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Form 990

Department of the Treasury
Internal Revenue Service

Return of Organization Exempt From Income Tax

Under section 501(c), 527, or 4947(a)(1) of the Internal Revenue Code (except black lung
benefit trust or private foundation)

► The organization may have to use a copy of this return to satisfy state reporting requirements

OMB No 1545-0047

2010

Open to Public
Inspection

A For the 2010 calendar year, or tax year beginning

, and ending

B Check if applicable

Address change
 Name change
 Initial return
 Terminated
 Amended return
 Application pending

C Name of organization

NEBRASKA OPTOMETRIC ASSOCIATION INC

Doing Business As

Number and street (or P O box if mail is not delivered to street address)

1633 NORMANDY COURT

D Employer identification number

47-0483133

City or town, state or country, and ZIP + 4

LINCOLN

NE 68512

Room/suite
STE AE Telephone number
402-474-7716

G Gross receipts \$ 677,479

F Name and address of principal officer

DAVE MCBRIDE
(SAME AS "C" ABOVE)H(a) Is this a group return for affiliates? Yes NoH(b) Are all affiliates included? Yes No

If "No," attach a list (see instructions)

I Tax-exempt status 501(c)(3) 501(c) (6) (insert no) 4947(a)(1) or 527J Website: ► <http://nebraska.aoa.org/>K Form of organization Corporation Trust Association Other ► L Year of formation 1992 M State of legal domicile NE

Part I Summary

1 Briefly describe the organization's mission or most significant activities:

See Schedule O

2 Check this box ► if the organization discontinued its operations or disposed of more than 25% of its net assets

3 Number of voting members of the governing body (Part VI, line 1a)

4 Number of independent voting members of the governing body (Part VI, line 1b)

5 Total number of individuals employed in calendar year 2010 (Part V, line 2a)

6 Total number of volunteers (estimate if necessary)

7a Total unrelated business revenue from Part VIII, column (C), line 12

b Net unrelated business taxable income from Form 990-T, line 34

| | |
|----|--------|
| 3 | 13 |
| 4 | 13 |
| 5 | 0 |
| 6 | 0 |
| 7a | 13,295 |
| 7b | 448 |

8 Contributions and grants (Part VIII, line 1h)

9 Program service revenue (Part VIII, line 2g)

10 Investment income (Part VIII, column (A), lines 3, 4, and 7d)

11 Other revenue (Part VIII, column (A), lines 5, 6d, 8c, 9c, 10c, and 11e)

12 Total revenue – add lines 8 through 11 (must equal Part VIII, column (A), line 12)

| Prior Year | Current Year |
|------------|--------------|
| 37,307 | 27,541 |
| 633,995 | 621,581 |
| 6,476 | 10,148 |
| 18,185 | 18,209 |
| 695,963 | 677,479 |
| | 55,291 |

13 Grants and similar amounts paid (Part IX, column (A), lines 1-3)

14 Benefits paid to or for members (Part IX, column (A), line 4)

15 Salaries, other compensation, employee benefits (Part IX, column (A), lines 5-10)

16a Professional fundraising fees (Part IX, column (A), line 11e)

b Total fundraising expenses (Part IX, column (D), line 25) ► **MAI 19 2011** IRS OSC

17 Other expenses (Part IX, column (A), lines 11a-11d, 11f-24f)

18 Total expenses Add lines 13-17 (must equal Part IX, column (A), line 25)

19 Revenue less expenses Subtract line 18 from line 12

| | |
|---------|---------|
| 675,443 | 636,766 |
| 675,443 | 692,057 |
| 20,520 | -14,578 |

| Beginning of Current Year | End of Year |
|---------------------------|-------------|
| 567,531 | 506,121 |
| 186,577 | 149,022 |
| 380,954 | 357,099 |

20 Total assets (Part X, line 16)

21 Total liabilities (Part X, line 26)

22 Net assets or fund balances. Subtract line 21 from line 20

Net Assets or Fund Balances

Beginning of Current Year

End of Year

567,531

506,121

186,577

149,022

380,954

357,099

Beginning of Current Year

End of Year

567,531

506,121

186,577

149,022

380,954

357,099

Beginning of Current Year

End of Year

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Beginning of Current Year

End of Year

567,531

506,121

186,577

149,022

380,954

357,099

Beginning of Current Year

End of Year

567,531

Part III Statement of Program Service Accomplishments**Check if Schedule O contains a response to any question in this Part III****1 Briefly describe the organization's mission****See Schedule O****2 Did the organization undertake any significant program services during the year which were not listed on the prior Form 990 or 990-EZ?** Yes No

If "Yes," describe these new services on Schedule O

3 Did the organization cease conducting, or make significant changes in how it conducts, any program services? Yes No

If "Yes," describe these changes on Schedule O

4 Describe the exempt purpose achievements for each of the organization's three largest program services by expenses Section 501(c)(3) and 501(c)(4) organizations and section 4947(a)(1) trusts are required to report the amount of grants and allocations to others, the total expenses, and revenue, if any, for each program service reported

4a (Code) (Expenses \$ including grants of \$) (Revenue \$)

**SEMINARS, CONFERENCES, MEETINGS AND PUBLICATIONS TO
DISPERSE INFORMATION TO THE MEMBERS FOR THE ADVANCEMENT
OF THE PROFESSION OF OPTOMETRY**

4b (Code) (Expenses \$ including grants of \$) (Revenue \$)

LOBBYING AND VARIOUS OTHER SERVICES FOR THE PROFESSION

4c (Code) (Expenses \$ including grants of \$) (Revenue \$)

4d Other program services (Describe in Schedule O)

(Expenses \$ including grants of \$) (Revenue \$)

4e Total program service expenses ►

Part IV Checklist of Required Schedules

1 Is the organization described in section 501(c)(3) or 4947(a)(1) (other than a private foundation)? If "Yes," complete Schedule A

2 Is the organization required to complete Schedule B, Schedule of Contributors? (see instructions)

3 Did the organization engage in direct or indirect political campaign activities on behalf of or in opposition to candidates for public office? If "Yes," complete Schedule C, Part I

4 Section 501(c)(3) organizations. Did the organization engage in lobbying activities, or have a section 501(h) election in effect during the tax year? If "Yes," complete Schedule C, Part II

5 Is the organization a section 501(c)(4), 501(c)(5), or 501(c)(6) organization that receives membership dues, assessments, or similar amounts as defined in Revenue Procedure 98-19? If "Yes," complete Schedule C, Part III

6 Did the organization maintain any donor advised funds or any similar funds or accounts where donors have the right to provide advice on the distribution or investment of amounts in such funds or accounts? If "Yes," complete Schedule D, Part I

7 Did the organization receive or hold a conservation easement, including easements to preserve open space, the environment, historic land areas, or historic structures? If "Yes," complete Schedule D, Part II

8 Did the organization maintain collections of works of art, historical treasures, or other similar assets? If "Yes," complete Schedule D, Part III

9 Did the organization report an amount in Part X, line 21, serve as a custodian for amounts not listed in Part X, or provide credit counseling, debt management, credit repair, or debt negotiation services? If "Yes," complete Schedule D, Part IV

10 Did the organization, directly or through a related organization, hold assets in term, permanent, or quasi-endowments? If "Yes," complete Schedule D, Part V

11 If the organization's answer to any of the following questions is "Yes," then complete Schedule D, Parts VI, VII, VIII, IX, or X as applicable

a Did the organization report an amount for land, buildings, and equipment in Part X, line 10? If "Yes," complete Schedule D, Part VI

b Did the organization report an amount for investments—other securities in Part X, line 12 that is 5% or more of its total assets reported in Part X, line 16? If "Yes," complete Schedule D, Part VII

c Did the organization report an amount for investments—program related in Part X, line 13 that is 5% or more of its total assets reported in Part X, line 16? If "Yes," complete Schedule D, Part VIII

d Did the organization report an amount for other assets in Part X, line 15 that is 5% or more of its total assets reported in Part X, line 16? If "Yes," complete Schedule D, Part IX

e Did the organization report an amount for other liabilities in Part X, line 25? If "Yes," complete Schedule D, Part X

f Did the organization's separate or consolidated financial statements for the tax year include a footnote that addresses the organization's liability for uncertain tax positions under FIN 48 (ASC 740)? If "Yes," complete Schedule D, Part X

