



# *Newsletter*

Spring 2012

North Carolina State  
Optometric Society

P. O. Box 1206  
Wilson, NC  
27894

2403-G Wooten Blvd.  
Wilson, NC  
27893

Phone  
252-237-6197

Fax  
252-237-9233

Email  
[nceyecare@aol.com](mailto:nceyecare@aol.com)

Website  
[www.nceyes.org](http://www.nceyes.org)

2012 Annual Spring  
Congress information  
included with this  
newsletter.

Register by April 30 to  
take advantage of the  
Early Registration  
Discount!

# North Carolina State Optometric Society, Inc.

---

**EXECUTIVE OFFICE:** 2403-G Wooten Boulevard, Wilson, NC 27893  
**MAILING ADDRESS:** P. O. Box 1206, Wilson, NC 27894  
**TELEPHONE:** 252-237-6197  
**FAX:** 252-237-9233  
**E-MAIL:** nceyecare@aol.com  
**WEB SITE:** www.nceyes.org



## A TIME OF TRANSITION

Fellow Optometrists,

The North Carolina State Optometric Society finds itself in a period of transition. As you all know, the glue that held our society together for longer than most of us have been in practice has passed away. Sue O'Briant Gardner, our Executive Director, lost her long and courageous battle with cancer on February 14, 2012. I find it bitterly ironic that on Valentine's Day, we all had a piece of our heart broken. It is fitting however, on that day each year that celebrates love and caring, we can be reminded that Sue passionately loved Optometry and the NCSOS. Sue dedicated her life to caring for the members of the NCSOS. I affectionately coined her "The Godmother of Optometry" for the state of North Carolina. She was a mother figure to many of us. She was like a grandmother to a lot of our children. She was a great friend and confidant to many members. She was always there when we needed her. Our society has lost a piece of our heritage and she will be missed tremendously.

Where do we go from here? The Executive Committee, consisting of the Immediate Past President Steve Garrett, the President Jerry Ellington, the President-Elect Tom Akers, the Vice President Steve Eyler, and the Secretary/Treasurer Charles Pruden, has been meeting to prepare for the search of our new Executive Director (ED). NCSOS held a long range planning meeting this past weekend in Greensboro in conjunction with the quarterly Executive Council meeting. Bob Harris, a recognized leader in association management, facilitated the meeting. The purpose of this meeting was to define the goals of our society for the next 3-5 years. Mr. Harris is preparing a final report and I will send out a summary of the results of this effort to the membership soon. The Executive Committee felt it would be valuable to use the results of the long range planning meeting in creating the job description for the new ED. The Executive Committee feels it is important to look for a candidate that will best be able to help the society accomplish its future goals.

The Executive Committee plans to open the search around mid-April. We will accept resumes for 30-45 days. The Executive Committee will then review the resumes and attempt to narrow the candidates to the top three. After thoroughly checking references and backgrounds, the top candidates will be presented to the officers and trustees for a formal interview. After the interviews are complete, the officers and trustees will select our next ED.

During the long range planning meeting, it was clear that input from the membership should and will be a valuable source of helping to finalize and prioritize the direction of the society for the next 3-5 years and beyond. Look out for a membership survey to be presented before or during the Spring Congress at Myrtle Beach. I urge everyone to respond and help the society to transition into its next hundred years of service to the Optometrists of North Carolina.

Finally, I want to applaud and thank Roxanne Webb for continuing to shepherd us through this difficult transition period. The usual functions of the society office have not missed a beat due to Roxanne's hard work and dedication.

Please plan to attend the Spring Congress at Myrtle Beach this year. Jaime Casper and Chuck Sikes have done another outstanding job of obtaining top quality speakers to continue the excellent education that the North Carolina State Optometric Society has the reputation of providing.

Your President,

Jerry Ellington

Written by Dr. Chris Moshoures  
February, 2012

About our friend, Sue Gardner

We lost a great friend this week. We lost a friend who dedicated her life to one cause - Optometry. Sue Gardner began her optometric career working as an assistant in the optometric office of Dr. John Costabile (one of a handful of optometrists that I consider to be the "Godfathers of North Carolina Optometry"). She became the first salaried employee of the NCSOS. She was there at the beginning of our conversion from "eyeglass providers" to "Optometric Physicians." She was there in the early 70's with Dr. Costabile, Dr. Harold Herring, Dr. Jack Robinson, Dr. Frank Day, Dr. Mordy Katzin, Dr. William Hendrix and other heroes to see us do the post-graduate education required to become qualified to diagnose and treat medical eye conditions. She was there as we battled medicine again and again to retain the credentials we earned with the new pharmaceutical law. She was with us as we gained parity with Medicare, allowing us to examine the aged and to be compensated for it.

