



WE ARE LIFESIGHT

In Romeo and Juliet, playwright William Shakespeare asked the question, "What's in a name?" He was referring to the idea that names themselves do not matter as much as the characteristics that distinguish them.



Over the past few years, we have invested in exploring the qualities of our name.

Founded in 1982 as Black Hills Regional Eye Institute, we became Black Hills Regional Eye Institute Foundation in 1987, when the foundation formed. Then for a brief time, West River Eye Foundation, and for the past two decades, since 2002, Northern Plains Eye Foundation. On October 1, the Board of Directors of Northern Plains Eye Foundation announced our name change to LifeSight.

Upon hearing the announcement, a long-time supporter asked why the name change. The answer tells a story that began with a sequence of strategic planning dialogues with our Board and staff just before COVID transformed our world, followed by discussions with longtime donors, brainstorming with consultants and our marketing agency, and conversations with beneficiaries of our community outreach.

We committed to "think big" and began to explore rebranding to create a more meaningful connection of our mission to the community we serve. We conducted interviews to understand brand perceptions and began creating a list of names that best embraced our current initiatives and encapsulate the image we hoped to convey. We designed a new logo, built new messaging, and began the roll out of our new brand that will continue throughout the coming months.

So, what's in a name? LifeSight Board Chair, Dr. Ryan Scarborough, an optometrist at Black Hills Regional Eye Institute, elaborated. "Over the past decade, we made a commitment to better serve those in our community who cannot afford

eye care. From basic eye exams and glasses to complicated surgical procedures, there are many who go without the needed services and tools to see correctly and maintain their vision. This is vision that most of us take for granted."

As an eye care professional, Scarborough sees people forgoing eye care for a myriad of reasons. "They are patients in jeopardy of losing their drivers licenses, employment, and ability to care for themselves and live independently due to vision disabilities." He continued, "Low income and vulnerable populations lack access to basic eye care, which not only affects their vision, but their overall health and wellbeing."

Speaking to the former name, Northern Plains Eye Foundation, Scarborough noted well before he joined the Board, the organization had the tagline, "Vision for a Lifetime."

"Whether it be a free vision screening for a two-year-old, cataract surgery for a 50-year-old, scholarships to ensure well-trained ophthalmology professionals, or prevention of eye injury, this tagline served us well." He describes the rebrand as the metamorphosis of Northern Plains Eye Foundation into LifeSight, and with this, the tagline "Vision for a Lifetime," transforming to "Vision. For all. For life."

"For some it may sound the same," he said, "But 'LifeSight' and 'Vision. For all. For life.' places emphasis on our commitment to ensure eye care for all in our community. Both those who can afford care and those who cannot. It's a bold step and will take a significant amount of hard work and we hope you will join us in the journey of metamorphosis to LifeSight."

LifeSight exists to protect and preserve vision, restore sight, and support eye-related research to promote eye health for all.

2022 DIRECTORS

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Dr. Ryan Scarborough
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"Are you interested in joining our board?" The leadership provided by the Board of Directors is vital to every nonprofit and LifeSight is blessed with a very dedicated group of individuals who said yes to serving on our Board.



Dr. Brian Gill

This month, after serving our Board for nine years, two of LifeSight's long-time Board Members, **Dr. Brian Gill** and **Dr. Ryan Scarborough**, step down due to term limits. On behalf of LifeSight, I would like to personally thank you, Dr. Gill and Dr. Scarborough, for the significant roles you played in our mission through the donation of your valued time, talents, and expertise.

Dr. Gill served on various committees throughout his term, was instrumental in the success of our annual Casino Royale Charity Affair as a member of the event's

planning committee, and expanded LifeSight's connection to the Northern Hills communities.

Early in his tenure, Dr. Scarborough stepped into the role of Chair of our Board of Directors, leaving a legacy of leadership in this role from 2016 to 2022 – an astonishing seven years! During this time,

he generously shared his knowledge and passion for vision and eye health, along with his desire to help those who are medically underserved in our community, by championing the expansion of our outreach programs and being a catalyst in positioning our organization for future success and service to our community. The dedication, compassion, and generosity he has shown in his leadership inspires not only his Board colleagues and our staff, but the patients whose lives he touches every day. Dr. Scarborough, please accept our deepest gratitude for your inspiring leadership in guiding the mission and legacy of LifeSight.

