the earlier parts of this century. Finally, the attributes described above are those of a maturing profession emerging from peripheral importance to one of greater central importance in the health care arena. ■



# ASCO'S ANNUAL REPORT 1990-91

## National Activities

### Optometric Education Task Force

On May 31, 1991, the Association of Schools and Colleges of Optometry presented written testimony for the record to the Subcommittee on Health and the Environment of the House of Representatives on reauthorization of Title VII of the Public Health Service Act. The testimony was in the form of the White Paper developed by the Optometric Education Task Force.

### Migrant Health Program Grant

The activities associated with the grant from the East Coast Migrant Health Project are occur-

ring as planned. Three workshops have been held: one in Cotulla, Texas in December; one in Patillas, Puerto Rico in April; and one in Martinsburg, West Virginia in May. A program was also held in conjunction with the annual meeting of migrant health center personnel in Buffalo, New York on May 1. The application for next year's grant has been submitted and the consultants met with migrant health program personnel to discuss it on May 9.

### ASCO Student Endowment Fund

The ASCO Student Endowment Fund provided over \$9,000 to the 17 United States optometry schools for financial aid for students. Most of these funds were used for individual scholarships or emergency loan funds.

### Faculty Development

The Association sponsored a meeting of the Clinical Program Directors in Dallas, Texas in November 1990. The program directors found the meeting of such great value that they have established a national organization which plans continued interaction in subsequent years.

A meeting of faculty representatives of the various graduate programs took place in May 1991. Future meetings are planned to share expertise and experience in this area of optometric education.

### Board Meetings

The ASCO board met in Annapolis, Maryland, in October 1990 in order to interact with the AOA Board of Trustees which was also meeting in that city. This meeting marked

the first occasion in many years in which the Board met at a site not associated with an optometry school. The ASCO national office handled the local meeting arrangements. In March 1991 the Board met in San Juan, Puerto Rico with Inter American University as host and the annual meeting took place in Dallas, Texas in conjunction with the AOA National Congress.

### Student Legislative Symposium

ASCO brought six optometry students to Washington, D.C. April 9-11, 1991, for the Annual Student Symposium. The symposium is sponsored annually by the Federation of Associations of Schools of the Health Professions (FASHP) to educate health professions



*ASCO's new executive director Martin A. Wall addresses ASCO meeting attendees.*

students on pending legislative issues.

The optometry students attending the symposium were: Timothy O'Connor and Dan Stoltze from the State University of New York, State College of Optometry; Debra Pattison from The New England College of Optometry; Richard M. Hope and James T. Beverly from the Pennsylvania College of Optometry; and Celeste Freeman from The Ohio State University College of Optometry.

### **The Secretary's Award For Health Promotion and Disease Prevention**

Two papers from optometry students were submitted by ASCO for the next stage of the judging for the 1991 Secretary's Award for Health Promotion and Disease Prevention. The students and their papers were: Mr. Charles R. Fox, The New England College of Optometry, "Identifying Elderly Persons at Risk for Falls: A Community Based Screening Program"; and Mr. Brian Haag, Illinois College of Optometry, "Vision Screening in Elementary Schools: A Means of Caring About Our Future."

### **Administration on Aging Grant**

Progress on this grant continues on schedule. The two workshops have been set for August 10 and 11 at Illinois College of Optometry and September 7 and 8 at Houston. Its focus is to improve the knowledge and skills of optometric preceptors, clinicians, faculty and students regarding minority and low-income elderly.

### **Applicant Status Report**

The national office produced a first-ever mid-



*Incoming ASCO president Dr. William Cochran (left) accepts the gavel from outgoing president Dr. Jerry Christensen.*



*Dr. Morris Berman (SCCO), seated left, greets Dr. Willard Bleything (PUCO). Seated next to Dr. Berman is Dr. Merton Flom (UH).*



*President-elect T.J. Jackson and President Sally Olexia of the National Association of Advisors for the Health Professions join ASCO at the luncheon.*



*Mr. Jim Mazzo (Allergan Optical) presents to Dr. Jerry Christensen a special miner's pan honoring ASCO on its 50th anniversary.*

year report in February. The number of fall 1991 unduplicated applicants to optometry schools as of that date was 1,601. The end-of-year report in May showed 1,984 unduplicated applicants, a 6.7% increase over last September's final 1990 figures. The number of applications increased to 4,212, an 8.8% increase over last year. Fifty-one percent of the applicants were female; this is the first year there were more female applicants than male. A final update will be made to the 1991 Applicant Status Report in September.

