

FY11 Budget	Jun '10 - May 11
Ordinary Income/Expense	
In-	
come	
Dues Income	800.00
Jackson Fund Asset Appreciation	25,200.00
MOF Fund Asset Appreciation	7,200.00
Total Income	33,200.00
Ex-	
pense	
Jackson Funds	
Accountant Fees 70%	479.50
Awards	
WRJ Peer Vote Winner	2,000.00
WRJ Peer Vote Runner-up 2@\$1000	2,000.00
MOSA Leadership	1,000.00
Optometric Centers	2,500.00
Private Practice - Bateman	1,500.00
Private Practice - Valenti	1,500.00
Private Practice - Yager	2,000.00
VA - KC	9,000.00
VA - Marion	3,000.00
Total Awards	24,500.00
Member Development	
MOA Convention - Students	2,800.00
Total Member Development	2,800.00
MOF Board Meeting Expenses 70%	350.00
Total Jackson Funds	28,129.50
MOF Management Funds	
Accountant Fees 30%	205.50
Awards	
MOF Clinical Excellence	1,000.00
McClellan / Dean's Award	1,000.00
Total Awards	2,000.00
Convention Sponsorships	1,000.00
Legal & Professional Fees	10.00
Member Development	
Plaques	150.00
Total Member Development	150.00
MOF Board Meeting Expenses 30%	150.00
Postage	20.00
Private Practice Seminars	500.00
Total MOF Management Funds	4,035.50
Total Expense	32,165.00
Net Ordinary Income	1,035.00
Net Income	1,035.00



Missouri Optometric Foundation
www.mooptfoundation.org

Please consider leaving the
 Missouri Optometric Foundation
 in your will, trust or estate plans.

Missouri Optometric Foundation

Annual Report 2009-2010



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LETTER FROM THE PRESIDENT

Dear Friends,

It is with pleasure that I serve our profession on this particular board. We have a fine group of optometrists who are committed to the profession and to Missouri Optometry, and in particular to furthering private practice.

We continue to add new life members (the most cost effective way to join our organization), but we are doing so slowly. Please ask your colleagues, if not listed among our members, to consider a life membership, or a sustaining membership. I sincerely hope that if you are not currently a member of the Missouri Optometric Foundation, that you will become one. Any board member is happy to talk with you about membership. It is the right thing to do.

Sincerely,
Rex A. Newcomb, O.D.
President, MOF

P.S. Please help me thank the board members of MOF for their work. Below are our members and their term expirations.

Member, Office (Term Expires)
Rex Newcomb, O.D., President ('14)
The Honorable Anne Ream, O.D., Vice President ('11)
Barb Brown, O.D., Secretary ('13)
Dan Obermark, O.D., Treasurer ('10)
Open ('12)

VISION, MISSION AND CORE VALUES STATEMENTS

Our vision is well-educated Missouri Optometrists in private practice.

Our mission is to promote private optometric practice in the State of Missouri.

The core values that inform and structure our work are the advancement and the improvement of the profession of optometry by providing scholarships and educational opportunities.

