



NORTHERN PLAINS EYE
FOUNDATION

Winter 2015

The Eye Opener

Northern Plains Eye Foundation (NPEF) is a nonprofit organization whose mission is to protect and preserve vision and restore sight for people of the Northern Plains.



2015 DIRECTORS

Julaine Arient-Rollman
Catherine Chicoine
Ted Fromm, M.D.
Brian Gill, O.D.
Marsha Humphreys
Pokey Jacobson
Jack Kaup
Jared Pearson, O.D.
Craig Pfeifle
Jeffrey Rausch, O.D.
Curt Rising, PharmD.
Linda Rydstrom
Ryan Scarborough, O.D.
Terrence Spencer, M.D.
Corrie Stephens
Dallas Wilkinson, O.D.
Sharon Zeller

STAFF TEAM

Ronda Gusinsky,
Executive Director
Carolyn Ness,
Associate Director
Dianne Wishard,
Project Coordinator



NEW LOCATION

402 Saint Joseph Street
Suite 1
(corner of 4th and
Saint Joseph Street)
Rapid City, SD 57701
Phone: (605) 716-6733
Fax: (605) 721-4633
www.npef.org

Each new year brings a fresh start. We see new possibilities and become re-energized. So, what did Northern Plains Eye Foundation (NPEF) do in 2015?

To begin, after over a year of conversations amongst our Board of Directors and staff, as well as with our eye care professional stakeholders, partner organizations, and donors, NPEF introduced a new mission statement, shown in the center of this page. Updating our mission statement was a significant step, as a mission statement answers the basic question of why NPEF exists and describes the needs we are created to fulfill. It also provides the basis for judging the success of our Foundation and its programs, and verifies if we are on the right track. We believe the new mission statement that emerged truly resonates who NPEF is today and serves as a modern day touchstone for our decision making.

Another milestone relates to our children's vision screening program, the Northern Plains Eye Foundation Western South Dakota Lions Children's Vision Screening Initiative (CVSI), a collaborative association with five area Lions Clubs. This fall, CVSI attained a significant benchmark in reaching over 10,000 free vision screenings. Equally significant, from those 10,000 plus free screenings, almost 1,000 children to date have been identified with vision disorders that may have otherwise gone undetected, inhibiting proper vision development and handicapping these children's potential.

An additional achievement is a recent research project conducted for NPEF by Daniel Terveen, a fourth year medical student at University of South Dakota Sanford School of Medicine, and Jess Moser, an Optometric Intern. A research article, entitled "Results of a Pediatric Vision Screening Program in Western South Dakota," was published in March 2015 in *South Dakota Medicine*, the Journal of

the South Dakota State Medical Association. The article provides detailed data on CVSI stratified by age, ethnicity, sex, and referral percentage based on diagnosis, as well as calculated cost benefit of amblyopia treatment based on the CVSI pediatric vision screening model. A second phase study on barriers to post-vision screening follow-up referral is currently being conducted by fourth year University of South Dakota Sanford School of Medicine students, Taylor Slingsby and Paul Mallory.

A further notable highlight in 2015 was the awarding of NPEF's 30th Christmas Gift of Sight. Through Christmas Gift of Sight, underserved patient populations with severely impaired vision and known financial hardship receive sight-saving surgeries, regaining their vision, and more importantly, independence,

mobility, and quality of life. This program, another of NPEF's collaborative associations, partners with area eye care professionals and surgical hospital facilities that provide reduced fees, as well as Service to the Blind and Visually Impaired, a division of the South Dakota Department of Human Services, in order to award these sight-saving surgeries.

So, back to our original question. What did NPEF do in 2015? We've shared several accomplishments in these paragraphs, and be assured there were many other achievements throughout the year, but none are solely NPEF's to claim. They are yours as well. In 2015, your financial gifts and volunteer contributions sustained us, energized us, and validated our passion for making a difference in the well-being of our community. We are grateful for all you have done, and all you have allowed us to do, in 2015. We invite you to help us to continue our mission to protect and preserve vision and restore sight in 2016.

Northern Plains Eye Foundation (NPEF) is a non-profit organization whose mission is to protect and preserve vision and restore sight for people of the Northern Plains. We carry out our mission by furthering eye education, sponsoring vision-related community outreach programs, and fostering eye-related research through collaborative associations.

