

# NEWSLETTER

## SPRING 2010

### GREETINGS FROM THE BOARD OF DIRECTORS:

Thank you for your continuing support of Plano Child Development Center, and to our 2009 benefit co-chairs, **Linda Ford** and **Natalie Ray**, the benefit committee, the Plano Sweethearts and the Plano Staff for a highly successful 34<sup>th</sup> annual vision care benefit. As Plano celebrated 50 years of service, our founders **Dr. Robert L. Johnson, Sr.** and **Dr. Henry R. Moore** were truly the "Apples of Our Eyes" as their dream became "Plano's Golden Vision".

We were honored to have **Mr. Harry Porterfield**, co-anchor of the 11:00 a.m. news at CBS-2 and Plano Board member for over 20 years, and currently an emeritus member, as our 2009 Honorary Chairman. Our Humanitarian Award recipient was **Dr. Damon Arnold**, director of the Illinois Department of Public Health. Our Founders Award was presented to **Ms. Peggy Montes**, the founder and president of the **Bronzeville Children's Museum**. Our Community Service Award recipient was **Mr. Dan Arce**, President of Sun Optics and General Manager of Tropical Optical Vision Centers. We are pleased to salute our 2009 Most Outstanding Vision Therapy Progress Awardees, **Alexander Walker**, **Donald Barnes**, **Zachary Frost**, **Ariel Holston**, **Daniel Chandler**, and **Maricela Martinez**. We look forward to your support at our 2010 Benefit on October 8<sup>th</sup>, 2010.

As board members **Dr. Manford Byrd** and **Dr. Donald Pittman** end their service on the board, we welcome our newest board member and event chair **Natalie Henderson-Ray**.

We're proud to report that in January 2009, as a sub-contractor, our affiliated corporation VHMS along with the contractor Tropical Optical provided comprehensive vision exams to nearly 19,000 K-12<sup>th</sup> graders at selected Chicago Public Schools and nearly 2,000 students in the Berwyn/Cicero Public School District. Plano looks forward to providing vision therapy assessment testing to the many students referred.

We would like to salute board member, **Dr. Ronald Kimmons** on the publishing of his book "An Infinity of Interpretations". It is available on-line at its publishing company iuniverse. Congratulations to Dr. Johnson's grandson, **Larry Fitzgerald**, on receiving the 2009 AOA Sports Vision "Eagle Award" and COVD's "Making Vision Therapy Visible Award" fall of 2009.



**DR. ROBERT JOHNSON SR. WITH HIS GRANDSON LARRY FITZGERALD, ARIZONA CARDINAL WR DISPLAYING HIS "MAKING VISION THERAPY VISIBLE AWARD."**

#### PLANO'S MISSION STATEMENT:

Founded in 1959 by Dr. Robert L. Johnson and Dr. Henry R. Moore, the mission of Plano, which includes vision education awareness, is to effectively identify, evaluate and treat educationally-disadvantaged children who have an under-developed and/or inefficient vision information processing skills. Plano is a multi-disciplinary, not-for-profit optometric service organization providing comprehensive vision and vision-perception care, and whose aim is to assess and treat visual deficiencies in at-risk individuals on an ability-to-pay fee basis.

### 2009 CORPORATE DONORS, FOUNDATIONS, GRANTS AND CONTRACTS:

**Our Deepest Thanks To The Following Organizations For Their Continued Support Of Plano**

8<sup>th</sup> Ward (Alderman Michelle Harris)  
Alpha Temple Baptist Church  
Baldwin Richardson Food Company  
Blowitz Ridgeway Foundation  
Carol Fitzgerald Memorial Fund  
Chicago Public Schools  
Chico & Nunes, P.C.  
Children's Home & Aid Society (Englewood Family Ctr.)  
Cooper Vision, Inc.  
Corrine & William Little Foundation  
Emmanuel Baptist Church  
Essential Eyecare, Inc.  
Essilor Laboratories  
Eta Phi Beta Sorority, Inc., Alpha Lambda Chapter  
Expansion Consultants  
Fellowship Missionary Baptist Church  
Friends of Todd Stroger  
Goodlite Company  
James D. Montgomery & Associates  
HTP Associates

