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President's Message

I would like to thank each and every one of you for showing your support for the South Carolina Optometric Physicians Association and our great profession of optometry. Thank you to those who attended our Annual Meeting in Myrtle Beach this past August. It was the most successful meeting yet and we are underway with the planning of next year's meeting. Thank you to those who participated in the SC Mission 2012. It was an incredible event that allowed us to serve our under and noninsured South Carolinians. And most importantly, thank you for your membership in the SCOPA.

Why Optometry? We know that optometry is ranked as one of the top jobs in the country by numerous publications. The outlook for demand is positive although we have many battles ahead. We know optometry allows us to feed our families and in most cases have a comfortable lifestyle. We know that in this time when many are unemployed and the economy is tight, people will continue to need optometrists for healthy eyes and clear vision.

I'm not here to talk with you about why you specifically practice optometry, because all of us have made that decision for different reasons. I am here to challenge your thinking about optometry.

It is the service to humankind that we need to reflect on. I believe that if we took away the fact that our profession is ranked in the top 10 best jobs, if we took away the quality of life and income that we receive for our services, and even if we took away the consistent need for healthy eyes, many of us would still be in this profession because it is in our nature to serve and help others.

Yes, there are annoyances that we deal with on a daily basis and many opportunities to become disgruntled with our profession. Things like insurance companies, reimbursement rates, health-care reform and electronic health records, to name a few! However, service to others is what is important and it is what we need to focus on.

There are several opportunities to serve others this year with the SCOPA. I challenge each member of this association to participate in just one service event with SCOPA this year. Just one! It's only a few hours out of your entire YEAR! Opportunities are listed on page 2 of this issue.

Throughout the year, you will receive e-mails calling for participation in various volunteer events. Please answer the call! I understand that it takes time away from family, duties of the office, and other interests that we have to be involved in with the SCOPA. But this Association protects and promotes us in the future of our profession. It is going to take an effort by all of us to continue to keep our profession heading in the right direction and keep focused on serving patients, which in the end is what we are all about. Serving others. With that in mind, it is my honor and pleasure to serve the SCOPA and its great members.

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 F. 864-297-2572
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: tttully@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

March 2013 - Charleston, SC and May 2013 - Columbia, SC
Contact: Drs. Jennifer and Mike Zolman

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 (Summer 2013)

Contact: SCOPA office for details.

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

December 8, 2012 - Community Vision Screening Date
Contact: Dr. Greg Bailey at eyedr.greg@yahoo.com

Important Dates

SCOPA Board of Directors Meeting

November 14, 2012 - SCOPA Office

SCOPA Office closed for Thanksgiving Holiday

November 22 - 23, 2012

No SCOPA Board of Directors Meeting

December 2012

SCOPA Office closed for the Christmas Holiday

December 24 - 26, 2012

SCOPA Office closed for the New Year Holiday

January 2, 2013

Upcoming AOA Public Awareness Campaigns

October: Decorative Contact Lens

November: ... Diabetes Awareness

2013 MEMBERSHIP RENEWAL:

It's membership renewal time again! At the end of October you will begin receiving your membership renewal papers. It is VERY IMPORTANT that you make sure your information at the SCOPA office is updated for the directory, website, membership benefits, dues and SCOPA/AOA office staff purposes. If any of your contact information has changed over the last year, please make sure to complete the appropriate forms.

Please also make sure you complete and return your membership update form with your information for the 2013 Directory and Dues. Even if your contact information has not changed, please make sure to complete these two parts of the form. Thank you for your membership!

SCOPA NEWS

SCOPA 2012 - 2013 Leadership

**Congratulations to the newly elected
SCOPA leadership for 2012-2013!**

Dr. Melissa Wood, President
Dr. Wayne Cannon, President-Elect
Dr. Bob Branch, Vice President
Dr. Lori Roberts, Secretary/Treasurer
Dr. Philip Flynn, Immediate Past President

Directors:
Dr. Mike Campbell
Dr. Dottie Park
Dr. Caryn West
Dr. Jennie Zolman



2012 - 2013 Board of Directors Officers

Melissa Wood, O.D.
President
1090 Pratt Street
Fort Mill, SC 29715
phone: 803-547-5547
sceyedoc@hotmail.com

Wayne Cannon, O.D.
President-Elect
8810 Farrow Road, Ste. A
Columbia, SC 29203
phone: 803-741-2010
wmcannon15@gmail.com

Bob Branch, O.D.
Vice President
7229 St. Andrews Road
Irmo, SC 29063
phone: 803-781-2212
jeyes4us@yahoo.com

Lori Roberts, O.D.
Secretary / Treasurer
805 Long Point Road
Mount Pleasant, SC 29464
phone: 843-971-6300
lroberts@bellehalleyecare.com

Philip Flynn, O.D.
Immediate Past President
2757 Laurel Street
Columbia, SC 29204
phone: 803-799-7358
pdflynn@hotmail.com

Directors

Michael Campbell, O.D.
10 Hospital Center Commons, Ste. 100
Hilton Head Island, SC 29926
phone: 843-681-6682
mcamp16035@aol.com

Dottie Park, O.D.
1818 Hampton Street
Columbia, SC 29201
phone: 803-254-6306
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

Please find below a list of the SCOPA 2012 - 2013 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.

