



May 2021

## ASCO News

### ASCO Holds Diversity-Related Town Hall Series

An advertisement for M&amp;S Technologies. At the top left is the M&amp;S logo with the tagline "The First Choice in Vision Testing Systems". At the top right, it says "Proud sponsor of ASCO SINCE 2006". The main headline reads "We believe in achieving excellence in education". Below this, it says "Introducing innovative new technology! Dynamic Voice Recognition software is now available with over 50 different voice commands. Hands-Free!". A central image shows a whiteboard with a tablet attached to it, displaying a vision test chart. Below the whiteboard, it says "Smart System 2 | 2020". At the bottom, it provides the website "mstech-eyes.com" and the phone number "847/763-0500". A small American flag icon and "Made in America" are at the bottom left.



The ASCO Diversity and Cultural Competency Committee (DCCC) held two online town hall events in April. The first town hall “Creating a Brave Space for AAPI Faculty” was held April 13 to discuss Asian American and Pacific Islander (AAPI) discrimination and hate crimes, and it focused on the importance of having an honest and open dialogue about challenges faced by AAPI members of the optometric education community, with the main goal of empowering faculty to help their own school/college communities deal with these ongoing issues.

[Learn More...](#)

## ASCO's Annual Meeting Invitation



ASCO's Annual Meeting, scheduled for 12 p.m. – 2 p.m. eastern time on Wednesday, June 16, is open to all who wish to attend. The Annual Meeting will be virtual again this year due to the ongoing COVID-19 pandemic.

[Learn More...](#)

Dr. Damon Williams to Speak to Student Affairs Officers and Chief Academic Officers on June 8



Dr. Damon Williams is scheduled to speak to the ASCO Student Affairs Officers (SAOs) and Chief Academic Officers (CAOs) June 8 during the ASCO June meetings. Dr. Williams is a visionary and inspirational leader and one of the nation's recognized experts in strategic diversity leadership. He currently leads the Center for Strategic Diversity Leadership and Social Innovation and the National Inclusive Excellence Leadership Academy.

[Learn More...](#)

## ASCO Board of Directors Convene Virtually in March



The ASCO Board of Directors meet formally three times a year – in the spring, summer and fall. Keeping that schedule, the Board of Directors met virtually due to the ongoing pandemic in March.

[Learn More...](#)

## ASCO Lifetime Achievement Award Winner – Dr. Douglas J. Hoffman



Dr. Douglas J. Hoffman is this year's Lifetime Achievement Award. This award recognizes an outstanding individual who, over an extended period of time, provided exceptional leadership to ASCO and to optometric education; made outstanding contributions to the optometric community; and displayed exemplary commitment and dedication to the association.

[Learn More...](#)

## Two Recipients Receive the Dr. Jack Bennett Innovation in Optometric Education Award



The Dr. Jack Bennett Innovation in Optometric Education Award was established in March 2000 to recognize an ASCO volunteer for an outstanding innovation to optometric education. The award was named in June 2000 in honor of Dr. Bennett, a creative leader in optometric education, who served as Dean at three optometric institutions.

[Learn More...](#)

## Additional Special Recognition Award Recipients Announced



[Learn More...](#)

[Corporate Contributor News](#)

[CooperVision News](#)



[CooperVision Announces 2021 Best Practices Student Scholarship Recipients](#)

[Learn More...](#)

## Essilor News



Essilor Ensures ECPS Have “Life-Proof” Lens Technology with the Introduction of the Latest Crizal Innovation: Crizal Rock

New *Crizal* Rock lenses are the most scratch-resistant Crizal No-Glare lenses ever made<sup>1</sup>

[Learn More...](#)

## EssilorLuxottica News



EssilorLuxottica Makes First Appearance at Vision Expo East Showing Industry and Customer Support as a Combined Company

Newly imagined booth will offer a dual physical and virtual experience that reinforce the company’s support for ECPs

[Learn More...](#)

## Haag-Streit News



Haag-Streit Presents Lenstar Myopia – Your Companion for Myopia Management

[Learn More...](#)

## Johnson & Johnson Vision News



A New Toolkit Built to Boost Contact Lens Success!

[Learn More...](#)

## Luxottica News



Luxottica Live! 2021

[Learn More...](#)

National Vision News



National Vision is Named One of America's Best Employers for Diversity by Forbes

[Learn More...](#)

Topcon News



Topcon Announces the US Launch of Aladdin-M

Company Introduces Tool for Measuring and Monitoring Axial Length Metrics

[Learn More...](#)

## Vision Expo News



Join us at the CAREER ZONE at Vision Expo!

Saturday, June 5 from 10 a.m. – 5 p.m.

Orlando Convention Center, Orlando, FL

[Learn More...](#)

## Walmart News



Optometry Student Internships Available

Walmart is accepting applications for its Optometry Intern Program, which is designed to prepare the company's next generation of ODs.

[Learn More...](#)

## Member News

## Elder Appointed DEI Director



Keshia Elder, OD, MS, FAAO, associate professor, has been named director of diversity, equity and inclusion (DEI) for the UAB School of Optometry (UABSO). This position is a new role within the school's leadership.

