



Historical Perspectives

COVD: TWENTY YEARS OF EXCELLENCE

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Dr. Martin Kane has served as a staff consultant in human learning and development to schools and psychiatric centers, and he has directed skill enhancement and research programs for schools serving both normal children and children beset with learning problems stemming from emotional, social, physiological, and cognitive disorders. He is in private optometric practice, focusing primarily on vision and learning disorders.

Dr. Kane holds an Adjunct Faculty appointment to the Pennsylvania College of Optometry teaching graduate courses in human learning and development and special education. He also teaches courses in technical writing and organizational behavior at Drexel University. He is certified in Pennsylvania to teach in special education.

Dr. Kane is director of the Learning and Development Center in Philadelphia. He conducts training seminars in problem-solving, information management, and cognitive styles of thinking and learning for teachers and school administrators, and he directs workshops in industry to improve management effectiveness.



Dr. Robert M. Wold received an A.A. degree from Devils Lake Junior College in 1961, his B.S. from Pacific University in 1963, and his O.D. from Pacific in 1964. He attended graduate school at Pacific in 1965 and received his M.S. in physiological optics in 1966.

Dr. Wold practiced in Los Altos, California from 1965 to 1969 when he joined the practice of Drs. William Nelson and Keith Wilson in Chula Vista, California.

Dr. Wold has been very active in local, state, and national optometric organizations. He is a fellow of COVD, the American Academy of Optometry, and a former fellow of the International College of Applied Nutrition. He served on the boards of both the Santa Clara County Optometric Society and the San Diego County Optometric Society where he was president in 1975-1976 and again in 1981-1982. He is currently president-elect of the American Optometric Foundation.

Bob has received several awards: some of which are the selection as the first Young Optometrist of the Year from the California Optometric Association in 1970, San Diego Optometrist of the Year in 1978, COA Best Editorial Award in 1973, COA Speakers Award in 1971, AOA Optometric Recognition Award yearly since 1980, and best article from the Optometric Editors Association in 1981.

Bob has published one book and over 120 articles. He co-authored two vision therapy manuals and has edited two books. He has lectured extensively in the United States and Canada.

INTRODUCTION

During the first week in November 1990, the College of Optometrists in Vision Development (COVD) celebrated its 20th anniversary in New Orleans, LA. In addition to the festivities and education, a great deal of discussion and reminiscing took place at this annual business meeting about the College's

rapid growth and development, the events which rocketed it to the pinnacle of success, and the respect it has gained by members of numerous professional organizations. It became evident that the broad-based activities of COVD have been a major force in promoting full scope optometric care. By sustaining its focus on the behavioral aspects of vision, the College has been driving the optometric profession to assure the public

that they will continue to receive up-to-date, comprehensive, quality vision care. Recognition has been accomplished by COVD's aggressive posture in 1) organizational structure, 2) membership recruitment, 3) interaction with other agencies, 4) publications, 5) annual business and education meetings, 6) annual awards, 7) programs for students, and 8) its recent selection of an executive director. COVD has emerged as a leader among leaders!

Although the College of Optometrists in Vision Development is relatively new in the field of organized optometry, its existence has had significant impact on the profession. During its 21 years of operation, members of the College have provided a leadership role in the delivery of full scope optometric vision care throughout the world. Optometrists in the U.S. and many different countries, and other optometric organizations seek counsel from COVD on topics ranging from certification, quality student education, and continuing education for O.D.s; to insurance, peer review, comprehensive vision care and, of course, binocular vision and perception care and vision therapy.

COVD is an international organization with members representing most of the United States, several provinces in Canada, and nine countries. Chapters have been organized in several parts of the U.S., Europe, Australia, Africa, and Asia.