12a Did the organization obtain separate, independent audited financial statements for the tax year? If "Yes," complete Schedule D, Parts XI, XII, and XIII

b Was the organization included in consolidated, independent audited financial statements for the tax year? If "Yes," and if the organization answered "No" to line 12a, then completing Schedule D, Parts XI, XII, and XIII is optional

13 Is the organization a school described in section 170(b)(1)(A)(ii)? If "Yes," complete Schedule E

14a Did the organization maintain an office, employees, or agents outside of the United States?

b Did the organization have aggregate revenues or expenses of more than \$10,000 from grantmaking, fundraising, business, and program service activities outside the United States? If "Yes," complete Schedule F, Parts I and IV

15 Did the organization report on Part IX, column (A), line 3, more than \$5,000 of grants or assistance to any organization or entity located outside the United States? If "Yes," complete Schedule F, Parts II and IV

16 Did the organization report on Part IX, column (A), line 3, more than \$5,000 of aggregate grants or assistance to individuals located outside the United States? If "Yes," complete Schedule F, Parts III and IV

17 Did the organization report a total of more than \$15,000 of expenses for professional fundraising services on Part IX, column (A), lines 6 and 11e? If "Yes," complete Schedule G, Part I (see instructions)

18 Did the organization report more than \$15,000 total of fundraising event gross income and contributions on Part VIII, lines 1c and 8a? If "Yes," complete Schedule G, Part II

19 Did the organization report more than \$15,000 of gross income from gaming activities on Part VIII, line 9a? If "Yes," complete Schedule G, Part III

20a Did the organization operate one or more hospitals? If "Yes," complete Schedule H

b If "Yes" to line 20a, did the organization attach its audited financial statements to this return? Note. Some Form 990 filers that operate one or more hospitals must attach audited financial statements (see instructions)

| | Yes | No |
|-----|-----|----|
| 1 | | X |
| 2 | X | |
| 3 | | X |
| 4 | | |
| 5 | X | |
| 6 | | X |
| 7 | | X |
| 8 | | X |
| 9 | | X |
| 10 | | X |
| 11a | | X |
| 11b | | X |
| 11c | | X |
| 11d | | X |
| 11e | | X |
| 11f | | X |
| 12a | | X |
| 12b | | X |
| 13 | | X |
| 14a | | X |
| 14b | | X |
| 15 | | X |
| 16 | | X |
| 17 | | X |
| 18 | | X |
| 19 | | X |
| 20a | | X |
| 20b | | |

Part IV Checklist of Required Schedules (continued)

21 Did the organization report more than \$5,000 of grants and other assistance to governments and organizations in the United States on Part IX, column (A), line 1? If "Yes," complete Schedule I, Parts I and II

22 Did the organization report more than \$5,000 of grants and other assistance to individuals in the United States on Part IX, column (A), line 2? If "Yes," complete Schedule I, Parts I and III

23 Did the organization answer "Yes" to Part VII, Section A, line 3, 4, or 5 about compensation of the organization's current and former officers, directors, trustees, key employees, and highest compensated employees? If "Yes," complete Schedule J

24a Did the organization have a tax-exempt bond issue with an outstanding principal amount of more than \$100,000 as of the last day of the year, that was issued after December 31, 2002? If "Yes," answer lines 24b through 24d and complete Schedule K. If "No," go to line 25

b Did the organization invest any proceeds of tax-exempt bonds beyond a temporary period exception?

c Did the organization maintain an escrow account other than a refunding escrow at any time during the year to defease any tax-exempt bonds?

d Did the organization act as an "on behalf of" issuer for bonds outstanding at any time during the year?

25a **Section 501(c)(3) and 501(c)(4) organizations.** Did the organization engage in an excess benefit transaction with a disqualified person during the year? If "Yes," complete Schedule L, Part I

b Is the organization aware that it engaged in an excess benefit transaction with a disqualified person in a prior year, and that the transaction has not been reported on any of the organization's prior Forms 990 or 990-EZ? If "Yes," complete Schedule L, Part I

26 Was a loan to or by a current or former officer, director, trustee, key employee, highly compensated employee, or disqualified person outstanding as of the end of the organization's tax year? If "Yes," complete Schedule L, Part II

27 Did the organization provide a grant or other assistance to an officer, director, trustee, key employee, substantial contributor, or a grant selection committee member, or to a person related to such an individual? If "Yes," complete Schedule L, Part III

28 Was the organization a party to a business transaction with one of the following parties (see Schedule L, Part IV instructions for applicable filing thresholds, conditions, and exceptions)

a A current or former officer, director, trustee, or key employee? If "Yes," complete Schedule L, Part IV

b A family member of a current or former officer, director, trustee, or key employee? If "Yes," complete Schedule L, Part IV

c An entity of which a current or former officer, director, trustee, or key employee (or a family member thereof) was an officer, director, trustee, or direct or indirect owner? If "Yes," complete Schedule L, Part IV

29 Did the organization receive more than \$25,000 in non-cash contributions? If "Yes," complete Schedule M

30 Did the organization receive contributions of art, historical treasures, or other similar assets, or qualified conservation contributions? If "Yes," complete Schedule M

31 Did the organization liquidate, terminate, or dissolve and cease operations? If "Yes," complete Schedule N, Part I

32 Did the organization sell, exchange, dispose of, or transfer more than 25% of its net assets? If "Yes," complete Schedule N, Part II

33 Did the organization own 100% of an entity disregarded as separate from the organization under Regulations sections 301 7701-2 and 301 7701-3? If "Yes," complete Schedule R, Part I

34 Was the organization related to any tax-exempt or taxable entity? If "Yes," complete Schedule R, Parts II, III, IV, and V, line 1

35 Is any related organization a controlled entity within the meaning of section 512(b)(13)?

a Did the organization receive any payment from or engage in any transaction with a controlled entity within the meaning of section 512(b)(13)? If "Yes," complete Schedule R, Part V, line 2

36 **Section 501(c)(3) organizations.** Did the organization make any transfers to an exempt non-charitable related organization? If "Yes," complete Schedule R, Part V, line 2

37 Did the organization conduct more than 5% of its activities through an entity that is not a related organization and that is treated as a partnership for federal income tax purposes? If "Yes," complete Schedule R, Part VI

38 Did the organization complete Schedule O and provide explanations in Schedule O for Part VI, lines 11 and 19? **Note.** All Form 990 filers are required to complete Schedule O

| | Yes | No |
|-----|-----|----|
| 21 | X | |
| 22 | X | |
| 23 | X | |
| 24a | X | |
| 24b | | |
| 24c | | |
| 24d | | |
| 25a | | |
| 25b | | |
| 26 | X | |
| 27 | X | |
| 28a | X | |
| 28b | X | |
| 28c | X | |
| 29 | X | |
| 30 | X | |
| 31 | X | |
| 32 | X | |
| 33 | X | |
| 34 | X | |
| 35 | X | |
| 36 | | |
| 37 | X | |
| 38 | X | |