### **Annual Survey**

The new annual survey has received comments following its first distribution last year and appropriate revisions have been made to improve clarity in obtaining and reporting the data. The ASCO committee on the confidentiality of data developed a review mechanism for the distribution of survey results. The survey is ready for distribution on August 1, 1991, with a return date of October 15, 1991, and a compilation date of January 1, 1992.

### **Optometry Loan Program**

The pursuit of a loan program for optometry students has been stalled due to uncertainties about the future of the federal loan programs, and the fact that optometry students do not represent a significant "market" in the opinion of many banks and state and other guarantee agencies. The state of the economy is also not conducive to new ventures on the part of lending institutions. Nonetheless, efforts continue to establish such a program.

## Council Activities

### Council on Student Affairs

Dr. Lorraine I. Voorhees, dean of student affairs at the Southern California College of Optometry, and chairperson of the Council on Student Affairs, reports that the CSA has had a successful year. An admissions issues workshop was held at the January meeting where views were exchanged on such topics as transfer acceptance policy, evaluation of coursework for foreign students, and legal issues in admissions. These discussions led to research and presentations at the June CSA meeting on the first two topics, and an afternoon-long legal issues workshop at the same meeting which was led by a university counsel.

The CSA's Student Recruitment Task Force, under the leadership of Ms. Eydie Jones, also had a busy year. A new recruitment poster was produced which will be distributed this fall as part of the annual advisors mailing. A minority recruitment poster has been produced and will be mailed to career counselors at historically Black and Hispanic colleges as well as to minority optometrists who have responded to the CSA's request of assistance. Mike Robertson, a member of the Student Recruitment Task Force, put together a marketing notebook for the use of optometry admissions officers. Each optometry school or college received two copies. A list of program ideas has been presented to the program

chairperson of the 1992 National Association of Advisors in the Health Professions meeting. Regional liaisons also have been established with regional health professions advisors associations.

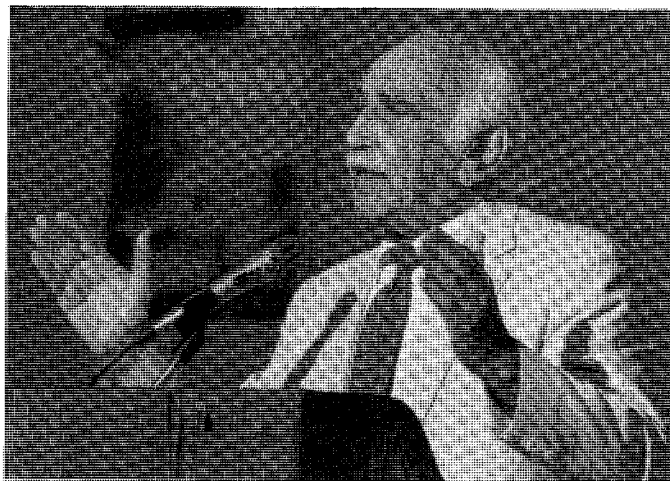
### Standing Committee on Academic Affairs

Under the direction of chairperson, Dr. Morris Berman, dean of academic affairs at the Southern California College of Optometry, meetings were held at New Orleans and Dallas. A major success of the committee was the implementation of an ASCO faculty newsletter, *Eye on Education*, which is now being published bi-monthly by ASCO staff.

The primary focus of the committee this year has been the planning of a national conference on the optometric curriculum. At the June 1991 meeting in Dallas, the curriculum conference was approved by ASCO's Board and will be held in late July 1992 with 100-120 selected optometric educators, administrators and other interested participants in attendance.

## 1991 Annual Meeting

At its Annual Meeting held June 19-21, 1991, at the Loews Anatole Hotel, Dallas, Texas, The Association of Schools and Colleges of Optometry elected new officers for the next two years. They are: president — **William E. Cochran, O.D.**, president of Southern College of Optometry, Memphis, Tennessee; president-elect — **Bradford W. Wild, O.D., Ph.D.**, dean of the



Luncheon speaker Dr. Irvin Borish shares his memories of ASCO's beginnings.