COVD BEGINNINGS

This robust organization had its meager beginnings back in 1964 when a group of Los Angeles, CA, optometrists who were providing vision and perceptual training, met and formed the National Society for Visual and Perception Training (NSVPT). By 1969 it had 89 members. In the early part of 1969, two other organizations whose members held the same focus were created. One was the National Optometric Society for Developmental Vision Care (NOSDVC) in Minnesota; the other was the Southwest Developmental Vision Society (SWDVS) in Texas. At first, members of the groups were unaware of the existence of the other organizations. Later that year (December 1969), representatives from the three groups met and began dialogue to unite the organizations. Progress was slow moving.

During the AOA convention in Hawaii (June 1970) an unplanned gathering of optometrists (Drs. Robert M. Wold, Donald Getz, Nelson Greeman, Jr., Ben Jander) took place. As a result, earnest communication was initiated and action to merge was spearheaded amongst the three groups. The Institute of Behavioral Optometry (IBO) in Washington, D.C. and individual optometrists scattered across the country were contacted. A formal meeting for all interested parties was called on December 6, 1970 in San Antonio, TX to establish one optometric organization. Participants attending included: from NSVPT - Drs. Charles McQuarrie, Jr., Amorita Treganza, and Robert Wold; from NOSDVC - Drs. Jerome Kollowski and Raymond Lowry, Jr; and from SWDVS - Drs. Joyce Adema, Forrest Baber, Harvey Brown, Nelson Greeman, Jr., and Eleanor Reckory. A constitution with by-laws and codified policies was created and a ballot to merge the NSVPT, NOSDVC and SWDVS was mailed out in early January 1971. The first unified board meeting was held on March 1, 1971 in Irving, TX. A unanimous vote representing the wishes of the three groups was cast to form the College of Optometric Vision Development. At the Irving meeting the board made what is now an historic decision to conduct a national annual meeting. The first annual meeting was scheduled and held in New Orleans, LA in October 1971. At that time, the name was changed to the College of Optometrists in Vision Development (COVD) and a rationale for existence was determined. COVD was born!

GOALS

Six major premises were adopted to serve as a foundation for the College and to provide purpose to its endeavors:

1. To establish a body of practitioners who are knowledgeable in functional and developmental aspects of vision and who are determined to ensure the public that they will continue to receive comprehensive vision care.
2. To provide a forum that will enable members to maintain the highest standards of professional knowledge and competence.
3. To educate and encourage optometrists to qualify for membership and fellowship in the College.
4. To certify those optometrists who are knowledgeable in visual development and function and who are skilled in providing behavioral vision care.
5. To bring together those optometrists who share a common interest and who demonstrate proficiency in helping patients develop and enhance their scholastic achievement, vocational competence, effective social interaction, and emotional well-being.
6. To promote, foster, and engage in interdisciplinary activities to assist the College in achieving its goals.

The Board of Directors of COVD and the participants on the various committees have energetically devoted the past 20 years to achieve these goals. The college has grown from its inauspicious beginnings to a formidable body that is slightly over one thousand strong.

ORGANIZATIONAL STRUCTURE

The College of Optometrists in Vision Development established its national headquarters in Chula Vista, CA in 1971 where it has since remained. It created a Board of Directors consisting of president, president-elect, treasurer, secretary and six regional directors. Officers are elected each year by members attending the annual meetings. To be nominated for office, a member must have first served as a regional director. Six regional directors - Northeast, Southeast, North Central, Midwest, Southwest, and West - were elected by balloting held in each region. Election of directors was staggered so that two new directors came onto the Board each year. Directors served a three year term. Each director was assigned to head a department of the organization. These included the Department of Professional Information, Department of Public Affairs, Department of Research and Development, Department of Communications, and Department of Education.

The six regions were consolidated to five in 1977 - Northeast, Southeast, Midwest (North Central And Midwest were merged), Southwest and West - and five departments were created. These new departments were termed; Department of Administration, Department of Public Affairs, Department of Research and Development, Department of Membership, and Department of Public Information. On a rotating basis, the president assigns departments to a regional director each year. Procedures for selecting regional directors have remained the same.