Yes No

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Part V Statements Regarding Other IRS Filings and Tax Compliance
 Check if Schedule O contains a response to any question in this Part V

| | | Yes | No |
|-----|--|-----|-------------------------------------|
| 1a | Enter the number reported in Box 3 of Form 1096 Enter -0- if not applicable | 1a | 8 |
| 1b | Enter the number of Forms W-2G included in line 1a Enter -0- if not applicable | 1b | 0 |
| 1c | Did the organization comply with backup withholding rules for reportable payments to vendors and reportable gaming (gambling) winnings to prize winners? | | |
| 2a | Enter the number of employees reported on Form W-3, Transmittal of Wage and Tax Statements, filed for the calendar year ending with or within the year covered by this return | 2a | 0 |
| b | If at least one is reported on line 2a, did the organization file all required federal employment tax returns? <i>Note. If the sum of lines 1a and 2a is greater than 250, you may be required to e-file (see instructions)</i> | | |
| 3a | Did the organization have unrelated business gross income of \$1,000 or more during the year? | 3a | <input checked="" type="checkbox"/> |
| b | If "Yes," has it filed a Form 990-T for this year? If "No," provide an explanation in Schedule O | 3b | <input checked="" type="checkbox"/> |
| 4a | At any time during the calendar year, did the organization have an interest in, or a signature or other authority over, a financial account in a foreign country (such as a bank account, securities account, or other financial account)? | 4a | <input checked="" type="checkbox"/> |
| b | If "Yes," enter the name of the foreign country ► <i>See instructions for filing requirements for Form TD F 90-22 1, Report of Foreign Bank and Financial Accounts</i> | | |
| 5a | Was the organization a party to a prohibited tax shelter transaction at any time during the tax year? | 5a | <input checked="" type="checkbox"/> |
| b | Did any taxable party notify the organization that it was or is a party to a prohibited tax shelter transaction? | 5b | <input checked="" type="checkbox"/> |
| c | If "Yes" to line 5a or 5b, did the organization file Form 8886-T? | 5c | |
| 6a | Does the organization have annual gross receipts that are normally greater than \$100,000, and did the organization solicit any contributions that were not tax deductible? | 6a | <input checked="" type="checkbox"/> |
| b | If "Yes," did the organization include with every solicitation an express statement that such contributions or gifts were not tax deductible? | 6b | <input checked="" type="checkbox"/> |
| 7 | Organizations that may receive deductible contributions under section 170(c). | 7a | |
| a | Did the organization receive a payment in excess of \$75 made partly as a contribution and partly for goods and services provided to the payor? | 7b | |
| b | If "Yes," did the organization notify the donor of the value of the goods or services provided? | 7c | |
| c | Did the organization sell, exchange, or otherwise dispose of tangible personal property for which it was required to file Form 8282? | 7d | |
| d | If "Yes," indicate the number of Forms 8282 filed during the year | 7e | |
| e | Did the organization receive any funds, directly or indirectly, to pay premiums on a personal benefit contract? | 7f | |
| f | Did the organization, during the year, pay premiums, directly or indirectly, on a personal benefit contract? | 7g | |
| g | If the organization received a contribution of qualified intellectual property, did the organization file Form 8899 as required? | 7h | |
| h | If the organization received a contribution of cars, boats, airplanes, or other vehicles, did the organization file a Form 1098-C? | 8 | |
| 8 | Sponsoring organizations maintaining donor advised funds and section 509(a)(3) supporting organizations. Did the supporting organization, or a donor advised fund maintained by a sponsoring organization, have excess business holdings at any time during the year? | 9a | |
| 9 | Sponsoring organizations maintaining donor advised funds. | 9b | |
| a | Did the organization make any taxable distributions under section 4966? | 10a | |
| b | Did the organization make a distribution to a donor, donor advisor, or related person? | 10b | |
| 10 | Section 501(c)(7) organizations. Enter | 11a | |
| a | Initiation fees and capital contributions included on Part VIII, line 12 | 11b | |
| b | Gross receipts, included on Form 990, Part VIII, line 12, for public use of club facilities | 12a | |
| 11 | Section 501(c)(12) organizations. Enter | 12b | |
| a | Gross income from members or shareholders | 13a | |
| b | Gross income from other sources (Do not net amounts due or paid to other sources against amounts due or received from them) | 13b | |
| 12a | Section 4947(a)(1) non-exempt charitable trusts. Is the organization filing Form 990 in lieu of Form 1041? | 13c | |
| b | If "Yes," enter the amount of tax-exempt interest received or accrued during the year | 14a | <input checked="" type="checkbox"/> |
| 13 | Section 501(c)(29) qualified nonprofit health insurance issuers. | 14b | |
| a | Is the organization licensed to issue qualified health plans in more than one state? <i>Note. See the instructions for additional information the organization must report on Schedule O</i> | | |
| b | Enter the amount of reserves the organization is required to maintain by the states in which the organization is licensed to issue qualified health plans | | |
| c | Enter the amount of reserves on hand | | |
| 14a | Did the organization receive any payments for indoor tanning services during the tax year? | | |
| b | If "Yes," has it filed a Form 720 to report these payments? If "No," provide an explanation in Schedule O | | |

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Part VI Governance, Management, and Disclosure For each "Yes" response to lines 2 through 7b below, and for a "No" response to line 8a, 8b, or 10b below, describe the circumstances, processes, or changes in Schedule O. See instructions.

Check if Schedule O contains a response to any question in this Part VI

Section A. Governing Body and Management

1a Enter the number of voting members of the governing body at the end of the tax year **1a 13**
 b Enter the number of voting members included in line 1a, above, who are independent **1b 13**

2 Did any officer, director, trustee, or key employee have a family relationship or a business relationship with any other officer, director, trustee, or key employee? **2 X**

3 Did the organization delegate control over management duties customarily performed by or under the direct supervision of officers, directors or trustees, or key employees to a management company or other person? **3 X**

4 Did the organization make any significant changes to its governing documents since the prior Form 990 was filed? **4 X**

5 Did the organization become aware during the year of a significant diversion of the organization's assets? **5 X**

6 Does the organization have members or stockholders? **6 X**

7a Does the organization have members, stockholders, or other persons who may elect one or more members of the governing body? **7a X**
 b Are any decisions of the governing body subject to approval by members, stockholders, or other persons? **8a X**
 8 Did the organization contemporaneously document the meetings held or written actions undertaken during the year by the following **8b X**
 a The governing body? **9 X**
 b Each committee with authority to act on behalf of the governing body?
 9 Is there any officer, director, trustee, or key employee listed in Part VII, Section A, who cannot be reached at the organization's mailing address? If "Yes," provide the names and addresses in Schedule O

| | Yes | No |
|----|-----|----|
| 1a | 13 | |
| 1b | 13 | |
| 2 | X | |
| 3 | X | |
| 4 | X | |
| 5 | X | |
| 6 | X | |
| 7a | X | |
| 7b | | X |
| 8a | X | |
| 8b | X | |
| 9 | | X |

Section B. Policies (This Section B requests information about policies not required by the Internal Revenue Code.)

10a Does the organization have local chapters, branches, or affiliates? **10a X**
 b If "Yes," does the organization have written policies and procedures governing the activities of such chapters, affiliates, and branches to ensure their operations are consistent with those of the organization? **10b X**

11a Has the organization provided a copy of this Form 990 to all members of its governing body before filing the form? **11a X**
 b Describe in Schedule O the process, if any, used by the organization to review this Form 990 **12a X**

12a Does the organization have a written conflict of interest policy? If "No," go to line 13 **12b X**
 b Are officers, directors or trustees, and key employees required to disclose annually interests that could give rise to conflicts? **12c X**
 c Does the organization regularly and consistently monitor and enforce compliance with the policy? If "Yes," describe in Schedule O how this is done **13 X**

13 Does the organization have a written whistleblower policy? **14 X**

14 Does the organization have a written document retention and destruction policy? **15 X**

15 Did the process for determining compensation of the following persons include a review and approval by independent persons, comparability data, and contemporaneous substantiation of the deliberation and decision? **15a X**
 a The organization's CEO, Executive Director, or top management official
 b Other officers or key employees of the organization
 If "Yes" to line 15a or 15b, describe the process in Schedule O (See instructions) **15b X**

16a Did the organization invest in, contribute assets to, or participate in a joint venture or similar arrangement with a taxable entity during the year? **16a X**
 b If "Yes," has the organization adopted a written policy or procedure requiring the organization to evaluate its participation in joint venture arrangements under applicable federal tax law, and taken steps to safeguard the organization's exempt status with respect to such arrangements? **16b X**

Section C. Disclosure

17 List the states with which a copy of this Form 990 is required to be filed ► **None**

18 Section 6104 requires an organization to make its Forms 1023 (or 1024 if applicable), 990, and 990-T (501(c)(3)s only) available for public inspection. Indicate how you make these available. Check all that apply
 Own website Another's website Upon request

19 Describe in Schedule O whether (and if so, how), the organization makes its governing documents, conflict of interest policy, and financial statements available to the public

20 State the name, physical address, and telephone number of the person who possesses the books and records of the organization ► **MCBRIDE & ASSOCIATES INC** **1633 NORMANDY COURT, STE A**
LINCOLN **NE 68512-1473** **402-474-7716**

Part VII Compensation of Officers, Directors, Trustees, Key Employees, Highest Compensated Employees, and Independent Contractors

Check if Schedule O contains a response to any question in this Part VII

Section A. Officers, Directors, Trustees, Key Employees, and Highest Compensated Employees

1a Complete this table for all persons required to be listed. Report compensation for the calendar year ending with or within the organization's tax year.