As 2022 draws to a close, to all who read this, we carry you in our hearts throughout the holiday season and into the New Year, wishing you peace, continued health, and ever present moments of joy.

Ronda Gusinsky
Executive Director
LifeSight



Dr. Ryan Scarborough

WELCOME NEW BOARD MEMBERS...

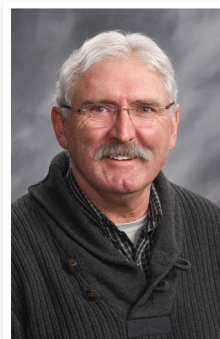
Dr. Melanie Hamiel, a corneal and contact management optometrist, is happy to return to South Dakota to join Wright Vision Center and Pearle Vision. She attended the University of Nebraska, Lincoln, graduated from Pacific University College Of Optometry, and has over 19 years of experience, much of it with Kaiser Los Angeles Medical Center. She has volunteered on eye missions to Chile, Paraguay, India, and Mexico and domestically in Los Angeles and San Diego at the Dream Center and Watts Housing.

Barry Jones is a Certified Registered Nurse Anesthetist with Western Plains Anesthesia, P.C. at the Black Hills Regional Eye Institute who has specialized in ophthalmic anesthesia for 28 years. He is a founding partner of Western Plains Anesthesia and a member of the International Ophthalmic Anesthesia Society since its early formation. His education includes a Registered Respiratory Therapist through Creighton University, BSN from Grandview College, and MSN/anesthesia from The University of Mary/St. Alexius Medical Center.

Dr. Taylor Slingsby grew up in Rapid City and is a second-generation ophthalmologist with Slingsby & Huot Eye Associates specializing in vitreoretinal disease and surgery. He completed medical school and an Internal Medicine internship at the University of South Dakota Sanford School of Medicine and residency training in Ophthalmology at the University of Colorado School of Medicine, followed by a two-year vitreoretinal surgery fellowship at the Cincinnati Eye Institute and University of Cincinnati.



**Melanie Hamiel,
OD**



**Barry Jones,
MSN, CRNA**



**Taylor Slingsby,
MD**

Support our mission. ☐ **YES!** I want to support the vision-inspired outreach of LifeSight.

NAME: _____ PHONE: (____) _____ ☐ Cell ☐ Home ☐ Work

ADDRESS: _____ (Street or PO Box) (City) (State) (ZIP) EMAIL: _____

I WANT TO DONATE: \$ _____ ☐ My Check is Enclosed ☐ Contact Me at the Number Above For My Credit Card Information

After completing this form, please place form, along with your check, if applicable, in the enclosed self-addressed envelope. Postage required.

Thank you for your generous support of our cause.

LifeSight is a nonprofit 501(c)(3) organization. Your gift is tax deductible as allowed by the IRS. LifeSight may acknowledge donors in public relations materials unless donor requests to remain anonymous.

NEWS BRIEFS



SCHOLARSHIP AWARD

Derek Rohlf was presented the 2022 LifeSight Dr. Paul L. Zimmerman Memorial Scholarship Endowment Award. Derek grew up in Brandon, South Dakota and is a member of the University of South Dakota Sanford School of Medicine class of 2023. He was inspired to pursue ophthalmology during his career in medical device industry. He is passionate about ophthalmologic research and addressing the unmet eye care needs of his community.

VOLUNTEERS HONORED

Over two dozen passionate volunteers, who dedicate hundreds of hours annually to assist LifeSight in administering its free children's vision screenings, were honored in September at our annual Volunteer Picnic & Salute. Congratulations to: **Dick Fischer, Volunteer of the Year; Keith & Wendy Clanton, Volunteer Couple of the Year; and Piedmont Valley Lions, Club of the Year.** Shown at left, Dick Fischer accepting his Volunteer of the Year award from Dr. Rebecca Linquist, Board Vice Chair. This year, volunteers assisted in administering 7,339 free children's vision screenings and donated 312½ hours to support our cause! Our deepest thanks to this amazing group of individuals!



