ARBO’s 2010 Annual Meeting took place June 13-15, 2010 at the Gaylord Palms Resort in Kissimmee, Florida. The meeting was attended by 110 individuals including 70 delegates and 15 Executive Directors/Administrators from 34 Member Boards. The attendees participated in discussions, workshops, presentations, and conducted the business of the Association. A good time was had by all!

Sunday morning began with the National Board of Examiners in Optometry Workshop where Drs. Jack Terry and Sandra Neustel brought the attendees up to date on the current activities of the NBEO. Later in the morning, there were breakout sessions for board members and their administrative staff. Dale Atkinson, ARBO’s legal counsel, conducted board member training and a concurrent session for Executive Directors and Administrators discussed best practices in disciplinary actions. Over lunch, there was a new attendee orientation to learn more about ARBO policies and meeting procedures.

The 91st Annual Meeting was officially called to order by President William Rafferty on Sunday afternoon. The delegates were welcomed by Dr. Alice Sterling on behalf of the Florida Board of Optometry and everyone had the opportunity to meet a Florida alligator. The afternoon continued with reports from ARBO’s President, Managing Director, Secretary-Treasurer, and the approval of the 2009 Annual Meeting minutes. Delegates also unanimously approved the applications of two new members from Canada, the Alberta College of Optometrists and the Regulatory Boards of the Atlantic Provinces.

Later that afternoon, there were reports from the Judicial Council/Resolutions Committee and the Nominating Committee followed by a presentation from Dale Atkinson on legal issues and conflicts of interest for regulatory boards. The Federation of Associations of Regulatory Boards (FARB) Report and the International Affairs Committee Report were next. FARB is comprised of 15 professions, including Optometry, and offers board member and attorney training annually.

Next, the COPE Committee reported on its accomplishments. The intent of COPE is to ensure standardized, accredited continuing education to protect the public. Details of the work the COPE Committee has accomplished, including the implementation of the new Standards for Commercial Support can be found on page 5. The afternoon concluded with an exciting presentation on new advances in long distance learning by Dr. Gerard Gibbons of Visual Eyes. Online continuing education is projected to account for 50% of all courses within the next six years and legislation will not be able to keep up. Regulatory boards are faced with the question of educational integrity in an environment where time is increasingly more valuable and engagement matters.

The meeting began on Monday morning with an update from the Veteran’s Administration followed by a presentation from David Swankin of the Citizen Advocacy Center on continuing competence.

(continued on page 6)
It is an honor to serve you this year as the President of the Association of Regulatory Boards of Optometry. Dr. Bill Rafferty is certainly a tough act to follow, but I will do my best to promote the issues that are of concern to our Member Boards, and to represent you in the coming year.

I would like to begin with offering my sincere thanks to all who attended our 91st Annual Meeting in Orlando. We are well aware that many boards faced budget and travel restrictions and we greatly appreciate the extra effort you made to join us for this important meeting. I would also like to thank the planning committee, chaired by Dr. Donovan L. Crouch, and the ARBO staff for their tremendous efforts to make the meeting a success.

In addition, I would like to extend a warm welcome to our newest ARBO members from the Canadian provinces. The Alberta College of Optometrists and the Regulatory Boards of the Atlantic Provinces were approved as voting members at the Annual Meeting in June. We look forward to working with both of you in the future.

As reported at our Annual Meeting, ARBO, like many other non-profit organizations, has experienced significant budgetary challenges over the last two years. Last year, the Board of Directors implemented many cost-saving measures including reduced travel, fewer face-to-face meetings of the Board and committees, and increased reliance on electronic means of communication. I am pleased to announce that these measures appear to be having a positive effect on the bottom line. Although the year is not complete, I am optimistic that we will be able to present an improved financial picture at our next Annual Meeting.

The ARBO administrative office also continues to streamline operations and reduce expenses while improving the level of service to our users. I would be remiss if I did not recognize Lisa Fennell and the entire ARBO staff for their continued dedication and hard work in helping us meet these objectives.

I continue to be amazed at the level of devotion and commitment exhibited by the volunteers at all levels from the committee members and COPE Reviewers to the Board of Directors. Volunteers are truly the lifeblood of our organization. I would like to voice my appreciation to all of those that have volunteered in the past and for this coming year.