- List all of the organization's **current** officers, directors, trustees (whether individuals or organizations), regardless of amount of compensation. Enter -0- in columns (D), (E), and (F) if no compensation was paid.

- List all of the organization's **current** key employees, if any. See instructions for definition of "key employee."

- List the organization's five **current** highest compensated employees (other than an officer, director, trustee, or key employee) who received reportable compensation (Box 5 of Form W-2 and/or Box 7 of Form 1099-MISC) of more than \$100,000 from the organization and any related organizations

- List all of the organization's **former** officers, key employees, and highest compensated employees who received more than \$100,000 of reportable compensation from the organization and any related organizations.

- List all of the organization's **former directors or trustees** that received, in the capacity as a former director or trustee of the organization, more than \$10,000 of reportable compensation from the organization and any related organizations.

List persons in the following order: individual trustees or directors, institutional trustees; officers; key employees; highest compensated employees; and former such persons.

Check this box if neither the organization nor any related organizations compensated any current officer, director, or trustee

| (A) Name and Title | (B) Average hours per week (describe hours for related organizations in Schedule O) | (C) Position (check all that apply) | | | | | (D) Reportable compensation from the organization (W-2/1099-MISC) | (E) Reportable compensation from related organizations (W-2/1099-MISC) | (F) Estimated amount of other compensation from the organization and related organizations |
|---|--|--|--------------------------|---------|-----------------|------------------------|---|---|--|
| | | Individual or director | Institutional trustee | Officer | Key employee | Highest compensated | | | |
| (1) BRAD BLUMENSTOCK PAST-PRESIDENT | 3.00 | X | | X | | | 0 | 0 | 0 |
| (2) TED VORHIES PRESIDENT | 5.00 | X | | X | | | 0 | 0 | 0 |
| (3) STEVE MILLER PRESIDENT-ELECT | 3.00 | X | | X | | | 0 | 0 | 0 |
| (4) COREY LANGFORD VICE PRESIDENT | 3.00 | X | | X | | | 0 | 0 | 0 |
| (5) JEFF KLEIN SECRETARY/TREASURER | 3.00 | X | | X | | | 0 | 0 | 0 |
| (6) CHAD HUDNALL DIRECTOR | 3.00 | X | | | | | 0 | 0 | 0 |
| (7) NANCY DOB DIRECTOR | 3.00 | X | | | | | 0 | 0 | 0 |
| (8) RICHARD KANT DIRECTOR | 3.00 | X | | | | | 0 | 0 | 0 |
| (9) CHERIE LODL DIRECTOR | 3.00 | X | | | | | 0 | 0 | 0 |
| (10) CRESTON MYERS DIRECTOR | 3.00 | X | | | | | 0 | 0 | 0 |
| (11) SCOTT REINS DIRECTOR | 3.00 | X | | | | | 0 | 0 | 0 |
| (12) VERNON SCHLUETER DIRECTOR | 3.00 | X | | | | | 0 | 0 | 0 |
| (13) CHERYL CHAPMAN DIRECTOR | 3.00 | X | | | | | 0 | 0 | 0 |
| (14) DAVE MCBRIDE EXECUTIVE DIRECTOR | 20.00 | | | X | | | 0 | 0 | 0 |
| (15) ALISSA JOHNSON ASSOCIATE DIRECTOR | 32.00 | | | X | | | 0 | 0 | 0 |
| (16) | | | | | | | | | |

Part VII Section A. Officers, Directors, Trustees, Key Employees, and Highest Compensated Employees (continued)

| (A) Name and Title | (B) Average hours per week (describe hours for related organizations in Schedule O) | (C) Position (check all that apply) | | | | | (D) Reportable compensation from the organization (W-2/1099-MISC) | (E) Reportable compensation from related organizations (W-2/1099-MISC) | (F) Estimated amount of other compensation from the organization and related organizations |
|-----------------------|--|--|----------------------------------|--------------|---------------------------------|--------|---|---|--|
| | | Former Officer or director Individual trustee | Officer Institutional trustee | Key employee | Highest compensated employee | Former | | | |
| (17) | | | | | | | | | |
| (18) | | | | | | | | | |
| (19) | | | | | | | | | |
| (20) | | | | | | | | | |
| (21) | | | | | | | | | |
| (22) | | | | | | | | | |
| (23) | | | | | | | | | |
| (24) | | | | | | | | | |
| (25) | | | | | | | | | |
| (26) | | | | | | | | | |
| (27) | | | | | | | | | |
| (28) | | | | | | | | | |

1b Sub-total ►

c Total from continuation sheets to Part VII, Section A ►

d Total (add lines 1b and 1c) ►

2 Total number of individuals (including but not limited to those listed above) who received more than \$100,000 in reportable compensation from the organization ► 0

| | Yes | No |
|--|-----|----|
| 3 Did the organization list any former officer, director or trustee, key employee, or highest compensated employee on line 1a? If "Yes," complete Schedule J for such individual | 3 | |
| 4 For any individual listed on line 1a, is the sum of reportable compensation and other compensation from the organization and related organizations greater than \$150,000? If "Yes," complete Schedule J for such individual | 4 | |
| 5 Did any person listed on line 1a receive or accrue compensation from any unrelated organization or individual for services rendered to the organization? If "Yes," complete Schedule J for such person | 5 | |

Section B. Independent Contractors

1 Complete this table for your five highest compensated independent contractors that received more than \$100,000 of compensation from the organization

| (A) Name and business address | (B) Description of services | (C) Compensation |
|----------------------------------|--------------------------------|---------------------|
| | | |
| | | |
| | | |
| | | |
| | | |

2 Total number of independent contractors (including but not limited to those listed above) who received more than \$100,000 in compensation from the organization ►

0

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Part VIII Statement of Revenue

| Contributions, gifts, grants and other similar amounts | | | (A) Total revenue | (B) Related or exempt function revenue | (C) Unrelated business revenue | (D) Revenue excluded from tax under sections 512, 513, or 514 |
|---|----------------|---------------|----------------------|--|---|---|
| | | | | | | |
| 1a Federated campaigns | 1a | | | | | |
| b Membership dues | 1b | | | | | |
| c Fundraising events | 1c | | | | | |
| d Related organizations | 1d | | | | | |
| e Government grants (contributions) | 1e | | | | | |
| f All other contributions, gifts, grants, and similar amounts not included above | 1f | 27,541 | | | | |
| g Noncash contributions included in lines 1a-1f | | \$ | | | | |
| h Total. Add lines 1a-1f | | ► | 27,541 | | | |
| Program Service Revenue | | Busn. Code | | | | |
| 2a STATE DUES | | 813910 | 295,889 | 295,889 | | |
| b NATIONAL DUES | | 813910 | 148,973 | 148,973 | | |
| c EDUCATIONAL SEMINARS | | 813910 | 142,163 | 142,163 | | |
| d MEMBER SERVICES | | 813910 | 37,140 | 37,140 | | |
| e LEGISLATIVE CONFERENCE | | 813910 | 2,310 | 2,310 | | |
| f All other program service revenue | | 813910 | -4,894 | -4,894 | | |
| g Total. Add lines 2a-2f | | ► | 621,581 | | | |
| 3 Investment income (including dividends, interest, and other similar amounts) | | | 10,148 | | | 10,148 |
| 4 Income from investment of tax-exempt bond proceeds | | | | | | |
| 5 Royalties | | | | | | |
| 6a Gross Rents | (i) Real | (ii) Personal | | | | |
| b Less rental exps | | | | | | |
| c Rental inc or (loss) | | | | | | |
| d Net rental income or (loss) | | ► | | | | |
| 7a Gross amount from sales of assets other than inventory | (i) Securities | (ii) Other | | | | |
| b Less cost or other basis & sales exps | | | | | | |
| c Gain or (loss) | | | | | | |
| d Net gain or (loss) | | ► | | | | |
| 8a Gross income from fundraising events (not including \$ of contributions reported on line 1c) See Part IV, line 18 | a | | | | | |
| b Less direct expenses | b | | | | | |
| c Net income or (loss) from fundraising events | | ► | | | | |
| 9a Gross income from gaming activities See Part IV, line 19 | a | | | | | |
| b Less direct expenses | b | | | | | |
| c Net income or (loss) from gaming activities | | ► | | | | |
| 10a Gross sales of inventory, less returns and allowances | a | | | | | |
| b Less cost of goods sold | b | | | | | |
| c Net income or (loss) from sales of inventory | | ► | | | | |
| Miscellaneous Revenue | Busn. Code | | | | | |
| 11a PARTNERS IN PROFESSIONALISM | 541800 | 13,275 | | 13,275 | | |
| b ADVERTISING | 541800 | 4,934 | 4,914 | 20 | | |
| c | | | | | | |
| d All other revenue | | | | | | |
| e Total. Add lines 11a-11d | | ► | 18,209 | | | |
| 12 Total revenue. See instructions | | ► | 677,479 | 626,495 | 13,295 | 10,148 |

