

2006 Optometry's Meeting™ one for the record books



The officers of AOA are, from left, President C. Thomas Crooks, III, O.D.; President-elect Kevin L. Alexander, O.D., Ph.D.; Vice President Peter H. Kehoe, O.D.; Secretary-Treasurer Randolph E. Brooks, O.D. Trustees are Joe E. Ellis, O.D.; J. Wayne Buck, O.D.; Dori M. Carlson, O.D.; Ronald L. Hopping, O.D.; David A. Cockrell, O.D.; newly elected trustee Mitchell T. Munson, O.D.; and Immediate Past President Richard L. Wallingford, Jr., O.D. Charles Brown, O.D. is at the lectern.

With record attendance and the best attended continuing education of any optometric meeting, the 109th Annual AOA Congress & 36th Annual AOSA Conference: Optometry's Meeting™ in Las Vegas last month set a new standard.

There were 7,800 attendees, including more than 2,500 optometrists and 1,450 student members of the American Optometric Student Association.

The exhibit hall had the most booth space ever, with nearly 200 exhibitors.

There was a record number of hours of continuing education taken. For example, one course, "Anterior Segment Update: Dry Eye and Ocular Infection Control," drew 1,800 people. Kirk Smick, O.D., of the AOA Congress Committee, attributed the largest attended course ever to a topnotch panel of experts, an ideal sched-

ule and supported by an educational grant from Allergan, meaning there was no charge for the course.

The meeting in Las Vegas drew top notch entertainment, opening with Dilbert cartoonist Scott Adams and ending with rock 'n' roll legends The Beach Boys, sponsored by Essilor and Signet Armorlite, respectively.

Elections

At the same time, AOA conducted its annual business in the House of Delegates.

C. Thomas Crooks, III, O.D., was sworn in as the 85th president of AOA at Optometry's Meeting™.

Kevin Alexander, O.D., Ph.D., assumed the office of president-elect of AOA.

Dr. Alexander said he had two jobs in his new position—to serve as wingman for Dr. Crooks and to get ready to assume the role of president next year.

Pete Kehoe, O.D., was elected to the office of vice president.

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AOA exposes, rallies opposition to AMA-backed scope of practice bill

U.S. Congressman John Sullivan (R-OK), a consistent opponent of the concerns of optometrists and their patients, has introduced and is attempting to build support for legislation apparently backed by organized medicine aimed at usurping states' licensing and policing authority for doctoral health care providers.

A draft of the bill, introduced as HR 5688, the "Healthcare Truth and Transparency Act of 2006," was exposed on Capitol Hill by AOA as an apparent component of the American Medical Association's (AMA) nationwide "scope of practice study" and "Scope of Practice Partnership" designed to provide backing to AMA federation members who have scope of practice battles.

"There he goes again," said Michele Haranin, O.D., AOA Federal Relations Committee chair.

"When considering this flawed and misguided legislation, we should remember that Congress rejected Rep. Sullivan's 2003 bill aimed at restricting the scope of practice of the hundreds of dedicated optometrists providing outstanding care to our veterans in the VA health care system. Although it's disappointing to see any elected official put special interests ahead of patients, optometry is ready once again to respond and ensure that Congress has all the facts."

The premise of HR 5688 is expressed in its "findings" that suggest the American public is confused about practice authority of health care practitioners – except for physicians and dentists. The findings also declare that there is ample evidence that non-physician provider groups are touting

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At A Glance: Computer Vision Syndrome





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President's Column

Embracing change, getting results

The following was excerpted from the June 24 inaugural address of AOA President C. Thomas Crooks, III, O.D. The full speech will appear in a future issue of Optometry: Journal of the AOA.

For those of you who know me well, you know that I spend very little time worrying about, or even thinking about, the past. I'm a present and future kind of guy. I like to embrace change, not resist it.

However, taking a look back can sometimes be informative, and this is one of those times.

As I reflect back, it is quite obvious that the one major constant over the last eight years has been change. And while the institutional push-back to change is always present, we have gotten much better at accepting and adapting to the inevitable change that has occurred and is occurring. And change comes in many forms.

Take these examples:

❖ We have formed a true partnership with the American Optometric Student Association that has allowed the AOSA and the AOA to join together at Optometry's Meeting™. Why in the

world did that take so long?

❖ We have ventured out to form a business relationship in conjunction with some of our biggest supporters in the industry – VisionWeb.

❖ We have totally changed the way the Board of Trustees governs and conducts your association's business, and for the better.

❖ We have created a unique program of student debt consolidation to help our new colleagues deal with that growing burden.

❖ When faced with the aftermath caused by the destruction of Hurricanes Katrina, Rita, and Wilma, we created, funded, and implemented the AOI Disaster Relief Fund in record time, and we continue to take steps to ensure that fund perpetuates itself so that we are ready when the next disaster occurs. It is important for the AOA to be there to offer assistance to our colleagues.

❖ We have embraced and created an aggressive public health agenda for the profession – Healthy Eyes Healthy People™ (HEHP) and InfantSEE™.

To date, the HEHP program has awarded 141 grants totaling \$465,000. And that translates into hundreds

of thousands of public health patient encounters directly addressing the 10 vision care objectives in the Healthy People 2010 national program. I would like to thank Luxottica and Vision Service Plan for stepping up to the plate and providing the funding for these HEHP grants.

Our other major public health program is, of course, InfantSEE™. And as we celebrate InfantSEE™'s first birthday here at Optometry's Meeting™, there is a lot to be proud of and a lot of work left to do. I am extremely pleased and proud to report to you that over 7,300 of our colleagues are InfantSEE™ providers.

To date, they have submitted over 9,400 encounter forms and we estimate that only about 1 in 5 forms are being returned. Thus, we believe there have been some 50,000 infants actually seen. Not too shabby for our first year. However, there is clearly much work left to do.

Our current goal for 2006 is to see 100,000 babies. The first order of business is for each and every one of us to understand that this is a national program, but it must be implemented

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Dr. Crooks speaking before the AOA House of Delegates June 24.

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AOA News reserves the right to edit letters submitted for publication.

American Optometric Association News (ISSN: 0094-9620) is published 18 times per year by Elsevier Inc., 360 Park Avenue South, New York, NY 10010. Months of issue are once monthly in January, June, July, August, November, and December and twice monthly in February, March, April, May, September and October.

Business Office: 11830 Westline Industrial Drive, St. Louis, MO 63146.

Editorial Office: 243 N. Lindbergh Blvd., St. Louis, MO 63141.

Accounting and Circulation Offices: 6277 Sea Harbor Drive, Orlando, FL 32887-4800.

Domestic subscriptions: \$97. International subscriptions: \$126.

Customer service: 800-654-2452 (US and Canada) or 407-363-9661 (other countries).

Periodicals postage paid at New York, NY and at additional mailing offices.

POSTMASTER: Send address changes to American Optometric Association News, Elsevier Periodicals Department, 6277 Sea Harbor Drive, Orlando, FL 32887-4800.

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Printed in the USA.**

Results, from page 3

locally.

That means that the path to success begins with you, in every exam room, and with every staff member spreading the message of InfantSEE™.

As in everything we do, we will get out of this incredibly important public health initiative exactly what we are willing to put into it.

I would like to thank Johnson & Johnson Vision Care and

are too many practices that are not being transferred to our young colleagues. These are established and successful business units that have been created and built over time by blood, sweat and tears. These business units need to continue. Not only is it good for the profession, it creates opportunities for our young graduates. The more opportunities we can create and offer, the healthier our profession will become.

❖ We are working on initiatives to make our profession more proactive at the federal level. We must elevate and revamp our grassroots efforts – at the federal level, we call it the Keyperson program.

❖ We must contribute significantly more dollars to AOA-PAC. Read that to mean, everyone in this room, and everyone who will read these comments in the *AOA News*, needs to be contributing at least \$500 per year to AOA-PAC.

❖ We must continue to forge relationships with the key members of Congress who are likely to have influence over our legislative needs.

❖ And last, but certainly not least, we must continue to ramp up our activities and presence in Washington, DC, by significantly increasing our investment in resources in our Washington, DC, office.

We are, by the way, a legislated profession. There are decisions being made virtually every day in virtually every state capital, and in our nation's capital.

These decisions made by local and national politicians have a direct, and often long-lasting, effect on our profession – they determine what we can do and what we cannot do with regard to patient care and the practice of optometry.

These same politicians, along with regulators, determine how we are to be paid, how much we are to be paid, and quite frankly, if we are to be paid for the services we render to the citizens of this country.

Colleagues, that is as concise and direct as I can make it. It should send chills down your spine and place a big knot in your gut.

Couple those thoughts with the fact that there are sharks in the water. There are individuals out there, there are groups out there, and there are even entire professions out there who would like to see us stumble, and who, quite frankly, would love to see us fall.

As is often quoted, failure is just not an option. Protecting the honor of our profession in every corner of this country, against any and all who try to interfere with our ability to provide care to our patients has always been and will continue to be the top priority of the AOA. That, I assure you.

I hope that you can see, feel, and sense the far-reaching and positive changes that are being made at every level of your AOA.

Not the least of which is the total reorganization of the Washington office under the direction of our Executive Director and past AOA President, Dr. Mike Jones, and our Washington office director – Mr. Jon Hymes.

I trust that you noticed the skill, the tenacity, and the ultimate success achieved in addressing the small business health plan bill (S.B. 1955) recently considered and defeated in the U.S. Senate.

That bill, in the form that was presented, could have been extremely bad news for

optometry and the public we serve. Thanks to the tireless efforts of the entire advocacy group, we were at the table and were ready to amend the bill to provide the necessary safeguards needed to protect patient access. This was no small task and serves as a perfect example of your new and improved AOA.

Optometry is a great profession and filled with truly amazing people. The services that we provide to the citizens of this great country are needed, desired, and meaningful. What we do on a daily basis is pretty special.

To be entrusted with the eyesight of the people is an awesome responsibility. It is certainly not to be taken lightly. We touch the lives of thousands of people over our careers. We have the opportunity to make a positive difference in many of those lives.

Let me offer the following analogy for your consideration. Consider all of life to be a one-way train ride, headed forever away from the station. We do not have the ability to determine when we get on that train, or when we must get off the train.

You and I have chosen the same “professional” train. We do not know its ultimate destination but, I will contend, by all accounts it is headed in the right direction.

I wonder, when it is time for you and I to get off this, the optometry train, will those we leave behind be able to say we made a positive difference? Let's make sure the answer is yes.

I thank you for the opportunity to serve as your president.



Decisions made by local and national politicians have a direct, and often long-lasting, effect on our profession – they determine what we can do and what we cannot do with regard to patient care and the practice of optometry.

Dr. Pat Cummings for their outstanding support of InfantSEE™.

❖ We also found ourselves facing a public health crisis in late March and early April – *Fusarium* keratitis.

Again, as a sign of the changes that have been made at the highest levels within AOA, we were able to take the lead on this national public health issue and to respond in record time and fulfill our duty to warn the public and to inform our members.

This was accomplished via seamless coordination between the AOA leadership, the AOA Contact Lens & Cornea Section in general, and Art Epstein, O.D., in particular, the AOA Communications Group, Hill & Knowlton, and many key AOA staff members. Another perfect example of your AOA working for you and the public we serve.

And as always, change continues.

❖ We are working on ways to help perpetuate private practice. There

ODs, students see great acts in Vegas

Adams leaves cubicle to describe Dilbert's world

It's not just those in the corporate world who understand Dilbert, as optometrists discovered firsthand at Optometry's Meeting™ in Las Vegas.

Dilbert-creator Scott

Adams regaled the AOA audience with tales of his pale and bespectacled character, which is how some reporters have also described the cartoonist.

Of course it could

be worse, as Adams explained to hundreds of attendees.

The *San Jose Mercury News* once said, "He's not at all like Arnold Schwarzenegger. The bald spot on the back of his head is marching toward the bald spot on the front of his head like Patton toward Montgomery."

