



NORTHERN PLAINS EYE FOUNDATION

Summer/Fall 2012

The Eye Opener

CVSI - WHAT A YEAR!

Enhancing eye health through education, research and community service for people of the Northern Plains.



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- Dr. Dallas Wilkinson
- Sharon Zeller

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- Ronda Gusinsky, Executive Director
- Carolyn Ness, Associate Director
- Kasondra Brooke, Project Coordinator
- Peggy Martz, Executive Assistant



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Often times, someone makes the comment, "A lot can happen in one year." This statement is exemplified in the case of the **Northern Plains Eye Foundation Western South Dakota Lions Children's Vision Screening Initiative (CVSI)**!

Not long ago, CVSI was simply a concept supported by Northern Plains Eye Foundation (NPEF) Board of Directors and staff and a very visionary group of people who committed to establish a project **"for the purpose of early detection of vision problems in pre-school and elementary-age children through uniform screening and referral processes that will lead to timely diagnosis and appropriate intervention."** For the past year and a half, these visionary individuals, in partnership with NPEF, have developed a very solid and well planned process to successfully launch this worthwhile and necessary children's vision screening initiative. Today, CVSI's mission to enhance children's vision in South Dakota is "live."

Aided by a generous grant from the John T. Vucurevich Foundation, as well as additional grants from South Dakota Optometric Society and Day of Excellence, and corporate and private donations, CVSI was able to move forward with the purchase of the video screening devices called the PediaVision SPOT™, hire a project coordinator, begin training volunteers and hold our pilot at General Beadle Community School on May 15, 2012, administering screenings to one of General Beadle's third grade classes. After assessing the pilot, full-fledged screening events began this summer.

We are excited and grateful to all who have invested in, and committed to, this project. To our area eye and health care professionals, Community Health Center of the Black Hills, area school nurses and other community members who committed to countless meetings to invest their time and talents in the research, development and launch of CVSI, we

are indebted to you, and hope to continue to rely on your expertise. To those who have provided grants and donations, CVSI truly could not have launched without your investment in this vision. And, to NPEF's collaborative partners in CVSI, the Rapid City Downtown, Rapid City Rushmore, Rapid City Metro, Piedmont Valley and Hill City Lions Clubs, as well as additional Western South Dakota Lions Clubs who plan to join our effort, this project cannot be facilitated without your member volunteers, who join NPEF's professional staff to administer screenings and develop ongoing funding to ensure the sustainability of CVSI.

We are well on our way toward our goal to screen 1,000 children during the first year of CVSI, and are making strides toward our goal of raising \$65,000 by the close of 2012. We welcome you to join our effort to ensure vision screenings become accessible to more children throughout our region. Donate to CVSI. Join a Lions Club and become trained to administer screenings. Host a benefit to support our fundraising efforts. On behalf of the NPEF Board of Directors, area Lions Club partners, and other CVSI supporters, we invite your support of the **Northern Plains Eye Foundation Western South Dakota Lions Children's Vision Screening Initiative (CVSI)**.



Lions Tipper and Schaar Administer Screening at General Beadle Pilot



First CVSI Volunteer Screening Team at General Beadle Pilot

What's Inside...

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EYE TO EYE: THE DIRECTOR'S VIEW



Are people in the Black Hills area generous? I know what I think, but having the facts is important. One of the organizations in which I am involved, the Black Hills Nonprofit Networker, a group supporting professional growth and networking for managers, board members, staff and volunteers of nonprofit organizations, is coordinating a survey to get to the heart of philanthropy in our community. This is the first time for this survey. The survey looks at giving patterns and funding sources for nonprofit organizations in the Black Hills region. The goal of the study is to understand not only how much is given by individuals, businesses, government agencies, and foundations, but the focus of the giving, or not giving.

As nonprofits, your donations allow us to operate programs that benefit those in our community. We strive to ensure your donor dollars have impact in our community and that your investment is successful and meaningful. As a Northern Plains Eye Foundation (NPEF) donor, your input into this survey is important to its success. I would very much appreciate you completing the online survey to reflect your philanthropy. Share it with your colleagues, friends and family in this region, and ask them to respond in early October, if possible. A report will be made available in November.

The link to the survey is: <http://www.surveymonkey.com/s/DonorBHPS>. The password is: BHPDON. Thank you.

