



MEMORANDUM

TO: Officers and Society Presidents
FROM: NYSOA Awards Committee
RE: NYSOA Awards
DATE: December 10, 2009

The NYSOA Awards Committee invites your Society to submit the names of individuals for consideration to receive the following awards. We ask that your society consider nominations for each of the categories listed on the following pages.

When submitting names, be sure to:

1. Include full background information, which will aid the Awards Committee in selecting its candidates. Please limit submission information to 500 words or less.
2. Submit your nominations to the NYOSA Administrative Office by Monday, March 15, 2010.
3. Avoid notifying any individual of any recommendation you make for an award. The Awards Committee may receive several nominations for the same award, but can only select one individual.

These are important awards, and the selection of nominees will receive much thought and consideration. Therefore, we urge you to begin your deliberations with your societies immediately and advise us of your recommendations no later than Monday, March 15, 2010.

THE NEW YORK STATE OPTOMETRIST OF THE YEAR AWARD

The NYSOA Optometrist of the Year Award is intended to recognize a deserving optometrist for performance of outstanding services on behalf of the profession and to the visual welfare of the public. The American Optometric Association recognizes a national Optometrist of the Year at its Annual Congress. A State Association's Optometrist of the Year may be nominated for national recognition. Eligibility guidelines are attached.

This award was presented for the first time in 1970 to Dr. Harold Greene. The 1971 recipient was Congressman Donald J. Mitchell. This award has also been presented to Dr. V. Peter Mastrococco, Dr. Frank Field, Dr. Stephen S. Solomon, Dr. Richard Hobart, Dr. Harvey West, Dr. Paul Grattan, Dr. Robert Bloom, Dr. Alexander Crinzi, Dr. Alden N. Haffner, Dr. Earl Golden, and Dr. William T. Ling. There was no Optometrist of the Year in 1986. In 1987, the award was presented to Dr. Gerald Wexler; in 1988, to Dr. Allen H. Cohen; in 1989, to Dr. John Costello; in 1990, to Dr. Edward Cordes; in 1993, to Dr. Jesse Vics, in 1994, to Dr. Jerome Hurwitz and Dr. Saverio Blancato; and in 1995, to Gary Weiner, O.D. There was no Optometrist of the Year in 1996. In 1997, the award went to Richard D. O'Connor, O.D. In 1998, the award went to Dave Jordan, O.D. George Janofsky, O.D. received the award in 1999 for his caring and contribution to his community, its people and its institutions. In 2000, Salvatore Shakir, O.D. was presented this award for his humanitarian work on behalf of his community. Joseph Birnbaum, O.D. was presented with this award in 2001 for his service and contribution to the health and welfare of the residents of Orange County. In 2002 the award was presented to Dr. Larry Jerge in recognition of his humanitarian efforts, here and abroad. In 2003 the award was presented to Alden N. Haffner, O.D., Ph.D. in recognition of his continuing commitment to the public's health and the visual welfare of children. Dr. Mark Ainsworth was presented this award in 2004 in recognition of his commitment to the improvement of the economic vitality and quality of life in his local community. In 2005, the award went to Andrea P Thau, OD, FCOVD in recognition of her outstanding commitment to the visual welfare of infants and children. The award was presented in 2006 to Richard P. Soden, OD in recognition of his outstanding commitment to his colleagues and the New York State Optometric Association. Dr. William Lapple was presented this award in 2007 for his exemplary service to his community, patient care and politics. In 2008 the award went to Dr. Mitchell Horowitz for his extraordinary commitment, energy, and visionary insight to the New York State Optometric Association, its students and its industry partners.

THE NEW YORK STATE YOUNG OPTOMETRIST OF THE YEAR AWARD

Young optometrists often show outstanding leadership skills when serving their profession, their patients and their community. The Young Optometrist of the Year Award is intended to recognize an optometrist who has been in practice for less than ten years and who demonstrates these abilities. The American Optometric Association recognizes a national Young Optometrist of the Year at its Annual Congress. A State Association's Young Optometrist of the Year may be nominated for national recognition. Eligibility guidelines are attached.

This award was presented for the first time in 2003 to Amelia G. Bartolone, O.D. in recognition of her contributions to promoting the NYSOA among faculty and students at the State College of Optometry. In 2004, JoAnne Palumbo-Mozloom, O.D. was presented this award in recognition for her outstanding service to the NYSOA and her community. Christopher Colburn, OD, was

presented this award in 2009 in recognition of his significant voluntary contributions to his profession, his professional association, and the citizens of Chautauqua County.