The cartoonist detailed his life before Dilbert, including his job as an engineer, which provided inspiration for his comics.

It also provided a reason for his boss to give Adams hideous assignments, thus adding more fuel to the cycle of comic creation.



Scott Adams, with the overhead projector he used to show Dilbert strips, many of which never were published.

In the end, Adams offered an equation he borrowed from Oprah Winfrey: Luck = Preparedness + Opportunity

Adams suggested that luck and opportunity were the same, making the equation actually mean $0 = \text{preparedness}$.

"So you should never be prepared," he quipped.

All joking aside, Adams said it was most important to be optimistic and "expect luck."

Essilor sponsored the Opening General Session for Optometry's Meeting™ June 22.

Some students 'sleep' through hypnotist's routine, get applause



Hypnotist Ricky Kalmon looks on as one student believes he is in a dance competition and that the napkin in his mouth is \$100.

Optometry students were seeing stars during the AOSA General Session at Optometry's Meeting™ featuring comedian hypnotist Ricky Kalmon.

Kalmon, who hosts "Seeing Stars" on the TV Guide Channel, told attendees that hypnosis is nothing more than intense concentration.

"When you've driven 30 miles in the car, and you don't remember how you got there, that's hypnosis," Kalmon said.

Kalmon pulled volunteers from the audience after testing their abilities to respond to hypnotic suggestion and sorting out those he deemed as poor subjects.

Poor subjects would include those who cannot communicate, have consumed too much alcohol, and who do don't want to go under, Kalmon said.

While on stage and under hypnosis, student volunteers went through a series of comical situations.

Kalmon convinced them that napkins were \$100 bills, that one student didn't know his name, and that another was a Japanese sumo wrestler who became an optometric visionary. He had another student serve as his translator.

Kalmon cleared the room at the end of the session by convincing one student that he had a wild party at his home and his parents' return was imminent.

The AOSA Opening General Session was sponsored by a grant from CIBA Vision.

Beach Boys close meeting with a rocking finale



The sounds of The Beach Boys got around at the Presidential Celebration in honor of AOA President Tommy Crooks, O.D., in Las Vegas.

The group took the stage after Signet Armorlite, who sponsored the event, held its live drawing for the PracticePlus Sweepstakes. Ed

DeRosa, Signet Armorlite vice president, declared Hans Kell, O.D., president of the Colorado Optometric Association, was the winner of two 2006 Chevrolet Corvettes.

Dr. Kell called his wife from onstage, and when he couldn't convince her that he had really won a garage full of cars, held his cell phone to the audience so she could hear their

shouts.

Three students won Signet Armorlite scholarships:

- ❖ Jennifer Weier, Indiana University School of Optometry.
- ❖ Ehren Sherbo, University of Waterloo School of Optometry.
- ❖ Sheetta Chui, University of California at Berkeley School of Optometry.



Eye on Washington

Children's vision bill garners 200 co-sponsors

Efforts to make children's vision legislation a top priority for Congress reached a major milestone last month, as the AOA-backed *Children's Vision Improvement and Learning Readiness Act* (H.R. 2238) added its 200th Congressional co-sponsor.

Although still short of having a majority of the members in the U.S. House of Representatives as backers, HR 2238 has focused new attention in Washington, DC, on the problem of undiagnosed vision problems among school-aged children.

Introduced by Rep. Bill Pascrell (D-NJ) and Ileana Ros-Lehtinen (R-

FL) in May 2005, H.R. 2238 is aimed at helping states identify and treat school-aged children with vision impairments that hinder learning.

If enacted, the bill would establish a grant program, available to all states, to provide vision assessment and necessary follow-up care for children. It would also encourage states to educate parents about the importance of vision health.

AOA Immediate Past President Richard L. Wallingford, O.D., credited the legislation's widespread bipartisan support in the House to an aggressive lobbying effort by parents, teachers, concerned organizations, and AOA member optometrists over the past year.



FTC meeting on contact lens verification abuses

Then-AOA President Richard L. Wallingford, Jr., O.D., urged federal officials to launch new enforcement efforts aimed at protecting consumers from prescription verification abuses by Internet contact lens sellers, including shutting down the passive verification loophole. Dr. Wallingford (left) is shown here with Thomas B. Pahl, a top official of the U.S. Federal Trade Commission's (FTC) Bureau of Consumer Protection, following a June 2 meeting in which he delivered recent complaints about improperly filled contact lens prescriptions according to a list compiled by the AOA Washington Office.

Last October, after hearing from AOA and pro-optometry members of Congress like Sen. Ben Nelson (D-NE), Rep. Tom Osborne (R-NE) and Rep. Tammy Baldwin (D-WI), the FTC issued a formal warning to 1-800 Contacts citing a substantial number of complaints arising from the company's contact lens prescription verification practices. The FTC has asked Dr. Wallingford to encourage ODs who are aware of contact lens prescription verification abuses to immediately contact the agency. For information, contact the AOA Washington Office at (800) 365-2219 or FTCcomplaint@aoa.org.

OD wins primary for California Assembly

Ed Hernandez, O.D., won the Democratic Party nomination for the California Assembly last month, provoking the ire of the American Academy of Ophthalmology.

The ophthalmology e-newsletter reported: "With a moratorium on California optometric scope of practice legislation set to expire in January, quality patient care was dealt a blow when Ed Hernandez, O.D., won the democratic primary this week in a Southern California assembly district. Hernandez is president of the California Board of Optometry and past president of the California Optometric Association. This alarming election outcome underscores the critical importance of California ophthalmologists joining the California Academy of Ophthalmology and immediately contributing to its political action committee."

Dr. Hernandez was named the Optometrist of the Year by the Rio Hondo Optometric Society.

For more information, or to contribute to the campaign, visit www.edhernandez4assembly.com.

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their practice authority inappropriately, thus further confusing the public.

The bill would bring in the Federal Trade Commission to investigate conduct of doctoral providers and enforce violations found under the *Federal Trade Commission Act*.

Reps. Charles Bass (R-NH), Michael Burgess, MD (R-TX), John Schwartz, MD (R-MI) and Pete Sessions (R-TX) have joined with Sullivan as original co-sponsors of HR 5688.

Since uncovering plans for this bill to be introduced, AOA — both individually and as a leader of a

coalition of doctoral providers — has been urging members of Congress to oppose it and to again reject organized medicine's efforts to misinform patients, malign the integrity of optometrists and other doctoral providers, and undermine the authority of the states to license health care providers.

Dr. Haranin and the AOA Washington Office both confirmed that AOA "will continue to lead the effort to educate members of Congress about this misguided effort to turn back the clock on patient safety and access to quality health care."

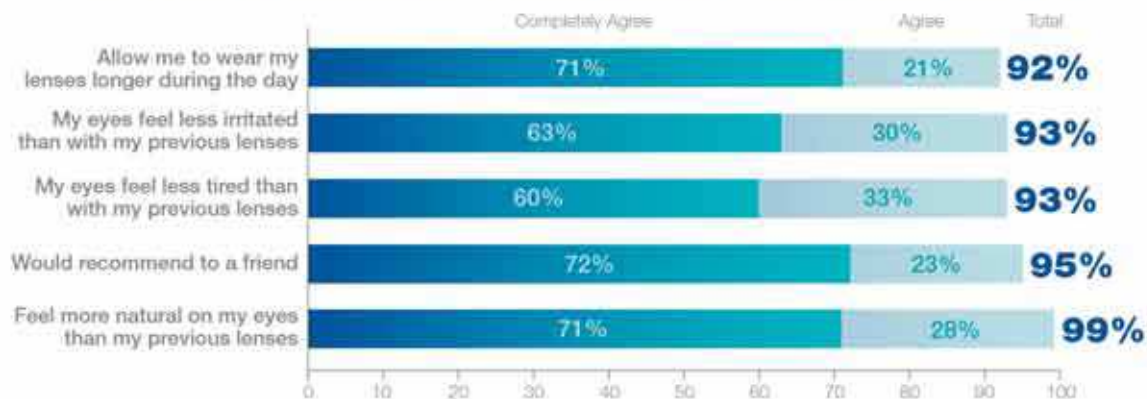
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4 nominated for Distinguished Service Award

Frank Puckett, O.D. Colorado Optometric Association

Dr. Puckett has received the Colorado Optometrist of the Year Award on two separate occasions. In 2005, the Colorado Optometric Association (COA) honored Dr.



Puckett as the recipient of the Distinguished Service Award.

Dr. Puckett was the COA president in 1993. One of Dr. Puckett's main contributions was legislation furthering the advancement of optometry.

In addition, he has served on insurance peer review committees that involved optometrists and ophthalmologists with Colorado Eye Health Network and served as president of the Lions Club.

Dr. Puckett was selected to represent College of Optometrists in Vision

Development's (COVD) Examination Board with the purpose of allowing optometrists to complete their testing under his guidance in Australia. This was the first time COVD allowed testing outside of the United States.

Dr. Puckett is a Fellow of the American Academy of Optometry, and obtained Diplomate status in the Binocular Vision Section, the only doctor in Colorado to hold that honor.

Byron Newman, O.D. California Optometric Association

In 2006, Dr. Newman was appointed to the board of trustees of the San Diego County Optometric Society.



In September 1951, he entered optometry at the LA College of Optometry (now Southern California College of



AOA's 2006 Distinguished Service Award winner, Jerald Strickland, O.D., Ph.D., left, accepts the award from AOA Immediate Past President Richard L. Wallingford, O.D. Three other optometrists were nominated for AOA's most prestigious annual member recognition.

Optometry), graduating in 1954.

Dr. Newman remains active in Kiwanis as publicity chair of his San Diego club.

He was named the San Fernando Valley and California Optometrist of the Year in 1980.

In 1995, Dr. Newman served as president of the Southern California Public Health Association.

Dr. Newman served as the SCCO Alumni Association president from 2003-2005.

Richard Powell, O.D. Nebraska Optometric Association

Dr. Powell graduated from the Southern College of Optometry in 1968 and began his post-graduate optometric career as a U.S. Army captain.

He served as president of his local optometry society in 1974, and he received the Outstanding District Award in 1975.

He served as the legislative committee chair from 1974-78 and was the Nebraska Optometric Association (NOA) president from 1979-80.



Dr. Powell is the NOA-PAC chair, a position he has held since 1992.

He was the NOA Optometrist of the Year in 1992.

Dr. Powell was one of only 24 optometrists in the United States to receive the AOA Continuing Optometric Recognition Award for 25 consecutive years.

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ODs selected for top state honors



AOA's 2006 OD of the Year winner, Robert Layman, O.D., left, accepts the award from AOA Immediate Past President Richard L. Wallingford, O.D. Other worthy optometrists were nominated by their state or affiliate optometric association for AOA's prestigious annual member recognition by being selected as affiliate OD of the Year. Their names follow.

Terry Bonds, O.D. Alabama Optometric Association

Dr. Bonds was president of the Alabama



Optometric Association (ALOA) in 1997-98, and, in addition to his service as

ALOA Third Party chair in 1987-89, Dr. Bonds served as chair of ALOA Continuing Education from 1990-91.

Dr. Bonds was the University of Alabama Birmingham School of Optometry (UABSO) and Medical Center National Alumni Association president in 1994-95 and has been the preceptor of the UABSO externship site and coordinator of hospital, surgical and primary care instruction for UABSO fourth-year externs since 1990.

He was the AOA-ACOP Continuing Education Coordinator for the tenth annual CE meeting in 1988 and the president of the Northeast Alabama Optometric Society from 1982-91.

In 2005, Dr. Bonds was named the ALOA Optometrist of the Year. He received the UAB Medical Center School of Optometry Alumnus of the Year Award in 1987 and the UAB Medical Center School of Optometry

Dean's Alumni Award in 1989.

Dr. Bonds has received the AOA Optometric Recognition Award for continuing education efforts every year since 1987.