MANUSCRIPT PUBLICATION

Congratulations to Derek Rohlf, MS IV, Adam Bleeker, MD, H. Carson Eisenbeisz, MD, and Ryan Scarborough, OD, on publication of "A Survey of Eye Care Needs Among Community Health Center Patients in Western South Dakota" in the October 2022 issue of *South Dakota Medicine*, the peer-reviewed medical journal published by the South Dakota State Medical Association. This is the sixth in a series of manuscripts published through a collaboration between LifeSight, University of SD Sanford School of Medicine student researchers, and area ophthalmologists and optometrists.



GIFT OF SIGHT

LifeSight, along with area ophthalmologists and optometrists and program partners, Service to the Blind & Visually Impaired and Wyoming Department of Vocational Rehabilitation Services, provides sight-saving surgeries to low-income adults with severely impaired vision who would not otherwise receive care. To date, 96 Gift of Sight surgeries have been performed, helping recipients regain their vision, and most importantly, independence and livelihood. **In the photo on the left is recent Gift of Sight recipient, Amy Broadhurst Farmer, with her surgeon and program partner, Dr. Christopher Huot, Slingsby & Huot Eye Associates.**



10TH ANNIVERSARY CASINO ROYALE CHARITY AFFAIR



Delighted. Excited. Grateful. That's how it felt on Saturday, October 1, to see the Hilton Garden Inn ballroom full of guests for our 10th Anniversary Casino Royale Charity Affair, which made its long-awaited return to an in-person event after a two-year COVID hiatus.

We, of course, hope everyone had a wonderful time, but more importantly want to express our gratitude to the Casino Royale guests, sponsors, promotional partners, volunteers, and auction and event donors, who make it possible for us to change lives for the better through their support – over the past 10 years – of the essential vision outreach LifeSight brings to young and old across the region.

Through the generous donations received at Casino Royale, cataracts are detected in a pre-school child through a free vision screening, a woman is beyond thankful for the sight-saving cataract surgery that has allowed her to again work and care for her family, and the world of a man in poverty is instantly transformed by a no-cost eye exam and glasses.

On behalf of those we humbly serve whose lives are blessed by your kind generosity, we extend our deepest appreciation and gratitude for your support.

Please mark your calendars to join us for the festivities at next year's Casino Royale Charity Affair on September 30, 2023!





