

What's In This Issue

- Important Dates (pg.2)
- Newly Elected SCOPA Officers (pg.3)
- SCOPA Pulse (pg.4)
- 2014 Annual Meeting Award Winners (pg.5)
- Why am I being Audited for Use Tax? (pg.6)
- Member Voice Heard (pg.7)

President's Message

Dear Colleagues,

Again, as I said at the SCOPA's 107th Annual Meeting in Hilton Head, it is such an honor to serve as president of the SCOPA and I greatly appreciate your support. Thanks to all of the hard work of our staff and committees, we had a fantastic annual meeting. Our return to Hilton Head to a new venue was certainly not without hiccups, but those concerns will be addressed and corrected when we return next August.



At the direction of our planning board meeting on Wednesday night in Hilton Head, the executive committee along with our legislative chair discussed a potential legislative plan that will keep Optometry as the primary eye care profession in our state. On that note, please mark **February 25, 2015** on your calendar to attend the SCOPA's Legislative Day with a visit to the SC State House, legislator luncheon and continuing education.

Every optometric physician should be in attendance at the luncheon to show our support and commitment to advancing optometric services in SC. Please continue to support our SCOPA PAC with contributions. I would also like to ask that every SCOPA member make a pledge to AOA PAC. Dr. Wayne Cannon asked that each OD contribute \$200. I'll make it easier, please donate \$100 prior to December 31, 2014 and another \$100 in 2015. If all of our members made this minimum contribution, for a total of over \$68,000, we would be ahead of almost every state in AOA PAC contributions.

In closing, optometry and our Association are strong in SC. You have elected a hard working executive committee that is very dedicated to making sure Optometry stays at the forefront of eyecare in SC. I am very thankful and appreciative of their dedication.

I hope everyone has a safe and happy Holiday Season! Thank you for your support.

Yours in Optometry,



Dr. Bob Branch
SCOPA President

SCOPA NEWS

2014- 2015 Local Society Presidents

Catawba Society

President: Adam Dutson, O.D.
1090 Spratt Street
Fort Mill, SC 29715
P. 803-547-5547 C. 812-361-2421
e-mail: adamdutson@gmail.com

Coastal Society

President: Kristen Gayeski, O.D.
2060 Charlie Hall Boulevard, Suite 201
Charleston, SC 29414
P. 843-722-2010 C. 717-368-4767
e-mail: kristen.gayeski@gmail.com

Midlands Society

President: Ben Ondersma, O.D.
231 Spring Valley Road
Columbia, SC 29223
P. 803-794-4444 C. 616-510-5336
e-mail: ondersma1@gmail.com

Pee Dee Society

President: Stephen Flowers, O.D.
504 South 4th Street
Hartsville, SC 29550
P. 843-332-7171 C. 843-409-0134
e-mail: stephenkflowers@gmail.com

Piedmont Society

President: Whitney Gillen, O.D.
1021 Woodruff Road
Greenville, SC 29607
P. 864-297-2573 C. 803-429-2211
e-mail: wrgillen@gmail.com

Waccamaw Society

President: Dylan Vaught, O.D.
1406 Main Street
Conway, SC 29526
P. 843-488-2020 C. 843-997-4147
e-mail: dvaught@vaughteye.com

Low Country Society

Vacant

All members are encouraged to attend Local Society Meetings. Please check the website for dates and locations. If you are not receiving e-mails from the local society in your area, please contact the SCOPA office to make sure your e-mail address is up-to-date.

Important Dates

SCOPA Membership Renewal Information Due

December 31, 2014 - SCOPA Office

Thanksgiving Holiday - SCOPA Office Closed

November 20-21, 2014

No SCOPA Board of Directors Meeting

December 2014

SCOPA Office closed for the Christmas Holiday and New Year Holiday

December 22 - 26, 2014 and January 1, 2015

SCOPA January Board of Directors Meeting

January 17, 2015 - SCOPA Office

SCOPA Legislative Day

February 25, 2015 - South Carolina Statehouse and Palmetto Club

SCOPA Spring Meeting

March 13 - 15, 2015 - Hyatt Regency Greenville

Volunteer Opportunities

Midlands Eye Clinic

The Clinic is open every 1st and 3rd Tuesday of each month.

Contact: Pamela Martin by calling (803) 576-2847

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

Community Vision Screenings - Contact: Dr. Greg Bailey at eyedr.greg@yahoo.com

Board of Examiner News

Effective beginning October 6, 2014, the Drug Enforcement Administration (DEA) has rescheduled hydrocodone combination products from schedule III to schedule II. South Carolina optometrists cannot purchase, possess, administer, supply or prescribe schedule II controlled substances. The South Carolina Board of Examiners in Optometry is currently reviewing ways to address it.

