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GREAT WESTERN COUNCIL OF OPTOMETRY
WWW.GWCO.ORG

COUNCIL news

Winter Newsletter 2014

GWCO Gives Back!

\$1.4 Million Dollars in Non-Dues Revenue to the Optometry Family

The Great Western Council of Optometry (GWCO) is a non-profit association formed in 1991 as a vehicle to provide a common voice for members within organized optometry, facilitate communication, enhance professional development and provide financial support to affiliated state optometric associations.

Today, GWCO is comprised of thirteen member states including; Alaska, Arizona, California, Colorado, Hawaii, Idaho, Montana, Nevada, New Mexico, Oregon, Utah, Wyoming, and Washington. A Representative from each state makes up the GWCO Board of Directors.

In order to provide financial support to GWCO member states, all after-expense revenue, raised through support of GWCO, is given back to member states each year. Since 1997, that has meant more than \$1.4 million dollars in non-dues revenue to member state optometric associations.

Great Western Council of Optometry		5719
PO Box 2		
Marylhurst, Oregon 97036		
DATE: February 1, 2014		
PAY TO THE ORDER OF: <u>GWCO Member State Associations</u>	\$	<u>1,478,011.33</u>
<u>One million four hundred seventy eight thousand eleven dollars and ³³/₁₀₀</u>		DOLLARS
MEMO: <u>State Distributions</u>	<u>Great Western Council of Optometry</u>	
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HERE'S LOOKING AT YOU... PAUL BARNEY, OD

Paul Barney, OD is a native of North Dakota and practices at Pacific Cataract and Laser Institute's office in Anchorage, Alaska. Dr. Barney earned his Doctor of Optometry degree from SCCO.



Dr. Barney practiced at Tripler Army Hospital and Schofield Barracks in Hawaii and the VA Hospital in Los Angeles and specialized in ocular disease at Wilshire Eye Care Center in Los Angeles. For 4 years, Dr. Barney practiced in a co-management setting at Inland Eye Institute in Colton, California before joining Pacific Cataract and Laser Institute in 1990.

Dr. Barney has served as president of the Alaska Optometric Association, serves on the Public Affairs Committee, and has served on the GWCO Board since 2008 and will ascend to president of GWCO in October, 2014.



A Look at...New Mexico

Each year, on the Sunday in January with NO FOOTBALL, the NM Optometric Association meets to "Learn and Educate!" The NMOA 3rd Party Committee coordinates a CE meeting for ODs and Staff on the last Sunday of January with Billing and Coding as the focus of the education. The following day the NMOA members "Storm the Capitol" on the first Monday the NM Legislature is in Session. This annual event allows doctors from around the state to visit their legislators to advocate for the profession of optometry, educate the legislators on the value of optometry in the health care delivery system and to thank them for their service to the State. We have ODs from around the state, some traveling more than 5 hours to attend because they realize the importance of this day.

This year's events took place on Sunday and Monday, January 26th and 27th, which was the 6th year of the Storm the Capitol and the 11th year of the CE event.

No one missed the BIG GAME and no one can use the excuse that his or her team is playing in the BIG GAME! Doctors and Staff "Learn" and the NMOA Members "Educate" their Legislators.

News From the AOA

- **Save Your Vision Month**, sponsored by the AOA to remind Americans of the importance of eye health and regular exams, is in March! [Join In](#)
- **Optometry's Meeting 2014**, June 25-29, 2014 in Philadelphia, PA registration is open. [More Info](#)
- **Enrollment is now open** for all AOA member OD staff who, starting in 2014, are able to enjoy access to training, tools and resources when enrolled by an AOA member OD. [Enroll Today!](#)



THE GREAT ROCK
western council of optometry
CONGRESS

October 9-12, 2014 • Portland, Oregon

GWCO Congress 2014 Highlights!!

- **58 Hours of OD CE / 39+ Hours of AOP CE**
- **Rocktometry Exhibit Hall of Fame**
- **Evening Events to Move You**

2014 Faculty*

We did it again! Some of the biggest names in the industry speaking at GWCO in 2014!!

Charles Brownlow, OD, FAAO
Cheryl Bruce, CPOT, ABOC, NCLC
Graham Erickson, OD, FAAO, FCOVD
Ian Ben Gaddie, OD, FAAO
Joy Gibb, ABOC
Kris Kerestan Garbig, OD
Jay Haynie, OD, FAAO
Jimmy Jackson, OD
David Kading, OD, FAAO, FCLSA

John Lahr, OD, FAAO
Thomas Lenart, MD, PhD
Blair Lonsberry, MS, OD, MEd, FAAO
Robert Prouty, OD, FAAO
Eric Schmidt, OD, FAAO
Louise Sclafani, OD, FAAO
David Sendrowski, OD, FAAO
Diana Shechtman, OD, FAAO
Nancy Torgerson, OD, FCOVD

**Preliminary—Subject to Change*

GWCO Welcome Reception

**Thursday, October 9
Crowne Plaza**

Enjoy food, drinks & reminisce
with friends and alumni from
Optometry Schools in the Great
Western United States!

GWCO President's Reception

**Saturday, October 11
Crowne Plaza**

Join us for food and drinks as we
welcome Dr. Paul Barney of
Anchorage, Alaska as the
incoming GWCO President!