Ronda Musinsky

Executive Director

NPEF WELCOMES KASONDRA BROOKE

Northern Plains Eye Foundation (NPEF) extends a heart-felt welcome to its newest staff member, Kasondra Brooke. Kasondra has taken on the new role of Project Coordinator, working on behalf of NPEF and area Lions Clubs to oversee the newly launched Northern Plains Eye Foundation Western South Dakota Lions Children's Vision Screening Initiative (CVSI).

Kasondra has an undergraduate degree from Black Hills State University and continues working part-time toward her master's degree in Strategic



Kasondra Brooke

Leadership. In addition to her role at NPEF, she serves as the Black Hills Resource Development Specialist for Helpline Center 211, and works in consulting and project facilitation. She is a member of Zonta Club of the Black Hills and is co-chairing this year's Zonta Expo.

Her fiancé, Chris, and she have five children, Elliott (12), Kaile (8), Alayna (5), Brody (4) and Piper (3), as well as a newly adopted dog, Bruno. Together they enjoy baseball, hunting and the outdoors.

THANKS TO OUR 2012 VISIONARY PARTNERS

NPEF recognizes and thanks our 2012 **Visionary Partners**.

Through **Visionary Partner** sponsorship of NPEF's flagship programs, **Health-Care Education Scholarship, Healthy Vision Week and Christmas Gift of Sight**,

these partners join us in making our communities a better place to live by assuring future generations have access to quality health care, eye-related problems in our children continue to be detected through free annual screenings, and each year, we share the gift of sight with those less fortunate in our community.



Rapid City Downtown and
Rushmore Lions Clubs



Downtown Lions Club President Dennis Schaar
Presents Check to NPEF's Musinsky

2012 HEALTHY VISION WEEK



In celebration of the 5th Annual Healthy Vision Week eye care professionals from throughout the Black Hills and Pierre team up with Northern Plains Eye Foundation to provide free vision screenings to children – ages 3 to 11 – who have not yet had their eyes examined.

This year's Healthy Vision Week is **October 8 – 12!**

For More Information Call
(605) 716-6733

OUR THANKS TO THIS YEAR'S HWV PARTICIPATING EYE CARE PROFESSIONALS

RAPID CITY

Advanced Dermatology and Ophthalmology | 343-8000
Timothy Minton, MD

Pillen Optical | 348-2323
Dan Clousing, OD

Slingsby & Wright Eye Care | 719-9499 Opt. 1
Renae E. Welke, OD

The Eye Doctors at Rapid City Medical Center | 343-2020

Gail Bernard, MD
Joseph Hartford, OD
Mary Buurma, PA-C

Vision Source Rapid City | 343-4703
Dwayne Ice, OD

The Eyeglass Studio at Black Hills Optometry | 399-3937
Dawn Wattenhofer, OD

Precision Eyecare | 341-5644
Eric Porisch, OD

Black Hills Regional Eye Institute | 341-2000

Derek Allmer, OD
Monte Dirks, MD
Dan Hafner, MD
Stephen Khachikian, MD
Robert Nixon, MD
Scott Schirber, OD
Terry Spencer, MD

Premier Eyecare, PC | 719-9489
Jared Pearson, OD

Eye Works (Baken Park) | 718-7550
Pauline Weichler, OD

Pearle Vision | 348-7045
Anne Britton, OD

Vision Center (Wal-Mart) | 348-9369
Robert Wilson, OD

Budget Optical | 348-7401
Elizabeth Ellender, OD
M. Scott Ellender, OD
Brad Moriarty, OD

BELLE FOURCHE

Black Hills Vision Care | 892-2020
Heidi Nash, OD
James Trimble, OD

CUSTER

Premier Family Eyecare | 673-2716
Nathan Wiederholt, OD

DEADWOOD

Deadwood Eyecare | 578-1761
Michael Guilbert, OD
David Czerny, OD

HOT SPRINGS

Vision Source of Hot Springs | 745-3175
Dallas Wilkinson, OD

SPEARFISH

Family Optical | 642-0390
Tammy Hersch, OD

Spearfish Vision Works | 642-3865
Brian Gill, OD

Lifetime Eyecare | 642-4656
Scott Kennedy, OD

Spearfish Mountain Valley Vision Center | 642-2645

David Czerny, OD
Jessica Czerny, OD

Spearfish Eye Care Center | 642-8480

Kathy Haivala, OD
Michael Richey, OD

STURGIS

J&J Optical | 347-9117
M. Scott Ellender, OD

Northern Hills Eye Care | 347-2666

David Prosser, OD
Jason Hafner, OD

PIERRE

Beemer and Bartlett Eye Clinic | 224-0404
Douglas C. Beemer, OD
Michael R. Bartlett, OD

Central Dakota Eyecare | 224-6128

Jeffrey Rausch, OD
Denette Eisnach, OD
Jill Hart, OD

NPEF AWARDED DAY OF EXCELLENCE GRANT



Craig Pfeife, NPEF Board of Director, Accepts Award Check from Carrie Stephens of Day of Excellence, Inc.