2012 - 2013 SCOPA Committees and Committee Chairs:

Dr. James Vaught Legislative
Dr. Peter Candela Meetings & Seminars
Dr. Mike Zolman Membership
Dr. Johndra McNeely Public Relations
Dr. Philip Flynn Third Party

2012 - 2013 SCOPA Committees and Committee Chairs:

Dr. Mike Campbell Legislative
Dr. Bob Branch Meetings & Seminars
Dr. Caryn West Membership
Dr. Jennie Zolman Public Relations
Dr. Dottie Park State Issues
Dr. Wayne Cannon Third Party

SCOPA Lapel Pin

The SCOPA lapel pin was designed for members to wear with honor to community meetings, at legislative events and any other opportunity to represent the SCOPA and optometry. Thank you for your continued support of our great profession and the SCOPA. If you were not at the SCOPA Annual Meeting or have not received your lapel pin, please contact the SCOPA office.



Changes to AOA Bylaws



As you may already know, significant changes were made to the AOA Bylaws in June during the 115th House of Delegates regarding specific membership classifications. Any members classified as special class, partial practice, and active on the descending dues schedule will be impacted by these changes.

Effective January 1, 2013:

- The special class classification has been eliminated.
- Partial practice eligibility has been changed. To qualify, members must work 16 hours or less per week. This means that those who are currently assessed at 60% , working 3 days or 24 hours per week, no longer qualify for partial practice.
- The descending dues schedule has been eliminated.

Also, as a result of the Bylaws changes, the annual dues assessed for several classifications will also increase.

Effective January 1, 2013:

- Retired members with benefits will be assessed \$100 annual AOA dues.
- Retired members without benefits (in name only) - new classification - will not be assessed annual AOA dues.
- Partial practice members will be assessed 60% of full AOA annual dues. The graduated scale for partial practice dues has been eliminated.
- Post-graduate members will be assessed \$35 annual AOA dues.

If you have any questions about any of these changes impacting your AOA membership, please do not hesitate to contact the SCOPA office. Again, these are changes that will be effective January 1, 2013 regarding AOA membership.

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. Ther 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%.

The SCOPA would like to congratulate the following members who this year will be celebrating 25 plus years of membership in the AOA! CONGRATULATIONS!

25 years

- Dr. Denise Carter
- Dr. Tom MacMillan
- Dr. James Bradley Majors
- Dr. Jeffrey Pockl
- Dr. Rhett Richardson
- Dr. Craig Rumble
- Dr. Arnold Shapiro
- Dr. John Stewart
- Dr. Richard Straker
- Dr. Lisa Turbeville
- Dr. Farah Wise
- Dr. Ken Yeager

40 Years

- Dr. Bruce Carey
- Dr. Gerald Cohen
- Dr. Ken Knox
- Dr. Henry Miller
- Dr. William Moore
- Dr. Stephen Morse
- Dr. Sam Russell
- Dr. David Weaver

60 Years

- Dr. James Pike
- Dr. Grover Tuggle

2012 Annual Meeting Review

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



Tim Burrell Legislative Award:
Dr. Philip Flynn



Young OD of the Year Award:
Dr. Jennifer Zolman



Optometric Horizon Award:
Dr. Johndra McNeely



Distinguished Service Award:
Dr. Philip Flynn



Paraoptometric of the Year Award:
Bridget Bessinger



*Special thanks to Dr. Philip Flynn
for serving as the
2011 - 2012 SCOPA President.*

The SCOPA unveiled the new logo below during the Business Meeting at this year's Annual Meeting.



Koozies with the new logo were given out at President's Reception/Club SCOPA to show off the new logo. Special thank you to the 2011-12 Public Relations committee for working with Mr. Russell Rivers on the design for the new logo! We are very excited about the new identity and updated brand for the Association.

Special THANK YOU to this year's Annual Meeting supporters.

- Alcon
- Allergan
- Essilor Instruments
- Essilor Laboratories of America
- The HOYA Free-Form Company
- Robertson Optical Laboratories, Inc.
- SECO International, LLC
- TLC Laser Eye Centers
- Vistakon
- VSP Global

SCOPA 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 IDOD 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.



PALMETTO INSURANCE GROUP, L.L.C.

The Choice of the Carolinas

The SCOPA recently partnered with the Palmetto Insurance Group to provide SCOPA members with a full array of both group and individual insurance benefit program 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



Now Open! HOYA South Carolina



HOYA products and services are now available locally.