DISTINGUISHED ACHIEVEMENT AWARD

This award is given to an individual, preferably an optometrist, who has made an outstanding contribution to optometry. This contribution is specifically in the fields of research, education, and academic distinction.

The 1970 winner was the late Dr. Frederick W. Brock. The 1971 winner was the late William Feinbloom. In 1972, we had two winners, Dr. William Ludlam and Dr. Mitchell Silbert. The 1973 winners were Dr. Nathan Flax and Dr. J. Baxter Swartwout. In 1974, the award was presented to Dr. Irving Shapiro; in 1975, to Dr. Myron N. Weinstein; in 1976, to the late Dr. Ralph Tocher; in 1977, to Dr. Henry A. Knoll; in 1978, to Dr. Elliott Forrest; in 1979, to Dr. Allen H. Cohen; in 1980, to Dr. Martin Birnbaum; in 1981, to Dr. Maurice Poster; and in 1982, to Dr. Jerome Sherman. In 1983 we had four award winners; Dr. Allen Cohen, Dr. Steven Lieberman, Dr. Michael Ritty and Mr. Mark Stolzberg. In 1985, the award was presented to Dr. Irwin Suchoff; in 1987, to Dr. Robert Bannon; in 1988, to Dr. Norman Weiss; in 1989, to Mrs. Peg Lewis; in 1990, to Dr. Kenneth Ciuffreda; in 1991, to Dr. Harold Solan; in 1992, to Dr. Albert H. Shapiro; in 1993, to Mark Rosenfeld, Ph.D.; in 1994, to Dr. Philip Kruger; in 1995, to the New York Academy of Optometry; and in 1996 the award was presented to Dr. Stephen Solomon. In 1997, the award went to Dr. J. James Thimons. In 1998, the award went to Dr. Siret Janus. Jay Cohen, O.D. received the award in 1999 for his significant contributions to the profession as an author, lecturer and practitioner. M. Cristina Leske, M.D., M.P.H. was presented this award for her significant contributions to the profession through epidemiological research in eye care in 2000. Dr. Rafael Urquidi, Ph.D. received this award in 2001 for his unique role he played in the credentialing process of optometrists for Phase I and Phase II implementation of TPA legislation, and in 2002 the award was given to Dr. Mort Soroka in recognition of his contribution to optometric literature. In 2003, the award was presented to Neera Kapoor, O.D., M.S., F.A.A.O. in recognition of significant contributions to the field of visual rehabilitation of the stroke patient. Dr. Michael Heiberger, Dr. Richard Madonna, and Dr. Leon Nehmad were presented this award in 2004 for their significant contribution to the optometric literature, Emergency Eye Care in the Optometric Setting. In 2005, this award was presented to William Swanson, PhD in recognition of his pioneering research efforts in the field of glaucoma. Dr. Scott Richter was presented this award in 2007 for his outstanding contribution to optometric education and clinical care. In 2008 the award was presented to Dr. Murray Fingeret for his outstanding contribution to optometric education and clinical care. Dr. Jeffrey S. Cooper received the award in 2009 for his contribution to the optometric literature and research in the field of binocular vision.

PUBLIC SERVICE AWARD

This award is given to an individual, not an optometrist, who has been very active in promoting and serving the visual needs of his community. For example, he might be a public health officer. This award can also be given to a group of service organizations; for example, a Lions Club

which has been very active in promoting and serving the visual needs of its community. If it were given to a group, the presentation would be made to the club president.