At the present time, the committees and sub-committees under each directorship include:

DEPARTMENT OF ADMINISTRATION

The regional director assigned to this department has the responsibility of monitoring activities of each regional director as well as the committees assigned to each department. In

addition, the director of the Department of Administration assists the president in fulfilling the duties of his or her office. New projects of the College are overseen by the Director of Administration until they are assigned to one of the other departments.

The chairperson of the administrative agencies and the editor of the *Journal of Optometric Vision Development* report to the Director of Administration.

DEPARTMENT OF PUBLIC AFFAIRS

The Department of Public Affairs oversees those activities of the Board of Directors and members of the College which impact directly on the public. This department has five committees to help achieve its goals.

- Insurance
 - Claims Review
 - Coverage
- Alternative Delivery Systems
- Peer Review
- Clinical Standards/Medicological Aspects
- Ethics

DEPARTMENT OF RESEARCH AND DEVELOPMENT

This department has two committees and numerous sub-committees to help achieve its objectives. The committees attempt to keep members apprised of newest technologies and latest developments in behavioral vision care, and they provide members with strategies to render this care to their patients. The committees include:

- Special Services
 - Juvenile Delinquency
 - Neo-natal Care
 - Gerontology
 - Electrophysiology
 - Sports Vision
 - Video Display Terminals
 - Computer Program Vision Training
 - Rehabilitative Optometry
- Clinical Student Research
 - Investigative Optometry
 - Nutrition
 - Scotopic
 - Acupuncture
 - Kinesiology
 - Bates Method of Myopia Control
 - Bio-feedback
 - Syntonics

DEPARTMENT OF MEMBERSHIP

The director of this department guides the committees that are concerned with encouraging optometrists throughout the world to become members and fellows of COVD and to participate in the College's programs. Four committees are delegated with different objectives and responsibilities.

- Membership
 - Recruitment/Advancement
 - Retention/International
 - Mentors
- Student Services
- Assistance to Graduates/Preceptorships/Internships
- Adopt-a-School Program

DEPARTMENT OF PUBLIC INFORMATION

The Department of Public Information disseminates information about the College; the activities of its members and

pertinent information about behavioral vision care to its own members, to members of the optometric profession, to other disciplines, and to the public. Nine committees are organized to communicate with those persons who share a common interest in full scope optometric vision care.

- Public Relations
- New Chapters
- Annual Meeting Public Relations
- Press Clippings
- Article Placement
- Press Response
- Chapters
- Inter/Intra Professional Relations
- Newsletter (*Visions*)

As new technology developed and challenging opportunities arose throughout the years, the various committees were streamlined and names were changed to help COVD forge its way into the 21st Century. Each committee and the numerous sub-committees have a chairperson and several designated members of the College. Because the committees are extremely active, the College is constantly providing additional benefits to its growing membership and expanding its role in the profession.

MEMBERSHIP

The first written examinations for fellowship certification in the College were given by COVD's National Examining Board (NEB) in March 1972. Since that time, the process of achieving certification has been improved and streamlined without forfeiting the rigors of moving up to fellowship. Until 1977 there were six members of the National Examining Board - one for each region. After the College restructured itself into five regions, the NEB was reduced in 1977 to five fellows, one selected from each of the five regions. In 1986, one member-at-large was appointed bringing the total National Examining Board back up to six. One of the members is appointed by the president to serve as chairperson of the examining board. Each member serves a three year term and may be asked to serve a second three year term. A member of the Board of Directors of the College sits in during the oral examination process.

To become a fellow in COVD, a fellow-candidate must establish conclusive knowledge and competence to 1) evaluate the visual system and how it affects and is affected by the total health and welfare of patients; 2) provide preventative care and treatment for maladaptations and diseases that are visually related; 3) develop programs to habilitate and enhance visual efficiency; and 4) diagnose, manage and treat visual behavior. After becoming certified, fellows must document 30 hours of continuing education credits per year (twenty hours must be in the behavioral aspects of vision) and adhere to the constitution and bylaws of COVD.

MEMBERSHIP CATEGORIES

Five categories of membership in COVD have been established.

