



PRESIDENTIAL INAUGURATION

FRIDAY, MAY THIRTEENTH, TWO THOUSAND AND SIXTEEN

LEWIS N. REICH, O.D., PH.D.

SEVENTH PRESIDENT OF SOUTHERN COLLEGE OF OPTOMETRY



A 1988 graduate of the University of California at Berkeley, Dr. Lewis Reich completed his residency in low vision rehabilitation at the Pennsylvania College of Optometry (PCO), where he later joined as a faculty member and researcher. In 1991, Dr. Reich entered the graduate program in physiological optics at the University of Houston and soon after was hired there as a Research Assistant Professor.

After receiving his Ph.D., Dr. Reich joined the faculty of Nova Southeastern University College of Optometry (NSUCO) as Associate Professor. He was Assistant Dean for Student Affairs from 2003 to 2008. In July 2008, Dr. Reich joined Southern College of Optometry as Professor and Vice President for Academic Affairs. After serving as Interim President for nine months, Dr. Reich was named President by the Board of Trustees in January 2016.

Dr. Reich's research has been funded by the National Eye Institute as well as the National Institute on Disability and Rehabilitation Research. He has published peer-reviewed publications and has presented his research at dozens of national and international meetings. Dr. Reich is an active manuscript reviewer for major optometric and vision science journals and has served as a vision expert in legal cases.

He is a Fellow of the American Academy of Optometry and served on the Maintenance of Fellowship Committee and the Optometric Education Section's Diplomate Program Committee. He has served the Association of Schools and Colleges of Optometry as the Chair of the Optometry Admissions Test Committee, Chair of the Chief Academic Officers, and was the inaugural Chair of the OptomCAS Committee, leading the profession in the implementation of a centralized application service. Dr. Reich was recently appointed to the National Board of Examiners in Optometry (NBEO) Board of Directors. Locally, he was elected Secretary of the newly established Medical District Collaborative in Memphis.

INAUGURATION CEREMONY

PRELUDE AND PROCESSIONAL

Beth Luscombe String Quartet
Jessica Munson VIOLIN
Priscilla Tsai VIOLIN
Beth Luscombe VIOLIN
Mark Wallace CELLO
Susan Enger TRUMPET

THE INAUGURAL PROCESSION

Mace
Delegates
Faculty
Presidential Party

NATIONAL ANTHEM

Beth Luscombe String Quartet

WELCOME AND INTRODUCTIONS

Steven T. Reed, O.D. '95
CHAIR, BOARD OF TRUSTEES

GREETINGS TO THE PRESIDENT

FROM THE COMMUNITY
Tommy Pacello
PRESIDENT, MEDICAL DISTRICT COLLABORATIVE

FROM THE ACADEMIC COMMUNITY
Karla Zadnik, O.D., Ph.D.
DEAN, SCHOOL OF OPTOMETRY
THE OHIO STATE UNIVERSITY

FROM THE ALUMNI
Larry Otten, O.D. '77
ALUMNI COUNCIL REPRESENTATIVE
BOARD OF TRUSTEES

FROM THE STUDENTS
Mary Nethaway Chase, '18
PRESIDENT
STUDENT GOVERNMENT ASSOCIATION

