

WHAT IS GRATITUDE?

As we celebrate the holiday season, we often discuss being thankful. Thankful for our family and friends. Thankful for our homes, jobs, community and hopefully, health.

Dr. Val Farmer, a clinical psychologist and columnist, wrote about gratitude in a recent column. The column talked about a study done by psychologists Michael McCullough of the University of Miami, and Robert Emmons at the University of California at Davis, that looked at how gratitude works in our lives. What is gratitude? Gratitude is described as an overall tendency to recognize the contributions of others to the good things that are happening in our own lives. It is a habitual way of looking at the world. Gratitude isn't related to daily events, but represents an attitude of appreciation for life in general – seeing life as a “gift.”



We have been gifted with a very dedicated **Board of Directors**, made up of both members of the eye care community and the community at large. We are truly grateful for their support, both monetarily and in their gifts of time, talent and expertise.



service. Lions volunteer in support of NPEF programs and provide a platform within

their clubs from which NPEF can “spread the word” about the work of our Foundation and the individuals we serve through our programming efforts. In addition, several local Lions Clubs have partnered to lend program funding support as an NPEF Visionary Partner.



We are grateful, as well, for the generosity of the **eye care community**. Through participation in NPEF's programming efforts, they provide

thousands of dollars in donated eye care services to hundreds of individuals in our region. They serve as ambassadors for the Foundation within their industry, and share in the leadership of our Board and committees to assist in developing a strong and clear vision for our Foundation.

And, we give thanks for our **Visionary Partners** and **business sponsors**, as well as our **faithful individual and family donors**, whose financial support sustains the community service, education and research missions of our Foundation.

As we extend our holiday greetings, we are aware of our blessings and thankful for the good that has happened for our Foundation. We are appreciative of all who are reading this – for your interest in, and support of, our organization. And, we are grateful for those we serve and the gifts we receive in doing so.

What's Inside...

Director's View & Welcome New Board Members.....	2
Healthy Vision Week & Visionary Partners.....	3
2010-2011 Health-Care Education Scholarships.....	4
Journal Club – What Really Causes Glaucoma	5
2011 Board of Directors & Retiring 2010 Board Members.....	6
Thank You To Our Donors & 2010 Retreat.....	7

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



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Dr. Gail Bernard
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Jerry French
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Craig Pfeifle
Dr. Jeffrey Rausch
Dr. Erwin Reimann
Dr. Curt Rising
Linda Rydstrom
Dr. J. Geoffrey Slingsby
Mutch Usera
Dr. Dallas Wilkinson
Sharon Zeller
Dr. Paul Zimmerman

STAFF TEAM

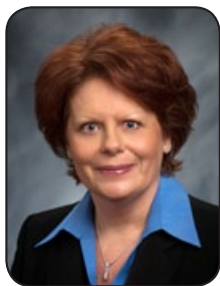
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Executive Director
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Associate Director
Peggy Martz,
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EYE TO EYE: THE DIRECTOR'S VIEW



On August 1st, I started my new role as NPEF's Executive Director. As many of you know, I had the privilege of coming on board with the Foundation as Development Director in the fall of 2009. It's been a wonderful year filled with many opportunities to meet new people and practice new skills in service to the Foundation.

Much like other non-profits across the nation, NPEF has felt the effect of today's challenging economic times. We have made adjustments, tightened our belts and throughout the process, have been able to continue to expand the number of individuals we have served in 2010. **Eleven \$1,000 Health-Care Education Scholarships** were awarded in April. This fall, **413 free vision screenings were performed on children** throughout the Black Hills, as well as Pierre, during **Healthy Vision Week**. Through **Christmas Gift of Sight**, **3 members of our community** were awarded sight-saving surgery – and more importantly reclaimed their independence, mobility and quality of life. And,

4 new Visionary Partners have joined NPEF in our commitment to "Vision for a Lifetime."