Fellowship

To become a board certified fellow, a member must have been in practice for three years, completed 200 hours of approved continuing education credit beyond the O.D. degree, submit three case reports (1. learning related visual dysfunction; 2. strabismus or amblyopia; and 3. use of lenses, prisms, occluders, and programmed care) and pass an open-book ex-

amination at home. After successfully completing the first phase of the advancement-to-fellowship process, the candidate is then eligible to take a two hour closed-book written examination administered during COVD's annual fall meeting and submit to an oral examination administered by at least three members of the National Examining Board. After successfully demonstrating knowledge and the competence to deliver behavioral vision care, the NEB recommends the candidate to the Board of Directors of the College. The Board of Directors elects the candidate into fellowship and he or she is inducted at the annual banquet dinner.

Fellow-Emeritus

A fellow-emeritus is a fellow who has retired from practice and who wishes to sustain membership in the College.

Associate

To become an associate of COVD, a practitioner must submit two case reports (one dealing with a diagnostic work-up and referral for additional behavioral care or lenses, and one dealing with lenses and training - either in-office or out-of-office), or the practitioner must be sponsored by an active fellow of the College.

Students

After paying a small fee, any student attending a school or college of optometry is eligible for student membership and benefits (student membership benefits are discussed elsewhere in this overview of COVD's growth and development). Presently there are 240 student members of the College.

COVTT

Persons employed by fellows of the College are eligible to enter the certification process to become a Certified Optometric Vision Therapy Technician (COVTT). The person must be employed by a fellow of the College for three years and pass a written and oral examination administered at the annual meeting by the NEB. Upon successful completion, the COVTT candidate is approved by the Board of Directors of COVD and is inducted at the annual banquet dinner. The vision therapy technician must maintain six hours of approved continuing education per year. COVTT members retain membership and title as long as they are employed by a fellow.

Leaders of COVD

During the past 20 years, members of the College of Optometrists in Vision Development have been guided by the colleagues they elected to serve as regional directors on the Board of Directors. Some directors have moved up to become officers of the Executive Board (president, president-elect, treasurer and secretary).

Leadership to the organization has been sustained by 17 dynamic, goal oriented presidents. The list includes:

1970-72	Amorita Treganza, O.D.
1972-73	Raymond Lowry, O.D.
1973-74	Morton Davis, O.D.
1974-75	Joyce Adema, O.D.
1975-76	Donald Getz, O.D.
1976-77	Donald Heyden, O.D.
1977-78	Ralph Schrock, O.D.
1978-79	Joseph Viviano, O.D.
1979-81	James Blumenthal, O.D.
1981-82	Robert Ginsberg, O.D.

1982-84	Robert Greenburg, O.D.
1984-85	D. Gary Thomas, O.D.
1985-87	Robert Sanet, O.D.
1987-88	Tom Rose, O.D.
1988-89	Glen Steele, O.D.
1989-90	Steven Levin, O.D.
1990-	Gary Etting, O.D.

ORGANIZATIONAL INTERFACE

Consistent with its commitment to establish and maintain dialogue with other organizations, the College has an extremely active intra- and interprofessional program. Members of the College are active participants in every major optometric organization, holding positions ranging from president, board of trustees and directors to committee chairpersons and committee members. The College boasts two past presidents of the American Optometric Association (AOA), two past presidents of the Foundation for Education Research (FERV), one past and one present president of the Optometric Editors Association (OEA), three presidents and the current president-elect of the American Optometric Foundation (AOF), and one president of Beta Sigma Kappa (BSK). Formal interchange of liaisons has been established with AOA, AOA Auxiliary, Association of Schools and Colleges of Optometry (ASCO), National Optometric Association (NOA), American Optometric Student Association (AOSA), AOF, BSK, Optometric Educators in Binocular Vision and Perception, College of Syntonic Optometry, FERV and the Optometric Extension Program Foundation (OEPF).

