

MARCH 2021



Gordon Family Legacy: Big Personalities, Big Successes

When **Mark Gordon, OD '71**, was a student at the University of Maryland in College Park in the late 1960s, he was already into his third year and still undecided with what he wanted to do as a career.

One day Gordon was walking across campus with Bruce Chercas, a friend from his dorm, both on the way to a physics class. Gordon asked Chercas why he was taking physics and Chercas told him it was because he was planning on attending optometry school.

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Looking Out For Kids Virtual Charity Fundraiser Set May 1

Salus University's 14th annual "Looking Out for Kids" fundraiser will be held **6:30 p.m. on Saturday, May 1**. This year's event is virtual and will honor TD Bank as the "[Lighthouse Award](#)" winner.

Once again, NBC10 News co-anchor, Rosemary Connors, will be the host of the event, some of which will be prerecorded. The event helps fund the University's programs providing additional healthcare for children in need.



Virtual tickets are \$50 each and the VIP reception box is \$150. Those who are unable to attend virtually are also being encouraged to donate to the "Looking Out for Kids" charity and participate in the online auction. To purchase virtual tickets or VIP reception boxes online, click [here](#). Please RSVP by April 9, 2021.

[Read more](#)



From Head to Toe: PCO Alum Now A Children's Author

An interest in eyes led **Sakesha Caston, OD '00**, to the Pennsylvania College of Optometry (PCO) and eventually to a successful career as an optometrist. But it's her interest in the opposite end of the human body — particularly in tiny toes — that had given her success of another kind, that of children's author. She has published her first children's book, titled "Mommy Loves My Little Toes," and it's been a long journey from the time she had the concept to the time it culminated into a reality.

[Read more](#)

Where Are They Now: Rachel Plavnik, MS 19

When she was looking for a speech-language pathology (SLP) graduate school, Bucks County, Pennsylvania, resident **Rachel Plavnik, MS ‘19**, wanted to stay close to home. That made the Salus University [SLP program](#) — with its focus on interprofessional collaboration and clinical training — the perfect spot for Plavnik to continue her educational journey.

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