EYE TO EYE: THE DIRECTOR'S VIEW



A while back, I was reading an online article written by a nonprofit professional. The article included an old adage you've likely heard before, "Give until it hurts."

Curious as to its true meaning, I Googled the phrase, and as you would guess, a number of articles popped up. I learned, in order to give, we have to meet people where they are, and at times, that means facing need and suffering, and oftentimes that hurts. While I understood

the meaning, I came to realize I was questioning what seemed to me to be the negative aspect of having to "hurt" in order to truly give. Giving should be joyful!

This powerful thought arose again recently during a conversation my husband and I were having with a couple who not long ago became NPEF donors. At the time of their first donation, the husband walked into NPEF and introduced himself by relaying his wife had seen a recent news feature on NPEF's Christmas Gift of Sight program. He stated, while they did not know a lot about NPEF, they believed in our mission and wanted to help. We visited for several minutes, sharing more about our Foundation and learning a bit about the couple, their family and business, as well as their extensive involvement in our community. He concluded the conversation by simply handing an envelope to us, wishing us happy holidays, and going on his way.

When my co-worker and I opened the envelope, it contained a substantial donation. During my recent conversation with this couple, I shared with them the inexplicable joy my co-worker and I felt upon opening this envelope that bestowed such a kind and generous gift to NPEF. The couple, in hearing this, said, "Then, you understand how giving that gift feels to us. It is as meaningful and joyful to us as it is to you." What a beautiful thought.

As you experience the wonders of the holiday season, may you, too, be blessed enough to "Give until it is joyful!"

Ronda Musinsky

Executive Director
Northern Plains Eye Foundation

3RD ANNUAL CASINO ROYALE



On Saturday, September 26th, we celebrated the Northern Plains Eye Foundation's (NPEF) 3rd Annual Casino Royale Charity Affair at the Hilton Garden Inn Rapid City. Guests from across the Black Hills attended the "Party with a Purpose" to benefit NPEF's programs to protect and preserve vision and restore sight.

The evening of casino-style fun, silent and live auctions, raffles, and more was highlighted by the Live Auction Texas Hold'em "19th Hole" Finale – a two-day unlimited golf package for four at the exclusive, members only Sutton Bay Resort. Congratulations to Dr. Terry Spencer, the Texas Hold'em Finale winner, as well as Dr. Kami Serfling, the winner of the Casino Royale \$500 Raffle!

And a huge thank you to our event sponsors, promotional partners, auction donors, and guests, who made this year's Casino Royale an event to remember, raising almost \$23,000 in proceeds and offering a unique touch point to share the story of NPEF's community service outreach.

We invite you to join us for the 4th Annual Casino Royale on Saturday, October 1, 2016. Watch for updates at www.npef.org.



Presented by



and supported by



SLINGSBY & WRIGHT EYE CARE

With promotional partnership provided by KOTA Territory News, Rushmore Media Company, Robert Sharp & Associates, Lamar Outdoor Advertising, Simpsons Printing, and Sign Express.

WELCOME TO NPEF'S NEWEST BOARD MEMBERS



Catherine Chicoine

Catherine Chicoine is an attorney at the law firm of Thomas Braun Bernard & Burke, LLP, in Rapid City, where she practices a wide variety of civil litigation. Originally from Minneapolis, Catherine graduated from the University of South Dakota School of Law in 2013. Prior to her current position, she served as a Law Clerk for the Judges of the Seventh Judicial Circuit of South Dakota. She, her husband, Nathan, and their dogs feel blessed to be able to call Johnson Siding home.

Jacie Hoffman is a proud member of the Oglala Lakota tribe, who was born and raised in Kadoka. She worked for twenty-one years at Flandreau Indian School, an off reservation high school for Native American children. In 2006, Jacie and her husband came back home to West River South Dakota. She began her career with Rural America Initiatives Prenatal to Five Head Start Program in 2007, presently serving as the Education Manager and Disabilities Coordinator helping Native American families.



Jacie Hoffman

Welcome, Catherine and Jacie! We are glad to have you as members of our Northern Plains Eye Foundation Board of Directors.