She was always there at the other end of the telephone to answer my optometry related questions, but she never forgot to ask about Karen and my family. She was firm, but fair, in her dealings with those within our society. She did not think very kindly of the "freeloaders" in our group who refused to pay their yearly NCSOS dues, expecting to come to meetings and to receive the same benefits as us "card carrying" members. If you had gotten to know her you would have also seen her soft side, the side that I will never forget. She always hugged me and told me that she loved me at every meeting. It was apparent to me, and I hope to us all, that she loved this profession as much as I do (and that is a tall order).

I'm going to miss you Sue. It will never seem the same to me, coming to Myrtle Beach and to Asheville, without you being there to greet me. Whether you were walking or riding your little electric car, you were always in the halls to greet me and to once again tell me that you loved me and Nelson. I was lucky to be your friend. I was lucky to have you work so tirelessly for me and for optometry for over five decades.

As I write this letter I feel emptiness, a void that I'm afraid is not refillable. An important part of our society is gone from us. You youngsters can't fully appreciate all that she did for us, the number of hours that she worked deep into the night getting prepared for our big meetings, the negotiations with the hotels and banquet facilities, speakers and vendors, the thousands of hours that she spent with our "Godfathers of Optometry" preparing the state of optometry for where it is now. So, just take my word for it. She was there.

Sue, I know that you are still watching. I promise you that I will continue to do my part for our state society. I will continue to always pay my dues and to "pay it forward" by supporting those young OD's that come after us old guys and that are willing to take optometry to the next level. I promise to support the next Executive Director and all of the ladies at the NCSOS, in their endeavor to carry on the legacy that you leave behind.

If you think about it, we only have one or two of the "old guard" that brought North Carolina Optometry to where it is now. Stop Dr. John Robinson in the hall at the next meeting. Just say, "Thanks for your tireless efforts in making North Carolina Optometry what it is today." Or just say, "Thank you." He will know what you mean.

Sue, I will miss you.

Chris Moshoures

Chris Moshoures and his wife, Karen have been a family practicing Optometry in Shallotte since 1973.

# North Carolina State Optometric Society, Inc.

---

EXECUTIVE OFFICE: 2403-G Wooten Boulevard, Wilson, NC 27893  
MAILING ADDRESS: P. O. Box 1206, Wilson, NC 27894  
TELEPHONE: 252-237-6197  
FAX: 252-237-9233  
E-MAIL: [nceyecare@aol.com](mailto:nceyecare@aol.com)  
WEB SITE: [www.nceyes.org](http://www.nceyes.org)



## NOMINATING COMMITTEE

The nominating committee for this year has been appointed. Any member who has an interest in serving as an officer or trustee, or if you would like to recommend someone for service, please contact the nominating committee. Listed below are the members of the nominating committee.

Dr. H. Mike Johnson, Chair  
[mike.johnson@doctorsvisioncenter.com](mailto:mike.johnson@doctorsvisioncenter.com)

Dr. Eric Oberdorf  
[obeeyedoc@nc.rr.com](mailto:obeeyedoc@nc.rr.com)

Dr. Max Raynor  
[MaxRaynor@aol.com](mailto:MaxRaynor@aol.com)

Dr. Rebecca Wartman  
[rwartman@eyeamerica.com](mailto:rwartman@eyeamerica.com)

Dr. Hal Herring  
[halherring@yahoo.com](mailto:halherring@yahoo.com)

Thank you,

Jerry Ellington  
President

Dear North Carolina Optometric Society Member,

We would like to make you aware of some exciting news for your practice and the processing of its credit card and/or check payments.

A little over two years ago, the NCOS partnered with Total Merchant Services (TMS) in order to offer their members **exclusive** low rates on credit/debit card processing, not available to non-members. In addition, participating members have *\$125 of their annual NCOS dues paid by TMS*, offering even greater value to the program and to NCOS membership.

**Recently, the Federal Reserve reduced debit card fees by 50% from *The Durbin Act*, a new law passed by Congress on June 28th, 2011.**

Therefore, if you process credit/debit cards, you are entitled to receive a significant cost reduction. Estimates say the new lower cost is effective for 50-70% of the cards you accept as payment for your services.