As we look toward 2011, we hope to continue to develop opportunities to enhance eye health for people of the Northern Plains. It is a worthy and rewarding mission made possible by a very dedicated Board of Directors, caring eye care community, committed staff, and generous donors and partners.

As we celebrate the beauty of the holiday season, we wish you peace, joy and prosperity in the coming New Year. And, we ask you to consider including our Foundation in your charitable giving. Your gift will create a solid groundwork from which we can continue to expand our mission and serve this region more broadly through eye-related education, research and community service.

Happy Holidays!

Executive Director

WELCOME NEW BOARD MEMBERS

NPEF is pleased to have recently welcomed a diverse group of new directors to the Northern Plains Eye Foundation Board.



Jerry French is a North Dakota native. After spending 40 years in the banking and brokerage industries in Rapid City, Jerry retired in 2009. Jerry served on the Board of Behavior Management, and is a member of the Rapid City Rotary Club and South Canyon Lutheran Church. He enjoys spending time in the Black Hills, working in his yard, playing tennis, and traveling with his wife, Louise, a clinical audiologist.



Dr. Curt Rising hails from Crawford, Nebraska, and is a graduate of the University of Nebraska Medical Center's College of Pharmacy. Curt and his wife, Shirley, purchased The Medicine Shoppe in Rapid City in July of 2006. A die-hard Nebraska Cornhusker football fan, Curt also enjoys outdoor activities including camping, fishing and hunting with Shirley and their two boys.



Pokey Jacobson was born and raised in Hot Springs. Pokey and her husband, Leo, spent 25 years in the insurance business in Sturgis and, after their recent retirement, relocated to Rapid City. She is currently co-owner of Outsource Locators, a rally housing service. A past 3-term Sturgis City Council member, Pokey serves on the board of the Sturgis Motorcycle Museum and Kids & Chrome Foundation. She and Leo have a daughter, Kara Jacobson-Kraft.



Dr. Geoff Slingsby is a Rapid City native. He has an active practice as a Comprehensive Ophthalmologist with subspecialty training and interest in patients with Vitreoretinal Diseases. He has been Chief of Staff at the hospital and has served on the Regional Health Board of Trustees. He and his wife, Jackie, have two sons in college. His other interests include flying, skiing, horses, and other outdoor activities.



A Sioux Falls native, **Craig Pfeifle** is a lawyer with Lynn, Jackson, Shultz & Lebrun, P.C. He focuses his practice on trial and appeal work in state, federal and tribal courts. Craig and his wife, Jane, who is also a lawyer, have four children and two grandchildren. Craig serves as the incoming Chair of the Board of Directors for West Hills Village, and is a current member of the Board for Youth and Family Services.



Born and raised in Custer, **Dr. Dallas Wilkinson** spent 1-1/2 years in private practice in Boise, ID, before returning to open a practice in Hot Springs. He is a member of the American Optometric Association, South Dakota Optometric Society, Lions, Rotary and VOSH, participating in medical missions to third world countries. He and his wife, Lesley, an RN, have two daughters. They love to go camping, travel and cheer on the Rush!



VISION FOR A LIFETIME



HEALTHY VISION WEEK



NPEF is committed to educating the public about eye health and safety. This fall's **Healthy Vision Week**, held **September 27th through October 1st**, marks the third anniversary of this initiative.

Healthy Vision Week was launched to highlight the importance of vision care by offering free vision screenings for pre-school and elementary-age children. Thanks to dozens of partnering eye care professionals, who donate their skills and expertise to provide the screenings, this community service program has grown significantly from just **over 250 children screened in 2008, to screening well over 400 this fall**. Geographically, NPEF has expanded Healthy Vision Week as well, from Rapid City proper in 2008, then reaching into the Black Hills region in 2009, and this year, encompassing the community of Pierre, SD, as well.