Past recipients include: Dr. Leo V. Feichtner, Chief of the Bureau of Health, New York State Education Department; Dr. Emerson E. Leuallen, Assistant Commissioner for Professional Education, New York State Education Department; Honorable A. Frederick Meyerson, State Senator; Commissioner Charles Taylor, WNBC-TV; Adolph Schnurmacher; Francis Conrad, M.D.; Mrs. Judith Peters, Rochester Association of the Blind; Mr. Herbert Alfasso, Bureau of Consumer Affairs; William L. Hodson, Director of Northport Veterans Administration Hospital; WABC-TV; Bureau of Health, Drug Education and Services, New York State Education Department; Gaston Germain Trigos, M.D.; the late Mrs. Gladys Kohn; the Western New York Task Force on Mainstreaming Blind & Visually Impaired Children and the SUNY College of Optometry VOSH Chapter; Drs. David Dozack & Richard Frio, Co-Chairs of the Give One Day Program; the Albany Adult Learning Center; The New York Times - Neediest Cases Fund; Consumer's Union/Consumer Reports; and Designs for Vision, Inc. In 1996, the award was presented to Senator Kenneth P. LaValle. In 1997, the award went to The Skating Association for the Blind and Handicapped, Inc. In 1998, the award went to the Jewish Braille Institute. Good Morning America (CBS) received the award in 1999 for its consumer awareness program on vision examinations and prescription eyewear. In 2000, Mr. Herman Washington was presented this award for his service and commitment to the profession of optometry through his distinguished service as a member of the College Council. New York City Vision Coalition of Prevent Blindness New York received this award in 2001 for its service and commitment to the visual welfare to the children of New York City. In 2002 this award was presented to Dr. Richard A. Frio for his work as a clinical director of the Special Olympics Lions Club International Openings Eyes Program. In 2004 Dr. Rosemary Clemens was presented this award for her efforts to improve the visual welfare of school-aged children in New York State. Dr. Jorge Won received this award in 2005 in recognition of his dedication to VOSH New York and the cause of eye care for the underprivileged in Latin America. Ben Lynch of Winchester Optical was presented this award in 2007 for his distinguished role as a mentor and resource to many young optometrists in New York State. In 2008 Dr. Joan Portello was presented the award for her ongoing commitment to providing optometric care and services to disadvantaged communities in the United States and Mexico. John B. Clark, MPA, MA, Ed.D, received the award in 2009 for recognition of his service to the profession of optometry and to the people of the State of New York through your services as Interim President of the State University of New York College of Optometry and as an Interim Chancellor of the State University of New York.

COMMUNICATIONS AWARD

This award can be given to a newspaper, a radio or TV station, a magazine, or a journalist for outstanding contributions to the visual welfare of the public via communications media.

In 1973, the two recipients were Mr. John A. Corbett of Buffalo and Dr. George Candreva of Westchester. In 1974, Mr. Stephen Fitz of Albany and Ms. Mary Ann Pedersen of New York received the award. In 1975, the award was presented to Ellen Scott of the Albany Times Union; in 1976, to Mrs. Joyce Hauser, of Hauser and Associates; in 1977, to The Better Vision Institute; in 1978, to WABC-TV; and in 1979, to Dr. J. William Dein and Dr. Irving Shapiro. In 1980, the award was presented to Marcia Kamien for "When a Bright Child Has Trouble Reading." There

was no award was given in 1981. In 1982, the award was presented to Dr. Storm Elliot Field for his Special Report on Vision Care. In 1983, Mrs. Joyce Rubin, Editor of the Nassau County Optometrist received the award. In 1985, the award was presented to Byrne Dairy. In 1986, the recipient was Mark Fleisher, for his excellent reporting on contact lenses. In 1988, Dr. George Janofsky received the award for outstanding editorship of The Western New York Optometrist. In 1989, the New York State Consumer Protection Board was awarded in recognition of their consumer awareness communications. In 1990, the award was presented to WCBS-TV for their TV series conveying the importance of vision and vision problems to the general public. In 1992, Max Gomez, Ph.D. received the award in recognition of his network reporting which has enhanced the public's knowledge of vision care, especially on learning disabilities and children. In 1993, NewsChannel 13 was presented with the award for their outstanding series, "For Your Eyes Only." In 1994, the award was presented to the NYSOA Contact Lens Project Team (Drs. Frank Pirozzolo, Ralph Gundel, Robert Silverman, Jay Rosen, Joseph Stamm and Mort Soroka) for the outstanding and comprehensive report defining the legal and professional aspects of a contact lens prescription, which enable our members to better compete in a changing environment. In 1995, Cable Station WKL-TV24 received the award. In 1996, the award was presented to Dateline NBC for their segment entitled Consumer Alert on Contact Lenses. In 1998, the award went to This Morning (CBS) for its commitment to the needs of the American public, particularly as it relates to quality vision care by airing the results of a study of the adequacy of ophthalmic prescriptions. The 1998 award also went to Ms. Jean Hill, WKBW Channel 7, for the promotion of the Western New York Optometric Society's annual visit to the Buffalo City Mission where men, women and children received free eye examinations and glasses. Edward L. Goldstein, O.D. received the award in 1999 in recognition of his commitment to excellence in journalism as editor of the Nassau County Optometric Society newsletter. In 2000, Alex Crinzi, O.D. received this award in recognition of his commitment to excellence in journalism as editor of the New York State Optometric Association's journal *Prospectus*. Mary Garofalo was presented with this award in 2001 for her award winning report on the illicit sale of contact lenses in New York City. In 2003, this award was presented to Ms. Audrey Latman, Producer, in recognition of its investigative report on the illegal and dangerous street selling of colored contact lenses. Dr. Joseph Stamm was presented this award in 2004 for his professionalism and outstanding service as the editor of *Prospectus*, the Journal of the New York State Optometric Association. In 2005, this award was presented to Dr. Denise Whittam in recognition of her monthly article "From the President" in *New York Insights*, the Newsletter of the Optometric Society of the City of New York. Dr. Denise Whittam was presented this award in 2007 for her outstanding editorship of *Prospectus*, the Journal of the New York State Optometric Association. . In 2008 the award went to Joe Bartlett for his advocacy of the importance of annual eye examinations on the *WOR Morning Show with Joe Bartlett and Donna Hanover*. 2009 saw the award presented to various Local Society Newsletter Editors for their use of E-Newsletters as an effective way of communicating with members. Among those honored were Dr. Christopher Shiomos of Central Society; Dr. Daniel Lack of Hudson Valley Society; Dr. Neil Rubin of Nassau Society; Dr. Mort Soroka of OSCONY Society, Dr. Alexander Crinzi of Western Society, Drs. Steve Rubinstein and Wayne Gabel of WPR Society; and Paul Heeg of the Student Society.

