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President's Message

Where does all of our time go?

It seems like the older we get, the less free time we have. We live in the same 24-hour day we always have, but we keep adding responsibilities and activities to an already crowded calendar. Our families, friends, and practices all deserve our undivided attention and require varying amounts of time during an average week. I know all about prioritizing and sticking to a schedule, but sometimes that just doesn't work because something else comes up.

I love my family and have great friends. People that are important to you deserve your time. They keep us grounded, honest, and offer a different perspective that can balance our opinions.

I require some "me" time. We are better spouses, parents, bosses and doctors when we are well-rested and feel good. Exercise and sleep both require time that we need to schedule for ourselves.

I spend most of my time most days in my office. Time is required for patient treatment, staff development, and business management. We devote time to our practices in order to provide the best care to our patients while ensuring financial stability for our families.

However, my profession is bigger than my practice. Time is required outside the walls of my office to make the job inside the walls easier. I believe the time I spend with the SCOPA is just as important as the time I spend after hours in my office. I can't wait for others to do for me when the stakes are so high, especially in today's changing health care climate. I choose to make this commitment to optometry because I consider it part of my practice. Lobbying efforts, legislation monitoring, policy review, and membership maintenance are just as important as ordering supplies and changing light bulbs in the office. Because of this, there are events and opportunities in my private life I schedule after my SCOPA commitments.

I am asking everyone to look at the time commitments in their lives and move SCOPA up in priority if you have been inactive for a while. Please look for a way to be active, even if it's just attending our local society meetings, the annual meeting in August, or the state legislative day in May. Volunteer for one of our many opportunities listed on the next page. Attend a legislative reception when asked. Volunteer for a committee. There are many ways to be active in SCOPA, we just need a little of your time.

Time is something that we can't buy; please give SCOPA some of yours!

Yours in Optometry,



Dr. Melissa Wood
President, SCOPA

SCOPA NEWS

2012- 2013 Local Society Presidents

Catawba Society

President: Nicole Stefani, O.D.
1115 Stone Crest Boulevard
Tega Cay, SC 29708
P. 803.802.4733 F. 803.802.4735
e-mail: nstefaniod@gmail.com

Coastal Society

President: Kirsten Harwood, O.D.
717 Old Trolley Road
Summerville, SC 29485
P. 843-873-1889 F. 843-873-1663
e-mail: kharwo@gmail.com

Low Country Society

President: Sean Pitale, O.D.
10 Hospital Center Commons
Hilton Head, SC 29926
P. 843-681-8188 F. 843-785-4161
e-mail: dr.pitale@hotmail.com

Midlands Society

President: Nicole Psaltis, O.D.
4 Medical Park, Suite 300
Columbia, SC 29203
P. 803-434-6836 F. 803-434-2387
e-mail: nicoleuga@hotmail.com

Pee Dee Society

President: Jason Lee, O.D.
2138 W. Palmetto Street
Florence, SC 29501
P. 843-662-1989 F. 843-667-8897
e-mail: jlee669@juno.com

Piedmont Society

President: Karen Mak, O.D.
212 Maret Road
Townville, SC 29689
P. 864-662-9833
e-mail: karenhmak@gmail.com

Waccamaw Society

President: Tammy Tully, O.D.
109 Finnegan Court
Myrtle Beach, SC 29579
P. 843-903-0949 F. 843-903-1101
e-mail: ttully@aim.com

All members are encouraged to attend Local Society Meetings. Please check the website for dates and locations.

Volunteer Opportunities

Special Olympics Opening Eyes

May 4 2013 - Columbia, SC
Contact: Drs. Jennifer and Mike Zolman at jenniesmithod@yahoo.com

Midlands Eye Clinic

The Clinic is open every 1st and 3rd Tuesday of each month.
Contact: Pamela Martin by calling 803-576-2847

SC Mission 2013

August 2 - 3, 2013 in Columbia, SC
Details to be released soon, please contact the SCOPA office.