Organizers of Day of Excellence, Inc. in Rapid City recently announced recipients of the 2012 Day of Excellence charitable giving program. **Northern Plains Eye Foundation (NPEF) is honored to be among the ten nonprofit organizations awarded grants.** NPEF's grant is in support of the Northern Plains Eye Foundation Western South Dakota Lions Children's Vision Screening Initiative (CVSI). The Day of Excellence Foundation has donated more than \$100,000 to local organizations since its inception in 2010. For more information on Day of Excellence go to www.DayofExcellence.com. **Thank you Day of Excellence!**



HEALTHY LIFESTYLE CHOICES = BETTER EYE HEALTH

There is scientific evidence that proves nutrition has an impact on overall health. It turns out when mom told us to eat our vegetables, she was right! The high cost of medical care is causing a large push for preventative measures, such as proper nutrition, as economic benefits to our society. Eye health is not excluded from the benefits of proper nutrition.

Dr. Terry Spencer, ophthalmologist at Black Hills Regional Eye Institute, authored this article to share some helpful, evidence-based information he's found in clinical studies to suggest nutritional therapy benefits patients. One of the landmark nutrition studies Dr. Spencer cited is AREDS, the Age-Related Eye Disease Study, a clinical trial sponsored by the U.S. National Eye Institute. AREDS investigated the natural history and risk factors of age-related macular degeneration (AMD) and cataracts, along with the effects of taking high doses of antioxidants and zinc on the progression of AMD and cataracts.

AREDS results were published in the Archives of Ophthalmology in 2001. In AREDS, thousands of individuals with AMD were randomly assigned either the antioxidants or a placebo, and followed for over 6 years. AREDS concluded people with intermediate AMD who take high levels of antioxidants and zinc can reduce their risk of developing advanced AMD. AREDS' recommendations are that people with AMD benefit from ingesting specific nutritional supplements, which include 25,000 IU beta-carotene, 500 mg Vitamin C, 400 IU Vitamin E, 80 mg Zinc, and 2mg Cupric Oxide (copper).

While AREDS did not demonstrate vision improvement, the supplements slowed progression of the disease. Since AREDS, there is new information being evaluated by AREDS2, regarding carotenoids, Lutein and Zeaxanthin (found in green, leafy vegetables,) and promising results regarding Omega-3 fatty acids (derived from deep sea fish).

Spencer noted some studies call into question the advisability of dietary supplements. "The manufacturers of vitamins have been very successful at convincing us good health comes in the form of a pill or vitamin," Spencer stated. "Well-controlled trials like AREDS are valuable in deciding which supplements to take, but a diet rich in fruits and vegetables may be more valuable for good overall health and vision."

Spencer noted the most common outpatient surgery in the United States is cataract surgery. A cataract is cloudiness that forms in the crystalline lens inside of the eye. A mechanism for the development of cataracts is oxidation of the lens. Oxidative stress is thought to be a general mechanism behind the aging process. This is why antioxidants are helpful, and why smoking causes damage. "Though the surgical procedure has made magnificent advances, and I remove hundreds of cataracts every year, the notion that cataracts might be prevented by lifestyle choices remains virtually absent from mainstream ophthalmology," Spencer relayed. "However, lifestyle choices that include healthy diets, no smoking and avoiding obesity may lower the need for cataract surgery."

Age-related macular degeneration (AMD) is the leading cause of irreversible sight loss in the western world. Like cataracts, there is a demonstrated association between early AMD and diet, exercise, and overall healthy habits. In studies, nonsmokers who ate the healthiest diets and were most active markedly reduced their risk for AMD. Other studies indicate those who are overweight face double the risk of developing AMD compared to those with normal body weight. Sunlight exposure is yet another risk factor for AMD, which is reduced by wearing hats or sunglasses when in the sun.