CHANGE IN LICENSE RENEWAL DUE DATE. The due date to renew your optometry license is December 31, 2014. If your license was obtained in 2014 the renewal due date is December 31, 2016.

For any questions regarding the above information, please contact Angie Combs, Administrator for the Board of Examiners in Optometry. She can be reached by calling 803- 896-4679 or by e-mailing CombsA@llr.sc.gov.

SCOPA NEWS

SCOPA 2014 - 2015 Leadership

Congratulations to the newly elected SCOPA leadership!

Dr. Bob Branch, President
Dr. Mike Campbell, President-Elect
Dr. Jennie Zolman, Vice President
Dr. Pete Smith, Secretary/Treasurer
Dr. Wayne Cannon, Imm. Past President

Directors:
Dr. David McKenzie
Dr. Johndra McNeely
Dr. Ted Newman
Dr. Mike Zolman



2014 - 2015 Board of Directors Officers

Bob Branch, O.D.
President
7229 St. Andrews Road
Irmo, SC 29063
P. 803-781-2212 C. 803-553-2024
Jeyes4us@yahoo.com

Mike Campbell, O.D.
President - Elect
10 Hospital Center Commons, Ste. 100
Hilton Head Island, SC 29926
P. 843-681-6682 C. 843-422-5078
mccamp16035@aol.com

Jennie Zolman, O.D.
Vice President
1470 Tobias Gadson Blvd., Ste. 115
Charleston, SC 29407
P. 843-556-2020 C. 843-367-2095
jenniesmith@yahoo.com

Pete Smith, O.D.
Secretary / Treasurer
1014 West Poinsett Street
Greer, SC 29650
P. 864-877-4011 C. 864-877-6588
smithforhouse@gmail.com

Wayne Cannon, O.D.
Immediate Past President
8810 Farrow Road, Suite A
Columbia, SC 29203
P. 803-741-2010 C. 803-960-0022
wmcannon15@gmail.com

Directors

David McKenzie, O.D.
2010 Browning Gate Road
Estill, SC 29918
P. 803-625-3384 C. 803-942-1009
drdavid@mckenzieeyecare.com

Johndra McNeely, O.D.
211 West Blackstock Road
Spartanburg, SC 29301
P. 864-515-4953 C. 256-335-4594
uptownnw@yahoo.com

Ted Newman, O.D.
504 S. 4th Street, P.O. Box 1956
Hartsville, SC 29550
P. 843-332-7171 C. 843-858-4408
tnewman123@bellsouth.net

Mike Zolman, O.D.
325 Folly Road, Suite 109
Charleston, SC 29412
P. 843-795-6464 C. 865-300-1670
focusedeyedoc@yahoo.com

Please find below a list of the SCOPA 2014 - 2015 Committee Chairs, as well as the SCOPA Board member that is serving as the committee board liason. If you would like to learn more about a particular committee or volunteer your time to serve, please contact the committee chair listed below.

2014 - 2015 SCOPA Board of Director's committee assignments:

Dr. David McKenzieLegislative
Dr. Jennie ZolmanMeetings & Seminars
Dr. Mike ZolmanMembership
Dr. Johndra McNeelyPublic Relations
Dr. Ted NewmanState Issues
Dr. Mike CampbellThird Party

2014 - 2015 SCOPA Committees and Committee Chairs:

Dr. James VaughtLegislative
Drs. Neil Draisin and James VaughtMeetings & Seminars
Dr. Joy EllenbergerPublic Relations
Dr. Philip FlynnThird Party

Special thank you to this year's Palmetto Sponsors!

Alcon[®]
a Novartis company

eyeSM
Med



Face the Future Together

Dr. Jennie Zolman became a Member Director when she and some local colleagues decided to form their own Best Practices group. “The opportunity fell in my lap, and it was the perfect match with what I was trying to do,” Dr. Zolman says. She already had several doctors in mind who wanted to join her, and many of them were familiar with IDOC through the alliance’s endorsement by the South Carolina Optometric Physicians Association (SCOPA). SCOPA was the first state association to single out IDOC for endorsement as an independent doctor alliance. Dr. Zolman’s fellow SCOPA members have heard first-hand how beneficial IDOC can be.

To grow her group, Dr. Zolman makes a personal connection with new doctors she meets and invites long-time colleagues, as well, who can bring something to the table for her Best Practices group. “I know who will be a good candidate,” she says. Dr. Zolman says she sees positive results from inviting potential members to her meetings. These new individuals see the value in having an alliance like IDOC and fellow members to help them navigate through legislative changes, product developments, insurance requirements and day-to-day patient care. “When we invite new people whom we think will benefit, most of them decide to join the group and IDOC,” Dr. Zolman says. “If we don’t band together, we aren’t going to have a future. Being involved with IDOC helps us secure the future of our career and practices.