Original Six Foundation's Clarendon County Day (Governor Nikki Haley)

Saturday, May 18th - Community Vision Screening Date
Contact: Dr. Greg Bailey at eyedr.greg@yahoo.com or the SCOPA office.

Important Dates

Women's Caucus Reception in Columbia, SC

Wednesday, **May 1st** from 5:30 - 7:30 at the Palmetto Club
Please contact the SCOPA office if you are planning on attending.

SCOPA's Legislative Day

Wednesday, May 15th at 9 a.m. - Columbia, SC
Lunch is from 12 - 2 p.m. at the Palmetto Club

SCOPA May Board of Directors Meeting

Wednesday, May 15th at 3:30 p.m. - SCOPA office

Optometry's Meeting in San Diego, California

June 26 - 30, 2013 - visit www.optometrymeeting.org for more information.

106th SCOPA Annual Meeting

August 22 - 25, 2013
Myrtle Beach Marriott Resort & Spa at Grande Dunes

Membership

The SCOPA is delighted to welcome our newest members:

Dr. Bart DePascale
Dr. Tripper Robinson
Dr. Baley Peterson (resident)

Dr. Dennis Randolph (associate)
Mr. Eric Brinkley (student)
Ms. Megan Sexton (student)

Congratulations to our new SCOPA/AOA Life Members!

Thank you for your long and faithful membership to the Association and your service to the profession of optometry!

Dr. Kirk Ham
Dr. William Jenkins

Dr. Jeff Magun
Dr. James Yarbrough

SCOPA NEWS

SCOPA Members Awarded

**Congratulations to our very own SCOPA Members
Drs. Jennifer Smith Zolman and Mike Zolman**



The South Carolina Special Olympics have named Drs. Mike and Jennie Zolman the **"2013 Outstanding Adult Volunteers."** They have been the Clinical Directors of the Special Olympics Opening Eyes Program since 2007.

Opening Eyes is part of the Healthy Athletes program with Special Olympics of South Carolina. During the day of a Special Olympics event, optometrists give comprehensive vision screenings, just short of dilation. If athletes are in need of glasses or sports goggles, they are able to pick

out a pair that will be made for them. This great program gives these athletes the opportunity to see clearly and have healthy eyes, which they may not have been given before this event.

Thank you for your continued hard work and the time you put into the Opening Eyes program. Congratulations, Drs. Jennie and Mike Zolman!

*Make a difference and volunteer TODAY at the Special Olympics in Columbia, SC on May 4th! Contact the SCOPA office for more information.

Dr. Jennie Zolman Awarded SECO's Young Optometrist of the South

SECO named Jennifer Smith Zolman, OD, FCOVD, the **2013 Young Optometrist of the South** at this year's conference. This award recognizes an optometrist in practice for less than 10 years, but who has already made a significant impact in the field of optometry.

Dr. Zolman is a Primary Care Optometrist and Co-Owner of The Draisin Vision Group. In addition to private practice and serving on the SCOPA Board of Directors, she is involved in several professional organizations. Some of which include the American Optometric Association, Coastal Carolina

Optometric Association (served two terms as president) and the Optometric Nutrition Society. Dr. Zolman is a fellow of the College of Optometrists in Vision Development and is one of the charter members of Women in Specialized Eyecare of Charleston. She also serves as the SC InfantSEE State Leader for the AOA. In addition to her service to optometry, she is involved in the Charleston Junior League, Boys and Girls Club, Girl Scouts of America and Big Brothers/Big Sisters program. In 2008, she was recognized with the President's Volunteer Service Award.

Thank you for your dedication to optometry, as well as your service to the community and to all the organizations you are involved with. Please help in congratulating Dr. Zolman for her well-deserved award!