Looking toward the future, the myriad of issues facing our nation are shaping public opinion and creating unprecedented demand for public accountability in banking, government, and most importantly health care. As regulatory boards, we can anticipate increased scrutiny and greater accountability with regard to our mission to protect the public. Cost efficient and effective regulation has always been the goal. COPE and OE TRACKER were created to assist you in these areas should you choose to utilize them.

Other public assurance issues such as determination of initial competence, continued competence, maintenance of licensure, and management of the inherent conflicts of interest that exist on all Boards are also on the front burner. ARBO will continue to study these issues, keep our Member Boards informed, and promote open dialog between the Boards, the profession, and the public.

I invite your comments and suggestions regarding ARBO or any of our programs. Please feel free to email me at president@arbo.org. Additionally, I invite you to join us on our new Facebook page!

Sincerely,

Jerry A. Richt, O.D.
ARBO President

A Note from our Managing Director

It was wonderful to see so many of you in Orlando and to have the opportunity to get to know you a little better. We managed to have a very productive meeting in spite of the heat. I hope you enjoyed meeting the alligator as much as I did and that you had fun sharing your pictures when you returned home. It’s funny but it seems like having a wild animal at the opening ceremony really set the tone for the rest of the meeting!

I want to thank everyone for their feedback on the Annual Meeting. This year’s program received high marks, but there is still room for improvement. We are taking your suggestions into account and we’re planning to make some changes for next year’s meeting based on the comments we received. I encourage you to start making plans to attend the 2011 meeting in Salt Lake City. It’s a beautiful city, and with all the outdoor activities available, June will be an excellent month to visit.

This issue of the GreenSheet lists the new committee assignments for 2010-2011. Thank you to all of you for volunteering your time to this organization. We couldn’t do it without you. We’ve also given you more information on the implementation of the COPE Standards for Commercial Support (SCS). Hopefully, you are all familiar with the SCS by now. The COPE Committee did an excellent job of explaining them at the Annual Meeting, but if you still have questions, or you were unable to attend the meeting, there is a wealth of information available on our website. Of course you can always contact me anytime with your questions too.

This has been a very busy year for ARBO. Thanks to our dedicated staff and all our volunteers we have accomplished a lot, but we still have a few more things planned. We are adding new features to the OE TRACKER program, redesigning our website, and providing additional training for the COPE Reviewers. We will also be continuing our efforts to increase our communication to make sure you’re kept informed about all of ARBO’s programs and projects.

Gregory Moore, O.D., Elected to ARBO Board of Directors

During its 2010 Annual Meeting the ARBO House of Delegates elected Gregory S. Moore, O.D., of South Charleston, West Virginia to serve on the ARBO Board of Directors. Dr. Moore graduated from West Virginia State University with a Bachelor’s Degree in Biology and received his Doctor of Optometry degree from the Southern College of Optometry.

Dr. Moore has been involved in both sports vision and private practice since completing his training in 1987. He was the team eye doctor for the Chicago Cubs from 1989-1992 and has worked with various professional, college, and amateur players and teams since that time.

Dr. Moore is the owner and clinical director of West Virginia Laser Eye Centers LLC which provides LASIK, Cataract, and Oculoplastic surgical care for the patients of referring optometrists with offices in Southern WV and Eastern KY. Dr. Moore is an active speaker and lecturer. After serving two terms, Dr. Moore is the Immediate Past President of the West Virginia Board of Optometry. He has served on that board since his appointment in 2005.

Dr. Moore spends most of his free time with his 12-year old daughter Sydney. When they are not at her soccer practice or games, they like to travel and scuba dive. He is currently working on his private pilot’s license.

Do you have news from your jurisdiction that you would like to share with ARBO’s other members? If so, please email the information to Lisa Fennell at lfennell@arbo.org and we’ll include it in our next issue of the GreenSheet.
Welcome to ARBO’s Newest Members

Five new Canadian provinces have joined the Association of Regulatory Boards of Optometry as voting members bringing the total number of Canadian provinces in ARBO’s membership to eight.

The House of Delegates unanimously approved the Alberta College of Optometrists’ application for membership at ARBO’s 2010 Annual Meeting. The Alberta College of Optometrists has 500 licensees. Dr. Gordon Hensel is the CEO and Registrar in Edmonton, Alberta. The College’s email address is registrar@collegeofoptometrists.ab.ca and their website can be viewed at www.collegeofoptometrists.ab.ca.