More importantly, statistics from this year's participating doctors report, of the children who received free vision screenings, **187 had vision problems detected**. Of those children with vision problems, **35 required glasses**. With the support of Healthy Vision Week's **44 participating eye care professionals in 8 communities throughout the Black Hills and Pierre**, NPEF continues to make healthy vision a priority for children in our region. Our sincere thanks to the following 2010 Healthy Vision Week participating eye care professionals:

RAPID CITY

Black Hills Regional Eye Institute

Monte Dirks, MD
Stephen Khachikian, MD
Heidi Nash, OD
Robert Nixon, MD
Scott Schirber, OD
Terry Spencer, MD
Falon Young, OD
Paul Zimmerman, MD

Budget Optical

Elizabeth Ellender, OD
M. Scott Ellender, OD
Cary Feldman, OD
Brad Moriarty, OD

Eye Works (Baken Park)

Pauline Weichler, OD

In Vision Optical & Eye Care

Paula Sorensen, OD

Precision Eyecare

Eric Porisch, OD

RAPID CITY

Premier Eyecare, Inc.

Jared Pearson, OD

Shopko Optical

Greg Sorensen, OD

Slingsby & Wright Eye Care

Dawn Wattenhofer, OD

The Eye Doctors at

Rapid City Medical Center

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

Drs. Tucker-Kudrna-Holec-Young

Eye Care Centre

Lynn Tucker, OD
Gaylene Kudrna, OD
Bill Holec, OD
Falon Young, OD

Vision Center (Wal-Mart)

Robert Wilson, OD

Vision West Eye Clinic

Dwayne Ice, OD

BELLE FOURCHE

Black Hills Vision Care

Heidi Nash, OD
James Trimble, OD

CUSTER

Premier Family Eyecare

Nathan Wiederholt, OD

DEADWOOD

Deadwood Eyecare

Brian Gill, OD
Michael Guilbert, OD

HOT SPRINGS

Advanced Eyecare

Dallas Wilkinson, OD

SPEARFISH

Family Optical

Tammy Hersch, OD

SPEARFISH

Lifetime Eyecare

Scott Kennedy, OD

Spearfish Eye Care Center

Kathy Haivala, OD

STURGIS

J&J Optical

M. Scott Ellender, OD

Northern Hills Eye Care

David Prosser, OD
Jason Hafner, OD

PIERRE

Beemer and Bartlett Eye Clinic

Michael Bartlett, OD
Douglas Beemer, OD

Doctors of Optometry

Jeffrey Rausch, OD
Denette Eismach, OD
Jill Hart, OD

THANKS TO OUR 2010 VISIONARY PARTNERS

NPEF recognizes and thanks our 2010 **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.



BLACK HILLS REGIONAL
EYE INSTITUTE



Rapid City Downtown and
Rushmore Lions Clubs

EDUCATION



RESEARCH



SERVICE

CONGRATULATIONS TO THE 2010-2011 SCHOLARSHIP WINNERS

In 2010, NPEF celebrated another successful year for the Health-Care Education Scholarship Program. One hundred and forty-four applications were received from a very skilled and talented group of young adults pursuing post-secondary health-care studies. Out of the field of 144 applicants, **eleven \$1,000 Health-Care Education and Continuing Scholar Scholarships were awarded.** Eight Health-Care Education Scholarships were awarded to high school seniors, and three Continuing Scholar Scholarships were awarded to previous NPEF scholarship winners.

Scholarships are awarded based on overall academic merit, extracurricular and health-care related activities, leadership, letters of recommendation, and planned health-care or eye-related course of study. High school seniors wishing to apply for the 2011-2012 Health-Care Education Scholarships must have a minimum GPA of 3.8 or higher, and an ACT score of 28 or above.

Since the program's inaugural year, NPEF has awarded fifty-two Health-Care Education and Continuing Scholar Scholarships, totaling \$48,000, for post high school health-care studies.

NPEF would like to recognize and thank its Visionary Partners – Black Hills Power, Black Hills Regional Eye Institute, Mid-Dakota Diesel, LLC and Rapid City Downtown and Rushmore Lions Clubs, along with Jeffrey L. Rausch, O.D., Denette K. Eischach, O.D., and Jill M. Hart, O.D., Doctors of Optometry, for their sponsorship of named 2010-2011 Health-Care Education and Continuing Scholar Scholarships.