Representatives of COVD also meet periodically with numerous other organizations. These include the: International Association of Boards of Examiners in Optometry, Association of Children with Learning Disabilities (ACLD), Council for Exceptional Children (CEC), International Reading Association (IRA), American Public Health Association (APHA), National Health Council, American Academy of Optometry, Optometric Editors Association (OEA), CHAMPUS, ERISA, 4-H Club of America, American School Health Association, Health Education and Welfare-Health Manpower (HEW), National Education Association (NEA), Head Start, National Association of School Nurses, National Association of State Directors of Special Educational, and the National Council on Aging. COVD was very active with the International Year of the Child Committee back in 1979 and with the committee established by the federal government for the International Year of the Disabled Person. Many of these groups have sent representatives to address COVD's Board; reciprocity has been granted COVD.

Obviously, the College and many of its members are well known throughout the nation. They have made a significant contribution to many professional organizations and to the promotion of full scope optometric vision care. The voice of COVD is being heard around the world!

PUBLICATIONS

During past years, COVD's policies on publications have undergone significant changes. With each change, the scope of content, the depth of coverage, and the quality of publishing has increased dramatically. The *Journal of Optometric Vision Development* has won more awards for excellence in writing, layout and design each year since 1982 than any other national

journal. The newsletter *Visions* has also won awards for excellence, including the coveted Best National Newsletter Award in 1989. Other COVD publications have received acclaim for their usefulness to the profession.

Journal

The College took over publishing the quarterly *Journal of Optometric Vision Therapy* from the NSVPT in 1971. Its first editor was Robert Wold, O.D.; Martin Kane, O.D. assumed the editorship in 1972. The present format of the Journal was established at that time and includes: editorials, perspectives on behavioral optometry, original papers, case reports, regular columns - ERIC Reports, Child Development, Of Optometric Interest, Quotes from Literature, Strabismus and Amblyopia, Another View - and reprints of important articles published in other literature.

The name of the Journal was changed in 1975 to the *Journal of Optometric Vision Development* (JOVD). In 1982, editorship and managership were combined, the Journal increased to magazine size, and a completely new design was adopted. Since that time the Journal has won several awards every year from the Optometric Editors Association (OEA) for either best or second best: journal, editorial, technically written article and a non-technically written article. James Bosse, O.D. was appointed as editor/manager in 1987. The Journal continues to be an award winner. In 1989 it received four awards.

In 1976, the Journal of Optometric Vision Development presented its first literature review. These reviews continue to be a highlight of the Journal. The earlier reviews - published in 1976 through 1982 - attempted to provide a centralized database for previously written material on a variety of different behaviorally oriented subjects. Each review surveys approximately two to three hundred published articles on the topics discussed and serves as a bibliography for additional reading.

Topics reviewed include:

Publication Year	Title	Review Year(s)
1976	Developmental Optometry-varied topics	Previous years
1978	Developmental Optometry-varied topics	Previous years
1979	Developmental Optometry-varied topics	Previous years
1980	Developmental Optometry-varied topics	Previous years
1981	Developmental Optometry-varied topics	Previous years
1982	Developmental Optometry-varied topics	Previous years
1983	Behavioral Optometry-General topics	(1981-82)
1984	Visual Perceptuo/Cognitive Development	1983
1985	Cerebral Hemispheric Function & Dominance	1984
1986	Infant Vision Development	1985
1987	Myopia	1986
1988	Amblyopia	1987
1989 (March)	Topical Review: Optometry & Learning Disabilities	1966-88
1989 (Sept.)	Annual Review: Accommodation, Amblyopia, Binocular Dysfunction, Computers & VDT's, Contrast Sensitivity, Exotropia, Esotropia, Perception & Development, Oculomotilities, Stereopsis, Refractive Errors, Visual Acuity, Sports Vision and Vision Screening	1988
1990 (March)	Topical Review: Lenses & Behavior	1960-89
1990 (Sept.)	Annual Review: Content similar to September 1989 annual review	1989
1991 (March)	Topical Review: Strabismus	To be announced

The JOVD is distributed to all members of COVD and to individual subscribers throughout the world. It is subscribed to by every school and college of optometry in the U.S. and Canada. Limited advertising is accepted.