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P&L Budget v. Actual	Jun '09 - May 10	Budget	\$ Over Budget	% of Budget
Ordinary Income/Expense				
Income				
Dues Income	1,100.00	1,500.00	-400.00	73.33%
Jackson Fund Asset Appreciation	30,814.49	21,150.00	9,664.49	145.7%
MOF Fund Asset Appreciation	10,476.43	6,000.00	4,476.43	174.61%
Total Income	42,390.92	28,650.00	13,740.92	147.96%
Expense				
Jackson Funds				
Accountant Fees 70%	505.36	535.00	-29.64	94.46%
Awards				
WRJ Peer Vote Winner	2,000.00	2,000.00	0.00	100.0%
WRJ Peer Vote Runner-up 2@\$1000	2,000.00	2,000.00	0.00	100.0%
MOSA Leadership	1,000.00	1,000.00	0.00	100.0%
Private Practice - Yager	2,000.00	2,000.00	0.00	100.0%
VA - KC	9,000.00	9,000.00	0.00	100.0%
VA - Marion	3,000.00	3,000.00	0.00	100.0%
Total Awards	19,000.00	19,000.00	0.00	100.0%
Member Development				
MOA Convention - Students	3,700.00	2,800.00	900.00	132.14%
Total Member Development	3,700.00	2,800.00	900.00	132.14%
MOF Board Meeting Expenses 70%	326.77	715.00	-388.23	45.7%
Total Jackson Funds	23,532.13	23,050.00	482.13	102.09%
MOF Management Funds				
Accountant Fees 30%	141.64	150.00	-8.36	94.43%
Awards				
MOF Clinical Excellence	1,000.00	1,000.00	0.00	100.0%
McClellan / Dean's Award	1,000.00	1,000.00	0.00	100.0%
Total Awards	2,000.00	2,000.00	0.00	100.0%
Convention Sponsorships	1,000.00	1,000.00	0.00	100.0%
Legal & Professional Fees	10.00	10.00	0.00	100.0%
Member Development				
Plaques	0.00	150.00	-150.00	0.0%
Total Member Development	0.00	150.00	-150.00	0.0%
MOF Board Meeting Expenses 30%	92.17	170.00	-77.83	54.22%
Postage	8.80	20.00	-11.20	44.0%
Private Practice Seminars	2,001.00	2,100.00	-99.00	95.29%
Total MOF Management Funds	5,253.61	5,600.00	-346.39	93.81%
Total Expense	28,785.74	28,650.00	135.74	100.47%
Net Ordinary Income	13,605.18	0.00	13,605.18	100.0%
Net Income	13,605.18	0.00	13,605.18	100.0%

Profit and Loss FY10 v. FY09	Jun '09 - May 10	Jun '08 - May 09	\$ Change	% Change	% of Income
Ordinary Income/Expense					
Income					
Dues Income	1,100.00	750.00	350.00	46.67%	2.6%
Jackson Fund Asset Appreciation	30,814.49	-52,693.81	83,508.30	-158.48%	72.69%
MOF Fund Asset Appreciation	10,476.43	-17,342.62	27,819.05	-160.41%	24.71%
Total Income	42,390.92	-69,286.43	111,677.35	-161.18%	100.0%
Expense					
Jackson Funds					
Accountant Fees 70%	505.36	534.30	-28.94	-5.42%	1.19%
Awards					
WRJ Peer Vote Winner	2,000.00	3,000.00	-1,000.00	-33.33%	4.72%
WRJ Peer Vote Runner-up 2@\$1000	2,000.00	3,000.00	-1,000.00	-33.33%	4.72%
MOSA Leadership	1,000.00	1,000.00	0.00	0.0%	2.36%
Optometric Centers	0.00	2,000.00	-2,000.00	-100.0%	0.0%
Private Practice - Yager	2,000.00	2,000.00	0.00	0.0%	4.72%
Ft. Collins	0.00	500.00	-500.00	-100.0%	0.0%
VA - KC	9,000.00	9,000.00	0.00	0.0%	21.23%
VA - Marion	3,000.00	0.00	3,000.00	100.0%	7.08%
VA - Witchata	0.00	1,500.00	-1,500.00	-100.0%	0.0%
Awards - Other	0.00	81.00	-81.00	-100.0%	0.0%
Total Awards	19,000.00	22,081.00	-3,081.00	-13.95%	44.82%
Member Development					
MOA Convention - Students	3,700.00	2,775.00	925.00	33.33%	8.73%
Total Member Development	3,700.00	2,775.00	925.00	33.33%	8.73%
MOF Board Meeting Expenses 70%	326.77	486.35	-159.58	-32.81%	0.77%
Total Jackson Funds	23,532.13	25,876.65	-2,344.52	-9.06%	55.51%
MOF Management Funds					
Accountant Fees 30%	141.64	150.70	-9.06	-6.01%	0.33%
Awards					
MOF Clinical Excellence	1,000.00	1,000.00	0.00	0.0%	2.36%
McClellan / Dean's Award	1,000.00	1,000.00	0.00	0.0%	2.36%
Total Awards	2,000.00	2,000.00	0.00	0.0%	4.72%
Convention Sponsorships	1,000.00	1,000.00	0.00	0.0%	2.36%
Legal & Professional Fees	10.00	10.00	0.00	0.0%	0.02%
Member Development					
Plaques	0.00	147.60	-147.60	-100.0%	0.0%
Total Member Development	0.00	147.60	-147.60	-100.0%	0.0%
MOF Board Meeting Expenses 30%	92.17	137.17	-45.00	-32.81%	0.22%
Postage	8.80	16.80	-8.00	-47.62%	0.02%
Private Practice Seminars	2,001.00	2,304.54	-303.54	-13.17%	4.72%
Total MOF Management Funds	5,253.61	5,766.81	-513.20	-8.9%	12.39%
Total Expense	28,785.74	31,643.46	-2,857.72	-9.03%	67.91%
Net Ordinary Income	13,605.18	-100,929.89	114,535.07	-113.48%	32.1%
Net Income	13,605.18	-100,929.89	114,535.07	-113.48%	32.1%