Stephen Cohen, O.D. Arizona Optometric Association

Dr. Cohen served as the Arizona Optometric Association (AzOA) president from 2000-2001 and was selected for the Arizona Optometrist of the Year Award in 2005.



Dr. Cohen is the director of the Political Action Committee, the liaison to the Arizona Paraoptometric Association, and the co-chair of the AzOA legislative committee.

He is a founding member of the Arizona Optometric Charitable Foundation, founding faculty of Vistakon's "The Vision Care Institute," and a founding member of the American Society for Corneal Refractive Therapies (ASCRT).

Dr. Cohen is on the executive board of directors of ASCRT and is the education chair.

Johnson & Johnson selected Dr. Cohen as the

national spokesperson for "Ultraviolet and the Eyes" in 2005.

Maj. Laura Barnes, O.D. Armed Forces Optometric Society

Dr. Barnes is the deputy chief of the Optical Radiation Branch at the Air Force Research Laboratory.

She is a faculty member in Aerospace Medicine and Advanced Aerospace Medicine for International Medical Officers Courses training



elite international flight doctors.

She was the first and only optometrist to be honored with the "USAF Scientist of the Year Award" for key contributions critical to U.S. national security.

At Scott Air Force Base, Dr. Barnes built a successful comanagement program teaming optometry with ophthalmology and otolaryngology to create a co-located eyes, nose, and throat clinic.

Dr. Barnes is an active member in six optometric associations and is the chair of the Continuing Education Committee for the Alamo Triservice Optometric Society.

Page Yarwood, O.D. California Optometric Association

Dr. Yarwood graduated from the University of California Berkeley School of Optometry in 1975 and has served as chief of optometry at the Kaiser Permanente Medical Center in Oakland since 1982.

Dr. Yarwood is the vice president of the California State Board of Optometry, the chair of the Finance Committee, and a member of the Enforcement,



Legislative, and Elective committees.

He is on the board of directors for the California Vision Foundation, as well for Jeppson Vision Quest.

Dr. Yarwood was president of the Bay Area Optometric Council from 2002-2003.

He also served as president of the Alameda Contra Costa Counties Optometric Society (ACC-COS) from 2003-2003 and was presented the award for ACCCOS Optometrist of the Year in 2003.

Thomas Theune, O.D. Colorado Optometric Association

Dr. Theune graduated from Indiana University in 1985, but was diagnosed with retinitis pigmentosa and told that he would not be able to continue practicing in 1992.

He became the owner and president of Low Vision Services of Southern Colorado in 1994, and in 1997, he created four major programs, including the SEE THE FUTURE Scholarship Fund, that would change the horizons for



Colorado's blind and visually impaired.

From 2001 to 2004, Dr.

Theune served as president of the Second Sight Center Board of Directors.

Dr. Theune serves on the Colorado School for the Deaf and Blind Kennedy Trust Fund.

He serves as chair of the Colorado Optometric Association Low Vision Committee and received Colorado's Optometrist of the Year award in 2005 and annually receives an AOA Volunteer Service Award.

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ODs of the Year, from page 9

Michele Haranin, O.D. Delaware Optometric Association

Dr. Haranin graduated from the Pennsylvania College of Optometry in 1989.

For eight years, Dr. Haranin served on the Delaware Board of



Optometry, three of those years as president.

Soon after joining the Delaware Optometric Association (DOA), Dr. Haranin was elected the state PAC chair and later served as president of DOA for three years.

From 1995-2000, she served on the AOA State Government Relations Committee.

In 2001, Dr. Haranin was appointed to the AOA Federal Government Relations Committee. She has been the chair since 2005.

Paul C. Ajamian, O.D. Georgia Optometric Association

Dr. Ajamian graduated from New England College of Optometry in 1980 and has been the editor of the Comanagement Q&A monthly column in the *Review of Optometry* since 1989.

In addition to serving on numerous AOA committees, Dr. Ajamian has served as chair of the Task Force on Radial Keratotomy and the Committee on Vision Screenings.

Dr. Ajamian was president of his local optometric society in 1986-87 and served as president of the Georgia Optometric Association (GOA) in 2000-2001.

Dr. Ajamian has served as general chair of the CE committee of the Southern Council of Optometrists (SECO International) since 2002.

GOA named him

"Young Optometrist of the Year" in 1985-86; "O.D. of the Year" in 1993-94; and "O.D. of the Decade" in 1999.

Mark D. Esarey, O.D. Illinois Optometric Association

Dr. Esarey graduated from the Indiana University School of Optometry in 1987.

He serves on the the National Rural Health Association's Clinical Services Constituency Group and the Legislative/ Government Affairs Committee and is on the Board of Directors for the Illinois Society for the Prevention of Blindness.



Dr. Esarey was president of the Indiana Optometric Association (IOA) from 2000-2001 and has served on the IOA Executive Board as trustee for Public Health and Communications.

Dr. Esarey served on the AOA Presidents' Council from 1999-2000. He currently serves on the State Health Care Legislation Committee and the Rural Health Subcommittee.

Dr. Esarey is an eight-time recipient of the AOA's Optometric Recognition Award.

Dennis R. Miller, O.D. Indiana Optometric Association

After being selected as one of the first students for the Cleveland VA Hospital clinical rotation, Dr. Miller graduated from the Indiana University School of Optometry in 1979.

He is the full-time medical director for the Grossnickle Eye Center in Mishawaka, IN, providing pre- and post-surgical care and consults.

Dr. Miller serves as



chair of the American Academy of Optometry (AAO) Ellerbrock Lectures and Workshops Committee.

In addition to serving as Indiana Optometric Association (IOA) president in 1999-2000, Dr. Miller has served as president of the North Central Indiana Optometric Society.

Dr. Miller received the IOA "Presidents Citation Young Optometrist of the Year" award in 1984, the "Meritorious Service" award in 1991 and 1998, the "Distinguished Service to Optometry" award in 2000, and the "Optometrist of the Year" in 2005.

C. Ellis Potter, O.D. Kansas Optometric Association

Dr. Potter graduated from the Southern College of Optometry in 1967 and serves as the director of education for the Heart of America Contact Lens



Society and the admissions director for the American Academy of Optometry.

Dr. Potter has served as a political keyperson and is a Kansas Optometric Association (KOA) PAC member.

While practicing in Colorado, Dr. Potter served both on the Colorado Optometric Association's Board of Trustees and as director of Continuing Education from 1973-1977.

In 1999, Dr. Potter took on the challenge of reinvigorating one of the oldest, continuously published optometric publications, the *Kansas Optometric Journal*.

Dr. Potter was named the KOA OD of the Year in 2006.

Charles Heck, O.D. Kentucky Optometric Association

Dr. Heck graduated from the University of

Houston School of Optometry in 1980 and was one of the founding members of the Kentucky Vision Project, which was the pilot for VISION USA.

Dr. Heck was president of the Kentucky Optometric Association (KOA) in 2003 and has served as a key contact for his state legislators and U.S. congressman.

Dr. Heck serves on the Kentucky Optometric Foundation Board, and, in 2005, spearheaded the development of "Doctors of Vision," a fine art print reflecting the past, present and future of the profession.



In addition to serving as a delegate to the AOA House of Delegates, he has served as AOA PAC representative for Kentucky for 10 years.

KOA named Dr. Heck its Optometrist of the Year in 2005.

Robert Stutman, O.D. Maryland Optometric Association

Dr. Stutman graduated from State University of New York College of Optometry in 1995.

His extensive academic training qualified him to serve on the Maryland Quality Enhancement and Improvement (QEI) committee of the Maryland State Board of Optometry.



He has maintained his clinical privileges at the VA Maryland Health Care System as a consultant to the glaucoma clinic and diabetic eye screening clinic and also trains fourth-year optometry students and residents.

Dr. Stutman practices with a local cataract and glaucoma specialist and served as assistant clinical professor at NOVA

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Southeastern University College of Optometry.

For the last seven years, Dr. Stutman has served the Maryland Optometric Association (MOA) as the chair of the legislative committee.

He is also the vice president of the MOA and was the recipient of the MOA Young OD of the Year award in 2000.

Steven Liberfarb, O.D. Massachusetts Society of Optometrists

Dr. Liberfarb graduated from the New England College of Optometry in 1978.

He runs his own practice in Saugus, MA, and has been active in his Lions Club as a key



optometrist for visual screening events and projects.

Dr. Liberfarb was chair of the Massachusetts Optometric Political Action Committee (MOPAC) from 1995 to 2005.

In January 2006, he was appointed chair of the Massachusetts Society of Optometrists' (MSO) Keyperson Committee.

Dr. Liberfarb was the recipient of the MSO's Optometrist of the Year Award in 2005.

Daniel Wrubel, O.D. Michigan Optometric Association

Dr. Wrubel graduated from the Michigan College of Optometry (MCO) at Ferris State University (FSU) in 1980 and has been a faculty member at MCO since 1983.

Dr. Wrubel has led VOSH missions to Dominica for the past 11 years and has been a volunteer for Special



Olympics Opening Eyes since 2001.

He was the Peer Review Committee chair in 1985,

and is the Michigan Optometric Association (MOA) VOSH Liaison and a member of the Child Vision Care Task Force.

In 1981, Dr. Wrubel won the Emil Arnold Award for contributions to the *MOA Journal*.

Dr. Wrubel has been a participant in Grassroots Optometry, an MOA political action program, since its inception in 1995. He was a team leader from 1995-96 and was the regional director from 1996-99.

David Hill Curtis, O.D. Mississippi Optometric Association

Dr. Curtis graduated from the Southern College of Optometry in 1978 and practices in Columbus, MS.

He served as a U.S. Air Force optometrist from 1978-1982.

Dr. Curtis has served as president of the Mississippi State Board of Optometry.



He served on the AOA nominating committee in 2005 and is currently a Mississippi representative to the AOAPAC.

Dr. Curtis was the president of the Mississippi Optometric Association (MOA) and was named Mississippi's Optometrist of the Year in 2005.

Teri K. Geist, O.D. Nebraska Optometric Association

Dr. Geist is in a private group optometry/ophthalmology practice and was the first optometric partner at Midwest Eye Care, P.C.

She graduated from Pacific University College of Optometry in 1996 and is the president-elect of the Nebraska Optometric Association



(NOA).

She is an assistant clinical professor at Creighton University and a consultant for AOA's Accreditation Council on Optometric Education.

In addition to serving as chair of a committee to rewrite screening guidelines for school nurse screenings, Dr. Geist chaired the legislative efforts for contact lens legislation and the children's vision initiative.

Dr. Geist was awarded Nebraska's Young Optometrist of the Year award in 2001.

Daniel Desrivieres, O.D. New Jersey Society of Optometric Physicians

Dr. Desrivieres graduated from the Pennsylvania College of Optometry (PCO) in 1987.

He served as president of the New Jersey Society of Optometric Physicians (NJSOP) from 2003-2004 and was instrumental in launching the "Healthy New Jersey 2010 Vision" program.



Dr. Desrivieres is the president of the National Optometric Association (NOA). The NOA represents and recruits minority optometrists in the United States and around the world.

In 2000, Dr. Desrivieres was honored by the NOA with the Optometrist of the Year Award.

NJSOP presented Dr. Desrivieres with the Optometrist of the Year Award in 2005.

Richard Swales, O.D. Oklahoma Association of Optometric Physicians

Dr. Swales graduated from the University of Houston College of Optometry in 1975.

While a student, he received the NEEFE

Award for Optometric Research.



He is the president and CEO of Primary Vision Care, Inc.

Dr. Swales is a member of the Oklahoma Association of Optometric Physicians (OAOP) legislative affairs committee and has served three terms on the OAOP Board of Directors.

He is the 2005 OAOP Optometrist of the Year.

Kenneth Eakland, O.D. Oregon Optometric Physician's Association

Dr. Eakland graduated from the Pacific University College of Optometry (PUCO) in 1984.



He spent several years in private practice and is currently an associate

dean for Clinical Programs at Pacific University.