FROM THE FACULTY AND STAFF
Aaron M. Kerr, O.D. '96
FACULTY CHAIR

INSTALLATION OF THE PRESIDENT

PRESENTATION OF THE MACE
Steven T. Reed, O.D. '95
CHAIR, BOARD OF TRUSTEES

PRESENTATION OF THE MEDALLION
Steven T. Reed, O.D. '95
CHAIR, BOARD OF TRUSTEES

INAUGURAL ADDRESS

Lewis N. Reich, O.D., Ph.D.
PRESIDENT

OPTOMETRIC OATH

William E. Cochran, O.D. '68
PRESIDENT EMERITUS

CLOSING REMARKS

Steven T. Reed, O.D. '95
CHAIR, BOARD OF TRUSTEES

RECESSIONAL

Beth Luscombe String Quartet
and Susan Enger

DELEGATES

1848

Charles Snyder, Ph.D.
DIRECTOR
HEALTH PROFESSIONS ADVISING
RHODES COLLEGE

1872

Stephanie S. Messner, O.D.
VICE PRESIDENT AND DEAN FOR ACADEMIC AFFAIRS
ILLINOIS COLLEGE OF OPTOMETRY

1904

Stanley Woo, O.D., M.S., M.B.A.
DEAN
SOUTHERN CALIFORNIA COLLEGE OF OPTOMETRY
AT MARSHALL B. KETCHUM UNIVERSITY

1914

Karla Zadnik, O.D., Ph.D.
DEAN
THE OHIO STATE UNIVERSITY
COLLEGE OF OPTOMETRY

1952

Lanny Shulman, O.D., Ph.D.
CLINICAL ASSOCIATE PROFESSOR
UNIVERSITY OF HOUSTON
COLLEGE OF OPTOMETRY

1956

Diane Berty, Ed.D.
VICE PRESIDENT
TENNESSEE INDEPENDENT COLLEGES AND
UNIVERSITIES ASSOCIATION

1974

David A. Damari, O.D.
DEAN
MICHIGAN COLLEGE OF OPTOMETRY

1994

Betty Sue McGarvey, Ph.D.
PRESIDENT
BAPTIST MEMORIAL COLLEGE OF
HEALTH SCIENCES

2016

Tommy Pacello
PRESIDENT
MEDICAL DISTRICT COLLABORATIVE

BOARD OF TRUSTEES (2016-17)

Steven T. Reed, O.D. '95
BOARD CHAIR

Amanda Brewer-Lord, O.D. '97
Douglas C. Clark, O.D.
Steven L. Compton, O.D. '78
Brian L. Jones, M.B.A.
Sharon Berger Moscow, O.D. '80
Ryan H. Powell, O.D. '02

James D. Sandefur, O.D. '65
Carla D. Sanderson, Ph.D.
Dave Sattler
A. L. Spivey, III, O.D. '67
Leticia W. Towns, FACHE
Cristie Upshaw Travis, M.S.
Terry L. Tucker, O.D. '84
Christopher W. Wroten, O.D. '02

Larry Otten, O.D. '77
ALUMNI COUNCIL REPRESENTATIVE

Aaron M. Kerr, O.D. '98
FACULTY REPRESENTATIVE

Mary Nethaway Chase, '18
STUDENT REPRESENTATIVE

SOUTHERN COLLEGE OF OPTOMETRY'S HERITAGE

Founded during the Great Depression in 1932, Southern College of Optometry has enjoyed a rich legacy over 75 years. From its earliest days in a three-story red brick house to today's state-of-the-art clinical facility, The Eye Center, the college has seen many changes.

Two faculty members taught five men for the college's first graduating class. Founder J.J. Horton, M.D., also served as president. By the time he sold the privately owned college to Dr. W.R. Cramer in 1939, SCO represented a diverse student population from 36 states.

After weathering World War II, the college prospered as many veterans enrolled. The college grew rapidly enough to necessitate the purchasing of land for a new campus, still in use today on Madison Avenue. Student activities included athletic teams and even an orchestra.

President Cramer's retirement in 1961 was followed by the leadership of M.E. Broome, Ph.D., who had served as academic dean. Dr. Broome's untimely passing in 1965 marked a sad chapter in the college's history.

Spurgeon B. Eure, O.D. '54, was named president, the first SCO graduate to hold the office. A former state legislator, Dr. Eure secured federal funding to modernize the campus by constructing the 11-story tower still in use today.

The 1970s saw rapid changes in the scope and practice of optometry. Women and minority students earned greater representation. Therapeutic legislation and other hard-fought battles were waged to advance optometry's role as the primary eye health provider for the public.

William E. Cochran, O.D. '68, succeeded Dr. Eure as president upon his retirement in 1984. The third-

generation optometrist set out to improve the college's academic standing and finances. By the 1990s, SCO's renewed success saw significant advances in financial austerity, graduation rates, and board scores.

On September 20, 2002, The Eye Center at SCO opened to the public. The Eye Center was uniquely designed to provide a state-of-the-art facility for excellent clinical education and patient care.

With the addition of The Eye Center and other improvements, SCO entered the 21st Century better prepared to meet its mission of educating men and women in the art and science of optometry than at any period in its remarkable history.

In 2007, Richard W. Phillips, O.D. '78, succeeded Dr. Cochran upon his retirement. During his tenure, SCO constructed its new state-of-the-art academic facility completed in 2013.