MISSOURI OPTOMETRIC FOUNDATION HISTORY

The Missouri Optometry Foundation ("MOF"), a 501(c)3 corporation, was founded in 1970. The foundation's purposes are to offer scholarships to optometry students, promote private optometric practice, provide grants for optometric research, and support schools of optometry.

The MOF operates on two separate funds. The General Fund includes membership dues and memorials that the board of directors can allocate as it sees fit. The Dr. Wm. R. Jackson Jr. Memorial Scholarship Fund is more restrictive and can be used only for scholarships and grants.

The MOF began a website in 2006, and a membership recruitment program in 2006, following a communications and marketing planning process, which included a new "look" for our logo. Our website continues to be used, primarily by students looking to connect with practitioners.



Category	04-05 Members	%-Change	09-10 Members
Life Member	123	7%	132
Pledged Life	3	100%	6
Associate Life	40	3%	41
Active	5	0%	5
Associate Active	2	100%	4

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COMPREHENSIVE MEMBERSHIP LISTING FOLLOWS.

2010 Life Members

Dr. M. T. Aldrich	Dr. Jerry Jenks	Dr. Lewis M. Peters
Dr. Miriam L. Anderson	Dr. Daniel Jones	Dr. Donald Pettigrew
Dr. Dale E. Assing	Dr. Wes Kemp	Dr. Connie Pollack
Dr. Steven C. Barnett	Dr. Nancy Kennedy	Dr. Thomas Porter
Dr. Lee Ann Barrett	Dr. Deborah Kerber	Dr. Anne C. Ream
Dr. Robert Beatty (D)	Dr. Jerry King	Dr. Robert R. Ream (D)
Dr. David Bennett	Dr. Robert A. Koetting (M)	Dr. Scott R. Ream
Dr. G. P. Birkmann	Dr. David L. Kramer	Dr. David Remington
Dr. Eugene G. Brockmann	Dr. J. Andrew Kramer	Dr. Paul Resler (M)
Dr. Bruce Brodmerkle	Dr. Dana J. Krause	Dr. Stephen R. Rice
Dr. Kyle E. Brost	Dr. Jeff LaFerla	Dr. John Richards
Dr. Daniel Brothers	Dr. Joni LaFerla	Dr. Jerry D. Roberts
Dr. Larry J. Brothers	Dr. Harold C. Larimore	Dr. Karen Rosen
Dr. Larry M. Brothers	Dr. Carl Larson	Dr. James Rudd
Dr. Barbara Willis Brown	Dr. J. Richard Lee (M)	Dr. Shelton Sago
Dr. James Bureman	Dr. Brett Liesemeyer	Dr. John W. Schmale
Dr. Scott M. Burks	Dr. Lawrence Littlefield	Dr. John Scott
Dr. Robert C. Cable	Dr. Jerry W. Long	Dr. David Seibel
Dr. Earl Changar	Dr. Charles Loper (D)	Dr. R.W. Simmons
Dr. Sam Chapman	Dr. Floyd Lucas (D)	Dr. Robert Sloan
Dr. Melanie Crandall	Dr. Jay Lucas (M)	Dr. Larry D. Snider
Dr. Larry J. Davis	Dr. Todd Lucas	Dr. Larry L. Snyder
Dr. E. Neil Denny	Dr. William Lynch	Dr. Virgil N. Sommer
Dr. Russell K. Drenon	Dr. Robert Mack	Dr. Joseph Stroetker