Dr. Eakland is involved in clinic management, teaching, third party insurance issues, lecturing, preceptorships, and budgeting.

Dr. Eakland conceived, designed and manages the "IVAN Program," which is a van that takes students and instruments to patients needing eye care.

Dr. Eakland managed the AOT Orals and Injectable Course and Labs and has completed several manuscripts. He was appointed to the Excimer Laser advisory panel for the Center for Sight in 1996-97.

John F. Andren, O.D. Pennsylvania Optometric Association

Dr. Andren graduated from the Pennsylvania College of Optometry in 1981.

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He served as the Pennsylvania Optometric Association (POA) representative for the Pennsylvania Cardiovascular Risk Reduction Board from



1983-1991 and was the POA liaison for the Pennsylvania Department of Health's Diabetes Task Force from 1986-1996.

He has served as the POA representative for the Pennsylvania Medicare Carrier Advisory Committee since 2000.

Dr. Andren is the chair of POA's Eye Care Benefits Committee.

Dr. Andren was named the POA's 2005 Optometrist of the Year.

Jeffrey Rausch, O.D. South Dakota Optometric Society

Dr. Rausch was appointed by former South Dakota governors to serve on the Blind and Visually Impaired Board of



Directors and also received a gubernatorial appointment to the South Dakota Board of Examiners in Optometry.

Dr. Rausch was an optometric advisor to the

Well Mark Blue Cross Blue Shield Advisory Group, the South Dakota Department of Social Service Title Claims Department, and the St. Mary's Hospital Advisory Board.

Dr. Rausch has had extensive involvement in the South Dakota Optometric Society (SDOS) and held all of the offices on the SDOS board.

Dr. Rausch has served on and chaired many committees including Membership, Education, SDOS-PAC and Legislative.

Dr. Rausch testified before the South Dakota Senate and House committees on three different scope of practice bills that were successfully passed.

Mark Latta, O.D. Texas Optometric Association

A 1980 graduate of the University of Houston College of Optometry, Dr.



Latta has practiced in west Texas for almost three decades.

Dr. Latta is possibly the first optometrist to serve within the leadership structure of both the Texas Association of Optometrists, and more recently, the Texas



State and affiliate optometric association leaders exchanged their views on scope of practice legislation at the President's Council, June 21 in Las Vegas.

Optometric Association (TOA).

He served as chair of the Texas Optometry Board from 2004-2006 and also served as chair of the Rules committee for many years.

Dr. Latta has been an ARBO-COPE reviewer and a member of the Texas Commission for the Blind Advisory Board.

Dr. Latta was named the Optometrist of the Year by the TOA at the annual convention in February.

Byron Thomas, O.D. Optometric Physicians of Washington

Dr. Thomas graduated from Pacific University College of Optometry in 1964.



He practiced optometry with the United States

Air Force from 1965 to

1968 before returning to Ellensburg, WA, to start a private practice.

In addition to serving on numerous committees for AOA and Optometric Physicians of Washington (OPW), Dr. Thomas is a community eye care provider and past-president of OPW and the Yakima Valley Society.

Dr. Thomas wrote the AOA Fax on Demand for nursing home and geriatric care and co-authored the *Optometric Care of Nursing Home Residents* manual.

Dr. Thomas was named the 2005 Doctor of Optometry of the Year by OPW.

Richard L. Foss, O.D. Wisconsin Optometric Association

Dr. Foss graduated from the Illinois College of Optometry in 1974 and has an active vision therapy practice.

He is president of the LaCrosse Lions Club. He has also participated in several VOSH trips.

Dr. Foss volunteers for the Walkers Point Clinic in Milwaukee, nearly four hours from his home.

He is a regular participant in the Wisconsin Optometric Association Legislative Day.

Dr. Foss was named the Wisconsin Optometrist of the Year in 2005.



Representing students in the schools and colleges of optometry, members of the AOSA Executive Committee took time from their meetings for a photo. Seated are, from left, AOSA President Caleb Schoonover, Vice President Tracy Jacobsen, Secretary Elissa Bunick, and Treasurer Beth Harper.

States select top young ODs

Tammy Than, O.D. Alabama Optometric Association

Dr. Than is an associate professor at the



University of Alabama Birmingham School of Optometry (UABSO) and serves as the

director of the Primary Eye Care Service and Clinical Visiting Scholars Program.

Dr. Than was on the *Optometry*, Journal of the American Optometric Association Editorial Review Board from 2002 to 2004 and is the co-chair of the Alabama Optometric Association (AOA) Education Task Force.

AOA named her Young Optometrist of the Year in 2005, and the Southern Council of Optometrists named her Young Optometrist of the Year in 2006.

Christina Olivetti, O.D. Arizona Optometric Association

Dr. Olivetti graduated from Illinois College of



Optometry in 1999 and has served as the Arizona Optometric Association (AzOA)

Membership chair.

Dr. Olivetti serves as AzOA secretary-treasurer and liaison to the Membership and Paraoptometric committees.

Dr. Olivetti participated in the Blue Cross Blue Shield Health Safari Project, the American Diabetes Association's Walks and Expo, Special Olympics Opening Eyes and Prevent Blindness America events.

Shane E. Ford, O.D. Arkansas Optometric Association

Dr. Ford graduated from Southern College of



Optometry in 2000, serves on the Arkansas Optometric Association Board of Directors and is chair of the Third-Party Committee.

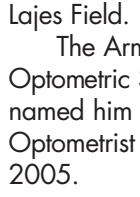
He is a member of numerous committees including the legal legislative committee.

Arkansas Gov. Mike Huckabee appointed Dr. Ford to the Eye and Vision Commission for the state of Arkansas in June 2005.

Maj. David Koles, O.D. Armed Forces Optometric Society

Dr. Koles is a flight commander for Specialty Services and chief of Optometry Services at Barksdale Air Force (AF) Base in Louisiana.

Dr. Koles established a "walk-in" clinic for AF-mandated pilot color vision exams and spearheaded the first-ever Vision



Readiness Program at Lajes Field.

The Armed Forces Optometric Society named him the Junior Optometrist of the Year in 2005.

Dawn R. Pewitt, O.D. California Optometric Association

Dr. Pewitt graduated from Northeastern State



University College of Optometry (NSUCO) in 1997 and is the president of the San

Diego County Optometric Society (SDCOS).

She is a staff optometrist at the VA San



AOA's 2006 Young OD of the Year winner, Barbara Horn, O.D., above, with AOA Immediate Past President Richard L. Wallingford, O.D. Other worthy optometrists were nominated by their state or affiliate optometric association for AOA's annual member recognition by being selected as affiliate Young OD of the Year. The nominees are listed here.

Diego Healthcare System and a clinical instructor for the University of California San Diego (UCSD) Medical School, where she has served as a clinical preceptor to medical interns and students since 2002.

Dr. Pewitt has been an item writer and clinical examiner for the National Boards of Examiners of Optometry (NBEO) since 1999 and is on the NBEO Examination Development Committee.

Jennifer Davis, O.D. Colorado Optometric Association

Dr. Davis graduated from the University of



Houston College of Optometry in 2001 and was elected to serve as president of the Southern Colorado

Optometric Society (SCOS) one year later.

In 2004, Dr. Davis was elected both as president of the Vision and Learning Forum and as a member of the Board of Directors for the Colorado Optometric Center (COC).

Dr. Davis earned her licensure as a Certified Medical Investigator from

the American College of Forensic Examiners International in 2003. She was the fifth optometrist in the United States to earn this designation.



Sarah A. Marossy, O.D. Idaho Optometric Association

Dr. Marossy graduated from the Indiana University School of Optometry in 2000 and is the Idaho Optometric Association (IOA) Eye Care Benefits coordinator.

She is the grant writer and recipient of a 2006 Healthy Eyes Healthy People™ Grant.

Dr. Marossy is a monthly columnist for the AOA Contact Lens and Cornea Section e-newsletter and a guest author for the IOA newsletter, *Eye on Idaho*.

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Geoffrey W. Goodfellow, O.D. Illinois Optometric Association

Dr. Goodfellow graduated from the Illinois College of Optometry (ICO) in 2001 and is the chief of Pediatrics/Binocular Vision Service and Private Practice Clerkship coordinator at ICO.



In addition to serving as the Healthy Eyes Healthy People™ Subcommittee chair from 2003-2005, Dr. Goodfellow is a member of the AOA's Faculty Relations Committee and was the interim chair in 2004.

Dr. Goodfellow received the Distinguished Service Award from the American Society of Ocularists in 2005 and was named the IOA's Young Optometrist of the Year in 2005.

Sarah Huseman, O.D. Indiana Optometric Association

Dr. Huseman graduated from the Indiana University School of Optometry in 1996 and



is the chief operations officer of Eye Surgeons of Indiana and Surgical Care Center, where she also serves as Fellowship director and provides medical optometry and refractive surgery consultation.

She has served as Membership chair and Advisory Board to Membership chair for the Indiana Optometric Association (IOA).

Dr. Huseman was president of the Central Society of the IOA from 2000-2002 and was named the Young Optometrist of the Year by IOA in 2005.

Andy Stephens, O.D. Kansas Optometric Association

Dr. Stephens graduated from the Northeastern State University College of Optometry in 1997 and was named the Kansas



Optometric Association (KOA) Young OD of the Year in 2006.

Within the KOA, he has served on the Fall Eyecare, Technology, Education and Assistance to Undergraduates committees.

Dr. Stephens also served on the KOA Board of Directors as the Wichita Zone President.

Darren Patrick, O.D. Kentucky Optometric Association

Dr. Patrick graduated from the University of Alabama Birmingham School of Optometry (UABSO) in 2000 and is an active



member of the Greater Louisville Optometric Society.

He serves on the Kentucky Optometric Association's (KOA) membership and third-party committees and is the KOA liaison with Anthem Insurance.

He participated in eye care missions to Appalachia with Remote Area Medical and to Central America as a member of Students in Optometric Service to Humanity.

Matthew Forgues, O.D. Massachusetts Society of Optometrists

Dr. Forgues graduated from the New England College of Optometry in 1997 and is the vice president of the Executive Board of the



New England College of Optometry's Alumni Association.

He is also the chair of the Massachusetts Society of Optometrists' (MSO) Membership Committee.

Dr. Forgues was the recipient of the MSO's 2005 Young Optometrist of the Year award.

Jeff Pape, O.D. Nebraska Optometric Association

Dr. Pape graduated from the University of Houston School of Optometry in 1997 and is the vice president of the Nebraska Optometric Association (NOA).

Dr. Pape is on the NOA Legislative Committee and was named the Young Optometrist of the Year in 2005.



He served as the state coordinator for VISION USA from 1999-2001 and was the president of the Northeast Nebraska Optometric Society for two years.

Jason L. Ellen, O.D. Oklahoma Association of Optometric Physicians

Dr. Ellen graduated from Northeastern State University School of Optometry (NSUCO) in 1999 and was the president of the NSUCO student association and an AOSA delegate to the AOA House of Delegates.



He was accepted into the Ocular Disease and Refractive Surgery Residency with Britton Vision Associates (BVA) and TLC Laser Center in 1999.

Dr. Ellen was the first optometric resident in the nation to perform refrac-

tive surgery and is now the clinical director for the BVA and TLC locations in Tulsa.

Diana Watkins Gilbert, O.D. Ohio Optometric Association

Dr. Gilbert graduated from The Ohio State University (OSU) College of Optometry in 1997 and is an officer and



zone governor in the Cincinnati Optometric Association. She is a member of the AOA New Practitioner Development Task Force and has served on the AOA Commission on Quality Assessment and Improvement (2001-2002) and Membership Advisory Committee (2002-2004).

Dr. Gilbert has been appointed to the AOA Leadership Cabinet Pool and is on the Board of Directors for the OSU College of Optometry Alumni Association and the Cincinnati Eye Institute Advisory Board.