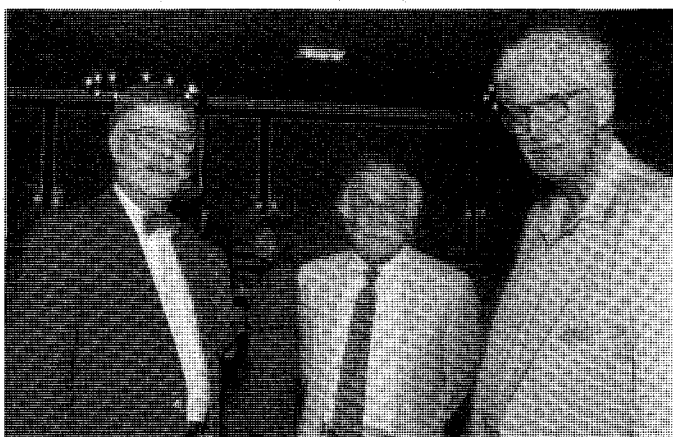
Waiting for the luncheon to begin are, left to right, Dr. Robert Carter (FSU), Dr. David Davidson (UMSL) and Dr. C. Allyn Uniacke (FSU).



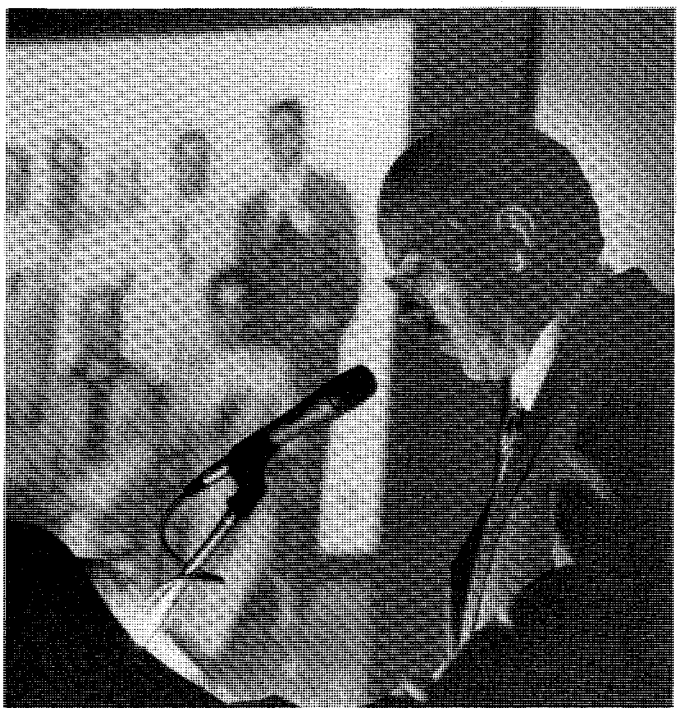
Renewing ties are Dr. Jack Bennett (IU) and Dr. Bud Shannon (Ciba Vision).



Drinking a toast to ASCO's future are, left to right, Dr. Lesley Walls (NSU) secretary/treasurer, Dr. Arthur Afanador (IAU) vice president, and Dr. William Cochran (SCO) president.



Seen chatting at a coffee break are, left to right, Dr. John Crozier (PCO), Dr. Irvin Borish, luncheon speaker, and Dr. Henry Peters (UAB).



Dr. Jerry Christensen (UMSL) accompanies his talk to luncheon guests with slides of ASCO's pioneers and presidents.

University of Alabama at Birmingham; vice-president — **Arthur Afanador, O.D., Ph.D.**, dean of Inter American University School of Optometry in Hato Rey, Puerto Rico; and secretary-treasurer — **Lesley Walls, O.D., M.D.**, dean, Northeastern State University College of Optometry.

There were 37 representatives of the 17 United States schools in attendance and two associate members from the College of Optometry in Verona, Italy. At the meeting, recognition by resolution was accorded to Dr. John J. Crozier who is retiring as dean of student affairs at the Pennsylvania College of Optometry. Recognition was also accorded to Dr. Jerry L. Christensen in deep appreciation for his critical and thoughtful work as the chief executive officer of ASCO during the past two years and for his years of valuable work as an executive officer of ASCO and to Dr. David Heath upon his leaving his position as editor of the *Journal of Optometric Education* after four years to pursue additional responsibilities at the New England College of Optometry.

