

# Editorial ▶ A Labor of Love

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**Keywords:** binocular vision, developmental optometrist, functional optometry, learning related vision problems, *Optometry & Visual Performance*, optometric vision therapy

Creating a child is a beautiful and humbling experience. From conception to fetus to the eventual birth, there is wonder, amazement, and the sense that it is something special to be cherished for all eternity. As you watch the physical changes occurring in the mother, you also have an opportunity to see this somewhat alien creature on ultrasound, which is a truly surreal experience. You get to witness firsthand the birth and development as this little creature finds its way in the world. You are right alongside your child for their first steps, bike ride, date, and so much more. Along with the fun comes the worrying about general development, academic performance, socialization, etc. Even after they have left the nest to go to college and at some point to start a family of their own, you still worry. Such has been the case in the creation of *Optometry & Visual Performance* for your founding co-editors and organizations.

Please help us celebrate the birth of what is the most exciting and soon to be best journal within the optometric profession, *Optometry & Visual Performance*. Drs. Dominick M. Maino and Marc B. Taub, as co-editors in chief, along with the managing editor, Mrs. Kelin Kushin, are your conduits to behavioral, functional, and developmental optometry, as well as vision therapy, pediatrics, low vision, vision rehabilitation, and of course, visual performance.

What started off as a simple conversation over two years ago between representatives of ACBO, COVD, and OEPEF has now developed into a full-blown publication online and in hard copy. Bringing together two amazing editing teams and figuring out how best to create *Optometry & Visual Performance* took some time to work out. The product you see before you took countless hours of planning over months to years.

The question will arise as to why we decided to create this new journal now, especially with the demise of *Optometry*, the Journal of the American Optometric Association. The answer is simple: we want to provide more for the associates and members of these three organizations, as well as the general public. By combining our efforts, we are going to be able to bring you more information per issue, more often than ever before. All of the appropriate resources of ACBO, COVD,

and OEPEF will be used to make this scientific publication worthy of its respective organizations and the membership of these organizations.

We will bring you six issues of *Optometry & Visual Performance* each year. These issues will include articles, literature reviews, viewpoints, and editorials. These six issues will be delivered electronically in the same format as previously seen in the *Journal of Behavioral Optometry*. In 2014, the print edition will be by subscription only, as *Optometry & Visual Performance* will move predominantly towards an online publication. We will provide more evidenced-based content for our readers while enhancing the content with video, website, and picture links.

In addition to six issues of *Optometry & Visual Performance*, four issues of *Visual Performance (VP) Today* will be delivered in electronic format only. *VP Today* will include organizational and meeting news; book, product, and literature reviews; and so much more. It is the voice of the three founding organizations: ACBO, COVD, and OEPEF. *VP Today* unites the forces of behavioral, functional, and developmental vision care around the globe.

We are thrilled to be able to introduce you to our review board members. Please refer to page 1 for their names and country of origin. We are positive that you will recognize many that you see. This group represents the best of the best in the fields of optometry and vision science. The members are diverse in background. There are practitioners from nine countries, faculty from eleven colleges of optometry, and a number of outstanding private practitioners. Without this group, which has approximately 1000 years of experience between them, *Optometry & Visual Performance* could not be a success.

Please do not lament the loss of either the *Journal of Behavioral Optometry* or *Optometry & Vision Development*, but join us in celebrating the birth of our new journal, *Optometry & Visual Performance*. It has been a labor of love, necessitating blood, sweat, and tears from all involved, but we hope that you enjoy our efforts.

We encourage you to be an active part of this great venture. Write articles, book reviews, literature reviews, and editorials. Become part of the history of functional optometry. Make a contribution. We look forward to bringing you each and every issue!