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Part IX Statement of Functional Expenses

Section 501(c)(3) and 501(c)(4) organizations must complete all columns
 All other organizations must complete column (A) but are not required to complete columns (B), (C), and (D)

| Do not include amounts reported on lines 6b, 7b, 8b, 9b, and 10b of Part VIII. | (A) Total expenses | (B) Program service expenses | (C) Management and general expenses | (D) Fundraising expenses |
|--|-----------------------|---------------------------------|--|-----------------------------|
| 1 Grants and other assistance to governments and organizations in the U S See Part IV, line 21 | 55,291 | 55,291 | | |
| 2 Grants and other assistance to individuals in the U S See Part IV, line 22 | | | | |
| 3 Grants and other assistance to governments, organizations, and individuals outside the U S See Part IV, lines 15 and 16 | | | | |
| 4 Benefits paid to or for members | | | | |
| 5 Compensation of current officers, directors, trustees, and key employees | | | | |
| 6 Compensation not included above, to disqualified persons (as defined under section 4958(f)(1)) and persons described in section 4958(c)(3)(B) | | | | |
| 7 Other salaries and wages | | | | |
| 8 Pension plan contributions (include section 401(k) and section 403(b) employer contributions) | | | | |
| 9 Other employee benefits | | | | |
| 10 Payroll taxes | | | | |
| 11 Fees for services (non-employees) | 193,000 | | 193,000 | |
| a Management | | | | |
| b Legal | | | | |
| c Accounting | 1,775 | | 1,775 | |
| d Lobbying | 31,004 | | 31,004 | |
| e Professional fundraising services See Part IV, line 17 | | | | |
| f Investment management fees | | | | |
| g Other | 37,000 | | 37,000 | |
| 12 Advertising and promotion | 75,513 | 75,513 | | |
| 13 Office expenses | 39,694 | | 39,694 | |
| 14 Information technology | | | | |
| 15 Royalties | | | | |
| 16 Occupancy | | | | |
| 17 Travel | | | | |
| 18 Payments of travel or entertainment expenses for any federal, state, or local public officials | | | | |
| 19 Conferences, conventions, and meetings | 90,373 | 90,373 | | |
| 20 Interest | | | | |
| 21 Payments to affiliates | 148,973 | 148,973 | | |
| 22 Depreciation, depletion, and amortization | | | | |
| 23 Insurance | | | | |
| 24 Other expenses Itemize expenses not covered above (List miscellaneous expenses in line 24f If line 24f amount exceeds 10% of line 25, column (A) amount, list line 24f expenses on Schedule O) | | | | |
| a Readership Costs | 14,551 | | 14,551 | |
| b Member Services | 9,636 | 9,636 | | |
| c Third-Party Services | 5,159 | 5,159 | | |
| d Communications | 2,210 | 2,210 | | |
| e Constituent Organizations | 1,500 | 1,500 | | |
| f All other expenses | -13,622 | -13,622 | | |
| 25 Total functional expenses. Add lines 1 through 24f | 692,057 | 375,033 | 317,024 | 0 |
| 26 Joint costs. Check here ► <input type="checkbox"/> if following SOP 98-2 (ASC 958-720) Complete this line only if the organization reported in column (B) joint costs from a combined educational campaign and fundraising solicitation | | | | |

Part X Balance Sheet

| | | (A) Beginning of year | | (B) End of year | |
|---|---|---|----------------|--------------------|---------|
| Assets | 1 Cash—non-interest bearing | 153,367 | 1 | 87,342 | |
| | 2 Savings and temporary cash investments | 113,174 | 2 | 78,708 | |
| | 3 Pledges and grants receivable, net | 78,731 | 3 | 18,861 | |
| | 4 Accounts receivable, net | 1,688 | 4 | 590 | |
| | 5 Receivables from current and former officers, directors, trustees, key employees, and highest compensated employees Complete Part II of Schedule L | | 5 | | |
| | 6 Receivables from other disqualified persons (as defined under section 4958(f)(1)), persons described in section 4958(c)(3)(B), and contributing employers and sponsoring organizations of section 501(c)(9) voluntary employees' beneficiary organizations (see instructions) | | 6 | | |
| | 7 Notes and loans receivable, net | | 7 | | |
| | 8 Inventories for sale or use | | 8 | | |
| | 9 Prepaid expenses and deferred charges | 1,205 | 9 | 5,557 | |
| | 10a Land, buildings, and equipment cost or other basis Complete Part VI of Schedule D | 10a | | | |
| | b Less accumulated depreciation | 10b | | 10c | |
| | 11 Investments—publicly traded securities | 219,366 | 11 | 315,063 | |
| | 12 Investments—other securities See Part IV, line 11 | | 12 | | |
| | 13 Investments—program-related See Part IV, line 11 | | 13 | | |
| | 14 Intangible assets | | 14 | | |
| | 15 Other assets See Part IV, line 11 | | 15 | | |
| 16 Total assets. Add lines 1 through 15 (must equal line 34) | 567,531 | 16 | 506,121 | | |
| Liabilities | 17 Accounts payable and accrued expenses | 61,597 | 17 | 29,671 | |
| | 18 Grants payable | | 18 | | |
| | 19 Deferred revenue | 124,980 | 19 | 119,351 | |
| | 20 Tax-exempt bond liabilities | | 20 | | |
| | 21 Escrow or custodial account liability Complete Part IV of Schedule D | | 21 | | |
| | 22 Payables to current and former officers, directors, trustees, key employees, highest compensated employees, and disqualified persons Complete Part II of Schedule L | | 22 | | |
| | 23 Secured mortgages and notes payable to unrelated third parties | | 23 | | |
| | 24 Unsecured notes and loans payable to unrelated third parties | | 24 | | |
| | 25 Other liabilities Complete Part X of Schedule D | | 25 | | |
| | 26 Total liabilities. Add lines 17 through 25 | 186,577 | 26 | 149,022 | |
| | Net Assets or Fund Balances | Organizations that follow SFAS 117, check here ► <input checked="" type="checkbox"/> and complete lines 27 through 29, and lines 33 and 34. | | | |
| | | 27 Unrestricted net assets | 240,379 | 27 | 234,386 |
| | | 28 Temporarily restricted net assets | 140,575 | 28 | 122,713 |
| | | 29 Permanently restricted net assets | | 29 | |
| | | Organizations that do not follow SFAS 117, check here ► <input type="checkbox"/> and complete lines 30 through 34. | | | |
| | | 30 Capital stock or trust principal, or current funds | | 30 | |
| 31 Paid-in or capital surplus, or land, building, or equipment fund | | | 31 | | |
| 32 Retained earnings, endowment, accumulated income, or other funds | | | 32 | | |
| 33 Total net assets or fund balances | | 380,954 | 33 | 357,099 | |
| 34 Total liabilities and net assets/fund balances | | 567,531 | 34 | 506,121 | |