2012 - 2013 Board of Directors Officers

Melissa Wood, O.D.
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1090 Spratt Street
Fort Mill, SC 29715
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sceyedoc@hotmail.com

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10 Hospital Center Commons, Ste. 100
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dotthead@aol.com

Caryn West, O.D.
211 N. Washington Street
Sumter, SC 29150
phone: 803-775-9314
cwestod@ftc-i.net

Jennie Zolman, O.D.
1470 Tobias Gadson Blvd., Ste. 115
Charleston, SC 29407
phone: 843-556-2020
jenniesmithod@yahoo.com

SCOPA Pulse

Thank you to everyone who attended the 2013 SCOPA Spring Meeting at the beautiful Kiawah Island Golf Resort on the weekend of March 15 - 17. The weather was perfect and we hope that everyone enjoyed their stay, as well as the continuing education provided by Drs. Caldwell, Herman and Lonsberry.

Mark your Calendar for next year:
SCOPA's 2014 Spring Meeting
March 21 - 23, 2014

The SCOPA office will send out additional information once the venue has been selected for this meeting!



Thank you to this year's vendors who participated in the Spring Meeting! We were delighted to have you as a part of this new opportunity offered!

Allergan
Avalon Eyewear, Inc.
Diopsys, Inc.
Robertson Optical
Vistakon
Wells Fargo Advisors (Jeff McDowell)
ZeaVision

Tax Deductibility Percentages:

AOA

Contributions or gifts to the AOA are not tax deductible as charitable contributions for income tax purposes. However, they may be tax deductible as ordinary and necessary business expenses, subject to restrictions imposed as a result of association lobbying activities. The AOA estimates that the non-deductible portion of your AOA 2013 dues - the portion that is allocable to lobbying - is 9.50%.

SCOPA

Contributions or gifts to the SCOPA are not tax deductible as charitable contributions for income tax purposes. They may be tax deductible, however, as ordinary and necessary business expenses, subject to restrictions imposed as a result of association lobbying activities. The non-deductible portion of your 2013 SCOPA annual dues - the portion that is allocable to lobbying - is 30%.

SCOPA Takes Over the State House

Wednesday, May 15, 2013

Clear your schedules to be in Columbia by 9 a.m.



Following our personal visits, members of the General Assembly will be invited to join us for lunch that day at the Palmetto Club. ***The SCOPA needs YOU and YOUR LEGISLATOR(S) there!!***

106th SCOPA Annual Meeting

*Myrtle Beach Marriott Resort at Grande Dunes
August 22 - 25, 2013
21 hours of COPE approved CE*

This year's optometric presenters include: Dr. Michael Greger, Dr. Jay Henry, Dr. Paul Karpecki, Dr. Andy Morgenstern, Dr. David Talley, and Drs. Ron Melton and Randall Thomas.

Lecture topics to include:

Current Trends and Technology in Optometry's Future
Meaningful Use Stage 1 and 2: Changing Your Practice Forever
The Role of Diet in Preventing, Arresting and Reversing the 15 Leading Causes of Death
The Management of Lid Disease
The Seven Habits of Successful Iritis Management
Differential Diagnosis of Unique Ocular Disease Presentations
New Advances in the Management of Viral Eye Disease
Incentive Program Update, Quality Report and Information Exchange
Treatment Guidelines for the Common and Not-So-Common Disorders
Weekend On-Call Challenges
Collagen Cross Linking: Can the Sun Cure Keratoconus
New Technology in Refractive Surgery

Online registration opens in May!

Member Benefits



The SCOPA Members that are also members of IDOC, on average, received a Q1 2012 rebate check in the amount of \$1,114.

Since annual IDOC

Membership dues are only \$1,400, these Members realized almost a 100% ROI in only one quarter. Find out how the IDOC Vendor Programs can help you save the products and services you use in your practice every day. Contact Dr. Jennie Zolman at jenniesmithod@yahoo.com or 843-556-2020 for more information.



The SCOPA partnered with the Palmetto Insurance Group in 2012 to provide SCOPA members with a full array of both group and individual insurance benefit programs and options.

For more information, contact Thomas Peacock at Palmetto Insurance Group by calling 803-738-8183.

EyeLearn™ is a comprehensive education portal created exclusively for AOA members!