The Regulatory Boards of the Atlantic Provinces of Canada were also unanimously approved as a voting member by ARBO’s House of Delegates. The Regulatory Boards of the Atlantic Provinces has a total of 274 licensees from the provinces of Nova Scotia, New Brunswick, Prince Edward Island, and Newfoundland and Labrador. Dr. Sheldon Pothier, Registrar of the Nova Scotia College of Optometrists is the main contact for the Regulatory Boards of the Atlantic Provinces. Dr. Pothier’s email address is pothier@ns.sympatico.ca.

We would like to welcome our newest members from Canada and we look forward to their participation with ARBO!

2011 Annual Meeting of ARBO Planned

Mark your calendars for June 12-14, 2011 to attend the 92nd ARBO Annual Meeting in Salt Lake City, Utah. Combining the amenities of a major metropolitan area with the friendliness of a small, western city, Salt Lake City is an ideal location for travel. A beautiful, safe, and vibrant city, Salt Lake combines unparalleled access to natural recreation, a bustling economy, dynamic nightlife, remarkable history, warm hospitality, and Utah’s Greatest Snow on Earth.™

ARBO’s 2011 Annual Meeting will be held at the Sheraton Hotel, in downtown Salt Lake City. The Sheraton’s great location allows you to enjoy the city lights while being cradled between picturesque mountains and a four season wonder. Salt Lake City boasts a diverse array of unique shopping and outdoor malls—and the Sheraton is just blocks away from them. The outdoor TRAX systems ensure effortless travel through the charming, quaint city of Salt Lake.

The Planning Committee is already working on the program for the 2011 meeting and it promises to be the best meeting yet! We look forward to seeing you next year in Salt Lake City.
ARBO Implements COPE Standards for Commercial Support

The ARBO COPE Committee and Board of Directors have worked diligently over the past several years to establish standards for commercial support of optometric continuing education. A draft of proposed standards was first released in March 2008, and during the subsequent months, a thorough review of these standards took place with input from all of the optometric community.

After months of discussion and exchange of information, and presentations to the optometric community, ARBO released the final COPE Standards for Commercial Support (SCS) in December 2009. We appreciate all of the organizations that contributed valuable support and time to this effort. These standards supplement the existing guidelines for COPE approved administrators/providers and add requirements to manage corporate support of COPE accredited CE with the highest integrity and free of commercial bias.

The COPE SCS benefit the relationship between corporate supporters and optometric CE, and give clear direction to CE administrators/providers, CE instructors and CE supporters. By ensuring compliance with these standards, licensing boards are guaranteed transparent, commercial interest-free CE, corporate supporters are insulated, optometric CE is shielded, and the profession benefits from subsidized education. The ARBO Board and COPE Committee are confident that these standards will be instrumental in helping us to meet our mission of assisting our member boards in the protection of the public.

Corporate supporters have indicated that they plan to continue supporting optometric educational activities and welcome the level playing field with established boundaries. Although the primary intent of COPE is to assist member boards in the accreditation of optometric continuing education, we feel that these standards will provide a safe environment where corporate funding could grow as it has with other professions.

ARBO’s commitment is to continue to accredit salient and unbiased CE that is not influenced by any company, product or brand. Our responsibility is to provide and implement the standards necessary for establishing and protecting the integrity of optometric CE.

Oversight and enforcement of the SCS during the remainder of 2010 will consist of notification of non-compliance and assistance with compliance issues. Full compliance will be required on January 1, 2011.

ARBO staff and the COPE Committee are in the process of re-approving all COPE administrators/providers to see if they can continue to be administrators under the SCS. All COPE administrators have been asked to answer a short questionnaire and to provide information about their corporate structure so we can determine if they are a commercial interest.

To assist CE administrators and providers with implementation of the SCS, ARBO held two training workshops earlier this year which covered the new COPE SCS in detail. Additionally, there were a number of commercial supporters of optometric CE in attendance to share their grant application processes and respond to individual questions.

The first workshop took place in March in Las Vegas, Nevada and the second workshop was held in May in Atlanta, Georgia. Both workshops were well attended and the attendees found the workshops very helpful in understanding the changes taking place in the COPE process due to the Standards for Commercial Support.

