



From the Senior Editor

Thank goodness we have the search engine Google™. Google™ and other sites keep all of us in-the-loop regarding current issues, such as the former Soviet Republics, the Kardashians, dance stars, Facebook and facelifts, Twitter and tweens, Housewives and Survivors, American Idols, and idle athletes, clogs, Crocks, and crooks. Google™ has also helped many of our children finish a school report the evening before it was due, often with a parent's aid.

However, internet technology also allows anyone to post anything in a few keystrokes with little regard for consequence. Internet messages are sometimes encouraged by commerce rather than service. Objectivity is rare. For an increasingly self-referring patient population, this unexamined freedom may lure some searchers to have unrealistic expectations that end in disappointment with an entire field.

I have long believed that the Society, including our official *Journal of Ophthalmic Prosthetics*, holds a certain responsibility to make available truthful, objective information regarding our profession. Wikipedia and collective sites only go so far in providing that kind of information. So, as you have often heard, "If we don't provide objective information on our profession, who will?"

In this effort, the hardcopy *Journal* you hold in your hands remains a vital and permanent asset that we all value, both for our members and our fellow eye-care professionals. In a quest to evolve with the most recent healthcare information, this issue will also have one interactive article posted on-line. With this experiment we seek to create an interesting, accessible source for media that informs the patient or loved one, who is searching for the most up-to-date information. We also want to inspire submissions to our *Journal* to include the NewMedia familiar to younger members. We hope an objective voice for topics regarding prosthetic human eyes will be welcomed in an effort to broaden the reach and appeal of the practice of ocularistry by the professionalism of the talented volunteers who help run our Society.

This *Journal's* message would be incomplete without acknowledging the individuals who have assisted in generating this edition of our *Journal* beyond, of course, all of our contributing writers, I am grateful to the Editorial Board, the Board of Directors, and our ASO President, Caroline O'Neill; Beverly Woltman, Advertising Director; Art Brown, Publisher at ABI Professional Publishing; Neill Hughes, Maria Castillo, and Craig Luce (for technical, clerical, and formatting support). I would also like to thank our out-going ASO Executive Director, Toni Zappone, who assisted me, both promptly and professionally, in answering my many questions over the last seven years.

I hope that this issue of the *Journal of Ophthalmic Prosthetics* interests, excites, or moves you in some way. Our collective goal is to improve the patient care we provide as Ocularists. As always, I welcome your feedback

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