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HISTORICAL PERSPECTIVES

COVD: The First Twenty-Five Years

Robert M. Wold, OD, FCOVD, FAAO

In December of 1990 I had the honor to co-author the article, "COVD: Twenty Years of Excellence,"¹ with my dear friend and colleague, Dr. Martin Kane. I first met Marty at the first annual meeting of College of Optometrists in Vision Development (COVD) in New Orleans more than 2 years after we co-authored a chapter in the book, Visual And Perceptual Aspects of the Achieving and Underachieving Child, with Dr. James Koetting. At the second annual meeting, to the surprise of even myself, I announced to those present in the Barefoot Bar that Marty Kane was taking over the editorship of the COVD journal, despite the fact I forgot to ask him or the Board of Directors in advance! For the next 15 years he nurtured and developed the Journal to what it is today. He also served as an ex-official member of the Board of Directors where he proved to be the Rock of Gibraltar for all of us. In updating the history of COVD, I am using much of the original work and format that Marty painstakingly produced. To this day COVD owes much to the dedication of Dr. Kane and his many contributions to the early development of COVD.

Much of the early history of COVD is taken from an article I co-authored with our second president, Dr. Raymond Lowry, Jr., entitled "The College of Optometrists in Vision Development."² In the early years of COVD, Dr. Lowry not only served as an officer, but also produced and distributed much of the printed materials of COVD through his Worthington, Minnesota office. He oversaw the production of the Journal, Newsletter, and brochures, doing most of the design work as well as the distribution.

During the last week of October 1995, the College of Optometrists in Vision Development (COVD) celebrated its 25th anniversary in Palm Springs, California. In addition to the excellent education program there was a great deal of discussion and reminiscing that took place about the College's rapid growth and development, the events that propelled it to the pinnacle of success, and the respect it has gained from members of numerous professional organizations. The interprofessional luncheon brought greetings from the American Optometric Association, the Association of Schools and College of Optometry, the Student Optometric Association, the Optometric Extension Program Foundation, and others. It became evident to all in attendance that the broad-based activities of COVD have been a major force in prompting 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. 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, it has had a significant impact on the profession. During COVD's 25 years of operation, members of the

College have provided leadership in the delivery of full-scope optometric vision care throughout the world. Optometrists in the United States and many different countries and other optometric organizations seek counsel from COVD on topics ranging from certification, quality student education, and continuing education for ODs 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 from most of the United States, several provinces in Canada, and 20 countries. Chapters have been organized in several parts of the United States, Europe, Australia, Africa, and Asia. COVD currently has Fellows in the United States, Africa, Australia, Belgium, Canada, and the United Kingdom.

COVD BEGINNING

On August 6, 1965 a group of Los Angeles optometrists met and formed The National Society for Vision and Perception Training (NSVPT). NSVPT was formed primarily for the purpose of "operating an organization for those professionals whose services deal with vision and perception training." NSVPT was incorporated in California on October 11, 1966. From the initial nucleus NSVPT grew to 89 members by December 1970, including two Canadians.

The only class of members in NSVPT was that of Fellow. To become a Fellow the applicant submitted an extensive application, his philosophy of vision, a drawing and pictures of his office, and three case reports. The admissions committee reviewed the submitted documentation, acquired additional information when necessary, and then made its recommendation to the Board of Directors as to whether or not the applicant qualified for Fellowship.

In May and September of 1969 two similar organizations were formed. The National Optometric Society for Developmental Vision Care (NOSDVC) was formed by Dr. Raymond Lowry, Jr., and his colleagues in Minnesota and The Southwest Developmental Vision Society (SWDVS) was formed by Dr. Nelson Greeman, Jr. and his colleagues in Texas. At this time all three groups were autonomous and unaware of each other.

On December 19-20, 1969 Drs. Charles

McQuarrie, Jr. (NSVPT); Raymond Lowry, Jr. (NOSDVS); Nelson Greeman, Jr., Dr. Joyce Adema, and Dr. Eleanor Reckrey (SWDVS) met in Dallas, Texas. Although poor flying weather shortened the meeting to less than half a day it was the beginning of a dialogue among the three groups. On January 31, 1970, Drs. Greeman, Adema, and Reckrey were allowed to meet briefly with the NSVPT board of directors in Los Angeles. Although communication lines were opened, the likelihood of an amalgamation seemed remote. A side note of interest is that this board meeting authorized the production of the Journal of Optometric Vision Development.