We thank **Terrence S. Spencer, MD,** a member of NPEF's Board of Directors, for this article. We hope to continue to feature guest writers from NPEF's Board in future editions of "The Eye Opener."

Spencer adds a discussion about nutrition and vision would not be complete if we did not talk about the diabetes epidemic. As an ophthalmologist, Spencer is painfully familiar with the devastating effects diabetes has on vision. Type 2 diabetes makes up 90% of diabetes cases, and is caused primarily by obesity, resulting in elevated blood sugar levels. Obesity is often the result of excessive consumption of high-calorie foods, excessive consumption of meat, and a sedentary lifestyle. Type 2 diabetes must be managed with medications to avoid complications, but appropriate lifestyle modification can actually normalize the blood sugar and get diabetics off medications. Lifestyle choices that improve eye health and protect against cataracts, AMD and diabetic eye diseases are the same choices that improve heart health, reduce risk of vascular disease and dementia, and aid in weight loss.

Here are some of Dr. Spencer's recommendations to improve your visual and overall health:

1. **Eat fruits and vegetables:** Ideally, eat five to nine servings of fruits and vegetables every day – especially a wide variety of vegetables.
2. **Stop smoking:** Smoking is the most established risk factor for cataracts and age-related macular degeneration. Use a reputable stop-smoking program recommended by your primary doctor.
3. **Avoid refined foods:** Refined foods are calorie-dense and nutrient-poor. Almost anything in a crinkly bag is bad for you. A can of soda has 12 teaspoons of sugar. Eat unrefined complex carbohydrates, such as whole multigrain bread, oatmeal, brown rice, etc.
4. **Eat a low-fat diet:** Cut your intake of oil, fat, and grease.
5. **Reduce (or eliminate) meat and dairy products:** They are loaded with fat and cholesterol. A balanced plant-based diet can provide your body's needs for calcium and iron without meat or dairy every day.
6. **Omega-3 fatty acids are helpful:** Many doctors recommend ingesting mercury-free fish or fish oil capsules or flaxseed oil.
7. **Exercise and lose weight:** Get into a daily routine exercise program. Minimum for health is 30 minutes three times per week. For weight loss, double that amount.
8. **Multivitamin supplement:** Antioxidant supplementation is recommended by the National Eye Institute for individuals with a diagnosis of AMD. Discuss the pros and cons with your eye doctor.

MEET NPEF'S 2012 HEALTHCARE SCHOLARSHIP RECIPIENTS



Erin Sternhagen
Hometown:
Groton, SD



John Hoffer
Hometown:
Minot, ND



Emily Mammenga
Hometown:
Humboldt, SD



Megan Olson
Hometown:
Cheyenne, WY



Sydney Schnitz
Hometown:
Scotland, SD



Kristina Zalud
Hometown:
Vermillion, SD

Northern Plains Eye Foundation (NPEF) is pleased to introduce the twelve recipients of the **2012 Health-Care Education Scholarship Awards**. Ten **Health-Care Education Scholarships** were awarded to high school seniors pursuing full-time health-care related studies at a college, university or technical institution, as well as two **Continuing Health-Care Education Scholarships** to past recipients returning to post-secondary health-care related studies. Recipients are selected based on academic credentials, scholastic standing, extracurricular activities, personal statements and letters of recommendation.

Continuing Health-Care Education Scholar, Allison McEldowney, was presented with the Dr. Paul L. Zimmerman Memorial Health-Care Education Scholarship, in honor of Dr. Paul L. Zimmerman, a distinguished ophthalmologist and member of NPEF's Board of Directors, who lost a brave fight with malignant melanoma of his right eye in 2011.

We congratulate each of our winners and wish them continued success as they further their academic achievements in the coming years.

NPEF celebrates its eighth year in awarding

scholarships for ongoing college study to high school seniors and former scholarship recipients from within our 5-state service area (northeast Wyoming, northwest Nebraska, southeast Montana, southwest North Dakota, and all of South Dakota). Since the **Health-Care Education Scholarship** program's inaugural year in 2005, NPEF has awarded seventy-six scholarships totaling \$73,000, reflecting NPEF's strong commitment to the education of future eye care and health care professionals. If you are interested in contributing to this scholarship fund, please contact the Foundation office at (605) 716-6733.