[Learn More...](#)

## PCO/Salus Alums Leading the Dialogue on Race and Diversity



As conversations around the globe on issues surrounding race and diversity continue to evolve, a few Pennsylvania College of Optometry (PCO) at Salus University alumni are also leading a dialogue, asking for 13 percent of Black representation in the optometry community.

[Learn More...](#)

## Dr. Francine Pearlman-Storch: Four Decades of Teaching Excellence at Salus University



The last official day at the Pennsylvania College of Optometry for Francine Pearlman-Storch, OD '79, Resident '80, was Feb. 24, 2021. As an honor, she was presented with a plaque in lane 18 of the program's Clinical Skills Lab and invited her husband, Jeffrey, and her adult children, son Eli and daughter Leah Eppinger, to join the festivities.

[Learn More...](#)

IU School of Optometry Has New Residency Program in Traumatic Brain Injury



SCHOOL OF  
**OPTOMETRY**  
Indianapolis Eye Care Center

The Indiana University School of Optometry's Indianapolis Eye Care Center will host a new residency in traumatic brain injury.

[Learn More...](#)

Salus University's 'Looking Out for Kids' Annual Fundraiser Held May 1



Salus University's 14th annual "Looking Out for Kids" fundraiser was held on May 1.

[Learn More...](#)

## SCO Hosts In-Person 2021 Commencement



MAYOR JIM STRICKLAND

JOYCE L. URBECK

Southern College of Optometry worked with FedExForum, the sports arena home of the Memphis Grizzlies NBA team, to host an in-person commencement ceremony for the Class of 2021's 135 graduates on Tuesday, May 4.

[Learn More...](#)

## IU School of Optometry Emeritus Clinical Professor Dr. Richard Meetz Honored



On April 13, Richard Meetz, OD '76, received the Spirit of Philanthropy Award, which honors individuals, corporations and foundations that have contributed to the success of Indiana University through significant gifts and voluntary services.

[Learn More...](#)

## Two IU School of Optometry Faculty Honored with Teaching Awards



On April 7, Indiana University announced that two Indiana University School of Optometry faculty will receive the IU Trustees Teaching Award.

[Learn More...](#)

## New England College of Optometry has Partnered with Lumenis to Deliver Hands-on Experience with Advanced Laser and Intense Pulse Light Technologies



New England College of Optometry (NECO), the oldest continually operating college of optometry in the United States and a leader in advancing the optometric profession, announces that it has partnered with Lumenis to educate students on the fundamentals of lasers, microsurgical procedures and intense pulse light (IPL).

[Learn More...](#)

IU School of Optometry Has Multiple New Scholarships to Offer OD Students

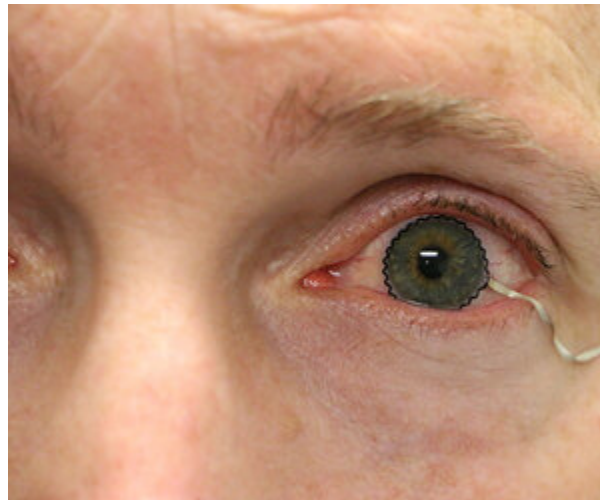


## SCHOOL OF **OPTOMETRY**

The Indiana University School of Optometry has four scholarships that have reached their endowment levels and can be soon awarded to its OD students.

[Learn More...](#)

IU School of Optometry's Dr. Pete Kollbaum Leading Clinical Trials on New Soft Contact Lenses



A new contact lens technology to help diagnose and monitor medical conditions may soon be ready for clinical trials.

[Learn More...](#)

## IU School of Optometry Assistant Professor Dr. Cathy Cheng Receives \$2.35 Million Grant



Catherine Cheng, PhD, an assistant professor at the Indiana University School of Optometry has been awarded a five-year, \$2.35 million National Institutes of Health grant...

[Learn More...](#)

## Castillo Receives 2021 Arkansas Optometric Association Special Service Award



Northeastern State University Oklahoma College of Optometry Ophthalmologist, Richard Castillo, OD, DO, is the recipient of the Arkansas Optometric Association's Special Service Award for 2021.

[Learn More...](#)

## ICO Conducts Interprofessional Vaccination Training



The Illinois College of Optometry recently prepared and developed a four-hour course with a lab to train practicing Doctors of Optometry to administer COVID vaccinations, once Illinois Governor Pritzker approved optometrists to administer these vaccinations in a public clinic if they take 4 hours of online continuing education followed by participation in a one hour wet lab. To date, 57 OD's have been certified, and over the next two weeks that number should increase to 150.

[Learn More...](#)

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News to Share

## National Eye Institute's Healthy Vision Month 2021



Five ways you can join us for Healthy Vision Month 2021

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Virtual May 2021 IPEC Institute



Building Interprofessional Education for Collaborative Practice and Health Equity

Meeting Virtually May 18, 20, 25 and 27

[Learn More...](#)

NAVER/AVER News



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