SOME OF THE MANY FACES OF NPEF 2015



RAI Prenatal to Five Head Start CVSI Screening Referral, Reason, in His New Glasses



Black Hills Area Community Foundation Grant Check Presentation to NPEF



Dr. Geoff Slingsby and Christmas Gift of Sight Recipient, Pat Britton



New NPEF Project Coordinator, Dianne Wishard



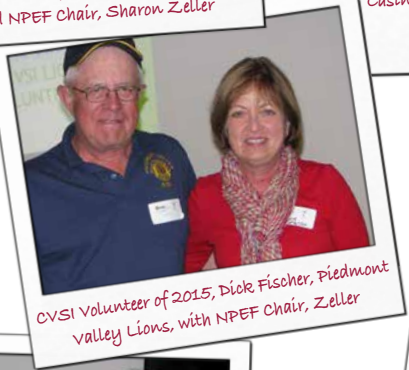
CVSI Volunteer Club of 2015, Piedmont Valley Lions, and NPEF Chair, Sharon Zeller



Casino-style Fun with Celebrity Dealer, Danny Battocchio, at This Year's Casino Royale Charity Affair



CVSI Screening Event with Lions Club Volunteers in Action



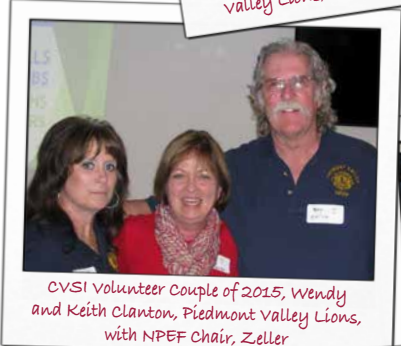
CVSI Volunteer of 2015, Dick Fischer, Piedmont Valley Lions, with NPEF Chair, Zeller



NPEF Staff, Carolyn Ness and Ronda Gusinsky, are "Tough Enough to Wear Pink"



CVSI Screening Referral, Odin, in His Glasses, with Dad, Mom, and Grandpa Steve Horner, a CVSI Lions Volunteer



CVSI Volunteer Couple of 2015, Wendy and Keith Clanton, Piedmont Valley Lions, with NPEF Chair, Zeller



Christmas Gift of Sight Recipient, Pat Morris, and Dr. Gail Bernard



2015 NPEF Dr. Paul Zimmerman Memorial Scholarship Recipient, Taylor Slingsby



CVSI Lions Volunteers at 2015 YFS Kids Fair



Casino Royale Charity Affair Guests, Catherine and Nathan Chicoine, with Their Auction "Goods"



NORTHERN PLAINS EYE
FOUNDATION

402 Saint Joseph St., Suite 1
Rapid City, SD 57701-3081

NON-PROFIT
US POSTAGE
PAID
RAPID CITY SD
PERMIT #618

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

With Deepest Appreciation to Our Donors

Mary Anderson
Angeni Designs
Automated Maintenance Systems, Inc.
BankWest
Cindy Basham
Danny Battochio
Bickering Brothers Dakota Spirits Distillery
Black Hills Area Community Foundation
Black Hills Burger & Bun Co.
Black Hills Harley-Davidson
Black Hills Power/Black Hills Corp.
Black Hills Regional Eye Institute
Black Hills Surgical Hospital
Boldt Services, Inc.
Christel Boso
Meta Brady
Bunky's BBQ
Jim & Monica Burgess
Cathy Capp
Casino Party USA
Veda Cass
Cat's Claw Mosaics
Nathan & Catherine Chicoine
Chubby Chipmunk Hand-Dipped Chocolates
Jerry Cihak
City of Sturgis Rally & Events Department
Nancy Collins
Gerald Collogan
Courtesy Subaru
Creative Surfaces of the Black Hills
Crow Peak Brewing Company
Jim Culey
Dark Canyon Coffee Company
Jay Davis & Susan Kelts
Darcie Decker
Jerry Densmore
Frank DiCesare
Dr. Monte & Luanne Dirks
Eagle Sales of the Black Hills
Joseph Ehresmann & Mary Scott
Lois Emery
Essilor Laboratories of America
Rachel Evens
Brenda Fauth
Merlin & Shirley Fauth
Kevin & Irma Fees
Jim & Cindy Filips
First Interstate Bank