In June 1970, during the American Optometric Association (AOA) Congress in Hawaii, communication lines were opened again. By chance, Dr. Greeman (SWDVS) and Dr. Wold (NSVPT) met in the House of Delegates. After a short discussion, they located where Dr. Ben Jander (NOSDVC), who was then serving as president of the American Optometric Foundation, was staying and proceeded to his suite for a meeting. They saw Dr. Donald Getz (NSVPT) on the beach and invited him to join them. This meeting demonstrated a genuine need and desire for a unified national organization within optometry. As a result of this meeting Dr. Wold agreed to spearhead a communications exchange among the three groups, the Institute of Behavioral Optometrists (IBO) in the Washington, DC area, and other prominent optometrists.

During the second half of 1970 there was considerable exchange of communications. The Constitution and By-Laws for NSVPT were revised extensively to incorporate the differences among those of NSVPT, SWDVS, and NOSDVC. Finally, on the weekend of December 6, 1970, representatives of the three groups met in San Antonio, Texas. Representatives at this meeting were Drs. Charles McQuarrie, Amorita Treganza, Robert Wold (NSVPT), Raymond Lowry Jr., Jerome Kollofski (NSVPT), Nelson Greeman Jr., Joyce Adema, Eleanor Reckrey, Harvey Brown, and Stanley Myers (SWDVS). Dr. Wold chaired the meeting with arrangements made by Dr. Greeman. This meeting culminated many long hours of correspondence and communication.

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cal event. For 3 days the representatives of the three organizations were in nearly unanimous agreement on every issue. They drafted a complete Constitution and By-laws and agreed on codified policies and developed organizational structure. The only issue that consumed considerable time and debate was the selection of a name.

At the San Antonio meeting the group assembled also selected a unified Board of Directors. The first board was:

President: Amorita Treganza, OD
President-elect: Raymond Lowry, OD
Secretary: Robert M. Wold, OD
Treasurer: Joyce Adema, OD
Immediate Past President: Nelson Greeman, Jr., OD
West Director: Donald J. Getz, OD
North Central Director: Jerome Kollofski, OD
Southwest Director: Eleanor Reckrey, OD
Midwest Director: Morton Schomer, OD
Northeast Director: Martin Cohen, OD
Southeast Director: Harvey Brown, OD

The first National Examination Board was also selected:

West: Ralph Schrock, OD, Chairman
North Central: Robert Zwicky, OD
Southwest: Forrest Baber, OD
Midwest: Conrad Mazeski, OD
Northeast: Sidney Cohen, OD
Southeast: Harvey T. Brown, OD
At-large: Stanley Myers, OD

On December 31, 1970, a ballot to merge was sent to each member of the three organizations. With the unanimous vote of the three organizations COVD was formed officially on March 1, 1971. On March 14-16, 1971, the COVD Board of Directors met for the first time in Irving, Texas. At that time, the Board voted to hold its first National Meeting in October 1971 in New Orleans, Louisiana, at which time the name of the organization was changed from College of Optometric Vision Development to The College of Optometrists in Vision Development. Also, at the first meeting the Board approved the annual awarding of the G.N. Getman Award and the A.M. Skeffington Award.

KITCHEN CABINET

After the first Board meeting in Irving, Texas, considerable organizational work

needed to be done. During the first 2 years of COVD much of this work was initiated by the "Kitchen Cabinet" which was composed of President, Amorita Treganza, OD; Secretary, Robert M. Wold, OD; and National Examining Board (NEB) Chairman, Ralph Schrock, OD. These individuals met weekly and sent recommendations to the Board for conscience. Because of their close geographic locations, these meetings and resultant actions did not cost COVD anything, allowing the organization to use its limited resources to move rapidly forward.

COVD was formed primarily for the purpose of:

1. Establishing a body of practitioners who are knowledgeable in functional and developmental concepts of vision, who will ensure that the public will receive continually improving visual care;
2. Promoting, fostering, and engaging in interdisciplinary cooperation.
3. Enabling members to maintain the highest standards of professional knowledge and competency;
4. Educating and encouraging optometrists to quality for membership and Fellowship in this College; and
5. Certifying optometrists as skilled in this optometric specialty.