Douglas John Walker, O.D. Oregon Optometric Physicians Association

Dr. Walker graduated from the Pacific University College of Optometry in 1999 and is the president of the South Western Oregon Optometric Society and the chair of the Oregon Optometric Physicians Association (OOPA) Legislative Committee.



He was the president of the American Optometric Student Association from 1998-99 and is the medical director of the Rush Surgical Center, which is a multi-

Young ODs, from page 14

discipline MD outpatient surgical center.

He owns Eye Diagnostics, a mobile diagnostic lab that travels the western states to offer diagnostic testing to ODs that do not have such instrumentation in their offices.

Michael J. Cross, O.D. Pennsylvania Optometric Association

Dr. Cross graduated from the Pennsylvania



College of Optometry in 2000 and is the president of the Western Pennsylvania

Optometric Society (WPOS).

Dr. Cross also served as the WPOS director of state and national affairs and is a strong advocate for the Pennsylvania Optometric Political Action Committee (POPAC).

POA named Dr. Cross the 2005 Young Optometrist of the Year.

Stan Woo, O.D. Texas Optometric Association

Dr. Woo graduated from the University of



California at Berkeley School of Optometry in 1994 and is a clinical

associate professor at the University of Houston College of Optometry (UHCO).

Dr. Woo was the founding director of the UHCO Center for Sight Enhancement and is the chair of the Texas Optometric Association (TOA) Communications Committee.

After Hurricane Katrina hit the Gulf Coast last year, he coordinated the evacuee effort as thou-

sands of victims from New Orleans poured into Houston.

UHCO named Dr. Woo the Volunteer of the Year in 2005, and TOA named Dr. Woo the Young Optometrist of the Year and honored him with the Humanitarian Award in 2006.

Doug Harshman, O.D. Optometric Physicians of Washington

Dr. Harshman graduated from the University of Houston in 2000 and practices at The Eye Care Team and Veterans Affairs Medical Center (VAMC) where he is an adjunct professor and intern coordinator.



Dr. Harshman serves as Inland Society vice president, Awards

Committee chair and Public Relations Committee member.

Dr. Harshman is the coordinator of the VOSH-run Eye Clinic at the Union Gospel Mission.

Lisa L. Slaby, O.D. Wisconsin Optometric Association

Dr. Slaby graduated from the Illinois College of



Optometry in 1996 and is the president of the Northeast Wisconsin Optometric

Society.

Dr. Slaby is on the Wisconsin Optometric Association (WOA) Board of Directors and is a member of the legislative committee.

WOA named Dr. Slaby the Young Optometrist of the Year in 2005.



Letters

Editor:

A week rarely goes by that I do not receive one, and often two, "invoices" from firms selling subscriptions for "Optometry Coding and Billing Alert" programs. Most of these make it appear that the invoices are for subscription renewals. Many are so cleverly written that they would lead unsuspecting recipients to feel they are "government" official.

I am well aware that

this is not an AOA matter in that these programs do not have AOA approval or disapproval. However, since our AOA colleagues are inundated with these somewhat deceitful solicitations, I felt your publishing this letter would alert unaware ODs not to just let staff pay "renewal" bills unquestioned.

Melvin E. Lilly, O.D.
Beaver Falls, PA

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GREAT WESTERN COUNCIL OF OPTOMETRY

Oliver Sacks in *New Yorker* describes OD's ability to restore binocularity

Developmental Optometrist Theresa Ruggiero, O.D.'s revolutionary vision therapy work with a patient inspired world-renowned neurologist Oliver Sacks, M.D., to study and write about her case in the June 19 *New Yorker* magazine.

The article by Dr. Sacks, best known for his book *Awakenings*, hit the newsstands June 12.

Dr. Ruggiero, whose private solo practice in Northampton, MA, has an emphasis in vision therapy and vision rehabilitation, first met patient Sue Barry when she came in for an eye exam in 2001.

The 44-year-old Barry described not being able to use both eyes together and having to alternate their use back and forth. Barry reported two childhood strabismus surgeries with a diagnosis of esotropia.

"Sue had been to many optometrists, ophthalmologists, NASA doctors even—her hus-

band was an astronaut and she had access to their doctors while he was active," said Dr. Ruggiero. "And she kept asking if anything could be done, and she was told no, that she was lucky she could see clearly from each eye without double vision."

Dr. Ruggiero determined that, in addition to esotropia, Barry had a vertical deviation in which one eye aimed higher than the other.

Barry noted that driving was becoming difficult and her tennis game was deteriorating.

Dr. Ruggiero was able to tell Barry that, in fact, there was something they could do about it.

"I was up front with her," said Dr. Ruggiero. "It would require more diagnostic work, but at the very least we could stabilize her vision. I didn't know about the binocularity."

Dr. Ruggiero added vertical prisms to Barry's spectacles and laid out a plan for vision therapy.

"It turns out Sue was diligent," said Dr.

Ruggiero. "She made a complete investment in this. She was a doctor's dream—she did everything I said. And soon she began seeing simultaneously with each eye."

After six months of treatment, Barry could use both eyes with good binocularity and depth perception.

During this time, Barry wrote about her experiences in a journal. She then provided the material to Dr. Sacks, who was intrigued about the development in binocular and stereoscopic awareness.

Dr. Sacks visited Dr. Ruggiero's practice to learn more about the case.

"The funny thing about the whole story," said Dr. Ruggiero. "Is that Sue was obviously not the only patient I had seen on that day in 2001. So when I was scrutiniz-

ing her chart with Dr. Sacks, and he kept asking why I did this and that, I was thinking 'well, I had no idea that a world-famous doctor was going to be looking at this one day.'"

Dr. Ruggiero said that she sees patients all the time who have asked other doctors if their vision can be improved.

"They are told no, and that's simply not true," Dr. Ruggiero said. "All optometrists have the training to know that something can be done. If they don't do it themselves, they can refer the patient to someone who does. There is a huge need for treating functional vision disorders, and there's no shortage of patients. It's optometry's to do."

To read more about Dr. Sacks' article, visit www.newyorker.com. A subscription is required.

The lead page of the June 16 *New Yorker* article about Dr. Ruggiero's treatment of Susan Barry.




NPR features Barry's story

The vision therapy work of AOA member Theresa Ruggiero, O.D. also was featured in a story broadcast on National Public Radio's (NPR) Morning Edition on June 26, 2006. Like the *New Yorker* article, the story focuses on Susan Barry, a professor of neuroscience at Mount Holyoke College. Professor Barry was born with crossed eyes, which were not surgically corrected until she was two years old.

Coverage on the NPR Web site includes a link to the College of Optometrists in Vision Development (COVD) Web site. It also highlights the role of Theresa Ruggiero, O.D., and describes some of the exercises that Barry performed to regain her vision.

The NPR coverage notes that previous studies of vision had suggested that there is a "critical period" for developing binocular vision in infancy, and when that period ended, so did the opportunity to train the eyes and brain to see binocularly. Those who had not yet developed this skill would see monocularly, or with only one eye. Since Professor Barry's surgery occurred so late in her development, she had seen monocularly her entire life, until Dr. Ruggiero's therapy produced some remarkable results.

See and listen to NPR's story at www.npr.org.



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Records, from page 1

Being around Dr. Kehoe is “like a Tony Robbins pep rally—he has unending energy,” said Louise Sclafani, O.D., who nominated Dr. Kehoe.

Randy Brooks, O.D., was elected to the office of secretary-treasurer.

“Most people think his middle initial, E, stands for easy, but don’t let that fool you,” said Leonard Press, O.D., who nominated Dr. Brooks.

Dr. Brooks won’t shy away from pointing out problems and working on fixing them, Dr. Press said.

Dori Carlson, O.D., was elected to a second term as an AOA trustee.

Dr. Carlson said she

remains committed to four things: advocacy, members, affiliate relations, and public health initiatives such as InfantSEE™.

Mitch Munson, O.D., was elected to an open seat as an AOA trustee.

Dr. Munson said he takes his responsibility very seriously and will continue to honor members’ trust for many years to come.

Lee Ann Barrett, O.D., was nominated as a trustee, but was not elected.

Wesley Pittman, O.D., ended his service to the AOA Board of Trustees after serving as immediate past-president this year.

“My obligation to the board is over, but my obligation to the profession is not,” Dr. Pittman said. “I’ve just begun to work for optometry.”

Richard Wallingford, O.D., assumed the office of immediate past-president.

“This year, I’ve actually been in every single state, but it’s nice to get back to Maine,” Dr. Wallingford said.

Resolutions

The AOA House of Delegates on June 22 approved two resolutions, one honoring a prominent optometrist and the other providing

added impetus to the Optometric Disaster Relief Fund, a charitable program created in the wake of last year’s hurricanes as a way of helping optometrists recover from manmade or natural disasters.

Honored by optometrists was Alden Norman Haffner, O.D., Ph.D., who retired in December as president of the State University of New York State College of Optometry and executive director of the Optometric Center of New York.

The resolution places Dr. Haffner as a member of a “small cadre of leaders... who have con-

See Records, next page

Big first birthday for InfantSEE™ program



The InfantSEE™ Committee, AOA’s Board and representatives of Johnson & Johnson Vision Care celebrate the first “birthday” of InfantSEE™ at Optometry’s Meeting™ June 22.



Greg Hicks, O.D. is congratulated by Mrs. Leslie Sullins, after he received the first Dr. W. David Sullins InfantSEE™ Award for his contributions to infant eye care. Dr. Hicks is the Ohio InfantSEE™ state leader and has worked to get 45 percent of the Ohio Optometric Association’s members signed up as InfantSEE providers.

Since its launch last June, more than 7,300 optometrists have signed on as InfantSEE™ providers and the program has gained new allies and participants.

Early in 2006, The Vision Care Institute of Johnson & Johnson Vision Care, Inc. renewed its support to the program.

Organizers estimate that ODs have examined nearly 50,000 infants and collected more than 10,000 assessment forms.

The program has been honored by the American Society of Association Executives,

been featured on the *Today* show twice and been lauded by *Prevention* magazine.

Most important, based on evaluation forms, about one in 20 infants was found to be at-risk for an abnormal

prescription status, reaffirming the need for this valuable program.

Optometrists found overall need for concern in just 1 in 14 infants, necessitating careful follow up or referral to a specialist.



Justina Chen Headley signs a copy of her book for children with Amblyopia, *The Patch*, for AOA Public Relations Specialist Julie Mahoney. The author is donating some proceeds from the book, as well as \$2,000, to the InfantSEE™ program. After telling the 1,500 members of the AOA House of Delegates the emotional story of her daughter’s experience with amblyopia, Headley was named an honorary member of AOA.

Look for more coverage of Optometry’s Meeting in the next AOA News and at AOANews.org.



J. Pat Cummings, O.D., Vistakon's vice president of professional affairs, is congratulated by Industry Relations Committee Chair Howard Braverman, O.D., on being the Diamond sponsor of Optometry's Meeting™.

Records, from page 18

tributed significantly to the growth, development, acceptance and standards during the evolution" of the profession. It notes that "for the last half century the profession of optometry has been inspired and benefited by the talents, leadership and dedication of Alden Norman Haffner, O.D., Ph.D."

In the second resolution, the American Optometric Association "endorses and encourages the American Optometric Institute to conduct ongoing fundraising nationally for the Optometric Disaster Relief Fund program, soliciting contributions from individual doctors ("doctor-to-doctor"), the ophthalmic industry, and other sources." The resolution suggests that each state affiliated association may solicit through their respective dues statement a line item for a voluntary donation of \$25 annually, payable to the American Optometric Institute.

Both resolutions passed unanimously by voice vote. A bylaws change, revising the AOA fiscal year to correspond to the calendar year, rather than beginning July 1, was approved by the associ-

ation's decision-making body on June 22 as well.

A wide range of bylaws changes passed on June 23. They affect the classes of membership in AOA and help create membership categories that are more consistent with state and affiliate optometric association practices. A summary of the changes appeared in the April 24 *AOA News*.