Mary Jane Flyte
Jerry & Louise French
Elvera Friederich
Dr. Ted & Dr. Linda Fromm
Fromm Dermatology
Garage, LLC
Eric Gardner
Dr. Brian & Mariah Gill
Tyler & Shelley Goodrich
Great Harvest Bread Co.
Great Western Bank
Robert & Ronda Gusinsky
Joel & Kenna Hagan
Linda Harris
Monte & Amy Hartl
Margarie Heard
Hill City Lions Club
Hilton Garden Inn Rapid City
Laura Hovey-Neuberg
Mark & Marsha Humphreys
Dr. Christopher & Lisa Huot
Dr. Michael & Kirsten Huot
ImageSeller
Jaba Foods
Jack Daniel's
Gretchen (Pokey) Jacobson
Rob & Tami James
Ken & Sue Jimmerson
Sharon Kalvels
Jack & Shelly Kaup
Ketel Thorstenson, LLP
Troy & Tasha Kieffer
David & Patricia King
KOTA Territory News
Kyle Krause & Erin Brown
Lamar Outdoor Advertising
Heidi Linngren
Scott & Dr. Rebecca Linquist
Scott & Barbara Lockwood
Lynn, Jackson, Shultz & Lebrun, PC
Raymond Magstadt
Marcolin Eyewear
Mastel Precision Surgical Instruments
Brian Masters
Cris Mathews
Maui Jim, Inc.
Delma Mehlhaff
Dennis Mehlhaff

Ivan Mehlhaff
Carol McGraw
Thomas Monheim
Dr. Justin & Christina Moody
Dr. Jess Moser
Rob & Deb Mudge
Carolyn Ness
Loretta Olson
Tanner Oman & Jami Kuchenbecker
Once Again
Gena Parkhurst
Dr. Jared Pearson
John & Dusty Pence
Craig & Jane Pfeifle
Piedmont Valley Lions Club
Shana Pourier
Premier Properties
Kevin Puetz
Elling L. Ramsey
Rapp & Trevillyan Ranches
Rapid City Downtown Lions Club
Rapid City Metro Lions Club
Rapid City Rush
Rapid City Rushmore Lions Club
Dr. Jeffrey & Diane Rausch
Re- Designs
David A. Richards
Riddle's Jewelry
Dr. Curt & Shirley Rising
Milton Ritter & Rita Wolf
Robert Sharp & Associates
Rocky Mountain Chocolate Factory
Kenneth Rollman & Julaine Arient-Rollman
Rosestrudel Homemade Strudel & Desserts
Don & Rosemary Rounds
Tom & Shelly Rounds
Rushmore Media Company
Don & Linda Rydstrom
Kathy Szama
Dr. Ryan & Patricia Scarborough
Andrea Schaefer
Jim & Karen Schramm
Bernie Schuchmann
Angela Scott
Scott Jacobs Studio Art Gallery & Framing
Dr. Lycia Scott-Thornburg
Miriam Shewey
Frank & Mary Short

Sign Express
Simpsons Printing
Michael Skinner
Dr. J. Geoffrey & Jacalyn Slingsby
Slingsby & Wright Eye Care
Slingsby & Wright Eye Surgery & Laser Center
SmallCakes
Lyle & Linda Smith
Sólace Hot Yoga & Cycling Studio
South Dakota Lions Eye & Tissue Bank
Dr. Terry & Heather Spencer
Corrie & Angie Stephens
Jacinta Stilwell
Strider Sports International, Inc.
Sutton Bay
Terry Peak Ski Area
The Dental Implant Center
The Medicine Shoppe Pharmacy
The Skin Institute at Rapid City Medical Center
The Shultz Law Firm, Prof LLC
Thomas Braun Bernard & Burke, LLP
Tinder Box Cigar Bar – Rapid City
Total Quality Maintenance, Inc.
Barbara Trumbull
Twin City Optical
US Bank
Dennis & June Van Asch
Mark & Barbara Vargo
Vibrant Life Yoga & Pilates
Victoria's Garden
Vision Source Rapid City
Vision Source Specialists
George B. Wallace
Walman Optical
Cindy Weichmann
West River Lions Clubs
Westjet Air Center
Dr. Dallas & Lesley Wilkinson
Dianne Wishard
Dr. Gregory Wittenberg
Dr. Paul Wright
Wright Vision Center
Your Eyes Only Optical
Tom & Sharon Zeller
Victor Zumpano