The current Board of Directors of COVD consists of the President, President-Elect, Secretary, Treasurer, Immediate Past President, and five directors. The directors are elected by and represent a geographical area. The five geographical areas are: west, midwest, southwest, southeast, and northeast. The six-member examining board consists of one member at-large and one representative from each of the five geographical areas.

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 quality 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 25 years to achieve these goals. The College has grown from its inauspicious beginnings to a formidable body that is more than one thousand strong.

ORGANIZATIONAL STRUCTURE

The College of Optometrists in Vision Development established its national headquarters in Chula Vista, California in 1971 where it has 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. 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 joined the Board each year. Directors served a 3-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 into 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. In 1992 the duties of the Department of Administration were taken over by the President-Elect and the new departments were termed: Department of Professional Affairs, Department of Membership, Department of Special Services, Department of Information, and Department of Research and Development. In 1994 assistant regional directors were appointed for each region to handle regional membership details. On a rotating basis, the president assigns departments to a regional director each year. Procedures for selecting the regional directors has remained the same.

DEPARTMENT OF PROFESSIONAL AFFAIRS

The Department of Professional Affairs oversees the activities of the Board of Directors and members of the College that have a direct impact on the public. This department has five committees to help achieve its goals.

1. Third party care
2. Peer review
3. Standards of clinical practice/methodology aspects
4. Ethics
5. Insurance symposium

DEPARTMENT OF RESEARCH AND DEVELOPMENT

This department has eight committees and numerous subcommittees 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:

1. Research—Clinical and Student
2. Assistance to Research Proposers
3. Outcomes
4. Investigative Optometry
5. Nutrition
6. Scotopic Vision
7. Bio-Feedback
8. Syntonics/Phototherapy

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. Ten committees are delegated with different objectives and responsibilities:

1. Recruitment
2. Student to Associate
3. Associate to Fellow
4. Retainment
5. International
6. Mentor
7. Student Services
8. Assistance to Graduates-Preceptorships-Internships
9. Adopt-A-School
10. Practice Preservation

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. Eight committees are organized to communicate with those persons who share a common interest in full-scope optometric vision care.

1. Interprofessional Relations
2. Intraprofessional Relations
3. Press Clippings
4. Behavioral Research Documentation
5. Chapters
6. Communication and Education
7. COVD Outreach
8. Endowments

DEPARTMENT OF SPECIAL SERVICES

The Department of Special Services disseminates information and research updates to the membership in the form of reviews. It consists of nine committees:

1. Neonatal
2. Juvenile Delinquency
3. Rehabilitative Optometry
4. Geriatric Optometry
5. Visual-Electro-Physiology
6. Sports Vision

7. V.D.T.
8. Computer Programs
9. Vision and Learning

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 subcommittees have a chairperson and several designated members of the College. Because the committees are very 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 then, the process of achieving certification has been improved and streamlined without forfeiting the rigors of moving up to Fellowship. Until 1977 there were seven members of the NEB—one for each region and one at-large. 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 NEB back up to six. One of the members is appointed by the president, with the approval of the Board of Directors, to serve as chairperson of the examining board. Each member serves a 3-year term and may be asked to serve a second 3-year term.

To become a Fellow in COVD, a Fellowship 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 preventive care and treatment for maladaptations and diseases that are related visually; (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 (20 hours must be in the behavioral aspects of vision) and adhere to the Constitution and By-Laws of COVD.

MEMBERSHIP CATEGORIES

Six categories of membership in COVD have been established.

Fellowship

To become a board-certified Fellow, a member must have been in practice for 3 years, completed 200 hours of approved continuing education credit beyond the OD 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 examination at home. After successfully completing the first phase of the advancement-to-fellowship process, the candidate is then eligible to take a 2-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 NEB. 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.

Affiliate

To become an Affiliate Member of COVD an individual must show interest in the advancement of functional and developmental concepts of vision.

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.)

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 3 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 6 hours of approved continuing education per year. COVTT members retain membership and title as long as they are employed by a Fellow of the College.

LEADERS OF COVD

During the past 25 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 become officers of the Executive Board (president, president-elect, treasurer, and secretary).