The oldest and largest optometry college in the south, SCO has more than 6,000 alumni. Its graduates practice in all 50 states and several foreign countries. SCO alumni excel in their communities and in their service to the profession, with 12 having served as the president of the American Optometric Association.

The inauguration of Lewis Reich, O.D., Ph.D., as SCO's seventh president starts the newest chapter of the college's nearly 85-year history. Under his leadership, SCO is preparing to welcome the Class of 2020 later this year as SCO's mission continues to recruit the nation's best and brightest optometry students.

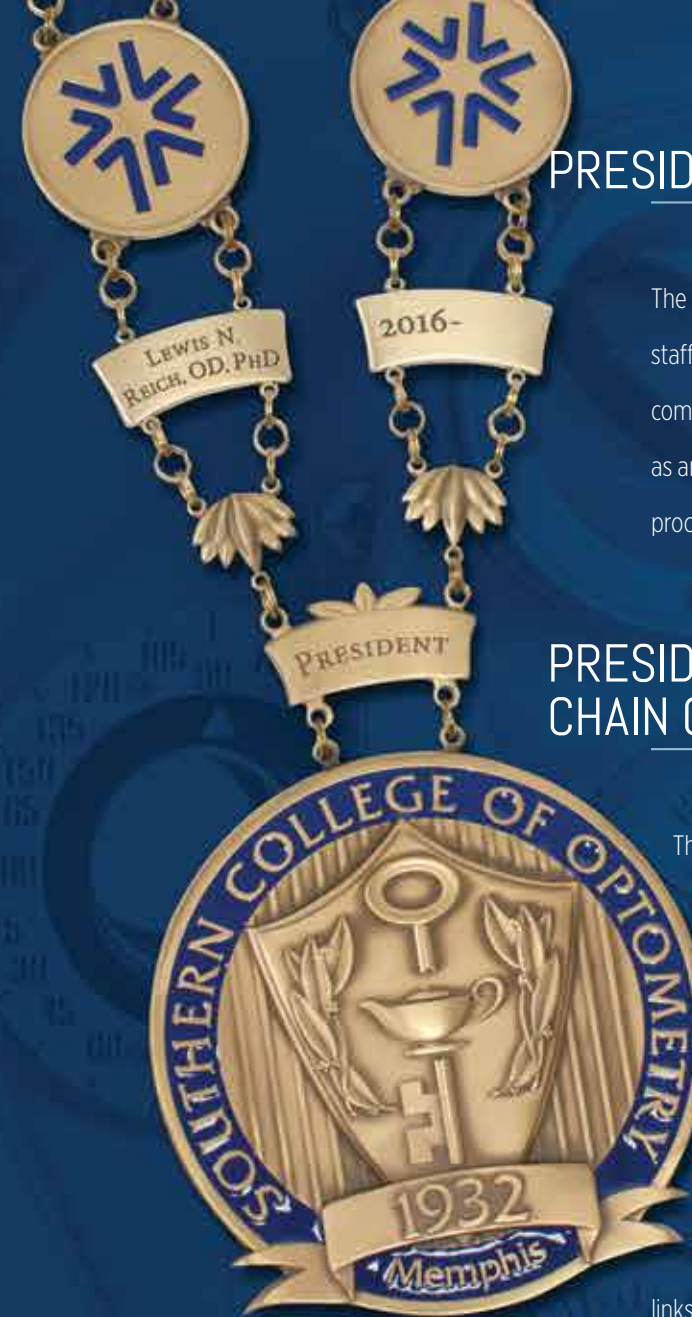
PRESIDENTIAL MACE

The presidential mace hearkens to the middle ages when a heavy staff or club was used for breaking armor. Today's symbolic mace communicates or designates authority. It is borne by a dignitary as an ensign of authority. The bearer uses the mace to lead the processional or recessional of an official college ceremony.

PRESIDENTIAL MEDALLION AND CHAIN OF OFFICE

The presidential medallion and chain of office symbolize the authority vested in the office of the president by the Southern College of Optometry Board of Trustees.

The gold and blue medallion incorporates the institution's historic seal and colors. The seal represents knowledge and the key to academic scholarship, a lifetime learning process. The names and dates of tenure of each of the college's six former presidents are engraved on the chain links, separated by the Southern College of Optometry symbolic logo burst.





1245 MADISON AVENUE
MEMPHIS, TENNESSEE 38104