EyeLearn offers the following:

- Accredited, interactive education
- Journal Articles
- Practice Management Resources
- Knowledge Assessment Tests
- Webinars
- Clinical Guidelines
- Live CE finder



Increase Your Own -- and your Patients' --- knowledge of UV protection With AOA Resources

Spring is here and summer's just around the corner; enhance your own knowledge about UV radiation with the SUN Education Series available on EyeLearn, the AOA's online education portal (member log-in required). The AOA and the Opticians Association of American (OAA), with support from Luxottica and The Vision Council, launched the free three-part Sun Educational Series with the themes Protect•Prescribe•Present. Learn more about the Sun Educational series by visiting www.newsfromaoa.org/2012/06/14/sun-project-seeks-to-curb-wave-of-uv-eye-problems/.

Educate your patients about the dangers of UV radiation to eyes and vision with UV education resources from the AOA, also. The Sunglasses Shopping Guide (available in both HTML and PDF) illustrates what to look for in a pair of sunglasses. The AOA Marketplace (member log-in required) also has informative fact sheet, "Protecting Your Eyes From UV Radiation," and an "Answers to Your Questions" brochure on anterior uveitis.

Visit EyeLearn's website today by going to www.aoa.org and clicking on EyeLearn in the For Doctors section on the right-hand side.

Educate Your Patients with Diabetes Resources from the AOA

Members David T. and Lisa Sloan Woody, O.D. practice in Bardstown, Ky., and recently collaborated with other health professionals in their area to create a new "Diabetes Wellness Guide" from the front page of the AOA Diabetes & Eye Health website (www.aoa.org/x23344.xml).

What's the most frequent question your diabetic patients ask? What's your approach for discussing BMI with a patient? Share your knowledge with your colleagues in the Diabetes and Eye Health discussion group on AOA Connect, AOA's online community (connect.aoa.org/Homel). If you're an AOA member, you're automatically a member of AOACConnect. Upon login in, enter "Diabetes & Eye Health" in the Search box on the upper right of the page. You can also share diabetes-related activities happening in your state via this easy-to-complete form located at www.aoa.org/x23854.xml.

The AOA Diabetes and Eye Health program is supported in part by a generous grant from Optos. Please visit their website www.optos.com/en-us/.

Member Benefits

AOAExcel Member Benefits

AOA Group Insurance

Life, long-term disability, cancer care, long-term care, and emergency assistance - all at group rates.

AOA Malpractice Insurance

The AOA Insurance Alliance provides competitive rates and full-scope-of-practice coverage in every state. Coverage transfers state to state.



Optometry Students

OptometryStudents.com is a website run by students dedicated to learning and sharing. This online resource helps students get more involved in optometry and move the profession forward.



Optometry's Career Center

Optometry's Career Center

The leading optometry placement service in the industry - post job opportunities for your practice, search for jobs in an extensive database, and access support services including salary negotiations, career coaching and resume and cover letter services.

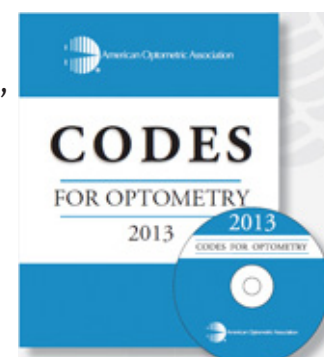


EHR Preparedness Program

These full-day programs cover the value of EHRs when selling a practice, interoperability within the health care system, electronic image management and connectivity, State 2 meaningful use criteria and developing a medical records compliance program.

Medical Records and Coding

AOAExcel staff and optometrist coaches answer member questions related to medical records, coding, insurance contracts, Medicare and other third-party issues. Members are educated on how to increase billing efficiency through a series of Webinars, AOA News articles, and AOA Coding Today.



Practice Financing

The source for acquisition and expansion financing. Market data reports provide indispensable geographic and demographic information. Includes customized financing, business planning tools and a network of resources.

Retirement Planning Services

Since 1968, AOA Members' Retirement by AXA Equitable has been providing full-service financial planning and retirement programs for optometrists.