LEADERSHIP AWARD

Updated 12/10/2009

This award was created in 1976 as a special recognition for efforts on behalf of the NYSOA and its membership. In 1976, the award was given to Mrs. Leemarie Bernstein for her Auxiliary work. In 1977, it was presented to Dr. Martin L. Cohen for his efforts in organizing the New York Vision Service Group. In 1978, the award was given to Dr. Jeffrey Kramer for his Chairmanship of the Consumer Bureau. In 1979, it was presented to the late Dr. Ashley King for his long-time service to the profession of optometry.

In 1980 the award was presented to Dr. William C. Folsom for City Affairs. In 1981, Dr. Joel Waldstreicher received the award for his initiative in developing peer review guidelines. In 1982, Dr. Sidney S. Haniford was awarded for his outstanding and selfless service to the profession. In 1983, the award was presented to Dr. Edward Johnston; in 1985, to Dr. Michael Roth; in 1986, to Hortense Hurwitz, Auxiliary President; and in 1988, to Dr. Richard Soden for guiding the profession through the intricacies of third party reimbursement mechanisms. In 1989, Mrs. Joan Bryan was awarded for her leadership in helping to secure optometry's future as a primary care profession. In 1990, Dr. Iwrin Suchoff received the award for his achievements in the development and direction of optometric residency programs at SUNYCO. In 1991, it was presented to Drs. Frank Pirozzolo and Arthur Gottlieb for their success in uniting the Optometric Council of New York with the NYSOA. In 1993, Albert Morier, O.D. received the award for his leadership in the field of Low Vision. In 1994, there was no award presented. In 1995, the award was presented to Dr. James Thimons. In 1996, the award winners were Mr. and Mrs. David Teitler, Principals of the Foundation for the Development of Humanity. In 1997, the award went to Ms. Ann Warwick. In 1998 the award went to Mr. Fred Plotkin and Mr. Ira Weinstein for their work with the Schnurmacher Foundations. Andrew J. Sacco, O.D. received the award in 1999 for his initiatives in developing a major fundraising event for the Glaucoma Research Foundation. In 2000, the award winners were Steven Schoenbart, O.D. for leadership in promoting the visual welfare of the citizens of New York State and Richard Soden, O.D. for his extraordinary commitment and dedicated leadership to the economic well being of his colleagues throughout the state. Diane Adamczyk, O.D., Richard Madonna, O.D., and Richard Soden, O.D. were awarded for their leadership through their service on the Commissioner of Education's Temporary Evaluation Committee. In 2003, the award was presented to Jeffrey Cooper, O.D. in recognition of his willingness to stand up and be an intervener - defendant for the profession of optometry. In 2006 the Leadership Award was presented to Fritz Fouquet, OD in recognition of his development of the Doctor's Network in New York State. Dr. Al Morier was presented this award in 2007 for his commitment to the advancement of the profession of optometry through his leadership efforts in the field of optometric education. Dr. Jordan Kassalow was also presented this award in 2007 for founding of the Scojo Foundation, a social enterprise that broadens the availability of reading glasses worldwide. In 2009 The leadership Award went to Matthew Platarote for his leadership in providing continuing education courses to doctors of optometry through creative media and a variety of venues.