Get the Latest Information at www.gwco.org



**GREAT WESTERN
COUNCIL OF
OPTOMETRY**

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GWCO MISSION

*To provide a common
voice for our members
within organized
optometry,*

*To facilitate
communication among
member associations,*

*To enhance the
professional development
of individual optometrists
and allied professionals,*

and

*To provide financial
support to affiliated
associations.*

**GWCO Congress
2014**



**October 9-12, 2014
Portland, Oregon**

GWCO Passes Resolution in Support of Dr. James DeVleming

RESOLUTION IN SUPPORT OF JAMES P.DEVLEMING, OD AS CANDIDATE FOR THE OFFICE OF TRUSTEE, AMERICAN OPTOMETRIC ASSOCIATION

WHEREAS, the mission of the Great Western Council of Optometry is to provide a common voice for our members within organized optometry.

WHEREAS, James P. DeVleming, OD has continuously served organized optometry as a volunteer, a trustee and president of the Great Western Council of Optometry's affiliate, the Optometric Physicians of Washington.

WHEREAS, Dr. DeVleming has served organized optometry over the years as a tireless volunteer for the American Optometric Association in both the areas of member services and advocacy.

WHEREAS, Dr. DeVleming has been recognized by his community, his state association and even the American Optometric Association for his service to the profession, with the AOA PAC recognizing him as their National Keyperson of the Year.

WHEREAS, in continuation of his service to organized optometry, Dr. DeVleming will be seeking election to the office of Trustee of the American Optometric Association; now therefore be it

RESOLVED, that the Great Western Council of Optometry officially endorses James P. DeVleming, OD for the office of Trustee of the American Optometric Association and encourages all Optometric Physicians and state affiliates to join them in helping support the candidacy of Dr. DeVleming.

a note from the candidate...



A very special thank you to GWCO Presidents' Council and GWCO Board for officially endorsing my candidacy for the position of AOA Trustee! It is a great benefit to have AOA Trustees from GWCO states who can represent our members on a national platform.

As we reach out to our colleagues in other areas of the country, they realize GWCO continues to be a highly engaged and valuable part of optometry and our voice is important.

As you well know, campaigning is a highly involved process. I want to hear from you! If you are interested in helping or have any questions, please contact me. I can be reached at 238 East Main St, Pullman WA, 99163, email: jpd4aoa@gmail.com, office phone: 509-334-1131.

Thanks for the time and the support!

Jim

James DeVleming, OD
2014 Candidate for AOA Trustee

GWCO Board Looks to the Future

The GWCO Board met January 10-11, 2014 in Portland, OR for strategic planning and their winter board meeting. The strategic planning session was geared toward goals to be completed by 2017.



Five major goals were identified including:

- **Enhance the Relevance of GWCO to All Practicing Optometrists & Students**
- **Strengthen GWCO/Industry Partnership**
- **Increase Value of GWCO to Affiliate States**
- **Grow GWCO's Financial Strength**
- **Foster Leadership Development and Political Involvement**

The GWCO Board has charted a course of success that focuses on achieving the GWCO Mission and ensuring a strong future for GWCO. If you have any questions on the plan or would like to give input on the goals, please email us at gwco@gwco.org

Thank You!

GWCO would like to thank these early sponsors & education supporters for their generous support of GWCO Congress 2014!

Major Sponsors



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Major Supporters



NORTHWEST EYE SURGEONS

GWCO Board of Directors

Sue Lowe, OD
President, WY Director

Paul Barney, OD
*President-Elect, Congress Chair
AK Director*

Mark Lee, OD
Secretary-Treasurer, NV Director

Doug Safley, OD
Past President, MT Director

Rand Siekert, OD
AZ Director

Harue Marsden, OD
CA Director

Kent Yount, OD
CO Director

Brian Kubo, OD
HI Director

Randy Andregg, OD
ID Director

Nathaniel Roland, OD
NM Director

Douglas Melzer, OD
OR Director

Lanny DuClos, OD
UT Director

Curtis Ono, OD
WA Director

Tracy Oman, CAE
Executive Director

Wayne Oman
Deputy Director

A Friendly Rivalry



With Super Bowl XLVII came a friendly rivalry between GWCO states. The Washington Seattle Seahawks and Colorado Denver Broncos came together on February 2, and we all know how that turned out. The Seattle Seahawks victory was celebrated by GWCO WA Board Director, Dr. Curtis Ono and WA Past President and AOA Trustee Candidate, Dr. James DeVleming at the recent AOA Planning Meeting. Drs. Ono and DeVleming presented Seahawks T-shirts to Colorado members; AOA President, Dr. Mitch Munson and AOA Vice President, Dr. Steve Loomis amidst applause and laughter.



A Bigger, Brighter Future

As a Trustee of the American Optometric Student Association (AOSA), I would like to take a moment of your time to showcase the incredible passion that students across the nation are pouring into the future of their profession. In this past year (2013), students across the nation kicked their fundraising for AOA-PAC into overdrive contributing over an astonishing **\$20,000**. This was incredibly more than forty-four other state affiliates were able to raise! For me, this is encouraging knowing that the next generations of OD's are every bit as dedicated to the profession as past generations!

I am calling on YOU, to reciprocate this dedication. The students are supporting the doctors that are fighting for optometry here and now. I would like you to continue to support our collective future by investing in this country's doctors of tomorrow! I encourage you to relive the days as a student by becoming an AOSA Sustaining Member. This is an exciting time for optometry as AOSA is bigger and better than it has ever been. I hope that as we all move forward, we continue supporting each other so that our beloved profession and country will always strive for a bigger, brighter future.

Thank you for your support,

Shane McDonald
PUCO Trustee

Please visit www.theaosa.org for more information on joining as a sustaining member of the AOSA. Also, look out for the new AOSA booth at GWCO this year. We will be signing up everybody interested for a sustaining membership, and answering any questions you may have about the AOSA!