The complete COPE SCS and the implementation toolkit including the implementation processes for instructors, administrators and corporate supporters, and template documents are available on our website. To view the documents go to www.arbo.org and click on New COPE Standards for Commercial Support. If you would like to see the PowerPoint presentations from the training workshops simply scroll to the bottom of the page and click on 2010 COPE Administrator/Provider Training Workshop Presentations.
OE TRACKER NEWS

Iowa Optometric Association Pays the OE TRACKER Fee For Their Members

The Iowa Optometric Association has paid the OE TRACKER fee for all their members for the second year in a row. By paying this fee they are providing their members with a valuable benefit that will save them time and paperwork in tracking and storing their CE credits for license renewal. Members of the IOA receive complete access to their OE TRACKER accounts and can access their CE attendance information electronically and print certificates of attendance 24/7.

Georgia Board Audits CE Attendance Using OE TRACKER

The Georgia Board of Optometry performed an audit of their licensees' CE attendance using OE TRACKER in January 2010. ARBO staff created a custom search for the Georgia Board to verify that each optometrist had completed all the CE requirements over the two-year renewal period. Using the custom search, they were able to audit 100% of their licensees by simply downloading the information from OE TRACKER.

ARBO 91st Annual Meeting (continued)

Mr. Swankin raised several provocative questions to ponder: Does a license mean a practitioner is currently competent? What constitutes evidence of competence? How often should this be measured? Who should judge competence? What is the difference between minimum entry level competence and continuing competence? With the changing population demographic and ever increasing demand for health care, regulatory boards are faced with these challenging questions to continue to represent and protect the public. Later in the morning, there were reports from the Optometric Competence Committee and the American Optometric Society followed by concurrent breakout sessions. Board members participated in a panel discussion on new technology issues and the Executive Directors and Administrators attended a workshop on public member training from David Swankin.

On Monday afternoon, there were reports from the OE TRACKER and NBERC Committees. The highlight of the afternoon was the presentations on Board Certification from the American Board of Certification in Medical Optometry (ABCMO), American Board of Clinical Optometry (ABCO), American Board of Optometry (ABO) and the College of Optometrists in Vision Development (COVD) and the very lively discussion that followed. Each of the organizations presented their respective certification programs and graciously answered questions from the audience. Among the many opinions voiced during the discussion, ARBO's attorney, Dale Atkinson, emphasized that certification is not a board issue. The issue of 'competence' falls within the jurisdiction of regulatory boards. "Regulatory responsibility is and should be separate from private professional programs," said Mr. Atkinson.

The afternoon session ended with reports from the American Optometric Association (AOA), American Optometric Student Association (AOSA) and the always popular AOA State Government Relations Center report from Sherry Cooper. Dr. Rafferty hosted the President's Reception on Monday evening in the Emerald Bay Plaza in front of an indoor waterfall. It was a beautiful setting that provided the delegates the opportunity to continue their discussions from earlier in the day and to mingle with other attendees.

Tuesday morning began with the annual elections for the ARBO Board of Directors. Two positions were open for election. Dr. Gregory Moore was elected to a 4-year term. More information on our new Board member can be found on page 3. Dr. Jerry Richt was re-elected to a 4-year term on the Board and was elected President, succeeding Dr. William Rafferty. Rounding out the executive team are Dr. Michael Ohlson, Vice President, and Dr. Ernest Schlabach, serving as Secretary-Treasurer. Four resolutions were presented to honor the service of ARBO Board members. One to Dr. William Rafferty, now serving as Immediate Past President, and three to retiring board members Drs. Janet Carter, Donovan Crouch, and Robert Smalling whose contributions to ARBO are too numerous to count. All were granted Life Membership in the organization.

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ARBO 91st Annual Meeting (continued)

Tuesday morning also featured a panel of industry representatives who spoke about new products that may have an impact on regulatory boards and a breakout session for the Executive Directors and Administrators to exchange news from their jurisdictions. Following the breakout, the Council on Endorsed Licensure Mobility for Optometrists (CELMO) reported on its program. Next, there was a very informative presentation by Dr. Albert Woods on prevention of medical errors. Medical errors are more deadly than car accidents, breast cancer or AIDS and cost $37 to $50 billion annually. Malpractice claims occur in less than 5% of medical errors. In optometry, 58% of malpractice claims result from misdiagnosis of ocular disease. The morning ended reports from the American Academy of Optometry (AAO), Association of Schools and Colleges of Optometry (ASCO) and the Accreditation Council on Optometric Education (ACOE).