Dr. James R. Ewing (D)	Dr. L. R. MacLaren	Dr. Robert Sturges
Dr. David Falkenhain	Dr. Mark V. Maddox	Dr. Brian P. Sumner
Dr. Vernon Falkenhain	Dr. William Martin (M)	Dr. Gerald B. Swearingen
Dr. Delton Fast	Dr. W. Howard McAlister	Dr. Ronald D. Swift
Dr. Timothy R. Fields	Dr. Ronald J. McAllister (D)	Dr. Terry M. Swinger
Dr. Kurt Finklang	Dr. Bill McCoy	Dr. Richard Kent Taylor
Dr. Cathey L. Frier	Dr. E. O. Menzel	Dr. Ernest J. Tietien
Dr. Michael C. Frier	Dr. Eugene Mobley (D)	Dr. John J. Turley
Dr. Rex Ghormley	Dr. Paul Moccia	Dr. John W. Turley
Dr. W. Carter Glass (M)	Dr. Michael Montgomery	Dr. Donald J. Vanderfeltz
Dr. William Gosnell	Dr. Robert C Mueller	Dr. Robert E. Vangilder
Dr. James W. Hartig	Dr. Robert Nash (M, D)	Dr. Donald E. Walter
Dr. Jack L. Hayes (D)	Dr. Daniel Nestleroad	Dr. Ann Waterman
Dr. Lynn Herndon	Dr. Rex Newcomb	Dr. Jeffrey L. Weaver
Dr. Doug Herriott	Dr. Michael Nichols	Dr. Richard C. White
Dr. Kent B. Hill	Dr. Maurice Niemann	Dr. Glade F. Whitworth
Dr. William H. Holmes	Dr. R. Lane Nutt	Dr. Richard Wilson
Dr. Roger Hopkins (M)	Dr. Daniel Obermark	Dr. Kent R. Wolber
Dr. Charles Hunter	Dr. Michael Penney	Dr. Richard C. Wolken
Dr. Dennis L. Hunter	Dr. Ray Perry	Dr. Harmon E. Wyett

2010 Associate Life Members

David Baker
Richard Cofer
Duffents Optical Co.
H.C. Erickson
Linda Falkenhain
Betty Hayes
Illno Rx Service, Inc.
Langley Optical Co.
Jackie Larson
Evelyn Lucast
Haley Anne McCall
Matthew Ream McCall
Charlene McClellan
Earl McClellan (D)
June McClellan (D)
Midland Optical Co.
Mo-Con Optical, Inc.
Dorothy Mueller
Myrna Nash
Mrs. Susan Newcomb
Opti-Labs, Inc.
Optometric Society of Greater Kansas City
Richard Quinn
Mrs. Marion Resler
Resler Optometry
Reynolds Optical Co., Inc.
N. H. Roberts
Ronald Schlotzhauer
Silor Optical Co.
Jean B. Snider
St. Louis Optometric Society
Edward Stickman
Ed Sutherlin
Sutherlin Optical Co.
Tops Optical Co.
June Turley
Suzann Turley
Jacquie Vangilder
Vista Eyewear
Marion Weston
Paul Yutesler

2010 Pledged Life Members

Dr. Gregory J. Goetzinger
Dr. Melanie Linderer
Dr. Eugene McDonald
Dr. Eric Polk
Dr. G. Ryan Powell
Dr. Lori K. Swopes

2010 Active

Dr. Amanda Bahr
Dr. David O. Albert
Dr. David L. Davidson
Dr. William Delande
Dr. Thomas F. Greene
Dr. Debbie Hettler
Dr. Gregory S Leet
Dr. Mitchell Loftin
Dr. Lawrence Reed
Dr. Wilbert E. Stock
Dr. Robert J Sutter

2010 Associate Active

American Foundation for Vision Awareness, MO Chapter
COMMERCE INVEST
Missouri Optometric Association Auxiliary
Mrs. Barbara Nahlik

(M) Multiple memberships
(D) Deceased