Leadership to the organization has been sustained by 20 dynamic, goal-oriented presidents. The list includes:

1970-1972	Amorita Treganza, OD
1972-1973	Raymond Lowry, Jr., OD
1973-1974	Morton Davis, OD
1974-1975	Joyce Adema, OD
1975-1976	Donald J. Getz, OD
1976-1977	Donald Heyden, OD
1977-1978	Ralph Schrock, OD
1978-1979	Joseph Viviano, OD
1979-1981	James Blumenthal, OD

1981-1982	Robert Ginsberg, OD
1982-1984	Robert M. Greenburg, OD
1984-1985	D. Gary Thomas, OD
1985-1987	Robert Sanet, OD
1987-1988	Tom Rose, OD
1988-1989	Glen Steele, OD
1989-1990	Steven Levin, OD
1990-1991	Gary Etting, OD
1991-1992	Bruce May, OD
1992-1993	Neil W. Draisin, OD
1993-1995	Gary J. Williams, OD

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 trustee member, and directors to committee chairpersons and committee members. The College boasts two past presidents of the AOA, two past presidents of the Foundation for Education Research (FERV), one past and one present president of the Optometric Editors Association (OEA), four presidents of the American Optometric Foundation (AOF), and one president of Beta Sigma Kappa (ΒΣΚ). Formal interchange of liaisons has been established with AOA, Association of Schools and Colleges of Optometry (ASCO), National Optometric Association (NOA), American Optometric Student Association (AOSA), AOF, ΒΣΚ, 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 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, 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 Education, 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 Development* from NSVPT in 1971. Its first editor was Robert M. Wold, OD. Martin Kane, OD 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 in-

creased to magazine size, and a completely new design was adopted. Since that time the Journal has won several awards every year from the OEA for either best or second best journal, editorial, technically written article, and nontechnically written article. James Bosse, OD was appointed as editor/manager in 1987. The current editor, Sidney Groffman, OD assumed his position in 1992. In 1994 the Journal changed publishers and adopted its current format.

In 1976, the *Journal of Optometric Vision Development* presented its first literature review. These reviews continue to be a highlight of the Journal. The earliest reviews—published in 1976–1982—attempted to provide a centralized database for previously written material on a variety of different behaviorally oriented subjects. Each review surveys approximately 200 to 300 articles published on the topics discussed and serves as a bibliography for additional reading.

Topics reviewed include:

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 United States and Canada. Limited advertising is accepted.

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

VISIONS

A four-page bimonthly newsletter edited by Robert Greenburg, OD 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. Before the creation of *Visions*, a periodic newsletter was distributed by COVD's National Office.

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	(1981–1982)
1984	Visual Perceptuo/Cognitive Development	1983
1985	Cerebral Hemispheric Function and Dominance	1984
1986	Infant Vision Development	1985
1987	Myopia	1986
1988	Amblyopia	1987
1989 (March)	Topical Review: Optometry and Learning Disabilities	1966–1988
1989 (Sept)	Annual Review: Accommodation, Amblyopia Binocular Dysfunction, Computers and VDTs Contrast Sensitivity, Exotropia, Esotropia, Perception and Development, Oculomotilities, Stereopsis, Refractive Errors, Visual Acuity, Sports Vision and Vision Screening	1988
1990 (March)	Topical Review: Lenses and Behavior	1960–1989
1990 (Sept)	Annual Review: Content Similar to September 1989 Annual Review	1989
1991	Topical Review: Strabismus	
1992 (March)	The Aging Eye	
1992 (Sept)	Annual Review	1991
1993 (Spring)	Vision and Reading I: Neuro Anatomy and Electrophysiology	Previous years
1993 (Fall)	Annual Review	1992
1994 (Spring)	Vision and Reading II: Eye Movements	Previous years
1994 (Fall)	Annual Review	1993

BROCHURES

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

Two public relations brochures were published later in the mid-1980s. The first brochure explained what COVD is and does; the second provided information on the benefits members received when belonging to COVD. These two brochures are still being used for public relation purposes.

An article entitled "COVD: A Full Scope Optometric Care Organization," by Martin Kane, OD, was published in the *Journal of Optometric Education* (JOE) in the fall of 1982.³ JOE is a publication of ASCO. The article touched on 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 provided 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 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 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 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 United States 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, Louisiana during the last week of October 1971. There were 130 attendees at the exciting kick-off of the College. The purpose of the 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 20 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 a multitude of related disciplines (neurology, psychology and psychiatry, medicine, education, et al.).