Insights 360

Delivers four key practice intelligence services: staff performance management, patient satisfaction, Quality of Care (QOC) patient screening and product performance. Insights360 delivers real-time practice intelligence in a customized online dashboard.



XNetwork

Powerful selection of iCloud-based health care applications intended to drive doctor productivity, improve patient care and connect doctors to the broader healthcare community.



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Support SCOPA-PAC ! Make your 2013 PAC Pledge Today !

To make your pledges online go to
www.sceyedoctors.com
Click on Members Homepage and go
to SCOPAPAC.



Visit us on Facebook and Twitter!

Please visit www.sceyedoctors.com to view the classifieds online.

Classifieds

Optometrist Needed

Need optometrist for Saturday work in Charleston (West Ashley). Full scope commercial optometry office with great equipment and ability to produce income. Must be a current Medicare provider. Contact Dr. Mike Morabito for details at 843-557-2865.

Well-renowned vision center seeks a full-time optometrist! Located in the beautiful city of Florence, SC. It is quite quaint and has a hometown feel, as well as only an hour away from Myrtle Beach. Also, only a 2 hour drive from the lovely Charleston, SC. If interested, please contact Carolyn at 843-669-2020.

Part-time practice opportunity in Sumter, SC - 1 to 2 days per week. The practice has 2 lanes and a tech. NCT, autorefractor, retinal camera and Humphrey matrix. The opportunity has the possibility to lead to a full-time position. Call Steve Dean at 803-236-4997 or e-mail drstevedean@yahoo.com.

Upstate OD interested in Friday fill-in work in the Greenville/Spartanburg area. Please call 864-580-8887.

Professional fill-in for your practice. Have scope and will travel. Dr. Holcombe 843-522-3837.

Highly motivated, experienced optometrist seeking a practice opportunity in the coastal SC area. Please contact via mobile phone: 843-670-5922 or by e-mail dzest66@gmail.com.

OD with 24 years of experience available for permanent or fill-in position in the Summerville/Charleston areas. Call Dr. Marie Brusgard-Cerra at 843-906-6355.

Fully licensed OD available for part-time or fill-in work. Willing to travel. Please call 803-316-5131.

17-year-old Optometric Practice for sale in Beaufort, SC. Includes 7-year-old office building, 2 exam lanes and a full-service lab. To inquire, please call 843-422-0599.

Small gem of a practice for sale for less than Net Value in Ridgeland, SC. Nets 80K on 3 Doctor days a week! Booked for 2 weeks out. Easily a 100K+ office. 70K takes it! Call Dr. Rob Szypczak for details at 843-540-2327 or e-mail at shippershack@hotmail.com.

Upstate practice for sale. Great PT income with excellent growth potential. New building and lots of new equipment. Call 864-363-8334 for more information.

Equipment for Sale

For Sale: 2 optical dispensing tables, chairs, frame boards, frame warmers, optical tools, anything needed to open an optical lab. Prices negotiable. Please call 843-473-5244.

For Sale: Smart Mirror System. This machine allows patients to try on as many as four frames to see how they look on them before purchasing. It also does contacts and different lens designs, as well. Original cost was over \$6,000 four years ago. Current selling price is \$2,900. Please contact Dr. Peter Dubin at 843-562-6648.

Keratometer (\$350), A/O Projector (\$250), A/O Custom Chair (\$1,500) and Zeiss Slit Lamp (\$1,000) for sale. Please call Dr. Antley at 803-532-9870 for more information.

Please contact Drs. Branch and Stafford at 803-781-2212 if interested in the following:

Three Topcon KR 8000 PA Auto Refractor Keratometer/Topographers with computer and Topography Software - Very good condition and accurate. \$7,500 each.

Topcon NW3 Non Mydriatic Retinal camera with Digital Camera and Synemed Eyescape Software/Computer \$2,500.

Topcon SL 5D Slit Lamp with MVC Camera and Image System \$4,000.

MVC Slit Lamp Camera, Topcon Slit Lamp 7 Series Splitter and Computer \$2,500.

MVC Slit Lamp and Topcon Slit Lamp 2 Series splitter for \$1,000.