For 70+ years, The HOYA Free-Form Company has been an innovative leader in lens designs, materials and coatings.

Now you can give your customers tomorrow's technology – today. Give them HOYA.

HOYA South Carolina

2078 Woodruff Rd., Suite C

Greenville, SC 29607

Toll-Free: 855-687-0458

Phone: 864-675-1345 • Fax: 864-675-1160

Lab General Manager – Donnie Cross

Customer Service Manager – Donna Simmons



News You Can Use

What Is ORA All About?

The Optometric Recognition Award is designed to recognize and stimulate doctors of optometry in their continuing education efforts with the objectives of maintaining and improving the quality of optometric care.

The initial award requirements are the satisfactory completion of 150 credit hours of continuing education over the three consecutive year period prior to the award year. However, the award requirements may be completed in less time. Transcript quality courses offered by an accredited institution of higher learning will be given double credit hours for ORA purposes upon successful completion of the course and exam. Verification from the provider is required.

The enrollment fee is \$40 to cover direct costs for the ORA Award Certificate and office procedures.

Five categories, designed to cover a variety of learning experiences, are approved for the Award.

- CATEGORY 1** requires a minimum of 90 hours for courses taken from AOA Approved Providers. All 150 hours may be taken in Category 1.
- CATEGORY 2** is for courses taken from non-approved providers (that is, not on the AOA list of Approved Providers), and has a maximum limit of 30 hours for the three years.
- CATEGORY 3** is for optometric formal and informal teaching; limit - 30 hours.
- CATEGORY 4** is for writing and presenting papers, publications, books and lectures; limit - 25 hours.
- CATEGORY 5** is for non-supervised individual optometric continuing education; limit - 25 hours.

All enrollees will receive a record-keeping form that is easy to use in logging their hours.

When 150 or more hours have been accumulated and all requirements met, upon submitting the Award Request Form, you will receive an ORA Award Certificate, suitable for display. A Recognition Ceremony is held annually at Optometry's Meeting House of Delegates.

All qualifiers may continue in the program on a year-to-year basis for \$20 each year.

Participation in the ORA program will help you in meeting the challenge of the growing need to provide quality vision care for your patients.

To enroll, just complete the application below and mail it with your check today!

OPTOMETRIC RECOGNITION AWARD PROGRAM APPLICATION

Please enter my registration for the Optometric Recognition Initial Award. Enclosed is my non-refundable check for \$40 payable to the American Optometric Association (designate check "ORA"). Send to American Optometric Association, c/o ORA, 243 North Lindbergh Boulevard, Floor 1, St. Louis, MO 63141.

(PLEASE TYPE OR PRINT)

Name: _____

Street: _____

City/State/Zip: _____

Payments to the AOA are not deductible as charitable contributions for Federal Income Tax purposes, but may be deductible under other provisions of the Internal Revenue Code.



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 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

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! Ca.. Dr. Rob Szypczak for details at 843-540-2327 or e-mail at shippershack@hotmail.com.

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

Optometric Physician practice opportunity available near Myrtle Beach/Florence, SC. Negotiable. Please call 843-423-2091 for more information.

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

Needing full scopa optometrist for 4-5 days/week. Great practice location in the Hilton Head/Bluffton region. Full benefits included. Be part of a 25-year-old professional team. Call 843-422-5078 or 843-681-6682 for details.

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

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

For Sale - 13-year-old practice for sale in West Columbia, SC with over 17,000 patient records. Due to congestive heart failure, I have to stop practicing and would like to sell my patient records. If seriously interested, please leave your name and return number on my cell phone: 706-831-2760 (Dr. Bill Kennedy).

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

Three Topcon KR 8000 PA Auto Refractor Keratometer/Topographers with computer and Topography Software - Very good condition and accurate. \$7,500 each, please contact Drs. Branch and Stafford at 803-781-2212.

Topcon NW3 Non Mydriatic Retinal camera with Digital Camera and Synemed Eyescape Software/Computer \$2,500. Please contact Drs. Branch and Stafford at 803-781-2212.

Topcon SL 5D Slit Lamp with MVC Camera and Image System \$4,000. Please contact Drs. Branch and Stafford at 803-781-2212.

MVC Slit Lamp Camera, Topcon Slit Lamp 7 Series Splitter and Computer \$2,500. Please contact Drs. Branch and Stafford at 803-781-2212.

MVC Slit Lamp and Topcon Slit Lamp 2 Series splitter for \$1,000. Please contact Drs. Branch and Stafford at 803-781-2212.

Zeiss Stratus OCT3, Model 3000. Please call Neal Williams at 843-333-1803 or e-mail RNWJR@aol.com.

Lots of great equipment for purchase. Some items for sale include a Custom II Chair and Stand, Kerotometer, Vertometer, Complete Lens Finishing Lab, Desk, Office Furniture and much more. Call E.H. Brown, OD at 803-345-6661.

Kerotometer (\$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.