Illinois College of Optometry  
Illinois Department of Human Services  
Illinois Optometric Association  
Index 53 Laboratories  
Midwest Eye Physicians  
Minneapolis Foundation  
National Optometric Association  
New Name M.B. Church  
Oakdale Christian Academy  
Plano's Sweethearts  
Seaway Bank & Trust Co.  
Shore National Bank  
State Farm, Willie Allen, CPA  
St. John Church Baptist – Mission Fund  
St. John Missionary Baptist Church  
Tropical Optical  
Vision First  
Vision Health Management Systems, Inc.  
Web Source International Inc.  
Xavier University (Chicago Alumni Association)

# NEWSLETTER SPRING 2010

Page 2 of 4

## SUPPORT PLANO CHILD DEVELOPMENT CENTER AND GET BIG DISCOUNTS!

Plano Child Development Center has established two internet fundraising portals designed to make financial contributions to Plano while you gain deep discounts on your regular on line purchases.

**On-Line Magazine Renewals:** Renew or buy new subscriptions to your favorite magazines! Save up to 85% off newsstand prices when you renew or buy new subscriptions on our secure on-line magazine store @ [www.magfundraising.com/Plano](http://www.magfundraising.com/Plano).

There are over 600 magazines available. Titles include Essence, Black Enterprise, Ebony and other African American focused magazines. General Interest magazines like O, the Oprah Magazine, Newsweek, and ESPN are also available. Plano has links to many major retailers, such as Target, Office Max, The Gap and Match.com, access to over 600 retailers in one location. Plano will receive a donation of 5 to 25% of your purchase.

**On-Line Shopping Mall:** This site that has links to many popular merchants on the web. Plano's shopping mall portal will link to over 600 stores including on-line GAP, KB Toys, Office Max, Match.com, Target and other major retailers all at one location.

Just like the on-line magazine renewal program, every time you make a purchase, Plano will receive a donation between 5% to 25% of your purchase.

Registration is easy: go to [www.Heartsof.com](http://www.Heartsof.com). Select join now and when prompted, use the following: (state): Illinois; (primary focus) Health and Safety; (Keyword) Plano. Click on Plano, then register and start shopping!

### Plano Involved In Health Care Reform

Among other issues, the American Optometric Associates (AOA) has also been working with House and Senate leaders to insure full recognition of optometry in Medicaid. It seeks to ensure – through a federal mandate – that optometrists and all of the care they provide are not unfairly targeted for cuts by states because of optometry's current "optional" status under Medicaid this past January. Dr. Stephanie Johnson-Brown, Plano's Executive Director and NOA's Vice President met congressman Davis and others on Capital Hill along with Arol Augusburger, O.D., president Illinois College of Optometry (ICO); Peter Kehoe, O.D., AOA immediate-past president; Vince Brandys, O.D., senior director for Government Relations, ICO. "As the national health care reform battle enters what is likely to be the final stages, the AOA remains totally focused on reading the fine print and doing what it takes to safeguard patient access", said AOA Executive Director Barry J. Barresi, O.D., Ph.D.



ALL YOUR FAVORITE MAGAZINES AND STORES ARE JUST A CLICK AWAY!



PLANO INVOLVED IN HEALTHCARE REFORM



**PLANO CONDUCTS PRESCHOOL VISION EXAMS  
AT MALCOLM X COLLEGE**

## PLANO NEWS!

**Vision Education Workshops** are held periodically throughout the year. Call us or go online at [www.planovision.org](http://www.planovision.org) and find out how you can attend or schedule a workshop.

Plano began 2010 by providing **Vision Education Workshops** for nearly 150 Chicago public school occupational and physical therapist and several Easter Seal Preschools parents and staff.

**Are We A Match?** As a registered 501 (c) (3) corporation, Plano is eligible for many corporate matching grant programs. Check with your employee benefits department and see if we're a match.

**Thank You for supporting Plano's Fundraiser** which was held on May 1<sup>st</sup> and 2<sup>nd</sup>, 2010 at Six Flags Great America.

We are now set up to **receive payments and donations through our website!** Visit [www.planovision.org](http://www.planovision.org) for more information.

Please support **Plano's Annual Sweetheart Volunteers Summer Raffle** on August 14<sup>th</sup>, 2010 at Plano. Tickets will be available June 1<sup>st</sup>, 2010. Please see our website for details.

Plano successfully participated in **Carson's Community Day Fundraiser** which was held on Saturday, February 27<sup>th</sup>, 2010.