Form 990 (2010)

Form 990 (2010) NEBRASKA OPTOMETRIC ASSOCIATION INC 47-0483133

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Part XI Reconciliation of Net AssetsCheck if Schedule O contains a response to any question in this Part XI

| | | |
|---|---|---------|
| 1 Total revenue (must equal Part VIII, column (A), line 12) | 1 | 677,479 |
| 2 Total expenses (must equal Part IX, column (A), line 25) | 2 | 692,057 |
| 3 Revenue less expenses. Subtract line 2 from line 1 | 3 | -14,578 |
| 4 Net assets or fund balances at beginning of year (must equal Part X, line 33, column (A)) | 4 | 380,954 |
| 5 Other changes in net assets or fund balances (explain in Schedule O) | 5 | -9,277 |
| 6 Net assets or fund balances at end of year Combine lines 3, 4, and 5 (must equal Part X, line 33, column (B)) | 6 | 357,099 |

Part XII Financial Statements and ReportingCheck if Schedule O contains a response to any question in this Part XII

1 Accounting method used to prepare the Form 990 Cash Accrual Other _____

If the organization changed its method of accounting from a prior year or checked "Other," explain in Schedule O

| | Yes | No |
|----|-------------------------------------|-------------------------------------|
| 2a | <input checked="" type="checkbox"/> | |
| 2b | | <input checked="" type="checkbox"/> |
| 2c | <input checked="" type="checkbox"/> | |
| 3a | | <input checked="" type="checkbox"/> |
| 3b | | |

2a Were the organization's financial statements compiled or reviewed by an independent accountant?

b Were the organization's financial statements audited by an independent accountant?

c If "Yes" to line 2a or 2b, does the organization have a committee that assumes responsibility for oversight of the audit, review, or compilation of its financial statements and selection of an independent accountant?

If the organization changed either its oversight process or selection process during the tax year, explain in Schedule O

d If "Yes" to line 2a or 2b, check a box below to indicate whether the financial statements for the year were issued on a separate basis, consolidated basis, or both

Separate basis Consolidated basis Both consolidated and separate basis

3a As a result of a federal award, was the organization required to undergo an audit or audits as set forth in the Single Audit Act and OMB Circular A-133?

b If "Yes," did the organization undergo the required audit or audits? If the organization did not undergo the required audit or audits, explain why in Schedule O and describe any steps taken to undergo such audits

Form 990 (2010)

SCHEDULE C
(Form 990 or 990-EZ)Department of the Treasury
Internal Revenue Service**Political Campaign and Lobbying Activities**

OMB No. 1545-0047

2010**Open to Public
Inspection****For Organizations Exempt From Income Tax Under section 501(c) and section 527**► Complete if the organization is described below. ► Attach to Form 990 or Form 990-EZ.
► See separate instructions.

If the organization answered "Yes," to Form 990, Part IV, line 3, or Form 990-EZ, Part V, line 46 (Political Campaign Activities), then

- Section 501(c)(3) organizations Complete Parts I-A and B Do not complete Part I-C
- Section 501(c) (other than section 501(c)(3)) organizations Complete Parts I-A and C below Do not complete Part I-B
- Section 527 organizations Complete Part I-A only

If the organization answered "Yes," to Form 990, Part IV, line 4, or Form 990-EZ, Part VI, line 47 (Lobbying Activities), then

- Section 501(c)(3) organizations that have filed Form 5768 (election under section 501(h)) Complete Part II-A Do not complete Part II-B
- Section 501(c)(3) organizations that have NOT filed Form 5768 (election under section 501(h)) Complete Part II-B Do not complete Part II-A

If the organization answered "Yes," to Form 990, Part IV, line 5 (Proxy Tax) or Form 990-EZ, Part V, line 35a (Proxy Tax), then

- Section 501(c)(4), (5), or (6) organizations Complete Part III

Name of organization

NEBRASKA OPTOMETRIC ASSOCIATION INC

Employer identification number

47-0483133**Part I-A Complete if the organization is exempt under section 501(c) or is a section 527 organization.**

- 1 Provide a description of the organization's direct and indirect political campaign activities in Part IV
- 2 Political expenditures
- 3 Volunteer hours

► \$ _____
_____**Part I-B Complete if the organization is exempt under section 501(c)(3).**

- 1 Enter the amount of any excise tax incurred by the organization under section 4955
- 2 Enter the amount of any excise tax incurred by organization managers under section 4955
- 3 If the organization incurred a section 4955 tax, did it file Form 4720 for this year?

4a Was a correction made?
b If "Yes," describe in Part IV

► \$ _____
► \$ _____
_____ Yes No
 Yes No**Part I-C Complete if the organization is exempt under section 501(c), except section 501(c)(3).**

- 1 Enter the amount directly expended by the filing organization for section 527 exempt function activities
- 2 Enter the amount of the filing organization's funds contributed to other organizations for section 527 exempt function activities
- 3 Total exempt function expenditures Add lines 1 and 2 Enter here and on Form 1120-POL, line 17b
- 4 Did the filing organization file Form 1120-POL for this year?
- 5 Enter the names, addresses and employer identification number (EIN) of all section 527 political organizations to which the filing organization made payments For each organization listed, enter the amount paid from the filing organization's funds Also enter the amount of political contributions received that were promptly and directly delivered to a separate political organization, such as a separate segregated fund or a political action committee (PAC) If additional space is needed, provide information in Part IV

► \$ _____
► \$ _____
► \$ _____
_____ Yes No

| | (a) Name | (b) Address | (c) EIN | (d) Amount paid from filing organization's funds If none, enter -0- | (e) Amount of political contributions received and promptly and directly delivered to a separate political organization If none, enter -0- |
|-----|----------|-------------|---------|---|--|
| (1) | | | | | |
| (2) | | | | | |
| (3) | | | | | |
| (4) | | | | | |
| (5) | | | | | |
| (6) | | | | | |

For Privacy Act and Paperwork Reduction Act Notice, see the Instructions for Form 990 or 990-EZ.

Schedule C (Form 990 or 990-EZ) 2010

Schedule C (Form 990 or 990-EZ) 2010 NEBRASKA OPTOMETRIC ASSOCIATION INC 47-0483133

Part II-A Complete if the organization is exempt under section 501(c)(3) and filed Form 5768 (election under section 501(h)).**A** Check ► if the filing organization belongs to an affiliated group.**B** Check ► if the filing organization checked box A and "limited control" provisions apply.