In other meeting activities, four ASCO sustaining member companies — Dr. William Boyts and Mr. Jim Mazzo of Allergan, Dr. William Burns of Alcon, Mr. Charles Stroup and Dr. Dwight Akerman of Wesley Jessen, and Mr. Leonard Fisher of Volk Optical — spoke with the Board on matters of mutual concern in the profession.

### Luncheon Anniversary Celebration

ASCO's Fiftieth Anniversary — 1941-1991 — was the focus of ASCO's annual luncheon. Dr. Jerry L. Christensen, ASCO

president, June 1989 - June 1991, presented highlights from his extensive research into ASCO's history. Dr. Christensen accompanied his talk with slides of ASCO's outstanding leaders, including one of each of its 22 presidents. Dr. Irvin M. Borish, Benedict Professor at the University of Houston College of Optometry, shared his memories of ASCO's first meeting in 1941 and the optometric educators who shaped ASCO's future.

Luncheon guests included representatives from the American Optometric Association, the National Board of Examiners in Optometry, the International Association of Boards of Examiners in Optometry, the Council on Optometric Education, the College of Optometrists in Vision Development, the American Optometric Student Association, the National Association of Advisors to the Health Professions and a number of ASCO sustaining member companies.

Luncheon attendees received a copy of *ASCO - 50 Years*, a publication written by Dr. Christensen in celebration of ASCO's fiftieth anniversary.

## Journal of Optometric Education Report

The *Journal of Optometric Education* continued under the leadership of editor David A. Heath, O.D., associate professor of optometry and director of general vision services at the New England College of Optometry, and managing editor Patricia Coe O'Rourke, M.A.

## Editorial

Four issues were produced during 1990-1991 (Volume 16) containing a total of fifteen articles.

The summer 1991 issue included papers on academic reform in the optometric biosciences; these papers were based on presentations delivered at the meeting of the Education Section of the American Academy of Optometry in December 1990. Dr. Barry Barresi, vice president and dean for academic affairs at the State College of Optometry, State University of New York, coordinated the issue which included: "Clinical Imperatives for Academic Reform in the Optometric Biosciences" by Dr. Barresi; "Optometry Basic Science Curriculum: Current Status" by Dr. Morris S. Berman; "Academic Restructuring: Options and Strategies" by Dr. Thomas F. Freddo; and "Improving the Quality of Teaching" by Dr. Pierrette Dayhaw-Barker.

In addition, papers dealing with a variety of other topics were published: "Some Comparisons Between Health Care in the United States and Canada" by Drs. William M. Lyle and Barbara E. Robinson; "Optometric Education in Saudi Arabia" by Drs. Robert D. McQuaid and George M. Kuszyk; "Statistical Tools for Predicting Academic Performance in Optometry School" by Dr. David A. Corliss; "Problem Based Learning: Use of the Portable Patient Problem Pack (P4)" by Drs. Mitchell Scheiman and Steve Whittaker; "Comparative Performance on National Board Basic Science and Clinical Science Tests" by Dr. Leon J. Gross; "Role Modeling for Clinical Educators" by Dr. Ellen Richter Ettinger; "Examination Standards

for Licensure: The Reality of '75'" by Dr. Leon J. Gross; "CPR Certification Requirements for Clinics of Schools and Colleges of Optometry" by Drs. W. Howard McAlister, Timothy A. Wingert and Thomas Jones; "A Survey of Foreign Student Enrollment in United States Colleges of Optometry, 1989 - 1990" by Dr. Arnold Katz; "Ocular Foreign Body Removal Workshops" by Drs. Walter Potaznick, Clifford Scott and Patti Augeri and "Insight: A Series of Interactive Experiments and Demonstrations in Vision Science for the Macintosh Computer" by Drs. John A. Baro, Stephen Lehmkuhle, and Michael A. Sesma.

Editorials published this year were: "A Perspective on the International Optometry Scene" by Dr. Willard B. Bleything; "The Role of Basic Science in Optometric Education" by Lynn A. Cyert; "Let's Practice What We Preach" by Dr. Catherine Hines; and "A National Resource Center for Optometric Basic Science" by Dr. Barry J. Barresi.

## Distribution and Subscriptions

The total distribution of each issue is about 2800 copies with all senior optometry students receiving JOE directly in their mailboxes as a result of the support of ASCO's sustaining members.

## Production and Advertising

Advertisers this year were Varilux Corporation, Ciba Vision Care, Alcon, Inc. and Volk Optical/Tech Optics. Special thanks to these sustaining members for their support.