Plano began service to **Chicago City Colleges Early Childhood Centers**. The first center receiving vision exams and workshops was **Malcolm X College**. Further vision testing and therapy services will be provided, if recommended.

**Plano continues to participate in InfantSEE.** If your infant is six months to twelve months old, please schedule a comprehensive eye exam at no cost to you.

## MESSAGE FROM OUR EXECUTIVE DIRECTOR!

*Since our last benefit, Plano has provided in-office vision testing and vision therapy to 231 patients. Although Plano's customary fee for vision therapy is significantly less than average, we were able to provide about 35 percent of our patients with a sliding fee scale. As a result of the funding from Healthcare and Family Services, Plano was able to provide vision therapy services to kid care and Medicaid patients. Plano was able to provide on-site vision evaluation services to 133 preschoolers and kindergarteners from Englewood Family Center and Educare Center. Vision exam service was also provided for a new sight, Ancona School. Plano provided vision screening for nearly 400 participants evaluated at various health fairs. Community service vision awareness workshops were provided to over 200 persons, many of whom viewed Plano's story on DVD.*

*Plano's "Eye Can Learn" program grant from the Blowitz Ridgeway Foundation continued. More corporate and foundation support for this comprehensive vision program grant is needed. Individuals can also assist through participation in the June P. Elzia Vision Therapy Scholarship Fund.*

*Plano continued its pilot vision care information program designed for vision care educators, childcare staff and parents at pre-selected Illinois Department of Human Service Child Care Centers. After completion of the fourth full year of the program, staff awareness of vision as it relates to learning and behavior increased. Although an improvement from previous years with 68% of the 194 children who were given primary exams needing follow up vision care, vision health care evaluation should be an integral part of health care for the children.*

*Of the 35% of the students needing glasses, 40% of the prescriptions were significant enough to wear constantly. Of the functional problems seen, only 13% were amblyopic or strabismic, so the majority were deficits in eye movement control, eye teaming skills, eye-hand coordination, and visual processing and integration skills. Of the students receiving follow up services, 55% needed vision therapy testing assessments and about 30% received these services. Of these, 98% were diagnosed with visual skill deficits that could be improved with vision therapy intervention.*

*This significant increase in follow up was primarily the result of Plano conducting the vision assessments at the sites or at Plano; unfortunately only 18% of these children received vision therapy intervention. These findings support the need to continue and expand this program with emphasis on parent follow up resulting in more children receiving vision therapy treatment services.*

*This past year, with the passage of the Illinois Children's Vision Law, the number of children entering kindergarten or starting school for the first time receiving complete eye and vision examinations at Plano increased significantly.*

*Plano was recognized last year for its role in providing vision therapy to Larry Fitzgerald, wide receiver, for the Arizona Cardinals and 2009 Pro-Bowl MVP, while he was in elementary school. He explained during many pre- and post Super Bowl interviews, that one of the keys to his success was having vision therapy at Plano. This past August, Larry, grandson of Plano's Co-Founder Dr. Robert L. Johnson, led the kick off for the College of Vision Development (COVD) Children's Vision and Learning month campaign.*

*Plano is happy to report that its' efforts in spreading the word regarding vision and behavior has been heard by the NAACP. The NAACP resolution acknowledges the role that vision therapy can play in reducing the high rate of recidivism. The amendments included vision therapy as a focus in prevention and re-entry programs.*

*Finally, I would like to salute my dad, Dr. Robert L. Johnson and Dr. Henry Moore for having the vision 50 years ago so that we can see their dream today.*

# PLANO CHILD DEVELOPMENT CENTER

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[www.planovision.org](http://www.planovision.org)

### PLEASE SUPPORT Plano's 35<sup>th</sup> Annual Vision Care Benefit

Friday, October 8<sup>th</sup>, 2010

At

The Condessa Del Mar

12220 South Cicero Avenue, Alsip, Illinois



Dr. Robert L. Johnson, Dr. Henry R. Moore and  
2009 Honorary Chairman Mr. Harry Porterfield

#### Plano Board of Directors:

##### Officers:

Dr. Robert L. Johnson, Chair and Co-Founder  
Dr. Henry R. Moore, Treasurer and Co-Founder  
Mr. Albert Pritchett, First Vice Chairperson  
Mrs. Linda Ford, Second Vice Chairperson  
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