If you wish to honor a family member or friend, or would like to highlight your business or organization, we invite you to consider sponsoring a named \$1,000 Health-Care Education Scholarship.

2010-2011 HEALTH-CARE EDUCATION SCHOLARSHIP RECIPIENTS



Sierra Allen
Hometown:
Vermillion, SD



Phillip Becker
Hometown:
Mitchell, SD



Taylor Becker
Hometown: Pierre, SD
Sponsored by
Rapid City Downtown
and Rushmore Lions Clubs



Allison McElowney
Hometown:
Castlewood, SD



Jacqueline Niewenhuis
Hometown:
Stickney, SD



Ashley Schmidt
Hometown: Mitchell, SD
Sponsored by Jeffrey L. Rausch,
Denette K. Eischach, and
Jill M. Hart, Doctors of Optometry



Danielle Smith
Hometown:
Huron, SD



Steven Turpin
Hometown:
Gillette, WY
Sponsored by
Black Hills Power

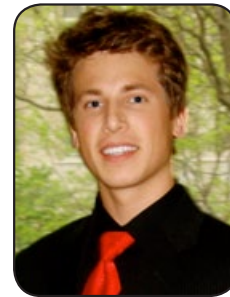
2010-2011 CONTINUING SCHOLAR SCHOLARSHIP RECIPIENTS



Jerika Ihuen
Hometown:
Tea, SD
Sponsored by
Black Hills Regional
Eye Institute



Elise In't Veld
Hometown:
Vermillion, SD
Sponsored by
Mid-Dakota Diesel, LLC



Nicholas Stukel
Hometown:
Burke, SD

For information on making application for a Health-Care Education Scholarship, visit www.npef.org.



VISION FOR A LIFETIME

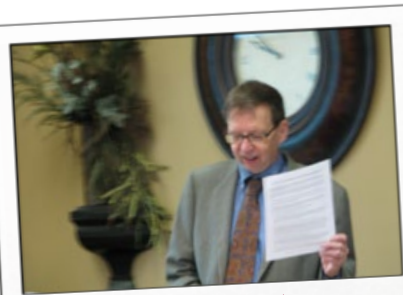


JOURNAL CLUB PRESENTATION

“WHAT REALLY CAUSES GLAUCOMA?”

The Northern Plains Eye Foundation hosted its Fall Journal Club on Saturday, October 9th, at the Black Hills Regional Eye Institute Library, Rapid City, SD. Guest speaker, **Dr. John Samples**, Clinical Professor of Ophthalmology, Oregon Health and Sciences University, Portland, OR and Rocky Vista University, Parker, CO, presented **“What Really Causes Glaucoma?”** Without care, glaucoma can lead to blindness. It is the world’s leading cause of blindness. With correct care, most people will retain their vision.

The program was attended by ophthalmologists, optometrists, staff technicians and physician assistants from throughout the Black Hills, all committed to keeping abreast of the latest developments in diagnosis, treatment and care of their glaucoma patients.



*Dr. Samples presenting
“What Really Causes Glaucoma?”*

“Currently recognized risk factors include family history of glaucoma, eye pressure, some cornea conditions, ethnicity (Native Americans, Latinos, and African Americans are at greater risk), diabetes, blood pressure and sleep apnea.”

Dr. John Samples

Dr. Samples has written extensively on glaucoma treatment, surgery and the genetics of glaucoma. His clinic discovered three of the genes that cause glaucoma, making him well poised to lecture on glaucoma risk factors – factors that increase a person’s risk of developing glaucoma. “Currently recognized risk factors include family history of glaucoma, eye pressure, some cornea conditions, ethnicity (Native Americans, Latinos, and African Americans are at greater risk), diabetes, blood pressure and sleep apnea,” Dr. Samples stated. “Individuals from these ethnic groups, or having any of these conditions, should be tested annually for glaucoma.”