Individual states also shared updates from their respective jurisdictions. While detailed board reports are available in the meeting binder, here are a few highlights from the presentations. Alaska has moved to single licensure at the highest (TPA) level. Massachusetts is still the only state without glaucoma privileges for optometrists, but is very close to passing legislation. By contrast, 100% of Kansas optometrists are glaucoma licensed. Nebraska is planning to pay the OE TRACKER fee for all licensees, which allows for 100% continuing education audit and savings in staff time and resources. Arizona has passed a bill to expand scope of practice to include antiviral medications. British Columbia is facing challenges with the deregulation of eyeglass and contact lens sales and independent optician prescription authorization. Member board reports are a wonderful opportunity to share the accomplishments and challenges that we all face in doing our duty and serving the public.

We encourage you to start making plans to attend our meeting in June 2011 in Salt Lake City, Utah. ARBO’s Annual Meeting is a great opportunity to learn about the issues facing your fellow members and to exchange ideas on dealing with the many challenges you encounter every day. Salt Lake City is a beautiful location with many exciting things to do. You will definitely want to be part of it!
## ARBO 2010-2011 Committee Members

### Executive Committee
- Dr. Jerry Richt, TN, Chair
- Dr. Michael Ohlson, IA
- Dr. Ernest Schlabach, VA
- Dr. William Rafferty, NC

### Finance Committee
- Dr. Michael Ohlson, IA, Chair
- Dr. Ernest Schlabach, VA
- Dr. Susy Yu, CA
- Ron Cassel, Staff
- Dr. Jerry Richt, TN, *Ex-Officio*

### Industry Relations Committee
- Dr. Roger Pabst, MN, Chair
- Dr. Michael Olson, IA
- Dr. Ernest Schlabach, VA
- Dr. Robert Smalling, Consultant
- Dr. Donovan Crouch, Consultant
- Dr. Jerry Richt, TN, *Ex-Officio*

### Annual Meeting Planning Committee
- Dr. Ernest Schlabach, VA, Co-Chair
- Dr. Susy Yu, CA, Co-Chair
- Leslie Knachel, VA
- Dr. Gregory Moore, WV
- Dr. Michael Ohlson, IA
- Dr. Roger Pabst, MN
- Dr. Donovan Crouch, Consultant
- Dr. Jerry Richt, TN, *Ex-Officio*
- Lisa Fennell, Staff

### CELMO Committee
- Laurie Mickelson, Minnesota, Chair
- Dr. Glenn Bailey, WV
- Dr. Linda Tharp, TN
- Dr. Steven Eyler, Consultant
- Dr. Gregory Moore, WV, Board Liaison
- Dr. Jerry Richt, TN, *Ex-Officio*
- Lisa Fennell, Staff

### COPE Committee
- Dr. Jill Martinson-Redekopp, ND, Chair
- Dr. Douglas Ayre, KS
- Dr. Lawrence Barger, OH
- Dr. Bruce Rakusin, MA
- Dr. Robert Smalling, AR
- Dr. Jack George Zarybnisky, ID
- Dr. Jerry Richt, TN, Board Liaison
- Lisa Fennell, Staff

### International Affairs Committee
- Dr. Gregory Moore, WV, Chair
- Dr. James Bureman, MO
- Dr. Robert Smalling, AR
- Dr. Murray Turnour, ON
- Dr. Jerry Richt, TN, *Ex-Officio*
- Lisa Fennell, Staff

### Judicial Council/Resolutions Committee
- Dr. Carolyn Griego, AZ, Chair
- Dr. James Bureman, MO
- Dr. Jeffrey Kraskin, DC
- Dr. Christina Sorenson, AZ, Board Liaison
- Dr. Jerry Richt, Tennessee, *Ex-Officio*
- Lisa Fennell, Staff

### Member Board Executive Directors/Administrators Committee
- Laurie Mickelson, MN, Chair
- Pam Carper, WV
- Leslie Knachel, VA
- Margaret Whelan, AZ
- Dr. Roger Pabst, MN, Board Liaison
- Dr. Jerry Richt, TN, *Ex-Officio*
- Lisa Fennell, Staff
ARBO 2010-2011 Committee Members (continued)