The resolutions must be approved by the AOA Judicial Council before they can take effect.

Giving mood

State leaders in the House of Delegates were in a generous mood. Mississippi Optometric Association President Amy A. Crigler, O.D., described getting thank you letters from optometrists — one who lost everything in Hurricane Katrina and was writing from a cot in a tent. She thanked the AOA and the American Optometric Institute (AOI) for establishing the Optometric Disaster Relief Fund.

Dr. Crigler said that for optometrists recovering from the hurricanes of 2005, the checks from AOA were all they

had in those first chaotic days following the hurricane.

Incoming President C. Thomas Crooks, O.D., told attendees that Alcon had pledged to match donations to the Optometric Disaster Relief Fund, up to \$10,000. He noted that, at the time he spoke, that limit had not been reached.

"Folks, this is money we don't want to leave on the table," Dr. Crooks said. "What will it take to 'get 'er done'?"

In response, state optometric associations rose one at a time, approached microphones and announced their contributions to the fund, ranging from \$1,000 to \$5,000.

When the final speaker sat down, 39 state associations had pledged \$42,000 to the fund.

The generosity continued on Saturday, with Alcon adding another \$5,000 to its matching funds.

Then, after the elections, Kenneth S. Lawenda, O.D., president of the California Optometric Association, rose to issue a challenge for ODs to be similarly generous with VISION USA. In response,



Olympic silver medalists Tanith Belbin and Ben Agosto listen to Derrick Artis, O.D., director of Professional Affairs for Vistakon, during their appearance at the Vistakon booth at Optometry's Meeting™. The pair discussed figure skating and their experience with Acuvue Oasys, signed autographs and posed for pictures. While at Optometry's Meeting™, Vistakon also announced the national launch of "Click-to-be-contacted," a free online service to facilitate appointment scheduling for new contact lens patients. Consumers visiting www.acuvue.com are provided a list of optometrists in their area and are able to enter their contact information to be immediately sent to a doctor enrolled in "Click-to-be-Contacted." To register for this new service, visit www.ecp.acuvue.com or contact a Vistakon sales representative.

California, Ohio, Washington, Kentucky, Louisiana, North Carolina, Maine, New York, Wisconsin, Michigan, Florida, and Alabama pledged \$1,000 each. Texas pledged \$5,000.



From left, Richard E. Weisbarth, O.D., CIBA Vision Vice President, Professional Services, North America; Richard M. Hill, O.D., Ph.D.; Kenneth A. Polse, O.D.; Donald Korb, O.D.; and Robert B. Mandell, O.D., take the stage at the AOA Contact Lens and Cornea Section reception. The section honored Drs. Hill, Polse and Mandell for their pioneering efforts in the field of contact lens research by presenting them with the Donald R. Korb Award.

Cost models claim supplements could save \$2.5 billion by preserving eyesight in seniors

Reducing the level of disability among seniors as a result of age-related diseases is increasingly important, as more people are living longer while available health care dollars are shrinking.

Visual impairment is one of the top four reasons for loss of independence among seniors, affecting activities central to daily independent living such as reading, writing, driving and walking.

An estimated 18



A good patient education resource about nutrition and eye health, "Eye on Nutrition," can be found on the AOA web site, www.aoa.org. Click on "Clinical Care" and then "Vision and Nutrition."

percent of hip fractures among seniors are attributed to age-related vision loss. Age-related macular degeneration or AMD affects approximately 35 percent of persons aged 75 and older and accounts for 54 percent of all blindness in white Americans.

In addition to the antioxidants and zinc shown to retard progression of AMD in the Age-Related Eye Disease trial (AREDS), the carotenoids lutein and zeaxanthin (L/Z) have attracted scientific interest as potential pro-

TECTIVE agents in AMD.

Biochemical, observational and clinical evidence exists to suggest that L/Z may help protect the retina against oxidative damage, reduce risk of AMD and improve visual function in patients with AMD.

Recently a health impact study was commissioned by the Dietary Supplement Education Alliance (DSEA), a partnership of scientific, education and industry groups created to promote the responsible use of vita-

mins, minerals, herbs and specialty supplements, to review the scientific literature on L/Z in eye health; evaluate and quantify any positive effect on health status; and calculate the potential savings, using a cost model similar to the type used by the Congressional Budget Office, that might

accrue if a proportion of older individuals with dry AMD were to avoid losing their sight through disease progression to wet AMD and consequent transition to greater dependency.

Studies in the literature were organized and examined to answer three questions:

- (1) Do L/Z produce a physiological effect as shown by a change in biological markers?
- (2) Does this physiological effect create a positive change in health status?
- (3) Is the change in health status associated with a decrease in health care expenditures?

Physiological effects of lutein, zeaxanthin

Lutein and zeaxanthin are the only carotenoids found in macular tissue. They are present in the macula in concentrations approximately 500 times higher than in other body tissues, strongly suggesting a unique biological role there.

The amount of L/Z in the macula is measured as macular pigment density, which can be increased either by increasing dietary intakes or by taking supplements of lutein and zeaxanthin.

Macular pigment density is thought to be an important variable in AMD, as seen in observational and experimental research.

Observational and experimental research has also shown a positive correlation between L/Z intake and reduced AMD risk (see sidebar).

Evidence for a positive change in health status

In addition to the studies showing correlation between macular pigment density and AMD risk, a number of observational studies have linked L/Z to AMD risk (see sidebar).

At least one double-blind, randomized clinical trial has found improvement in visual function among patients who took either lutein alone or lutein plus antioxidants for one year.

In this study, the Lutein Antioxidant Supplementation Trial (LAST), 90 patients with AMD were randomized to receive daily supplements of either 10 mg lutein alone, 10 mg lutein plus a broad spec-

trum formula of antioxidants and vitamins (OcuPower®), or placebo.

After 12 months, both supplemented groups showed significantly improved macular pigment optical density and glare recovery, improved near visual acuity and significant improvements in overall measures of quality of vision.

Subjects who received lutein plus antioxidants did better in overall visual quality than those who received lutein alone.

Although the study was relatively short in duration with a small number of subjects, it provides valuable preliminary evidence that lutein with antioxidants, vitamins and minerals might be an effective nutritional supplement for AMD.

Not all studies have found a significant positive relationship between L/Z and decreased risk of AMD.

However, there is a plausible case to be made based for benefits of increased L/Z intake on the combined weight of the biochemical evidence, positive observational studies and the existing clinical trial data.

Based on this preliminary evidence to date, the Dietary Supplement Health Impact Study (DSHIS) estimated a potential five-year (2006-2010) net savings that could accrue from L/Z supplementation and a subsequent reduced need for transition to dependency among the at-risk population.

See Supplements, page 21

Projected savings with reduced progression of AMD

Since there is no cure for AMD, direct health care costs could not be used as a metric. Instead, the DSHIS calculated potential savings if a percentage of seniors could avoid transitioning to greater dependency, based on the predicted reduced risk of AMD seen in the existing scientific literature.

Each year approximately 2 percent of seniors are no longer able to function independently and so must transition to greater dependency, either in a community setting or a nursing home.

This would result in approximately 131,000 seniors transitioning to dependent care by 2010.

The cost of that transition was calculated, based on the population of aged Part A Medicare beneficiaries reported by the Medicare Combined Board of Trustees and the costs of long-term care when older people become more dependent, reported in the *Journal of Public Health*. The number of aged Part A Medicare beneficiaries in 2005 was 35.9 million and is projected to reach 39.3 million by 2010. The dependency transition costs were \$309,414,587 in 2005 and are projected to reach \$837,776,876 in 2010, with cumulative costs estimated at \$2,926,970,317 for the five-year period.

In 2005, approximately 13.5 percent or 4.3 million seniors were taking lutein supplements, leaving a balance of potential new users of 86.5 percent or 31 million seniors. The model assumed a 20

percent increase in new users each year, with an additional 1 percent of "switchers" who currently take lutein but would switch to insurance coverage of the supplement. Thus, the number of new users was projected at 17.7 million by 2010.

The number of seniors with symptoms of AMD was 17.5 million in 2005 and is projected to grow by approximately 2 percent per year to 20 million in 2010. Of these, more than 1.8 million would progress to advanced AMD, resulting in impaired vision and transition to dependency.

Based on the LAST study and the WHO criteria, L/Z supplementation could increase macular pigment density and reduce risk of AMD in 43 percent of new users.

It was estimated that over the five-year period, more than 98,000 seniors could avoid the one-year transition cost associated with becoming dependent in the community, and close to 33,000 seniors could avoid the one-year transition cost associated with entering a nursing facility if the predicted proportion of seniors took L/Z on a daily basis and thereby reduced their risk of having AMD and severe vision impairment.

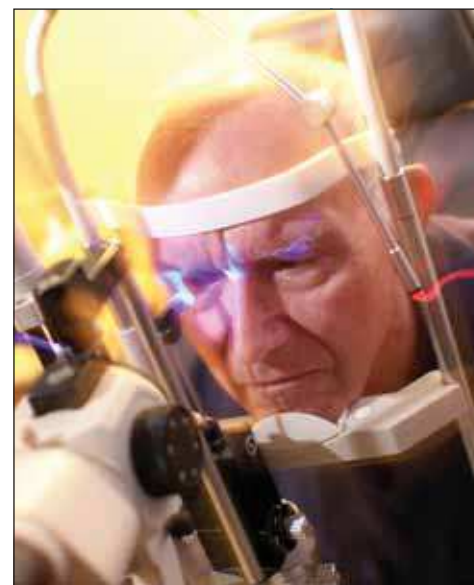
The total cost savings associated with this maintenance of independence, less the cost of L/Z supplements, is approximately \$2.5 billion.

Looking ahead

While the numbers from this hypothetical model are promising, they are contingent upon proof of efficacy from L/Z similar to that seen for antioxidants in AREDS-I.

Such data may emerge from the AREDS-II randomized trial by the National Eye Institute, which has begun recruitment for a seven-year study of lutein, zeaxanthin and omega-3 fatty acids in reducing risk of AMD.

In the meantime, eye care professionals may wish to educate their patients about what is known to date so that they can make an informed risk/benefit decision regarding supplementation. A good patient education resource about nutrition and eye health, "Eye on Nutrition," can be found on the AOA web site, www.aoa.org. Click on "Clinical Care" and



then "Vision and Nutrition."

Medicare does not cover dietary supplements. However, the annual cost of daily L/Z supplements as estimated by the DSEA study was only approximately \$30.50 in 2005, projected to \$34.50 in 2010.

Improved nutrition could lead to improved vision for seniors.

Summary of studies on the physiological effects of lutein and zeaxanthin

Study: Review article of epidemiological studies¹

Result: Both lutein and zeaxanthin function as antioxidants, protecting the retina by quenching light-induced free radical reactions or by absorbing blue light

Study: Recent studies in quail^{2,3}

Result: Higher amounts of xanthophylls in the retina reduced light-induced damage to photoreceptors, which may be the mechanism by which lutein and zeaxanthin protect the retina

Study: Review of primate studies, including humans⁴

Result: L/Z are oriented differently within cell membranes, which may affect their function and efficacy as either radical scavengers or blue light filters

Study: Review of studies investigating L/Z role in delaying chronic disease⁵

Result: They also are concentrated in different areas of the macula: zeaxanthin is more prominent in the inner macula and therefore may be more important in protecting cone cells concentrated in the central retina, while lutein is concentrated in the peripheral retina and may be more important in protecting the rod cells concentrated there

Evidence for a positive change in health status

Study: Age-Related Eye Disease Study⁶

Result: An analysis of baseline data found an association between higher intakes of L/Z and a lower likelihood of having advanced AMD

Study: Epidemiological studies, including the Eye Disease Case-Control Study and an analysis of the Third National Health and Nutrition Examination Survey (NHANES-III)^{7,8,9,10}

Result: Associations found between lower risk for AMD with higher consumption of L/Z -rich foods, overall dietary L/Z and higher blood levels of L/Z

Study: Veterans LAST study (Lutein Antioxidant Supplementation Trial)¹¹

Improvement in visual function among patients who took either lutein alone or lutein plus antioxidants for one year

Study: Long-term supplementation study¹²

Result: Improved visual acuity and decreased sensitivity to glare

Study: Pilot Study¹³

Result: Improved retinal function in aged patients both with and without AMD

For a complete list of references, e-mail references@ketchum.com.