The Journal serves, at times, as the collective voice of COVD. It brings state-of-the-art technology and information about behavioral vision care to its readers. It presents a forum for philosophical views and opinions on full scope vision care.

Visions

A four page bi-monthly newsletter edited by Robert Greenburg, O.D. entitled *Visions* was created in 1981. Content includes: president's report, activities of the five regional directors and their committees, information about annual meetings, other miscellaneous information concerning the College, and general news that is useful to the practitioner. Prior to the creation of *Visions*, a periodic newsletter was distributed by COVD's National Office.

Brochures

Numerous brochures on behavioral vision care have been published through the years by COVD; hundreds of thousands were sold. Topics included strabismus, amblyopia, vision training, perception, sports vision, school vision checklists for parents and teachers, prevention, and more. The bulk of the business of creating brochures for sale was terminated in early 1983 by the Board of Directors.

Two public relations brochures were published later in the mid-1980s. The first brochure explains what COVD is and does; the second provides information on benefits members received when belonging to COVD. These two brochures are still very much in use today for public relation purposes.

An article entitled "COVD: A Full Scope Optometric Care Organization" was written by Martin Kane, O.D. and published by the *Journal of Optometric Education* (JOE) in the fall of 1982. JOE is a publication of the Association of Schools and Colleges of Optometry (ASCO). The article touched upon the history of COVD, its goals, the scope of practice of the College's members, research and awards offered by the College, organizational interface, education, and publications. The article was reprinted by COVD and is used extensively as a public relations tool.

Insurance Manuals

Members of COVD's insurance committee met periodically with a number of medical directors from various insurance companies. From the knowledge gained, several manuals were created in the 1980s. These insurance manuals provide the optometric profession with the latest information necessary to help deal effectively and intelligently with insurance companies. An up-to-date, "how to" insurance manual is presently in the works and will be published in the near future.

Curriculum Model

The College of Optometrists in Vision Development approached the Association of Schools and Colleges of Optometry (ASCO) in 1986 and offered to fund the creation of a curriculum model on behavioral vision education that could be incorporated into a student's optometric education. ASCO accepted the offer and formed a committee of optometric educators to develop a model. Several members of COVD were appointed. The completed curriculum model/model curriculum was submitted to ASCO in 1987. The curriculum provides the optometry schools with a rationale, the types of courses and sequence in which they should be offered to help students gain

a knowledge base for providing patients with full scope behavioral vision care. The curriculum model was published in its entirety in the *Journal of Optometric Education* in 1988 and it was made available to all of the schools and colleges of optometry in the US and Canada.

Miscellaneous Manuals

A series of manuals has been developed by the College for internal use. They include: Codified Policy, Operations/Protocol, Presidents, Officers, State Directors, Regional Directors, Press Interaction, Adopt-a-School Program, Speakers, JOVD Operation, American Optometric Student Association Liaisons, National Examining Board, Leadership Development, and Major Medical.

ANNUAL MEETINGS

The first annual meeting of COVD was held in New Orleans, LA, during the last week of October, 1971. There were 130 attendees at the exciting kick-off of the College. The purpose of these annual meetings is to combine: the Board of Directors Meeting of COVD; liaison visitations to the Board's meetings; the National Examination Board Meeting and administration of the written and oral fellowship examinations; committee meetings; a general membership meeting and election of officers; an awards luncheon; a banquet to install officers, new fellows, and COVTTs; and approximately 16 hours of approved, outstanding, continuing education. During the education program, a variety of different aspects of behavioral optometry are presented by renowned optometrists and by people representing an entire host of related disciplines (neurology, psychology and psychiatry, medicine, education, etc.).