National Board Examination Review Committee (NBERC)

Dr. Joseph Sullivan, Kansas, Chair
Dr. Gregory Foster, WI
Dr. Linda Tharp, TN
Dr. Jack Miller, Jr., LA
Dr. Ernest Schlabach, VA, Board Liaison
Dr. Jerry Richt, TN, Ex-Officio
Lisa Fennell, Staff

Nominating Committee

Dr. Joseph Sullivan, KS, Chair
Dr. Lawrence Barger, OH
Dr. Beth De Spiegelaere, MN
Dr. Jeffrey Kraskin, DC
Dr. Michael Ohlson, IA, Board Liaison
Dr. Steven Eyler, Consultant
Jerry Richt, Tennessee, Ex-Officio
Lisa Fennell, Staff

Optometric Competence Committee

Dr. William Rafferty, NC, Chair
Dr. James Bureman, MO
Dr. James Hunter, IN
Dr. Gregory Moore, WV
Dr. Michael Ohlson, IA
Dr. Murray Turnour, ON
Dr. Craig Campbell, Consultant
Dr. Ania Hamp, Consultant
Dr. Murray Kopelow, Consultant
David Swankin, Esq., Consultant
Dr. Jack Terry, Consultant
Dr. Jerry Richt, TN, Ex-Officio
Lisa Fennell, Staff

OE Tracker Committee

Dr. Richard Orgain, TN, Chair
Dr. Dale Dergousoff, BC
Dr. Howard Flippin, AR
Dr. Jeffrey Kraskin, DC
Dr. Michael O’Hara, NE
Dr. Joseph Sullivan, KS
Dr. Marcie Welsh, NY
Dr. Ernest Schlabach, VA, Board Liaison
Dr. Jack Terry, Consultant
Dr. Jerry Richt, TN, Ex-Officio
Lisa Fennell, Staff
Tony Mancuso, Staff

Liaison Appointments

AAO: Dr. Michael Ohlson
ACOE: Dr. Michael Ohlson
AOA: Dr. Jerry Richt
AOSA: Dr. Susy Yu
ASCO: Dr. William Rafferty
FARB: Dr. Christina Sorenson
NBEQ: Dr. Ernest Schlabach
WCO: Dr. Gregory Moore

Other Appointments

ACOE: Dr. Christopher Olson
ACOE: Dr. David Reed
ARBO Board ED Liaison: Laurie Mickelson
GreenSheet Editor: Dr. Susy Yu
Parliamentarian: Dr. Christina Sorenson
AOA Liaison to ARBO: Dr. Christopher Quinn
AOSA Rep. to ARBO: Remi Miljavac
NBEO Call for Nominations

One of the ARBO seats on the National Board of Examiners in Optometry (NBEO) will be open in December of 2010. Dr. Janet Carter will be concluding her second term on the NBEO Board and is ineligible for re-election. The ARBO Board of Directors will be nominating at least three candidates from which the NBEO Board will elect Dr. Carter’s replacement. This call for action is an organizational request for potential candidates to nominate.

The NBEO is an established, non-profit corporation primarily engaged in testing and evaluation. The National Board has a full-time staff of eleven, utilizes over 750 people nationwide in support of its examination programs, and has an annual budget in excess of $3.5 million.

As a Board Member of the NBEO, the member must have familiarity with the profession of optometry and knowledge of the mission and programs of the organization as well as the governing documents (e.g., articles of incorporation, bylaws) and policies and procedures. The NBEO Board Member term commitment is for four years, with this term beginning in December of 2010 through December of 2014.

In addition, the Board Member must be willing to:

- Serve as a member of any Board committees as appointed by the President and function as an active participant in discussions.
- Serve as a committee chair as appointed by the President.
- Communicate regularly with Board members and the Executive Director.

To be eligible for nomination of an ARBO seat on the NBEO Board, the candidate must currently be a member of an ARBO Member Board in good standing, or have served within the preceding twelve months. Additionally, any current members of the ARBO Board of Directors are eligible for nomination. Since the NBEO examinations are only used within the United States, it is unlikely that a member outside of the US would be elected to the NBEO Board.

If you are interested in submitting your name to the ARBO Board for consideration and you meet the requirements listed, please send your CV and a letter of interest to Lisa Fennell, ARBO Managing Director, at lfennell@arbo.org by October 29, 2010.