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AOA awards Acuvue Advance, Oasys with Seal of Acceptance for UV-absorbing CLs

The AOA Commission on Ophthalmic Standards has awarded the first Seal of Acceptance for Ultraviolet Absorbing Contact Lenses to Vistakon, Division of Johnson & Johnson Vision Care, Inc., for the Acuvue Advance with Hydraclear, Acuvue Advance for Astigmatism, and Acuvue Oasys with Hydraclear Plus Brand Contact Lenses.

The announcement was made at Optometry's Meeting™ Las Vegas on June 23.

In awarding the Seal of Acceptance, AOA's Commission on Ophthalmic Standards, which provides independent evaluation of ophthalmic related products, determined that the Acuvue Advance and Acuvue Oasys brands meet AOA specifications for ultraviolet absorbing contact lenses.

These specifications are in accordance with published standards of the American National Standards Institute (ANSI) and International Standards Organization (ISO).

The ANSI and ISO standards classify UV-blocking contact lenses into two groups based on the lens's absorptive capacity at its minimum thickness. Class 2 UV-blockers must absorb at least 70 percent of UVA and more than 95 percent of UVB radiation. Class 1 UV-blockers must absorb a minimum of 90 percent UVA and at least 99 percent UVB radiation.

Only products that meet these standards may claim to be UV blocking.

"Not all contact lens lines offer UV protection, and, of those that do, not all provide simi-



Announcing the first AOA Seal of Acceptance for UV Blocking Contact Lenses are, from left, Director of the AOA Clinical Care Center Jeffrey L. Weaver, O.D.; Vistakon of the Americas President Naomi Kelman; and AOA President C. Thomas Crooks, O.D.

lar absorption levels," explains Pat Cummings, O.D., vice president of Professional Affairs for Vistakon.

"All Acuvue brand contact lenses offer effective UV-blocking, and among contact lens brands, Acuvue Advance, Acuvue

Advance for Astigmatism and Acuvue Oasys with more than 90 percent of UVA rays and 99 percent of UVB rays blocked are the only lenses to achieve Class I UV blocking status," Dr. Cummings said.

Because they cover the entire cornea and

limbus, UV-blocking contact lenses offer an added level of protection when worn with UV blocking sunglasses.

While many sunglasses will block UV rays that enter through the lenses, most do not prevent unfiltered rays from reaching the eyes through the sides, as well as the top, and/or bottom of the glasses.

Due to their inability to block these peripheral rays, some sunglasses block as little as 50 percent of all UV radiation from reaching the eyes.

Although UV-blocking contact lenses provide important added protection for patients, they should not be viewed as a stand-alone solution. Contact lenses should always be worn in conjunction with high-quality UV-blocking sunglasses and a wide-brimmed hat for maximum UV protection for the eyes.

FDA approves Lumigan as first line treatment for elevated IOP

Allergan, Inc. announced June 23 that the United States Food and Drug Administration (FDA) has approved Allergan's once-daily prescription eye drop Lumigan as a first-line treatment for elevated intraocular pressure (IOP) associated with open-angle glaucoma or ocular hypertension. The Lumigan first-line indication is in addition to Lumigan's widely established use as a second-line treatment.

"This first-line indication supports the initial use of Lumigan to lower elevated IOP associated with open-angle glaucoma or ocular hypertension," said Scott Whitcup, M.D., Allergan's executive vice president, research and development. "We are pleased to offer eye care professionals this effective therapy to treat elevated IOP in their glaucoma patients at any point in the course of the disease."

The FDA approved Lumigan in 2001 as an IOP-lowering medication for second-line use. Since its introduction, Lumigan has been widely pre-

scribed by thousands of eye care professionals to reduce elevated IOP in open-angle glaucoma and ocular hypertension patients who were intolerant of other IOP-lowering medications or who did not have a sufficient reduction in IOP in multiple measurements using another IOP-lowering medication.

"The FDA's first-line indication for Lumigan helps to validate that the lipid class of medications has become the mainstay of IOP-lowering therapy and that once-a-day lipids are becoming the therapy of choice based on their efficacy, systemic safety and ease of use," said Paul P. Lee, M.D., J.D., professor of ophthalmology, Duke University.

Lumigan monotherapy delivers effective and sustained lowering of IOP which is significant because elevated IOP is a leading risk factor for glaucoma and the only risk factor that can currently be treated, according to Allergan.



Advanced Medical Optics
Alcon
Allergan
Bausch & Lomb
CIBA Vision Corporation
CooperVision
Essilor of America
HOYA Vision Care
Luxottica Group
Marchon Eyewear
Optos
Signet Armorlite
TLC Vision Corporation
Transitions Optical
Vision Service Plan
VisionWeb
Vistakon, division of Johnson & Johnson Vision Care

Industry Profile is a regular feature in AOA News allowing participants of the Ophthalmic Council to express themselves on issues and products they consider important to the members of AOA.

Industry Profile: Marchon

Marchon Eyewear is one of the world's largest privately owned designers, producers and distributors of quality fashion and sport eyewear and sunwear. Headquartered in the USA, Marchon markets and distributes its products globally with other regional headquarters in Amsterdam and Tokyo/Hong Kong, and local sales offices serving customers in a network of over 80 countries. Marchon has approximately 1,100 employees and 600 sales representatives worldwide, all dedicated to promptly delivering high quality products with courteous, responsive service in a manner that makes accounts want to do business again and again with the company.

Marchon Italy is the company's global design center and is linked by 3D CAD and other technologies to licensors and additional design resources in the U.S., Japan, and China. Modern production facilities are located in Italy, China, and Japan. Having multiple production facilities allows Marchon maximum flexibility in sourcing a wide range of products offering both high quality and great value. The company has a balanced and impressive range of collections with world-famous brand names and patented products.

The portfolio of collections has been developed to address distinct consumer groups.

The collections include: Calvin Klein, targeting the adult contemporary market; cK Calvin Klein, a mass brand targeting teens and young adults; Coach sunwear and eyewear, a modern and classic American accessory, which offers quality, design and functionality; Fendi offers European appeal to high fashion adult eyeglass and sunglass wearers; Nike eyewear includes high performance sport suns, ophthalmics and sunwear that utilize Flexon® and other innovative materials; Nautica eyewear features a wide range of optical styles and a polarized sun collection; Disney for children; Flexon for adults and children seeking durability and superior eyewear technology; and various Marchon house brand collections that offer high quality, fashion, technological innovation, and value.

In 2005, Marchon launched Michael Kors and MICHAEL Michael Kors sunwear and eyewear. Michael Kors is recognized as one of America's pre-eminent designers of luxury sportswear.

Marchon also owns a software subsidiary division, OfficeMate Software Solutions, with offices in California, Ohio, Illinois and Louisiana. The flagship product, OfficeMate, along with recently acquired RLsys provides practice management software to over 6,500 locations throughout the United States. ExamWRITER, a breakthrough electronic health record program, fully documents the patient's exam record with newfound speed and accuracy. OfficeMate and ExamWRITER seamlessly integrate providing the eye care professional a "practically paperless" office.

OfficeMate Software Solutions' newest product, OfficeMate Enterprise, provides a powerful software management tool that is scalable, flexible and designed exclusively to satisfy the specific demands of today's multi-location eye care professionals.

Over 9,500 locations throughout the United States and Canada rely on products from OfficeMate Software Solutions to successfully run their eye care businesses.

B&L releases new PureVision Toric CL parameters

Bausch & Lomb announced expanded parameters for its PureVision® Toric Visibility Tinted Contact Lens, which became available last month.

The new parameters include:

- ❖ Sphere powers: -6.50D to -9.00D in 0.50 steps; cylinder: -0.75D, -1.25D and -1.75D; axes: 10°-180° in 10° steps

- ❖ Sphere powers: plano (0.00D); cylinder: -0.75D, -1.25 and -1.75D; and axes: 10°-180° in 10° steps

Additional PureVision Toric parameters are planned for later this year.

"With the worldwide success of PureVision Toric to date in Europe and the United States, the increased number of

available parameters will make this great lens available to even more astigmatic patients," said Lisa Fawcett, vice president of Contact Lens Marketing for the Americas Region.

PureVision Toric contact lenses combine the SofLens66® Toric lens design featuring enhanced aspheric optics with the patented AerGel™ silicone hydrogel material, designed to provide clear vision, stability and comfort.

PureVision Toric is the only toric lens available for daily wear or extended wear from one to 30 days for the correction of myopia or hyperopia, according to Bausch & Lomb.

For more information, visit www.bausch.com.

UK soccer team goes red



Giorgio Armani released his designs for the England soccer team's new official 'off-field' wardrobe in June. Armani designed both a casual and formal look for the World Cup Tournament in Germany. The team will wear the new Emporio Armani Red sunglasses, which are part of the Product Red global business initiative, founded by Bono and Bobby Shriver, to raise money and awareness for the Global Fund to fight AIDS in Africa.

Industry News

Volk announces new digital lens series

Volk Optical released its third generation of patented double-aspheric optic lenses, the Digital Series, in June.

The latest in the series, the Digital High Mag™ lens, is designed to deliver the highest resolution retinal imaging of any non-contact lens.

The high magnification slit lamp lens produces 3-D views of the retina for general diagnosis and to help identify glaucoma at its earliest stage.



The 55-diopter lens magnifies images 1.3 times, and its enhanced stereopsis allows detection of optic disc swelling and cupping, as well as serous macu-

lar fluid.

The low dispersion glass construction reduces chromatic aberration for extremely high resolution retinal imaging, and an anti-reflective coating reduces the incidence of glare, producing opti-



mal slit lamp photographs.

In addition to the Digital High Mag™, two other lenses are available in the Digital Series:

- ❖ Digital Wide Field™, providing the widest, highest resolution field of view imaging past the vortex

- ❖ Digital 1.0x™, with a 1-to-1 magnification ratio for easy measurement of the optic disc

For more information, visit www.volk.com or call (800) 345-8655.

Optos earns royal engineering honors

The Royal Academy of Engineering honored Optos with the 2006 MacRobert Award, which recognizes the important role of engineering in wealth creation, national prosperity, and international prestige.

Optos developed the Panoramic200 Scanning Laser Ophthalmoscope device that produces a high resolution image of the retina, called the Optomap® Retinal Exam, which facilitates the early detection of disorders and diseases evidenced in the retina.

"Optos is a worthy winner and embodies the true spirit of the MacRobert Award," said Robin Paul, chair of the judging panel.

"Beginning with a brilliant innovatory concept, Optos has developed a revolutionary diagnostic device by dint of eight years' determination, creativity, and perseverance in solving the formidable technical problems they met on the way. In the

years to come, many people will owe their sight to the timely use of this outstanding example of clinical engineering."

The MacRobert Award is awarded annually for demonstrated excellence in innovation, contribution to community, and proven commercial success.

"Early diagnosis of eye and non-eye diseases can help save sight and save lives," said Stephane Sallmard, Optos CEO. "We are extremely proud of what we have achieved so far, and it is a great honor to be recognized by The Royal Academy of Engineering—it will serve to inspire us further in making our technology an industry benchmark. The MacRobert Award confirms we are a truly innovative and commercially growth-oriented company and that we are making a decided difference in helping our customers deliver a higher standard of eye and health care to their patients."



Nautica Eyewear sets sail with its modern, yet classic American designs. The 2006 collection is designed for an active, adventurous, and spirited lifestyle. Shown is style N9507.