If you are interested in joining IDOC, please contact Dr. Jennie Zolman by calling (843) 367-2095 or e-mailing jenniesmithod@yahoo.com.

Volunteer of the Year - Dr. Greg Bailey



Governor Nikki Haley’s Original Six Foundation awarded Dr. Greg Bailey Volunteer of the Year at their annual event in August. He received this award for the amount of time and energy he has dedicated to the Foundation. He has volunteered at seven of the eight county days to make sure that vision screenings are done at every health fair.

Dr. Bailey also helps recruit SCOPA members to volunteer their time and talents at the different County Days. To volunteer, please contact the SCOPA office.

The SCOPA would like to congratulate the following members who will be celebrating milestones of membership in the AOA this year! CONGRATULATIONS!

10 years

- Dr. Mark Axford
- Dr. Kendria Cartledge
- Dr. Matt Daniels
- Dr. Kirk DeYoung
- Dr. Melanie Denton
- Dr. Michael Desautels
- Dr. Bernadine Donaldson
- Dr. Kristen Gayeski
- Dr. Sherry Gilmer
- Dr. Aaron Ledford
- Dr. Diane Monarch
- Dr. Ben Ondersma
- Dr. Nicole Psaltis
- Dr. Matt Rollins

25 Years

- Dr. David Bang
- Dr. James Deavers
- Dr. Richard Sprouse
- Dr. Wanda Threadgill
- Dr. Michael Younger

40 Years

- Dr. Ed Johnson
- Dr. Jim McDowell
- Dr. Mike Schall
- Dr. Mason Smith

50 Years

- Dr. Eddie Holcombe

2014 Annual Meeting Review

Congratulations to this year's recipients of the SCOPA Awards:



Clarence L. McEachern
Hall of Fame:
Dr. Bill Spearman



Young OD of the Year:
Dr. Mike Zolman



Tim Burrell Legislative:
Dr. Wayne Cannon



Paraoptometric of the Year:
Ms. Caroline Riggins



Distinguished Service:
SC Governor Nikki Haley

This year the SCOPA had a very special guest at the 107th Annual Meeting, Governor Nikki Haley, whom addressed attendees and accepted the SCOPA's Distinguished Service Award. This award is given to an individual whose dedication to a particular project, either optometric, community or service oriented, and has brought distinction and success to the profession of optometry. Governor Haley, the second non-optometric physician to receive this award, was honored for her work with the Original Six Foundation along with all of the wonderful work she has done with creating jobs and helping the economy in SC. The Governor has given the SCOPA the opportunity to be actively involved with the Original Six Foundation by providing eye screenings at events organized in underserved counties. The Foundation and the SCOPA have served 8 out of the 46 counties so far including: Allendale, Bamberg, Barnwell, Clarendon, Dillon, Marlboro, Marion and Union. Thank you Governor Haley for your continued support and service in the state of SC!

Special thank you to Dr. Wayne Cannon
for serving as the 2013 - 2014
SCOPA President.

THANK YOU to
this year's Annual Meeting
supporters.



a Novartis company



News You Can Use

Why am I being Audited for Use Tax?

By Jeff Nates, SCOPA CPA

Most individuals and businesses are well versed in the South Carolina Sales Tax, and the related add on taxes by various counties and municipalities for sales/purchases occurring within the state. A lesser known tax is the use tax which applies to purchases of tangible personal property from outside the state. This tax also applies if you lease tangible personal property from outside of South Carolina. Basically, the use tax picks up where the sales tax leaves off, preventing the avoidance of sales tax by purchasing items from outside the state.

How to know if you have a Use Tax liability:

Have you purchased furniture or equipment for your office from a catalogue, an internet site, or leased this type of property from a vendor in another state? If the answer is yes, and you did not remit sales tax to the person or company selling you the property, you owe South Carolina Use Tax on the purchase or lease. This applies to computer software as well. Even though software is not tangible, it is subject to use tax, so check to see if you purchased software from an out of state vendor.

Paying Use Tax:

Use tax is generally paid on form SC1040 by individual taxpayers. Businesses generally pay use tax on their monthly or quarterly sales tax filing with South Carolina Department of Revenue.

Exemptions:

There are many exemptions to the use tax, just as there are for sales tax. Too many to begin listing here actually, SC Department of Revenue has a complete list of exemptions categorized by individuals and businesses.

Dangers:

You do not think about this issue, you continue doing business and going about what you do, remitting only sales tax. One day you get a notice that the SC Department of Revenue wants to audit your sales tax returns, no worries, right? While they are working on that aspect of the audit, they will ask you for your cash disbursements for the past three years. They will focus on payments to vendors with out-of-state addresses and drill down to the purpose of the payment. From there they will total up all payments made to acquire any of the above mentioned properties, determine if you are eligible for exemptions, and if not, hand you a bill. The bill will be 6% plus any of the local taxes that apply; only this will be for the purchases for the thirty six months. Then they add penalty, and interest.