Dr. Samples indicated how both high blood pressure and very low blood pressure can damage glaucomatous eyes. He discussed the very high incidence of glaucoma in people with sleep apnea and also Alzheimer’s disease. He presented his belief that whenever diagnosis of Alzheimer’s is made that the patient should have a thorough glaucoma exam.



*Doctors enjoying lively discussions
during Journal Club*

stints that drain eye fluid out of the eye and several completely new medications. Dr. Samples, who was in Oregon at the medical school for over 20 years, emphasized the need to avoid toxic preservatives in everything from medications to artificial tears and makeup, even nutritional supplements. He is a strong proponent of fish oil in all patients, and fish oil and flax for glaucoma patients with dry eye, but then cautioned that some fish oils contain mercury, and that patients would need to read labels closely to be sure they are buying good fish oil.



NPEF Board Members, Dr. Zimmerman, Dr. Dirks and Dr. Bernard, present Dr. Samples with a signed Don Montleaux print on behalf of the Foundation.

Journal Club followed Dr. Samples’ presentation, which included further dialogue with, and additional insights from, Dr. Samples. One discussion topic included overall frustration with what happens when a patient runs out of eye drops before their next allocation of medicine

is due. “This is a nationwide problem, particularly for eye drops,” Dr. Samples noted, “because unlike pills, they are more difficult to put in.” Some patients may dispense several drops to get one drop in. Solutions were discussed, including a suggestion by Dr. Samples to have the patient keep the eye drops in the refrigerator, which makes them colder and easier to feel.



Alcon Rep, Jake Forsline, speaks with Dr. Trail Bernard and Mary Buurma, PA-C

Northern Plains Eye Foundation would like to thank Alcon Pharmaceuticals, and its Ophthalmic Sales Representatives, Jake Forsline and Jody Holt, for hosting Dr. Samples’ presentation, the Journal Club event and luncheon.



MEET OUR 2011 BOARD OF DIRECTORS

OFFICERS



Sharon Zeller
Chair



Dr. Gail Bernard
Vice Chair



Linda Rydstrom
Secretary



Dr. Erwin Reimann
Treasurer

DIRECTORS



Jarrett Breuninger



Dan Dryden
Past Chair



Jerry French



Pokey Jacobson



Cris Mathews, PA-C



Craig Pfeifle



Dr. Jeffrey Rausch



Dr. Curt Rising



Dr. J. Geoffrey Slingsby



Mutch Usera



Dr. Dallas Wilkinson



Dr. Paul Zimmerman

OUR THANKS TO NPEF RETIRING 2010 BOARD MEMBERS

On behalf of NPEF's Board of Directors and staff, we would like to recognize and thank our retiring 2010 Board Members. These individuals, shown below with Board Chair, Dan Dryden (center), have played an integral and lasting role in the development of the Foundation. Their leadership will be truly missed.

DR. CHET ROBERTS

(left)

NPEF Board of Directors
2008 - 2010

DR. PAUL WRIGHT

(2nd from left)

NPEF Board of Directors
2002 - 2010



GARY THOMPSON

(2nd from right)

NPEF Board of Directors
2002 - 2010

DR. MONTE DIRKS

(right)

NPEF Board of Directors
2002 - 2010

THANK YOU TO OUR 2009 - 2010 DONORS

Alcon Laboratories, Inc.
Addison & Patricia Ball
Dr. Reuben Bareis
Dr. John & Anne Barlow
Dr. Michael & Stacy Bartlett
Dr. Douglas Beemer
Treva Benton
Dr. Gail Bernard
Black Hills Agency, Inc.
Black Hills Area Community Foundation
Black Hills Power, Inc.
Black Hills Regional Eye Institute
LaRae Blote
Jarrett Breuninger
Kent & Peggy Brugger
Ted Burge
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Sarah Chadima
Fred & Luella Cozad
Jo Denind
Dr. Monte Dirks
Dan Dryden
Dunn Bros Coffee
Epic Media
Kathy Conlon Faulkner
First Interstate BancSystem Foundation
First Interstate Bank
Tiffany Frederickson
Jerry & Louise French
Suzanne Lien Gabrielson
Monica Gannon
Lorraine Gebhard
Robert & Ronda Gusinsky
Brian Hagg
Judy V. Hink
Michael Hoffman
Hulett Lions Club
Pokey Jacobson