McKenzie Hellbaum
Hometown:
Wheatland, WY
Sponsored by
Black Hills Power



Rachel Thornton
Hometown:
Sioux Falls, SD



Allison McEldowney
Hometown:
Castlewood, SD
Dr. Paul L. Zimmerman
Memorial Health-Care Education
Scholarship Recipient



Tanna Becker
Hometown:
Pierre, SD
Sponsored by
Rapid City Downtown &
Rushmore Lions Clubs



Lindsey Buehner
Hometown:
Brandon, SD



Samantha Nielson
Hometown:
Watertown, SD
Sponsored by
Central Dakota Eyecare
Jeffrey L. Rausch,
Denette K. Eisnach and
Jill M. Hart

THANK YOU ROBERT SHARP & ASSOCIATES

Those in the marketing industry will tell you "brand identity" is an essential component of any new business or program launch. "Brand identity" is the visible element of a brand – its logo – which identifies and distinguishes the brand in the mind of the consumer.

The Northern Plain Eye Foundation Western



South Dakota Lions Children's Vision Screening Initiative (CVSI) could not be prouder of our brand! **We would like to recognize and thank Robert Sharp & Associates of Rapid City for the donation of graphic design services on the CVSI logo.** We are grateful for your generosity and excited to reveal our new identity!



ROTARY AND MURPHY'S TEAM UP FOR A GREAT EVENT AND GREAT CAUSE



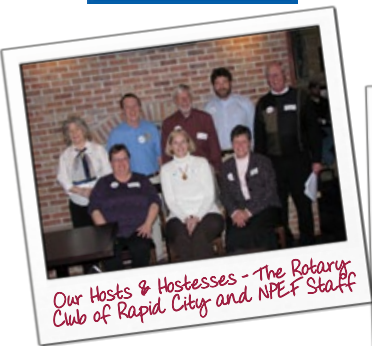
The Crew From The Eye Doctors at Rapid City Medical Center

Northern Plains Eye Foundation (NPEF) extends a heart-felt thank you to **The Rotary Club of Rapid City** and **Murphy's Pub & Grill** for hosting a wonderful evening filled with great friends, delicious fare and fundraising to support children's vision screening efforts. Thanks, as well, to all of the folks – almost one hundred of them – who braved a chilly evening in January in support of this event!

All tips from patrons purchasing dinner, along with a portion of Murphy's food sales, at the January 24th benefit were donated to Northern Plains Eye Foundation Western South Dakota Lions Children's Vision Screening Initiative (CVSI) raising \$2,295!



**Thank you
Rotary Club of Rapid City
and Murphy's Pub & Grill
for your effort to ensure
vision screenings are accessible
to more children!**



Our Hosts & Hostesses - The Rotary Club of Rapid City and NPEF Staff



The Murphy's Team Who Made It Happen with NPEF's Gusinsky (Middle)



UBS Financial Services & guests Join in the Fun

PIEDMONT VALLEY LIONS SERVE IT UP AT PIZZA RANCH



The Tip Jar

Pizza anyone? Thankfully, the answer was, "Yes," when **Piedmont Valley Lions Club**, a Northern Plains Eye Foundation Western South Dakota Lions Children's Vision Screening Initiative (CVSI) partner, hosted a benefit fundraiser at Rapid City's Pizza Ranch!



Burt and Beverly LeCates On Duty!

Piedmont Valley Lions Club members, who served as extremely professional and cheerful volunteer wait staff, collected \$443 in tips to support CVSI's screening efforts!

Thank you Piedmont Valley Lions Club!

SNAPSHOTS



NPEF Board of Director Julaine Arient-Rollman at NPEF's CVSI Exhibit at Lions State Convention in Yankton



Guests from Lions Club of Gomez Palacio, Mexico, Check Out PediaVision with DakotaLink's Chuck Fullenkamp at NPEF's South Dakota Optometric Society Exhibit



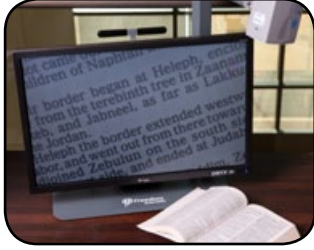
NPEF's Gusinsky Presents Program on CVSI at Opticians Association of SD Conference



Rushmore Lions Audette, Kurtz, Tupper, Dormann, Freimark and Jensen "Count Down" for NPEF's Healthy Vision Week

RAPID CITY OFFERS REPERTOIRE OF RESOURCES FOR LOW VISION

"Vision for a Lifetime"—this is Northern Plains Eye Foundation's motto. Though we are committed to offering vision screenings for children through CVSI, and restoring individuals' sight by means of our Christmas Gift of Sight program, the reality is, people still lose their sight. Loss of vision from some eye diseases like macular degeneration and glaucoma can't be reversed. But, local resources provide hope to people with vision loss.