| Limits on Lobbying Expenditures (The term "expenditures" means amounts paid or incurred.) | | (a) Filing organization's totals | (b) Affiliated group totals | | | | | | | | | | | | |
|---|---|--|------------------------------------|--------------------|------------------------------|---|---|---|---|--|--|-------------------|-------------|--|--|
| 1a | Total lobbying expenditures to influence public opinion (grass roots lobbying) | | | | | | | | | | | | | | |
| b | Total lobbying expenditures to influence a legislative body (direct lobbying) | | | | | | | | | | | | | | |
| c | Total lobbying expenditures (add lines 1a and 1b) | | | | | | | | | | | | | | |
| d | Other exempt purpose expenditures | | | | | | | | | | | | | | |
| e | Total exempt purpose expenditures (add lines 1c and 1d) | | | | | | | | | | | | | | |
| f | Lobbying nontaxable amount Enter the amount from the following table in both columns | | | | | | | | | | | | | | |
| <table border="1"> <tr> <td>If the amount on line 1e, column (a) or (b) is</td> <td>The lobbying nontaxable amount is:</td> </tr> <tr> <td>Not over \$500,000</td> <td>20% of the amount on line 1e</td> </tr> <tr> <td>Over \$500,000 but not over \$1,000,000</td> <td>\$100,000 plus 15% of the excess over \$500,000</td> </tr> <tr> <td>Over \$1,000,000 but not over \$1,500,000</td> <td>\$175,000 plus 10% of the excess over \$1,000,000</td> </tr> <tr> <td>Over \$1,500,000 but not over \$17,000,000</td> <td>\$225,000 plus 5% of the excess over \$1,500,000</td> </tr> <tr> <td>Over \$17,000,000</td> <td>\$1,000,000</td> </tr> </table> | | If the amount on line 1e, column (a) or (b) is | The lobbying nontaxable amount is: | Not over \$500,000 | 20% of the amount on line 1e | Over \$500,000 but not over \$1,000,000 | \$100,000 plus 15% of the excess over \$500,000 | Over \$1,000,000 but not over \$1,500,000 | \$175,000 plus 10% of the excess over \$1,000,000 | Over \$1,500,000 but not over \$17,000,000 | \$225,000 plus 5% of the excess over \$1,500,000 | Over \$17,000,000 | \$1,000,000 | | |
| If the amount on line 1e, column (a) or (b) is | The lobbying nontaxable amount is: | | | | | | | | | | | | | | |
| Not over \$500,000 | 20% of the amount on line 1e | | | | | | | | | | | | | | |
| Over \$500,000 but not over \$1,000,000 | \$100,000 plus 15% of the excess over \$500,000 | | | | | | | | | | | | | | |
| Over \$1,000,000 but not over \$1,500,000 | \$175,000 plus 10% of the excess over \$1,000,000 | | | | | | | | | | | | | | |
| Over \$1,500,000 but not over \$17,000,000 | \$225,000 plus 5% of the excess over \$1,500,000 | | | | | | | | | | | | | | |
| Over \$17,000,000 | \$1,000,000 | | | | | | | | | | | | | | |
| g | Grassroots nontaxable amount (enter 25% of line 1f) | | | | | | | | | | | | | | |
| h | Subtract line 1g from line 1a. If zero or less, enter -0- | | | | | | | | | | | | | | |
| i | Subtract line 1f from line 1c. If zero or less, enter -0- | | | | | | | | | | | | | | |
| j | If there is an amount other than zero on either line 1h or line 1i, did the organization file Form 4720 reporting section 4911 tax for this year? | <input type="checkbox"/> Yes | <input type="checkbox"/> No | | | | | | | | | | | | |

4-Year Averaging Period Under Section 501(h)

(Some organizations that made a section 501(h) election do not have to complete all of the five columns below. See the instructions for lines 2a through 2f on page 4.)

| Lobbying Expenditures During 4-Year Averaging Period | | | | | |
|--|----------|----------|----------|----------|-----------|
| Calendar year (or fiscal year beginning in) | (a) 2007 | (b) 2008 | (c) 2009 | (d) 2010 | (e) Total |
| 2a Lobbying nontaxable amount | | | | | |
| b Lobbying ceiling amount (150% of line 2a, column(e)) | | | | | |
| c Total lobbying expenditures | | | | | |
| d Grassroots nontaxable amount | | | | | |
| e Grassroots ceiling amount (150% of line 2d, column (e)) | | | | | |
| f Grassroots lobbying expenditures | | | | | |

Schedule C (Form 990 or 990-EZ) 2010 NEBRASKA OPTOMETRIC ASSOCIATION INC 47-0483133

Page 3

Part II-B Complete if the organization is exempt under section 501(c)(3) and has NOT filed Form 5768 (election under section 501(h)).

| | (a) | | (b) | |
|--|-----|----|--------|--|
| | Yes | No | Amount | |
| 1 During the year, did the filing organization attempt to influence foreign, national, state or local legislation, including any attempt to influence public opinion on a legislative matter or referendum, through the use of | | | | |
| a Volunteers? | | | | |
| b Paid staff or management (include compensation in expenses reported on lines 1c through 1i)? | | | | |
| c Media advertisements? | | | | |
| d Mailings to members, legislators, or the public? | | | | |
| e Publications, or published or broadcast statements? | | | | |
| f Grants to other organizations for lobbying purposes? | | | | |
| g Direct contact with legislators, their staffs, government officials, or a legislative body? | | | | |
| h Rallies, demonstrations, seminars, conventions, speeches, lectures, or any similar means? | | | | |
| i Other activities? If "Yes," describe in Part IV | | | | |
| j Total. Add lines 1c through 1i | | | | |
| 2a Did the activities in line 1 cause the organization to be not described in section 501(c)(3)? | | | | |
| b If "Yes," enter the amount of any tax incurred under section 4912 | | | | |
| c If "Yes," enter the amount of any tax incurred by organization managers under section 4912 | | | | |
| d If the filing organization incurred a section 4912 tax, did it file Form 4720 for this year? | | | | |

Part III-A Complete if the organization is exempt under section 501(c)(4), section 501(c)(5), or section 501(c)(6).

| | Yes | No |
|--|-----|----|
| 1 Were substantially all (90% or more) dues received nondeductible by members? | 1 | X |
| 2 Did the organization make only in-house lobbying expenditures of \$2,000 or less? | 2 | X |
| 3 Did the organization agree to carryover lobbying and political expenditures from the prior year? | 3 | X |

Part III-B Complete if the organization is exempt under section 501(c)(4), section 501(c)(5), or section 501(c)(6) if BOTH Part III-A, lines 1 and 2 are answered "No" OR if Part III-A, line 3 is answered "Yes."

| | | |
|--|----|---------|
| 1 Dues, assessments and similar amounts from members | 1 | 444,862 |
| 2 Section 162(e) nondeductible lobbying and political expenditures (do not include amounts of political expenses for which the section 527(f) tax was paid). | | |
| a Current year | 2a | 39,460 |
| b Carryover from last year | 2b | -52,497 |
| c Total | 2c | -13,037 |
| 3 Aggregate amount reported in section 6033(e)(1)(A) notices of nondeductible section 162(e) dues | 3 | 34,264 |
| 4 If notices were sent and the amount on line 2c exceeds the amount on line 3, what portion of the excess does the organization agree to carryover to the reasonable estimate of nondeductible lobbying and political expenditure next year? | 4 | |
| 5 Taxable amount of lobbying and political expenditures (see instructions) | 5 | -47,301 |

Part IV Supplemental Information

Complete this part to provide the descriptions required for Part I-A, line 1, Part I-B, line 4, Part I-C, line 5, and Part II-B, line 1i. Also, complete this part for any additional information

SCHEDULE I
(Form 990)

 Department of the Treasury
 Internal Revenue Service

**Grants and Other Assistance to Organizations,
 Governments, and Individuals in the United States**

Complete if the organization answered "Yes" to Form 990, Part IV, line 21 or 22.

► Attach to Form 990.

2010
**Open to Public
 Inspection**

OMB No 1545-0047

| | | | | | | | |
|--------------------------|---|--|--|--|--|--|--|
| Name of the organization | NEBRASKA OPTOMETRIC ASSOCIATION INC | | | | | | |
| | Employer identification number 47-0483133 | | | | | | |

Part I General Information on Grants and Assistance

1 Does the organization maintain records to substantiate the amount of the grants or assistance, the grantees' eligibility for the grants or assistance, and the selection criteria used to award the grants or assistance? Yes No

2 Describe in Part IV the organization's procedures for monitoring the use of grant funds in the United States.

Part II Grants and Other Assistance to Governments and Organizations in the United States. Complete if the organization answered "Yes" to Form 990, Part IV, line 21, for any recipient that received more than \$5,000. Check this box if no one recipient received more than \$5,000. Part II can be duplicated if additional space is needed ►

| 1 | 1 | (a) Name and address of organization or government | (b) EIN | (c) IRC section if applicable | (d) Amount of cash grant | (e) Amount of non-cash assistance | (f) Method of valuation (book, FMV, appraisal, other) | (g) Description of non-cash assistance | (h) Purpose of grant or assistance |
|-----|-----|---|------------|-------------------------------|--------------------------|-----------------------------------|---|--|------------------------------------|
| (1) | (1) | NE FOUNDATION FOR CHILDREN'S VISION 1633 NORMANDY COURT LINCOLN | 47-0810311 | (c) (3) | 30,000 | | | | CHILD EYE CARE |
| (2) | (2) | NE FOUNDATION FOR CHILDREN'S VISION 1633 NORMANDY COURT LINCOLN | 47-0810311 | (c) (3) | 25,291 | | | | CHILD EYE CARE |
| (3) | (3) | | | | | | | | |
| (4) | (4) | | | | | | | | |
| (5) | (5) | | | | | | | | |
| (6) | (6) | | | | | | | | |
| (7) | (7) | | | | | | | | |
| (8) | (8) | | | | | | | | |
| (9) | (9) | | | | | | | | |

2 Enter total number of section 501(c)(3) and government organizations

3 Enter total number of other organizations

For Paperwork Reduction Act Notice, see the Instructions for Form 990.