*Dr. Lyman Norden, vice president of the Optometric Editors Association, presents a second place award for Best Journal—National to Patricia C. O'Rourke, managing editor of the Journal of Optometric Education.*

## ASCO Calendar

ASCO Executive Committee  
December 13, 1991, Anaheim, California

ASCO Fiftieth Anniversary  
Celebration Convocation  
December 14, 1991, Anaheim, California

ASCO Executive Committee  
March 18, 1991  
ASCO Board Meeting  
March 19, 1992, Washington, D.C.

National Summit on Optometric Education  
March 19-22, 1992\*  
Georgetown University, Washington, D.C.

ASCO Board Meeting  
June 18-20, 1992, Montreal, Canada

ASCO Curriculum Conference  
July 31-August 2, 1992, Denver, Colorado

ASCO Board Meeting  
October 23-25, 1992, New York, New York

\*Begins with evening session on the 19th

## OEA Awards

The Journal again has been honored with several awards in the Optometric Editors Association's annual journalism awards contest for the published year 1990. The Journal won the second

place award for "Best Journal-National." The Journal also was awarded first place in the "Best Technical Article" category for the article "A Strabismus Diagnosis Laboratory for the Evaluation of Concomitancy" by Drs. Michael W. Rouse

and Alan Winkelstein. Second place for "Best Non- Technical Article" was received for "Cognitive Science Insights for Professions' Education" by Ms. Ann Myers. First place in the "Best Guest Editorial" category was received for "A Perspec-

tive on the International Optometry Scene" by Dr. Willard Bleything; Second place in the Best Editorial category was received for "Professionalism and the Life-Long Learner," by Dr. David Heath. ■

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your patients  
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## INDUSTRY NEWS

(continued from page 6)

tribution, which was made to applaud the O.A.A. for its almost seventy years of innovation in the advancement of eyecare, was presented to Robert L. Shaw, outgoing O.A.A. president, and Daniel J. Donahue, newly installed president. In turn, Shaw presented Tura with a plaque from the O.A.A. "in recognition of continuing support and contributions to advance opticianry."

For more information on both Tura and Menrad, call (800) 242-8872.

### CIBA Offers Audiotape to Eye Care Practitioners

CIBA Vision™ Corporation is offering an informative audiotape called *Lens Care Legal Responsibilities*. The audiotape highlights a discussion among leading industry experts about eye care practitioners' legal responsibilities associated with contact lens care. *Lens Care Legal Responsibilities* is the third audiotape being offered to eye care practitioners as part of the CIBA Vision™ Healthy Eyes<sup>SM</sup> Audiotape Series.

Ophthalmic legal experts serving as panelists on the audiotape are James Richard Scholles, O.D., J.D., and Michael G. Harris, O.D., J.D. Anne Thompson, M.S., O.D., CIBA Vision Corporation manager of technical training and services, moderated the discussion.

The purpose of the Healthy Eyes<sup>SM</sup> audiotape is to inform eye care practitioners about the current and future legal climate associated with contact lens care and areas of potential liability, as well as the legal implications of prescribing limited lens care regimens.

In addition to the audiotape, Jim Callahan, president and CEO of CIBA Vision Corporation, is sending a letter to eye care practitioners emphasizing the importance of dispensing approved lens care regimens within the indications and recommendations of their package inserts.

The educational audiotape, *Lens Care Legal Responsibilities*, is available by contacting local CIBA Vision sales representatives or by

calling Customer Service at 1-800-241-5999. The order number is 091430.

### Logo Paris Introduces "Collection Art Deco"

Logo Paris is premiering its elegant new "Collection Art Deco." The debut captures all of the vitality and panache of the magical 1920's era. Long-forgotten frame makers' tools from Logo Paris' archives were used by skilled European craftsmen to recreate authentic Art Deco designs. The collection's eight styles are each an exquisite work of art. They can be worn by either women or men.

According to Fredric Grethel, Logo Paris' Vice President of Sales and Marketing, "The Collection Art Deco combines the best of both the 1920's and 1990's in style and statement. Art Deco was an era when style was everything. This is also true now, and Logo Paris' successful recreation of elegant Deco designs offers the dispenser and the consumer the opportunity to recapture today the artistry of that period of history." For further information, contact your Logo Paris sales consultant or call 1-800-556-LOGO.