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, California had an all time

high of 390 attendees. In keeping with tradition, COVD returned to New Orleans to celebrate its 20th anniversary, hosting a superb education program and unforgettable comraderie.

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

Annual meeting sites have included:

- 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
- 1991 Orlando, FL
- 1992 Newport Beach, CA
- 1993 Chicago, IL
- 1994 Ft. Lauderdale, FL
- 1995 Palm Springs, CA

At the Palm Springs meeting four Fellows and their wives were singled out for their 25 consecutive years of attendance at the COVD Annual Meeting. These included Dr. Sidney Cohen and his wife Lillian, Dr. Donald Getz and his wife, Lynn, Dr. Roy Meyers and his wife Doris, and Dr. Robert Wold and his wife Marge.

ANNUAL AWARDS

The College offers a number of awards each year to members who demonstrate exemplary performance. The awards are presented to the recipients at the Annual Meeting

Awards Luncheon. Awardees are not notified in advance of the 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 comprising the immediate past winner, the editor of the Journal, and designated members of the College. Past recipients of the award are:

- 1971 Martin Kane, OD
- 1972 William Lee, OD
- 1973 Tole Greenstein, OD
- 1974 Robert M. Wold, OD
- 1975 Arthur Heinsen, OD
- 1976 Amiel Francke, OD
- 1977 William Ludlam, OD
- 1979 Martin Birnbaum, OD
- 1980 Elliot Forrest, OD
- 1981 Lawrence McDonald, OD
- 1982 Nathan Flax, OD
- 1983 G.N. Getman, OD
- 1984 Robert Kraskin, OD
- 1985 Israel Greenwald, OD
- 1986 Amorita Treganza, OD
- 1987 Daniel Woolf, OD
- 1988 Donald J. Getz, OD
- 1989 Albert A. Sutton, OD
- 1990 Harold A. Solan, OD
- 1991 Richard Apell, OD
- 1992 Leonard Press, OD
- 1993 Lou Hoffman, OD
- 1994 Harry Wachs, OD

G.N. GETMAN AWARD

The G.N. Getman Award is bestowed yearly on 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 of the award are:

- 1971 Homer Hendrickson, OD
- 1972 Charles McQuarrie, OD
- 1973 Robert Kraskin, OD
- 1974 George Crow, OD
- 1975 Amorita Treganza, OD
- 1976 Robert Johnson, OD
- 1977 Paul Lewis, OD
- 1978 Charles Drain, OD

- 1979 Bernard Saltysiak, OD
- 1980 Harris PreFontaine, OD
- 1981 John Streff, OD
- 1982 Richard Apell, OD
- 1983 David Dzik, OD
- 1984 Lois Bing, OD
- 1985 Tole Greenstein, OD
- 1986 Eliot Forrest, OD
- 1987 Harold Wiener, OD
- 1988 Mary Childress, OD
- 1989 Joyce Adema, OD
- 1990 Arthur Heinsen, OD
- 1991 George Slade, OD
- 1992 Nathan Flax, OD
- 1993 William Ludlam, OD
- 1994 Albert A. Sutton, OD

JOVD AWARD

In 1989 the *Journal of Optometric Vision Development* initiated the annual presentation of an award to the writer(s) of the best original article published in the Journal during the preceding year. Selection of the recipient is made by the Journal's editorial council. The first award was given at the November 1989 Annual Meeting in Phoenix, Arizona. Recipients of the JOVD award have been:

- 1989 Louis Hoffman, OD; Susan Mencarini, OD; Gaylee Thompson, OD
- 1990 Ralph Garzia, OD; Daniel Wrubell, OD
- 1991 James Bosse, OD; Paul Lederer, OD
- 1992 Nathan Flax, OD
- 1993 Stephen Leslie, OD; W.C. Maples, OD
- 1994 William Ludlam, OD

PRESIDENT'S AWARD

Presidents of COVD have the option of giving an award to one or two people who have demonstrated ongoing, outstanding service to the College. Past recipients are:

