



**Alumni Association Meeting**  
**Sunday, January 29, 2012**  
**10:00 a.m.**  
**The “new” Eye Institute**

*Attendance:* Dr. Sue Oleszewski, Dr. Victoria L. Dzurinko, Dr. Anthony Fiorelli, Dr. David W. Friess, Dr. Shereen Hakki, Dr. Harry Kaplan, Dr. Michael Katz, Dr. Thomas L. Lewis, Dr. Gary S. Litman, Dr. Dennis Lyons, Dr. Amanda Marchegiani, Dr. John T. Ochsenreither, Dr. Robert A. Rosenberg, , Dr. Robert N. Spivack, , Ms. Lynne C. Corboy, Ms. Jamie Lemisch. *Joining the meeting via conference call:* Dr. Tomi Browne, Dr. Kenneth W. Savitski, Dr. Edward W. Zikoski.

**Approval of Minutes**

Meeting minutes from the October 2, 2011 meeting were unanimously approved.

**Special Guests**

*Cadillac Partnership*

Dr. Oleszewski introduced the board to Steven Hoffner, who manages Rx I-wear (the company who now owns and operates the optical center at The Eye Institute. Steve approached Dr. Oleszewski with the following proposal:

We are excited to announce that North American Rx I-Wear (Formerly- “Eyeworks” Optical dispensary @ The Eye Institute) and Salus University have established a strategic relationship with Cadillac Eyewear. This relationship will provide for all PCO Alumni a great buying “opportunity” that will be a value forward for their practice.

Cadillac Eyewear is a manufacturer of premium ophthalmic spectacles branded with General Motor’s Cadillac licensing and quality control. North American Rx I-wear will offer all PCO alumni the complete Cadillac Eyewear collection of products at a discount of 35% off listed wholesale. North American Rx I-wear will subsequently make a donation of 7% of the total of each Alumnus’s purchase to Salus University’s alumni program.

This is the first of many more exclusive supply opportunities’ that will be available to all PCO Alumni through this unique, strategic partnership established between Salus University and North American Rx I-wear. We are positive that these programs will add extra value and quality to each members practice as well as assisting them in supporting their prestigious Alma Mater.

The Alumni Association agreed that further consideration is needed on this potential partnership and that it might be best for a member to invite a Cadillac representative to his/her practice to see their line of eyewear. Dr. Katz and Dr. Spivack offered to spear head this effort.

*BIO Fundraiser*

Dr. Oleszewski has about forty or fifty used BIO’s that the University owns. The school now requires each student to purchase his/her own BIO. As a result, TEI no longer needs these instruments. Dr. Oleszewski has offered the used BIO’s to the Alumni Board to sell as a fundraiser. The board would manage the sale of the equipment and receive the money raised with the understanding that the board would make a donation to the renovation campaign. The Alumni board liked this idea and felt it would be a good opportunity to help alumni

establish their practices. Dr. Ochsenreither made a motion for approval to move forward with this fundraiser which was unanimously approved. Dr. Katz and Dr. Spivack both offered to spearhead this initiative.

### **Treasurer's Report**

Dr. Friess gave the Treasurer's Report. [Please see attached.] The balance in the Alumni Association's account as of December 31<sup>st</sup> is \$60,250.

### **Alumni Association President's Report**

#### *Annual Giving*

The fall 2011 Annual Giving Program was run concurrently with outreach for the *Setting Our Sights Campaign* for the TEI renovation. This has resulted in increased contributions to the campaign at the expenses of unrestricted annual gifts. The Annual Giving goal for the 2011-2012 fiscal year is \$175,000. The College has received \$48,461 as of December 31, 2011, 28% of the goal – compared to the \$96,849 raised by December 31<sup>st</sup> last year. While we anticipated a decrease in Annual Giving this year and are prepared to take a loss, we are going to look to the Alumni Association Board members for help in improving this year's campaign results. Jamie Lemisch will discuss our support in these efforts later in the agenda.

So far this year fundraising efforts have included:

- Fall phone-a-thon
- Calendar year end mailing which included a capital campaign option
- Online appeal

Spring efforts will include:

- Phone-a-thon
- Mailings

#### *Professional Programs*

The Alumni Office will hold alumni receptions at professional conferences in a continuing effort to enhance relationships between alumni and the University. So far this year we have attended the following conferences:

- American Academy of Optometry – PCO hosted a reception for at the AAO meeting in Boston in October 2011. Over 250 alumni and friends attended the event.
- North Carolina State Optometric Society – PCO hosted a reception at the annual fall congress of the NCSOS. Approximately 30 alumni and friends attended the event.

Upcoming conferences include:

- SECO – PCO will host a reception and have a booth at SECO in Atlanta in March, 2012.
- AudiologyNOW – The George S. Osborne College of Audiology will host a reception and a booth during the American Academy of Audiology's AudiologyNOW Conference in Boston in March 2012.
- American Optometric Association – The AOA Congress will be held in Chicago, IL in June 2012. PCO will host a reception and a staff a booth during the Congress.

### **Committee Reports**

After tallying responses from the entire Alumni Association Board, awards will be given to the following:

- Albert Fitch Memorial Alumnus of the Year Award – John S. Biernacki, O.D.
- Distinguished Service Award – Robert E. Horne, M.S.
- Special Recognition Award – Thomas L. Lewis, PhD.

Thanks to the efforts of Tomi Browne and Amanda M. Marchegiani, we are excited to have opened the nomination period for the Inagural Audiology Alumnus of the Year. A call for nominations went out on Friday, January 20<sup>th</sup>. The award will be presented at the 2012 AudiologyNOW! annual meeting in March.

## **Reunion Committee**

The reunion in May of 2012 will especially honor the classes ending in 2s and 7s. The fiftieth reunion class will be 1962 and the twenty fifth year class will be 1987.

The Alumni Office has begun to reach out to the class representatives to ask them to identify 3 or 4 people who could help drum up enthusiasm for attending the reunion.

The Alumni Office is also talking with Tony Diecidue (Class of 87) about having his band provide music for the event.

2012 will be the first year that there is also a residential audiology class that will be having a fifth reunion. There are only 3 people in that class and we would like to find a meaningful way to include them in the on-campus festivities.

### *Ads for Program Book*

Jamie Lemisch explained to the committee that the Institutional Advancement office is preparing for a mailing to companies requesting the purchase of ad space in the reunion program book. This year, we ask that board members consider their professional relationships and help us identify new companies to include in our mailing. Jamie and Lynne will prepare the list of prospects and send this to the entire committee via email to review. At which time she will include a timeline for submitting new names to the mailing. The committee was responsive to this request and expects to hear from Jamie on this initiative.

## **Annual Fund – Classmate Outreach**

In an effort to strengthen outreach to alumni and secure contributions to the Annual Fund, Jamie Lemisch has requested the assistance of each board member in reaching out to their classmates. The board agreed this was appropriate use of their time and agreed to help. Jamie will be in touch with each board member with a list of classmates

## **Dr. Lewis' Update**

The class size for this fall's Physician Assistants program will be our largest yet. As a result we are building a larger class room to accommodate the increase in student numbers. This year's entering Audiology class size will be at least 25. The online program successfully developed as a bridge program and discontinued after the residential program was established, will be brought back and refined for an international audience. This fall we will launch our OD Scholars Program as well as a new Occupational Therapy program. These new programs all require new faculty, instructors and space. As a result we will be utilizing some unrented space in the North building and consider how best to utilize the unrenovated space at TEI.

Search for both a new University President and Dean of Student Affairs is underway.