For its 10th anniversary, COVD returned to New Orleans. As the years progressed, membership attendance at the annual meetings increased significantly. The 1986 meeting in San Diego, CA had an all time high with 390 attendees. In keeping with tradition, COVD returned again this year to New Orleans to celebrate its 20th anniversary, hosting a superb education program and unforgettable camaraderie.

In the earlier years of the organization, meetings were rotated from the central part of the U.S. to the western states and then to the eastern states. Since 1984, meetings have been held alternately east and west of the Mississippi River.

Annual meeting sites include:

- 1971-New Orleans, LA
- 1972-San Diego, CA
- 1973-New York, NY
- 1974-Chicago, IL
- 1975-San Francisco, CA
- 1976-Bal Harbour, FL
- 1977-Houston, TX
- 1978-Scottsdale, AZ
- 1979-Orlando, FL
- 1980-New Orleans, LA
- 1981-San Diego, CA
- 1982-Ft. Lauderdale, FL
- 1983-St. Louis, MO
- 1984-Las Vegas, NV
- 1985-Ft. Lauderdale, FL
- 1986-San Diego, CA
- 1987-Philadelphia, PA
- 1988-Hilton Head, SC
- 1989-Phoenix, AZ
- 1990-New Orleans, LA

ANNUAL AWARDS

The College offers a number of awards each year to members who demonstrate exemplary performance. They are presented to the recipients at the Annual Meeting Awards Luncheon. Awardees are not notified in advance of the impending honor.

A.M. Skeffington Award

The A.M. Skeffington Award is given each year to a member of the College for outstanding writing in a variety of different optometric publishing media. The recipient is selected by a committee comprised of the immediate past winner, the Editor of the Journal and designated members of the College.

The past recipients of the award follow:

- 1971-Martin Kane, O.D.
- 1972-William Lee, O.D.
- 1973-Tole Greenstein, O.D.
- 1974-Robert Wold, O.D.
- 1975-Arthur Heinsen, O.D.
- 1976-Amiel Franke, O.D.
- 1977-William Ludlum, O.D.
- 1978-No awardee
- 1979-Martin Birnbaum, O.D.
- 1980-Elliot Forrest, O.D.
- 1981-Lawrence McDonald, O.D.
- 1982-Nathan Flax, O.D.
- 1983-G.N. Getman, O.D.
- 1984-Robert Kraskin, O.D.
- 1985-Israel Greenwald, O.D.
- 1986-Amorita Treganza, O.D.
- 1987-Daniel Woolf, O.D.
- 1988-Donald Getz, O.D.
- 1989-Albert Sutton, O.D.
- 1990-Harold A. Solan, O.D.

G.N. Getman Award

The G.N. Getman Award is bestowed yearly upon a COVD member who has demonstrated outstanding performance in providing behavioral vision care to the public. A committee consisting of the immediate past winner and several members of the College make the selection.

Past recipients follow:

- 1971-Homer Hendrickson, O.D.
- 1972-Charles McQuarrie, O.D.
- 1973-Robert Kraskin, O.D.
- 1974-George Crow, O.D.
- 1975-Amorita Treganza, O.D.
- 1976-Robert Johnson, O.D.
- 1977-Paul Lewis, O.D.
- 1978-Charles Drain, O.D.
- 1979-Bernard Saltysiak, O.D.
- 1980-Harris PreFontaine, O.D.
- 1981-John Streff, O.D.
- 1982-Richard Apell, O.D.
- 1983-David Dzik, O.D.
- 1984-Lois Bing, O.D.
- 1985-Tole Greenstein, O.D.
- 1986-Elliot Forrest, O.D.
- 1987-Harold Weiner, O.D.
- 1988-Mary Childress, O.D.
- 1989-Joyce Adema, O.D.
- 1990-Arthur Heinsen, O.D.

JOVD Award

Beginning in 1989 the *Journal of Optometric Vision Development* initiated the presentation of an award each year to the writer(s) of the best original article published in the Journal during the previous year. Selection is made by the Journal's editorial council. The first award was tendered at the November 1989 Annual Meeting in Phoenix, AZ.