### Corning Publication Updates Eyecare Professionals

The April 1991 issue began the seventh year of the publication and distribution of *Dispensing Info.*, Corning's bulletin to the optical trade.

*Dispensing Info.* is published every six months by Corning Incorporated. It is distributed free-of-charge to dispensers, assistants and others who provide eyecare goods or services. Its purpose is to give eyecare professionals the most current information concerning Corning's photochromic lenses, and to provide details of the company's advertising, public relations and merchandising support for dispensers of these lenses.

To have your name added to the *Dispensing Info.* mailing free-of-charge, or to inquire about receiving back issues or about any other aspect of the publication, write to The Editor, *Dispensing Info.*, Corning Incorporated, P.O. Box 40, Corning, N.Y. 14830.

### Wesley-Jessen Announces Aquaflex Award Winners

Wesley-Jessen's second annual "Aquaflex Excellence Award" was granted to Daniel M. Freed, O.D., who graduated this spring from the University of Alabama at Birmingham School of Optometry. Dr. Freed received a \$3,000 scholarship award.

Gary I. Bekritsky, O.D., W-J's manager of clinical research and optometric services, presented the award at the 9th Annual Educational Symposium of the Contact Lens Section of the American Optometric Association (AOA CLS), September 7, in Boston.

Second-place honors went to David T. Reynolds, O.D., a 1991 graduate of Northeastern State University. The third-place winner was Nancy Wiggins, O.D., a 1991 graduate of the University of Alabama at Birmingham. Second-place honors carried a \$2,000 scholarship award. The third-place winner received a \$1,000 award.

### New Aspheric High-Index Lens from Sola

Sola Optical has released a high-index lens that, in addition to thinness, also provides significant improvements in lightness, flatness, and optics. Sola has achieved this balance by combining a patented new material called Spectralite with a flattened and aspheric design.

Spectralite is a high-index resin that offers the cosmetic benefits of high-index and the optical quality of CR-39®. Not only is it inherently lighter, but with an Abbe of 47, Spectralite delivers peripheral optics comparable to CR-39. It's also just as easy to process, requiring no special equipment or procedures.

"Today practitioners want more than just a thin lens," says Mark Mattison-Shupnick, vice president of new product development. "They want lenses that are lighter, flatter and better looking as well."

Correction: Dr. Theodore Grosvenor's name was misspelled in his review of the book, *The Neurology of Eye Movements*, published in the Summer 1991 issue, JOE regrets the error.

# ASCO'S NEW OFFICERS



**William E.  
Cochran, O.D.  
President**

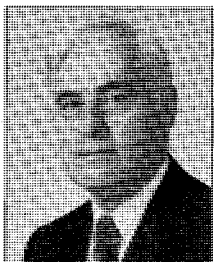
Dr. Cochran is president of the Southern College of Optometry, Memphis, Tennessee. Dr. Cochran has held many administrative positions in civic and professional organizations. His American Optometric Association activities have included Leadership Development, Nominating Committee, NOW Chairman, Keyperson, and Communications Division Executive Committee, the Education Services Committee and the Member Services Center Executive Committee. He served through the chairs of the Mississippi Optometric Association including president in 1978. He is a Fellow of the American Academy of Optometry.

Dr. Cochran has been active in the Southern Council of Optometrists by chairing the Long-Range Planning Committee in 1982 and the Economic Affairs Forum in 1981. He served on the Board of Directors of the Better Vision Institute, Inc. and as vice-president in 1984.

As a student at Southern College of Optometry, Dr. Cochran served as the Student Government Association President, was named Outstanding Senior in 1968 and was elected to the Gold Key Honor Society. He served as an officer in the United States Army from 1968-70.

While practicing in Mississippi, he was active in civic organizations and was awarded the Outstanding Citizen Award and the Jaycee Distinguished Service Award of his community. He was a member of his community's Board of Directors of the Chamber of Commerce and served as president of the Jaycees and Lions Club.

Since moving to Memphis to become Southern College of Optometry's fifth president, Dr. Cochran has become active in the Tennessee Optometric Association and the Memphis Rotary Club.



**Bradford W. Wild,  
O.D., Ph.D.  
President-Elect**

Dr. Wild is dean of the University of Alabama at Birmingham School of Optometry. He received his Ph.D. degree in Physiological Optics from The Ohio State University, his optometry degree from Columbia University and his bachelor's

degree from Brown University. He received the Honorary Doctor of Science degree from Southern California College of Optometry.