- 1975 Amorita Treganza, OD
- 1976 Emily Lyons
- 1977 Raymond Lowry, OD
- 1978 Frank Beglau, MS
- 1980 Morton Davis, OD
- 1981 G.N. Getman, OD
- 1982 Elliot Forrest, OD
- 1983 Martin Kane, OD
- 1984 Robert M. Wold, OD
- 1986 Donald J. Getz, OD; Donald Heyden, OD
- 1987 Robert Greenburg, OD; Nathan Flax, OD

- 1988 Ronald Bateman, OD
- 1989 Allen Cohen, OD
- 1990 Robert B. Sanet, OD
- 1991 Steven Levin, OD
- 1992 Gary J. Williams, OD
- 1993 Gary Etting, OD
- 1994 Carl Gruning, OD

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 lifeblood of the College and the future of optometry. Therefore, COVD provides numerous programs to enhance students' education and development and to guide them toward 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. COVD provides a special student package for students attending the annual meeting. A liaison from 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 optometry 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 bimonthly newsletter *Visions*, the quarterly *Journal of Optometric Vision Development*, a program to assist students in securing externship placements in the practices of COVD's members, and scheduled forums at which 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 per-

formance 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.

LONG-RANGE PLANNING

Under the direction of President Robert M. Greenburg, the COVD Board started a Long-Range Planning Process in June 1982. This initial survey was followed up by meetings in 1984 in Las Vegas, in 1990 in Chula Vista, in 1991 in Chicago, and in 1993 in Irving, Texas. As a result of these meetings directed by Dr. Bruce May, the Board in 1991 produced an effective and ongoing Table of Organization that delineates the functions of each officer, director, and committee. The Long-Range Planning Process is still moving forward with the development of strategic goals and timelines. COVD owes a debt of gratitude for the work of Dr. Martin Kane and his son David, past presidents, Robert M. Greenburg, Robert B. Sanet, Steven Levin, and Gary Etting, for their roles in this vital ongoing process.

EXECUTIVE DIRECTOR

After a lengthy and carefully engineered search, the Board of Directors selected and appointed Dr. Robert Greenburg as its first part-time (2 days per week) Executive Director at the November 1990 meeting in New Orleans. The Executive Director is responsible to the entire Board of Directors and reports to the President. 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 the direction of 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 Executive Director reports regularly to the President and presents written reports at board meetings and executive sessions.

CONCLUSIONS

Members of the College of Optometrists in Vision Development had a unique opportunity

this past October to celebrate the College's 25th birthday at the annual meeting in Palm Springs. 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 many 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.

EPILOG

As in the preface to this history I would like to return to the personal voice. An organization like COVD did not just appear, survive, and thrive by itself. Some of the people who played pivotal roles have been singled out but many have been missed. One cannot imagine where we would be now without the Annual Meeting skills started by Dr. Robert Golden, expanded by Dr. Donald Heyden, and perfected by past president and current Executive Director, Robert M. Greenburg. Past president Morton Davis moved us into the national scene and continues working behind the scenes to this day. Past president James Blumenthal expanded our sphere of influence with ASCO. Founder Dr. Charles McQuarrie moved COVD into the interstructure of AOA, an action that has influenced COVD since its early beginnings. Dr. Ronald Bateman encouraged us to meet near, and have closer liaison with, our schools and colleges of optometry. Dr. W.C. Maples has driven us toward the support of research, Dr. Carl Gruning has organized and structured an effective Examination Board, and Dr. William Leadingham and his committee have developed candidate manuals for perspective Fellow and COVTT candidates.

As well as we can expound on the efforts of some and point out their efforts, each and every Fellow who has served on the Board of

Directors and the NEB has given unselfishly to COVD. The most important individuals in the development and expansion of COVD are the members.

I would be remiss if I did not end this history without giving credit to the real driving force behind COVD. Every member has heard from her in one way or another. She has typed, printed, collated, answered the phone, returned your calls, spent many a night first at the typewriter and now at the computer to

keep COVD moving forever forward. Yes, the real credit for more than 25 years of labor and love goes to the one and only Marge Wold.

REFERENCES

1. Wold RM, Kane M. COVD: twenty years of excellence. *J Optom Vision Dev.* 1990;21:3-9.
2. Wold RM, Lowry R Jr. The College of Optometrists in Vision Development. *J Am Optom Assoc.* 1973;44:1289-1291.
3. Kane M. COVD: a full scope optometric care organization. *J Optom Educ.* 1982.