With Deepest Appreciation to **Our Donors**

Acme Bicycles Lauren Albers Robin & Justin Albers Alcon Laboratories Amara's Supper Club & Baked Goods Amazon Smile Foundation Dr. Angela Anderson Angeni Designs Annie's Leather Julaine Arient-Rollman Automated Maintenance Systems Badlands Sabres George & MC Bauder bb's Natural Wine Bar Rick & Carol Bell Chris Bennett Dr. Gail Bernard of The Eye Doctors at Rapid City Medical Center Steve & Dr. Gail Bernard Bin 605 Black Hills Contraband Distillery Black Hills Energy Black Hills Helicopters Black Hills Insurance Agency Black Hills Regional Eye Institute Black Hills Surgical Hospital Black Hills Tire John & Trish Blair Bob's 66 John & Linda Boland Tyler Bowling Breadroot Natural Foods Co-op Dr. Colin & Rocio Brown Ron & Donna Bunnell Jim & Monica Burgess/ Black Hills Harley-Davidson Fred & Leanne Carl Casino Party USA Weston & Tenise Chapman Chubby Chipmunk Hand-dipped Chocolates Colonial House Restaurant & Bar Courtesy Subaru Dr. Michael & Laura daSilva Dave & Joan Davis Jay Davis & Susan Kelts Deadwood Social Club Josephine Denind	Denver Broncos Frank DiCesare Dr. Monte & Luanne Dirks Steve Duffy & Helene Duhamel Dennis & Pam Eckroth Joseph Ehresmann & Mary Scott Elkhorn Ridge Resort & Golf Course Josh & Sacha Farley Brenda Fauth Shirley Fauth Ryan Featherstone Jim & Cindy Filips Firehouse Brewing Company First Interstate Bank Dick & Rita Fischer Fork Real Café Louise French Eric & Mindy Fuehrer Rich & Suzy Gabrielson Dr. Brian & Mariah Gill/ Redwater Eye Care Glaukos Corporation Green Chilli Shack Robert & Ronda Cusinsky Dr. Melanie Hamiel Dr. Kathy Haivala/ Spearfish Eye Care Center JD Hewitt/Hewitt Land Company Ron & Jeannette Hill Hilton Garden Inn Hjem A.M. Gene & Jeanne Hoffman Stan & Paula Hohn HomeSlice Media Group Hot Springs Theatre Bonnie Hughes Mark & Marsha Humphreys Brian & Linda Iverson Jack Daniel's Ken & Sue Jimmerson Kathryn Johnson Johnson & Johnson Dr. Wayne Jones Susan Jorgensen Rob & Michelle Julian Dillon & Ashley Julius Bobbie Kambestad Jack & Shelly Kaup	Colin & Mary Keeler Scott & Lynn Kendall Ketel Thorstenson KEVN Black Hills FOX Andy & Barb Knight Jerred Koppman & Lisa Albers-Koppman KOTA Territory ABC KT Connections Perry & Dr. Gaylene Kudrna Drs. Jeremy & Lindsey Kudrna Deborah Kuehn Jeremy & Dr. Sarah Kuipers/ Independent Eyes Lamar Outdoor Advertising Kelly & Suzie Lambert Greta Langdeau Burt LeCates Tom Lee Dr. Rebecca Linquist of The Eye Doctors at Rapid City Medical Center Scott & Dr. Rebecca Linquist LIV Hospitality LiveWell Medical Aesthetics Sheryl Logan Loud American Roadhouse James Louzon Dawn Madge Bob & Kim Mandel Maple Street BBQ Mark & Beth Massa Mary's Mountain Cookies Cris Mathews Mark & Kristol McKie Minervas Restaurant & Bar Minnesota Vikings Darryl Moll Thomas Monheim Casey & Christy Monroe Monument Health Mark Mordhorst Dr. Jess Moser Robert & Deborah Mudge Wayne & Judy Mueller Evelyn Murdy Carolyn Ness Ohh, Crepe! Tanner & Alicia Oman	Oman Mortgage Group/Tanner Oman Vel & Janet Orr Mark Papousek Lyle & Cynthia Pappel Gena Parkhurst Alan Peil & Patty Kraft Kate Perun Dr. Daniel Peters Craig & Jane Pfeifle Ryan Phillips Piedmont Valley Lions Club Pottery 2 Paint Prouty Pottery Kevin Puetz Que Pasa Cantina Rapid City Medical Center Rapid City Rush Rare Finds Décor Dr. Jeff & Diane Rausch Robert Sharp & Associates Kathleen Rohleder-Griebel Rosemary Rounds Don & Linda Rydstrom Kevin 'The Barrel Man' Sanders Savour Pinoy & Sushi Dr. Ryan & Patricia Scarborough Dennis & Kathy Schaar Stacey & Dr. Jamie Schaeffer Karen Schramm Chris Johnson & Caroline Sharp Mary Shervheim-Mathews Gerianne Short Sign Express Simpsons Printing Skogen Kitchen Matt & Dee Sleep Dr. Taylor & Katie Slingsby Slingsby & Huot Eye Associates Slingsby & Wright Eye Surgery & Laser Center Sorada's Padthai South Dakota Magazine Dawn Sprunk/Heart & Soul Massage Barbara Stephens Jacinta Stilwell Strider Sports International Chris & Rachel Swarthout	Doug & Suzi Swarthout Sweet Secrets Bakery Tally's Silver Spoon Randy & Marcia Taylor The Good Stuffed The Marina at Sheridan Lake The Medicine Shoppe Pharmacy The Stroppel Hotel and Mineral Baths The Tinder Box Cigar Lounge The Wine Cellar Restaurant Thomas Braun Bernard & Burke Dr. Lucia Thornburg/The Skin Institute at Rapid City Medical Center Debra Tieszen Dr. James Trimble Dick & Jackie Tupper Ugly Graffiti Leslie Valega/Shear Vision - Great Clips Mark & Barbara Vargo Jackie Vesely Victoria's Garden Vision Source Specialists Walman Optical Coleen Walker John & Kitty Walker George B. Wallace Cindy Weichmann Rob & Kathy Weichmann Dr. Renae Welke Westjet Air Center Doreen Whitney Dr. Dallas Wilkinson/ Vision Source of Hot Springs David & Malory Woidt Dr. Paul & Lana Wright Wright Vision Center Yak Ridge Cabins and Farmstead Your Eyes Only Optical Youth & Family Services Tom & Sharon Zeller Charles & Rita Zimmerman
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