Total Merchant Services has partnered yet again with the North Carolina Optometric Society to not only offer a new special pricing discounted rate that guarantees to lower your cost, but also a **sign-up Bonus** of up to **\$300.00** that will be provided to pay for a cancellation fee to your previous provider, if necessary, to earn your business.

In addition, all practice optometrists will qualify for a **\$125.00 reimbursement towards their NCOS dues** for 2011 by enrolling with TMS services! Additionally, your dues reimbursement will be an annual benefit for the lifetime of your partnership with TMS services!

For a free, no obligation cost analysis comparison, contact the North Carolina Optometric Society's TMS representative, **Susan Bobo**, at [919-345-5042](tel:919-345-5042) or toll free at [1-800-823-2712](tel:1-800-823-2712), [ext 120](tel:1-800-823-2712).

about this exciting program.

I look forward to hearing from you and discussing how our Preferred Partnership Program can significantly impact your bottom line in 2011 and into the future.

Best Regards,

Susan A. Bobo  
National Account Executive  
Total Merchant Services  
919.345.5042 (Direct)  
888.488.4085 (Fax)

Total Merchant Services (TMS) is a registered ISO/MSP for HSBC Bank USA, National Association, Buffalo, NY

**Dues payments must be paid in full to the NCSOS before the Total Merchant Services dues rebate of \$125 can be made. Rebate checks are mailed directly to the NCSOS member from TMS.**

# North Carolina State Optometric Society, Inc.

---

EXECUTIVE OFFICE: 2403-G Wooten Boulevard, Wilson, NC 27893  
MAILING ADDRESS: P. O. Box 1206, Wilson, NC 27894  
TELEPHONE: 252-237-6197  
FAX: 252-237-9233  
E-MAIL: [nceyecare@aol.com](mailto:nceyecare@aol.com)  
WEB SITE: [www.nceyes.org](http://www.nceyes.org)



## THE EXECUTIVE COUNCIL OF THE NCSOS ENDORSES

**DR. DAVID CURTIS**

**IN HIS BID FOR THE N.C. SENATE**

On March 25, 2012 the Executive Council of the North Carolina State Optometric Society voted unanimously to endorse fellow Optometrist and NCSOS member Dr. David Curtis in his bid for the N.C. Senate District 44. Dr. Curtis, of Lincoln County, has practiced in this state for 34 years. If elected, he will be the only Optometrist to ever serve in the N.C. Senate.

Dr. Curtis faces challengers in the primary election held in May. He needs any support that his fellow Optometrists can provide. The Executive Council urges all to visit Dr. Curtis' website and make a contribution to his campaign or to send a contribution to his address below.

**Dr. David Curtis**  
**Candidate for N.C. Senate**  
**P.O. Box 278**  
**Denver, N.C. 28037**  
**(704) 562-7290**

**[davidcurtisforncsenate.com](http://davidcurtisforncsenate.com)**

The AOA 2012 first quarter remittance is in preparation. Thank you for the dues payments made for 2012. Your continued membership in the NCSOS is greatly appreciated.

-----

To view the NCSOS current classified listing, please visit the NCSOS website and log in to your membership page.  
[www.nceyes.org](http://www.nceyes.org)

-----

*Thank you for your kindness...*

In our recent bereavement we found comfort in the thoughtfulness of friends. We would like to express our sincere gratitude to the N. C. State Optometric Society members for all the kind and thoughtful expressions of sympathy. The lovely flowers, cards, memorials, and accompanying messages expressed an affection and understanding which will always be cherished.

*The Family of Sue O'Briant Gardner*

# 2012 CALENDAR

NCSOS Spring Congress

June 8 - 10, 2012

Myrtle Beach, SC

NCSOS Legislative Day

May 29, 2012

Raleigh, NC

AOA - Optometry's Meeting

June 27 - July 12, 2012

Chicago, IL

For additional events, please check  
the NCSOS online calendar at  
[www.nceyes.org](http://www.nceyes.org)

Members may log in for NCSOS  
information:

Member log in: email address

Member password: DOB mmddyyyy

NCSOS STORMS THE NC CAPITOL

TUESDAY, MAY 29, 2012

9:00 AM UNTIL 12:00 PM

LEGISLATIVE BUILDING

RALEIGH, NC

MEMBERS ARE ASKED TO PARTICIPATE

To view the information flyer, log in to the membership  
page on the NCSOS website at [www.nceyes.org](http://www.nceyes.org)