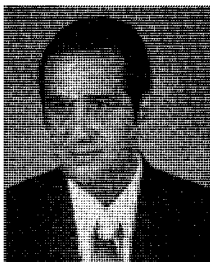
Prior to being appointed dean at UAB, Dr. Wild served as the UAB associate dean and director of the professional program for 12 years. He is a senior scholar in the Center for Health Risk Assessment and Disease Prevention, UAB School of Public Health. He was dean at the Pacific University College of Optometry for five years before joining the faculty at UAB. He was a member of The Ohio State University faculty from 1955 to 1969 and was the director of clinics there for 10 years. Prior to serving in the U.S. Army from 1953 to 1955, he was in private optometry practice in Fall River, Massachusetts.

Dr. Wild is a past president of the American Academy of Optometry and of The Ohio Optometric Association. He served for 12 years on the Council on Optometric Education of the American Optometric Association, and was the chairman of the council from 1984 to 1985. He has served as head of the American Optometric Association's Division of Public Health Optometry, and has served on the Public Health and Optometric Care Committee and the Committee on Publications for the AOA.

He has served on the board of directors for the American Rural Health Association and the American Optometric Foundation.

He currently chairs the Committee on Admittance Scientist/Educator Division of the American Academy of Optometry. He has been a member of the Editorial Council of the American Journal of Optometry and Physiological Optics.

He served on the National Academy of Sciences, National Institute of Medicine's Cost Study Advisory Committee and has worked on a variety of professional and community committees.



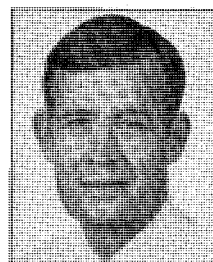
**Arthur J.  
Afanador,  
O.D., Ph.D.  
Vice-President**

Dr. Afanador is dean of the School of Optometry at Inter American University of Puerto Rico. He was appointed the first dean of the School in August 1981 following Dr. Henry Hofstetter who was acting dean when the school started in January 1981.

Dr. Afanador received his Ph.D. from the University of California at Berkeley in 1972 and his O.D. from Southern College of Optometry in 1965. He practiced optometry for two years in Brandon, Florida, and served two years as captain in the Army. He served at Indiana University as assistant professor, associate professor, director of electrodiagnostic clinic, chairman of the Department

of Visual Science and published over 15 articles in the area of Neurophysiology and Electrodiagnostic procedures.

Dr. Afanador has helped develop the School of Optometry in Guatemala and Peru; helped develop the School of Optic in Santiago, Chile, and was named honorary president of the School; developed a student exchange program with the LaSalle University of Bogota, Colombia, and was named honorary professor of its graduate program on corneal physiology and contact lenses; developed a special program at Inter American University for five Italian educators who graduated in 1985 and started the first Doctor of Optometry School at Verona, Italy, and was named honorary president in 1986. Dr. Afanador has served as treasurer and president-elect of the Inter American Optometric Federation and assumed the presidency in 1990 in Brazil.



**Lesley L. Walls,  
O.D., M.D.  
Secretary-  
Treasurer**

Dr. Walls is dean of the College of Optometry at Northeastern State University in Oklahoma. He received his optometry degree from the University of California at Berkeley, his M.D. from the University of California at Davis, and completed a three-year Family Practice Residency Program following medical school. He was appointed to his position as dean in 1987, although he had been associated with NSUCO since its inception in 1979. He also has served as residency program director, department chair, and associate dean of the University of Oklahoma Health Sciences Center, Tulsa.

Dr. Walls has received numerous awards, including the Alumnus of the Year (1988) of the University of California, Berkeley, School of Optometry and the Physician Recognition Award of the American Medical Association. His numerous professional affiliations include the American Optometric Association, Oklahoma Optometric Association, Diplomat of the National Board of Examiners in Optometry, and member of the Board of the Founders' Hospital, Inc. He is quite active in presenting optometric continuing education programs and has frequently testified for optometry in states pursuing diagnostic and therapeutic drug legislation. He currently is a member of the Board of Directors of the National Board of Examiners in Optometry and serves on the Long-Range Planning Committee and the Diabetes Consensus Panel of the AOA. He has also been appointed to the Optometric Education Summit Project Team.

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2. Elkin, J. "1988 Clinical Study".  
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