Dr. Karla Bucknall, an optometrist at The Low Vision Center at Black Hills Regional Eye Institute, specializes in helping people with low vision maximize what vision they have. Bucknall offers low vision exams for those who can't see or do what they need with glasses, but who are not totally

blind. Bucknall does not fix a person's sight. As she said, "What's broken will still be broken." However, there are many simple strategies that can be implemented that fully sighted people often don't think about, for instance, how to use contrasts. Pour milk into a dark cup. Pour coffee into a white cup. Black and white is often easier to see than colors. A key question Bucknall asks is, "What are you having trouble with?" She may suggest you bring in the piece of music you are struggling to read, or the needlework project giving you fits, in order to look for a way to solve the problem, make an improvement, or derive another alternative.

Often she explains why something may or may not be working. Applying information may transform a problem into a victory. For instance, people with age-related macular degeneration tend to lose their central vision, but may still see details on the side. Armed with this knowledge, people with that limitation can take more advantage of their peripheral vision. Frequently, Bucknall speaks to fears or questions a patient may be afraid to ask. For instance, it is not uncommon for people who have lost vision, to see things that aren't there, especially if they've lost a lot of vision in both eyes in a short period of time. Knowing this can be a relief to a patient, as well as to family members.

The best time to seek low vision help is when an individual is first starting to have problems that can't be corrected with glasses or contact lenses. As Bucknall's practice is a referral only practice, individuals must be referred by an optometrist or ophthalmologist. Bucknall assists with functional vision, while the referring doctor continues to take care of the health of the patient's eyes.



Services Coop. In DakotaLink's Rapid City Deadwood Avenue location, trained technicians demonstrate a variety of products from various dealers, allowing people to make side-by-side comparisons of different equipment with similar functions in order to best match what is available to the needs of the individual. They have a library of devices they can loan out, which can be shipped throughout the state, allowing individuals opportunity to test and try out various products.

DakotaLink offers a wide range of low tech manual devices, such as magnifiers, medium tech electric or motor-driven devices, and high tech computer-driven devices. There are electronic "readers" available that convert written text into spoken communication using synthetic voices.



And, as you might guess, diverse equipment comes with diverse price ranges. The good news is as technology advances, a greater number of options are becoming available at more affordable prices, or for free. Apple technology, including the Mac computer, iPads and iPhones, have a built-in screen reader, called "VoiceOver," and a feature called "Zoom," that magnifies items on the screen. The Android operating system, made by Google and used on Smartphones and tablet computers, has a speech output application called "TalkBack." Oftentimes, these features are provided as part of the standard feature package.

Losing vision and learning how to cope is a process. Through the repertoire of practical and personalized resources offered by Dr. Karla Bucknall, The Low Vision Center and DakotaLink, people with low vision have the capability to manage and develop new mastery of the challenges of vision impairment. For more information visit www.lasikrapidcity.com/about-the-institute/low-vision-center and www.dakotalink.tie.net.

THANK YOU NFB OF SOUTH DAKOTA



In April, National Federation of the Blind of South Dakota (NFB of SD) held its state conference in Rapid City.

Northern Plains Eye Foundation was pleased to be invited to make a presentation about our Foundation, after which NFB of SD honored us with a check for \$500 in support of our Children's Vision Screening Initiative.

***We extend our sincere thanks to
National Federation of the Blind of South Dakota.***





NORTHERN PLAINS EYE
FOUNDATION

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Rapid City, SD 57701

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605.716.6733 • email: vision@npef.org • www.npef.org



NORTHERN PLAINS EYE
FOUNDATION

COMING ATTRACTIONS

Healthy Vision Week
October 8 - 12 – Black Hills & Pierre

CVSI Volunteer Training
October 8 – NPEF

CVSI Screening Events
October 22 – Kids Kastle-Little Miners
October 24 – Kids Kastle-Business Park

NPEF Board of Directors Meeting – November 15