DAA

► 1

► 0

Schedule I (Form 990) (2010)

Schedule I (Form 990) (2010) **NEBRASKA OPTOMETRIC ASSOCIATION INC 47-0483133** **Part III Grants and Other Assistance to Individuals in the United States** Complete if the organization answered "Yes" to Form 990, Part IV, line 22.. **Page 2**

Part III can be duplicated if additional space is needed

| (a) Type of grant or assistance | (b) Number of recipients | (c) Amount of cash grant | (d) Amount of non-cash assistance | (e) Method of valuation (book, FMV, appraisal, other) | (f) Description of non-cash assistance |
|---------------------------------|--------------------------|--------------------------|-----------------------------------|---|--|
| 1 | | | | | |
| 2 | | | | | |
| 3 | | | | | |
| 4 | | | | | |
| 5 | | | | | |
| 6 | | | | | |
| 7 | | | | | |

Part IV Supplemental Information. Complete this part to provide the information required in Part I, line 2, and any other additional information.

SCHEDULE O
(Form 990 or 990-EZ)

Department of the Treasury
Internal Revenue Service

Supplemental Information to Form 990 or 990-EZ

Complete to provide information for responses to specific questions on Form 990 or 990-EZ or to provide any additional information.

► Attach to Form 990 or 990-EZ.

OMB No 1545-0047

2010

Open to Public
Inspection

Name of the organization

NEBRASKA OPTOMETRIC ASSOCIATION INC

Employer identification number
47-0483133

Form 990 - Organization's Mission or Most Significant Activities

TO IMPROVE THE QUALITY, AVAILABILITY AND ACCESSIBILITY OF EYE AND VISION CARE IN NEBRASKA; TO REPRESENT THE OPTOMETRIC PROFESSION TO GOVERNMENT, THIRD PARTIES, AND THE PUBLIC; TO ASSIST MEMBERS IN CONDUCTING THEIR PRACTICES SUCCESSFULLY IN ACCORDANCE WITH THE HIGHEST STANDARDS OF PATIENT CARE AND EFFICIENCY; TO DEVELOP A SENSE OF COMMUNITY AMONG MEMBERS, THEREBY CREATING COMMITMENT TO THE PROFESSION OF OPTOMETRY.

Form 990, Part VI, Line 3 - Management Delegated

MCBRIDE AND ASSOCIATES PERFORM MANAGEMENT FUNCTIONS FOR THE ORGANIZATION.

Form 990, Part VI, Line 4 - Significant Changes to Organizational Documents
THE ORGANIZATION MADE AN AMENDMENT TO ITS BYLAWS IN 2010 TO CLARIFY THE PROCESS IN WHICH A MEMBERS PAST-DUE DUES ARE CONSIDERED TO BE DELINQUENT AND THEIR MEMBERSHIP REVOKED.

Form 990, Part VI, Line 6 - Classes of Members or Stockholders

THE ASSOCIATION IS COMPOSED OF NINE CLASSES OF MEMBERSHIP: ACTIVE, PARTIAL PRACTICE, HONORARY, STUDENT, SPECIAL CLASS, RETIRED, LIFE, AFFILIATE, AND FEDERAL SERVICES.

Form 990, Part VI, Line 7a - Election of Members and Their Rights

ACTIVE AND PARTIAL PRACTICE MEMBERS ARE ELIGIBLE TO VOTE AND SERVE AS ELECTED OR APPOINTED OFFICERS OR DIRECTORS OF THE ASSOCIATION.

Schedule O (Form 990 or 990-EZ) (2010)

Page 2

Name of the organization

NEBRASKA OPTOMETRIC ASSOCIATION INC

Employer identification number
47-0483133

Form 990, Part VI, Line 11b - Organization's Process to Review Form 990
**THE ORGANIZATION'S MANAGEMENT COMPANY, MCBRIDE AND ASSOCIATES, IS
 RESPONSIBILE FOR REVIEWING THE 990 PRIOR TO FILING.**

Form 990, Part VI, Line 12c - Enforcement of Conflicts Policy
 ONCE EACH YEAR, AT THE FIRST BOARD MEETING AFTER THE NATIONAL OPTOMETRIC
 ASSOCIATION ANNUAL MEETING, THE QUESTIONNAIRE REGARDING POTENTIAL CONFLICTS
 OF INTEREST SHALL BE DISTRIBUTED TO ALL BOARD MEMBERS. EACH MEMBER OF THE
 BOARD SHALL COMPLETE THE QUESTIONNAIRE AND SUBMIT IT TO THE EXECUTIVE
 COMMITTE AS REQUESTED. THE EXECUTIVE COMMITTEE SHALL REVIEW THE COMPLETED
 QUESTIONNAIRES, OBTAIN ADDITIONAL INFORMATION FROM INDIVIDUAL BOARD MEMBERS
 WHERE INDICATED, AND REPORT ITS FINDINGS TO THE BOARD OF DIRECTORS. THIS
 SAME PROCEDURE SHALL BE FOLLOWED WITH NEW MEMBERS OF THE BOARD AT THE TIME
 OF APPOINTMENT. THE EXECUTIVE DIRECTOR AND OTHER EMPLOYEES AND AGENTS OF
 THE CORPORATION WITH SIGNIFICANT RESPONSIBILITY, MAY BE REQUIRED BY THE
 BOARD TO FOLLOW THE SAME DISCLOSED PROCEDURES.

Form 990, Part VI, Line 15a - Compensation Process for Top Official
 THE BOARD OF DIRECTORS REVIEWS THE MANAGEMENT FEES PAID TO MCBRIDE AND
 ASSOCIATES ON AN ANNUAL BASIS. CHANGES MADE TO THE FEE SCHEDULE ARE VOTED
 ON BY THE BOARD OF DIRECTORS.

Form 990, Part VI, Line 19 - Governing Documents Disclosure Explanation
 ALL GOVERNING DOCUMENTS ARE MADE AVAILABLE TO THE PUBLIC UPON REQUEST.

Form 990, Part XI, Line 5 - Other Changes in Net Assets Explanation
 OTHER DECREASES IN NET ASSETS ARE COMPOSED ENTIRELY OF UNREALIZED LOSSES ON

Schedule O (Form 990 or 990-EZ) (2010)

Page 2

Name of the organization

NEBRASKA OPTOMETRIC ASSOCIATION INC

Employer identification number

47-0483133**INVESTMENTS .**

14237 NEBRASKA OPTOMETRIC ASSOCIATION INC
47-0483133
FYE: 12/31/2010

Federal Statements

5/11/2011 12:59 PM

Form 990, Part IX, Line 11g - Other Fees for Service (Non-employee)

| <u>Description</u> | <u>Total Expenses</u> | <u>Program Service</u> | <u>Management & General</u> | <u>Fund Raising</u> |
|--------------------|-----------------------|------------------------|---------------------------------|---------------------|
| CONSULTING | \$ 37,000 | \$ 0 | \$ 37,000 | \$ 0 |
| Total | \$ 37,000 | \$ 0 | \$ 37,000 | \$ 0 |

Form 990, Part IX, Line 24f - All Other Expenses

| <u>Description</u> | <u>Total Expenses</u> | <u>Program Service</u> | <u>Management & General</u> | <u>Fund Raising</u> |
|-----------------------|-----------------------|------------------------|---------------------------------|---------------------|
| Para Program | \$ 929 | \$ 929 | \$ 0 | \$ 0 |
| Less Readership Costs | \$ -14,551 | \$ -14,551 | \$ 0 | \$ 0 |
| Total | \$ -13,622 | \$ -13,622 | \$ 0 | \$ 0 |