It is not unusual for use tax assessments to be five and six figure amounts. Do not take this lightly. Run a report from your accounting program that shows all of your purchases from out-of-state vendors. Most software will allow you to sort for this. With this information, look at your invoices from the vendors.

Worried? You should be! In our world of online buying, this is an area of poor compliance, and the SC Department of Revenue knows it. Don't be easy pickings for the auditor when they knock.

Jeff Nates
Director of Taxation Services
The Hobbs Group
Phone 803-799-0555 ext. 31
jeff@hobbscpa.com

If you have any additional questions about Sales and Use Tax, you can reach Jeff Nates at the above contact information.

SCOPA Member's Voice Heard

Last year, the membership committee sent out a SCOPA/AOA Membership Feedback survey to all members of the Association. We received great feedback and wanted to share with the membership in this section of the newsletter. The responses to the feedback are given by the SCOPA's board of directors (SCOPA BOD).

- **Member: Have CE meetings outside of peak business cycles.**

SCOPA BOD: Unfortunately, this is one of those no-win situations. There are several reasons that the specific time of year is chosen for the Annual Meeting from both the SCOPA and the hospitality industry. One of the first reasons is the SCOPA tries to avoid having meetings close to other large meetings that members enjoy going to, some of which include SECO, Optometry's Meeting, Vision Expo East, etc. Another reason, outside of these peak business cycles coincides with the hotel industry's high-cost times during the year and vice-versa. If we had our meetings outside of our peak business cycles, we also run into the busiest time for hotels and hotel rates of several hundred more dollars per night. With many ODs already concerned with annual meeting expenses, we aim to keep our annual meeting registration and guest room fees as low as possible. In the past the SCOPA has surveyed membership and looked into changing dates around many times. The SCOPA Annual meeting for example, used to be in December at the beach. Membership asked that this meeting be moved to warmer months so the meeting was moved to August.

- **Member: Better communication with members on direction, benefits and future plans for SCOPA.**

SCOPA BOD: The direction and future plans for SCOPA are discussed at the Board of Directors meetings on the 3rd Wednesday of each month. All active SCOPA members are always encouraged to attend these meetings. Also, the SCOPA Business Meeting held at the Annual Meeting each year discusses any major future plans, changes, the direction the Association is going and any new benefits. A financial presentation is also given, as well as elections (and nominations if needed) for the upcoming leadership year. All voting for changes to the Constitution and Bylaws is only done at the business meeting. The business meeting is one of the biggest and best places to have your voice heard as a member. It not only allows you to have your voice heard by the upcoming leadership, but membership as a whole. During the Annual Meeting, the SCOPA's president-elect has his annual planning board meeting. The president-elect puts together the invitation list, if anyone is ever interested in attending a planning board meeting all they need to do is mention it to the president-elect. The SCOPA always searches for information regarding the latest news as it affects on our profession to update membership. As far as benefits, the SCOPA constantly sends out e-mail blasts and information in the newsletter/e-newsletter if any new benefits have been adopted or are being looked into. The SCOPA typically surveys membership about a specific topic to gather feedback before researching, considering and moving forward with any new member benefits.

Due to the vast amount of feedback we received from members, we are not able to address every comment at one time. We will continue to address the questions and concerns of our members in upcoming issues of the Delineator or SCOPA e-newsletter. If you do not see your question and/or comment addressed, and would like to see it in an upcoming issue, please contact the SCOPA office.

GWIG
Go Where I Go

GWIG, or Go Where I Go, is the world's first digital referral application for Happy Customers and Small Business Owners. GWIG powers loyalty or referral programs of small business owners with a Subscriber dashboard that tracks referrals, as well as a free mobile app for Happy Customers to Refer.

The #1 way that small businesses grow is word of mouth referrals. GWIG is a tool that is dedicated to Referrals, without Negative Reviews, or Arbitrary Ratings. Contact the SCOPA office for more information!



South Carolina Optometric Physicians Association
2730 Devine Street
Columbia, SC 29205
(803) 799-6721 1-877-799-6721
www.sceyedoctors.com

Support SCOPA - PAC
**Make your 2015
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!

Due to the Classified Section's growth, please find the enclosed with all advertisements listed. You may also visit www.sceyedoctors.com members-only section or contact the SCOPA office to view the classifieds section online that is frequently updated.



***Make plans to be in Columbia, SC
February 25, 2015
for SCOPA's Legislative Day
SC State House and the Palmetto Club***