Recipients of the JOVD Award follow:

- 1989-Louis Hoffman, O.D.
- Susan Mencarini, O.D.
- Gaylee Thompson, O.D.
- 1990-Ralph Garzia, O.D.
- Daniel Wrubell, O.D.

President's Award

Presidents of COVD have the option of giving an award to one or two people who have demonstrated on-going, outstanding service to the College.

Past recipients of the President's Award include:

- 1975-Amorita Treganza, O.D.
- 1976-Emily Lyons
- 1977-Raymond Lowry, O.D.
- 1978-Frank Beglav, M.S.
- 1980-Morton Davis, O.D.
- 1981-G.N. Getman, O.D.
- 1982-Elliot Forrest, O.D.
- 1983-Martin Kane, O.D.
- 1984-Robert Wold, O.D.
- 1986-Donald Getz, O.D.
- Donald Heyden, O.D.
- 1987-Robert Greenburg, O.D.
- Nathan Flax, O.D.
- 1988-Ronald Bateman, O.D.
- 1989-Allen Cohen, O.D.
- 1990-Robert Sanet, O.D.

STUDENT PARTICIPATION

Since the early stages of COVD's development, student participation in the organization and in behavioral vision care has been an important component of the College's activities. COVD is very much aware that optometric students are the life-blood of the College and the future of optometry. Therefore, it provides numerous programs to enhance their education and development, and to guide them into providing behavioral vision care after graduation from school. Student membership in COVD is strongly encouraged.

Students are invited to attend regional and national education programs and any other activities sponsored by COVD. A liaison from the American Optometric Student Association (AOSA) has been funded partially by COVD to attend the College's Board of Directors Annual Meeting in November and its Interim Board Meeting in June. An Adopt-a-School Program has been established at each school and college of optometry to promote education seminars and study groups. Student liaisons to COVD have been designated at most optometric colleges to facilitate these Adopt-a-School Programs. Student members of COVD are provided free: educational

seminars at their school and at COVD's annual education meeting, the bi-monthly newsletter *Visions*, the quarterly *Journal of Optometric Vision Development*, insurance manuals, a program to assist students in securing externship placements in the practices of COVD's members, and scheduled forums where students can meet and talk with fellows who are interested in establishing an associateship with recent graduates.

Research funds in the behavioral aspects of optometry are available each year to students at every school and college of optometry. In addition, the College offers an award each year to one graduating senior at each optometric college who demonstrates outstanding performance in behavioral vision care. Recipients of this award are recommended to COVD by the staff director in the school's binocular vision/training department. The award is presented during the student's commencement exercises.

EXECUTIVE DIRECTOR

After a lengthy and carefully engineered search, the Board of Directors selected and appointed Robert Greenburg, O.D. as its first part-time (two days per week) executive director at the November 1990 meeting in New Orleans. The Executive Director (ED) is responsible to the entire Board and reports to the President. Some of the duties of the position include 1) providing continuity to the organization and articulating its goals, aspirations, and activities to COVD's membership and to people outside the College; 2) providing and sustaining direction to the organization; 3) assisting the President and Secretary in fulfilling the responsibilities of their positions; and 4) coaching the other officers and regional directors in sustaining their day-to-day activities and in the management of the various committees. The ED reports regularly to the President and presents written reports at Board Meetings and Executive Sessions.

CONCLUSION

Members of the College of Optometrists in Vision Development had a unique opportunity this past November to celebrate the College's 20th birthday at its annual meeting in New Orleans. During the festivities, members of the College reviewed the events that made COVD a leader among optometric organizations. Because of its internal structure and utilization of members, the College has created opportunities and developed a host of programs that have benefited its own members, the optometric profession, other organizations, and the public. By targeting its energies on certifying optometrists who have the knowledge and competence to provide behavioral vision care, the College has developed a cadre of practitioners who are determined that the public shall receive excellent full scope optometric vision treatment and who are driving the way the profession will administer this care during the 1990s and on into the 21st Century.