John A. Jancso
Sharon R. Jenkins
Glen Jensen
Ken & Sue Jimmerson
Alan & Monae Johnson
Charles Johnson
Eunice Johnson
Ketel Thorstenson, LLP
Knology
Kathleen Kovarik
KSLT/KLMP/The Point
Deborah Kuehn
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Jim Martz, Jr.
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Mary Mickelson
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Miller Wealth Management
Carolyn Ness
New Rushmore Radio, Inc.
Colleen Nupen
Dwight & Lois Ostenson
Craig & Jane Pfeifle
Robert & Cara Pat Phillips
Regina Plenty Holes
Dr. Eric Porisch
Kevin P. Puetz
Elling Ramsey
Rapid City Downtown Lions Club

Rapid City Metro Lions Club
Drs. Jeffrey L. Rausch,
Denette K. Eismach, Jill M. Hart -
Doctors of Optometry
Dr. Jeffrey & Diane Rausch
RBC Royal Bank
Dr. Erwin & Joan Reimann
RESPEC Consulting and Services
Dr. Curt & Shirley Rising
Milton Ritter & Rita Wolf
Dr. Chet & Mary Lou Roberts
Rushmore Lions Club
Donald & Linda Rydstrom
Kris Sanders
South Dakota Academy of Ophthalmology
Frank & Mary Short
Simpsons Printing
H. C. Sinclair
Michael L. Skinner
Coral Smith
Amber Solay
Billy & Joyce Sprouse
Starbucks Coffee Co.
Sturgis Lions Club
Summit National Bank
Gary W. Thompson
Dr. James Trimble
William & Patricia Trumble
Dr. Lynn Tucker
Mutch & Charlene Usera
George B. Wallace
Dr. Dallas Wilkinson
Dr. Terry Wolthuis
Dr. Paul Wright
Wright Vision Center
Tom & Sharon Zeller
Dr. Paul Zimmerman

RETREAT FOCUSES ON STRENGTHS, CHALLENGES AND UNMET NEEDS

On November 6th, as part of NPEF's Annual Board of Directors Meeting, the Foundation launched a planning process to facilitate development of an updated three year strategic plan for the Foundation. NPEF contracted Sharon Chontos, Sage Project Consultants, to facilitate the data collection process and conduct interviews. Over 30 interviews with Board members, staff, donors and other partners were conducted to assess strengths, challenges, unmet needs and priorities. Upon completion of the interviews, Chontos provided the Foundation with a summary of the

cumulative responses. During the retreat, with the summary in hand and guided by Chontos as facilitator, the NPEF Board and staff delved into how to reframe current strategic issues to more accurately reflect today's organization, address missing strategic issues, and then, narrow the strategic issues to a realistic number of priorities and goals to address over the next few years. The discussions were lively and insightful, and, as you can see by the photos, the retreat was truly a "work" session with great ideas and shared insights to create a roadmap for the Foundation's future.



*Objective Brainstorming
on the Patio*



*Identifying Top
Strategic Priorities*



NORTHERN PLAINS EYE
FOUNDATION

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VISION
FOR A LIFETIME

COMING ATTRACTIONS

Happy New Year - January 1, 2011

NPEF Health-Care Education Scholarship
Applications Available - January 3, 2011

NPEF Health-Care Education Scholarship
Application Deadline - March 1, 2011

NPEF Board of Directors Meeting - March 8, 2011

NORTHERN PLAINS EYE
FOUNDATION