Companies launch national CE tour

Transitions Optical and Carl Zeiss Vision have partnered on a multi-city education tour to reach eye care professionals throughout the United States.

The Transitions and Carl Zeiss Vision Tour will enable eye care professionals to learn about premium products and healthy sight while earning ABO or COPE continuing education credits.

The 21-city tour kicked off in June and continues through October.

The tour stops will include dinner and

cocktails followed by two, one-hour educational seminars.

Tour topics will include:

- ❖ Transitions Healthy Sight Counseling
- ❖ Transitions Lenses and Kids
- ❖ Teflon Clear Coat Lenses: the AR Advantage
- ❖ Advances in Progressives

- ❖ From the 60's to 60: The Largest Vision Care Opportunity in History

For more information, call (800) 848-1506 or register online at www.transitions.com/seminars.



Meetings

July

AEA CRUISE SEMINARS –
Grand Mediterranean
July 27-August 8, 2006
Grand Princess
Dr. Mark Rosanova, President
888/638-6009
aeacruises.aol.com
www.optometriccruisese-
minars.com

OEP CLINICAL CURRICULUM
VT/VISUAL DYSFUNCTIONS
July 27-31, 2006
Baltimore, MD
www.babousa.org.

ALABAMA OPTOMETRIC
ASSOCIATION
GULF COAST SUMMER
CONFERENCE
July 28-29, 2006
Hilton Sandestin Beach Golf
Resort & Spa
334/273-7895
lori@alaopt.com
www.alaopt.org

MICHIGAN OPTOMETRIC
ASSOCIATION
110TH ANNUAL
CONVENTION & SUMMER
EDUCATIONAL SEMINAR
July 28-30, 2006
Grand Traverse Resort,
Acme, Michigan
William D. Dansby, CAE
517/482-0616
miopptassn@aol.com

SACRAMENTO VALLEY
OPTOMETRIC SOCIETY
TAHOE SEMINAR, July 29-31,
2006 Embassy Suites Resort,
South Lake Tahoe, CA.
jerrysue@SVOS.info
926/447-0270
www.SVOS.info

ALASKA CE CONFERENCE
July 15-22, 2006 &
July 29-Aug. 5, 2006
Chignik, Alaska
907/696-2030
eyehuntesyefish@yahoo.com
www.eyehuntesyefish.com

August

OPHTHALMIC EDUCATION
INSTITUTE AND THE UMSL
COLLEGE OF OPTOMETRY
"HOLISTIC MEDICINE IN THE
MANAGEMENT OF OCULAR
DISEASE"
Aug. 2, 2006
Auditorium of the College of
Lake County, Grayslake, Illinois
Al Bucar, O.D.
847/838-2020
oeidrb@aol.com

SOUTHWEST FLORIDA
OPTOMETRIC ASSOCIATION,
EDUCATIONAL RETREAT 2006
Aug. 5-6, Southseas Island
Resort, Sanibel, Florida
Dr. Brad Middaugh
239/481-7799
swfoa@att.net
www.genesisgt.com/swfoa

SUMMIT 3 –
OPTOMETRY 2020
August 10-13, 2006
Hyatt Regency DFW
Dallas, TX
www.aoa.org

NATIONAL GLAUCOMA
SYMPOSIUM EAST, Brewster,
MA. Aug. 5-7, 2006.
877-825-2020,
info@neconferences.com, or
www.neconferences.com.

PENNSYLVANIA OPTOMETRIC
ASSOCIATION, INC.
ANTERIOR SEGMENT
UPDATE AT SEA
Aug. 6-11, 2006
Royal Caribbean Explorer of
the Seas/Bermuda
717/233-6455
llene@poaeyes.org

OEP FOUNDATION
REGIONAL CLINICAL
SEMINAR
August 26-27, 2006
South Bend, IN
Kyle Hoskins, O.D.
574/291-9280
hosko@cbd.net.

September

OREGON OPTOMETRIC
PHYSICIANS ASSOCIATION
AOT DIDACTIC COURSE
Sept. 6-8, 2006
Monarch Hotel, Clackamas,
503/654-5036
oopa@assomgt.com
www.oregonoptometry.org

VERMONT OPTOMETRIC
ASSOCIATION
Sept. 8-10, 2006
Stowe, VT
Sheila Hastie, O.D.
802/295-4887
e-mail: shastieod@tpk.net

NEW ENGLAND
PROFESSIONAL
CONFERENCES
FALL OPTOMETRIC SEMINAR
Sept. 10, 2006
Uniondale, NY
Janet Swartz
978/470-3500 or
877/825-2020
nepc@comcast.net
www.neconferences.com

INTERNATIONAL VISION
EXPO WEST
September 14-16, 2006
Las Vegas, NV
www.visionexpowest.com

OEP CLINICAL CURRICULUM
THE ART & SCIENCE OF
OPTOMETRIC CARE – A
BEHAVIORAL PERSPECTIVE
Sept. 14-18, 2006
Grand Rapids, MI
www.babousa.org

MAINE OPTOMETRIC
ASSOCIATION
MOA "FALL" CONFERENCE
Sept. 15-17, 2006
The Balsams Hotel, Dixville
Notch, New Hampshire
207/626-9920, moa.office@
maineyedoctors.com
www.maineyedoctors.com

OPTOMETRIC EXTENSION
PROGRAM FOUNDATION
37TH ANNUAL COLORADO
VISION TRAINING
CONFERENCE
Sept. 15-17, 2006
Estes Park, CO
George W. Hertneky, O.D.
970-842-5166
hertnekyg@aol.com

ARMED FORCES INSTITUTE
OF PATHOLOGY/AMERICAN
REGISTRY OF PATHOLOGY
OPHTHALMIC PATHOLOGY
FOR OPHTHALMOLOGISTS
Sept. 18-22, 2006
Doubletree Hotel, Rockville,
Maryland
Mark Hovland
202/782-2637
800/577-3749
came@afip.osd.mil
www.afip.org/departments/
edu/upcoming.htm

WISCONSIN OPTOMETRIC
ASSOCIATION, INC.
Sept. 21-25, 2006
Madison, WI
Charles B. Brownlow, O.D.
608/824-2200
FAX: 608/824-2205
e-mail: brownlowod@aol.com

ENVISION 06 CONFERENCE
SEPTEMBER 21-24, 2006
THE WESTIN CROWN
CENTER, KANSAS CITY, MO
316/682-4646
Michael.epp@envisionus.com
www.envisionconference.org

IDAHO OPTOMETRIC
ASSOCIATION, INC.
Sept. 28-Oct. 1, 2006
Coeur d'Alene, ID
208/461-2000
lebenton@aol.com

ILLINOIS OPTOMETRIC ASSO-
CIATION ANNUAL MEETING,
Sept. 28-Oct. 1.
Crowne Plaza Springfield, IL.
ioapr@ioaweb.org
800-933-7289
Fax: 217-525-8018

TENNESSEE OPTOMETRIC
ASSOCIATION, INC
Sept. 28-Oct. 1, 2006
Gatlinburg, TN
Bridget Jones
615/269-9092
e-mail: bridget@toaonline.com

MINNESOTA OPTOMETRIC
ASSOCIATION
FALL MEETING
Sept. 29-30, 2006
Duluth Entertainment
Convention Center, MN
Jessica Miller
952/841-1122
jessica@mneyedocs.org
www.mneyedocs.org

October

INDIANA OPTOMETRIC
ASSOCIATION 2006
FALL SEMINAR
Oct 4-5, 2006
Indiana Memorial Union
Bloomington, Indiana
Carolyn T. Winfree,
(317) 237-3560
ctwinfree@cypressmail.com
www.ioa.org

AOA ADVOCACY MEGA-
MEETING, Oct. 5-7, 2006
Chicago O'Hare Westin Hotel
www.aoa.org

MISSOURI OPTOMETRIC
ASSOCIATION, INC.
Oct. 5-8, 2006
Lake of the Ozarks, MO
573/635-6151
joycem@socket.net

KANSAS OPTOMETRIC
ASSOCIATION
FALL EYECARE CONFERENCE
Oct. 6-8, 2006
Airport Hilton, Wichita, KS
Gary Robbins
785/232-0225
info@kansasoptometric.org

NEW ENGLAND
PROFESSIONAL
CONFERENCES
FALL OPTOMETRIC SEMINAR
Oct. 8, 2006
Malvern, PA
Janet Swartz
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877/825-2020
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www.neconferences.com

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LV04 – LOW VISION THERAPY
Oct. 10-13, 2006
New York, NY Lighthouse
International
Cathy Czeto
212/821-9487
cczeto@lighthouse.org
www.lighthouse.org/ce



Glaucoma Update 2006

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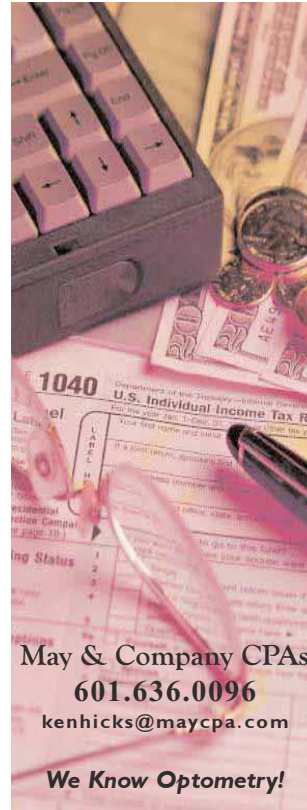
August 27, 2006

For more information:

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Office of Continuing Education and Alumni Affairs
3200 South University Drive
Fort Lauderdale-Davie, Florida 33328
(954) 262-4224 or email at ocoe@nsu.nova.edu



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PRESIDENTIAL SEARCH

SOUTHERN COLLEGE OF OPTOMETRY

Southern College of Optometry (SCO) in Memphis, Tennessee, is seeking a new President. The current president's retirement is effective June, 2007. The SCO Board of Trustees invites applications for only the sixth president in the college's nearly 75-year history.

As Chief Executive Officer of the College, the SCO President works under the direction of the Board of Trustees. The SCO Board seeks a proven leader with at least ten years of experience in the practice of Optometry and/or higher education and an O.D. degree. The President must be committed to excellence in education and the profession of optometry.

Interested applicants should send a cover letter, resume and three reference letters by July 28, 2006 to presidentsco@sco.edu or to:

**SCO Presidential Search
Southern College of Optometry
1245 Madison Avenue
Memphis, TN 38104**

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John McSoley, OD Glaucoma Grand Rounds
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Albert Aran, M.D. Is this an ocular emergency?

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Total Hours 15 • 10 Hours Cope Approved

Program / Speakers

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Tammy Than, O.D. **1 hour CE**

Aids Update

Ron Foreman, O.D. **2 hours CE**

Optometric Jurisprudence

Tammy Than, O.D. **2 hours CE**

Medical Errors

Sharron Cribbs, C.O.T. **3 hours CE**

Paraoptometric Speaker

Information

Brad Middaugh, O.D.
6360 Presidential Ct., Suite #5
Fort Myers, Florida 33919
Phone: 239-481-7799
Fax: 239-481-3739
E-mail: swfoa@att.net

Registration

Prior to July 10, 2006
A.O.A members - \$340
Non-members - \$440

After July 10th add \$50
to ALL registrations.

Hotel Reservations: Toll Free - 1-888-707-7888

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Grand Mediterranean, 7/27/06 - 8/8/06, *Grand Princess*. Venice, Athens (Piraeus), Kusadasi (for Ephesus), Istanbul, Mykonos, Naples/Capri, Rome (Civitavecchia), Florence/Pisa (Livorno), Marseille (for Provence), Barcelona. Cruise fares from \$2340. **Speaker: Dr. John McGreal**

Classic Southern Caribbean, 1/27/07-2/2/07, on the **brand new** *Crown Princess*. San Juan, Barbados, St. Lucia, Antigua, St. Maarten, St. Thomas, San Juan. Cruise fares from \$739.

Western Caribbean, 2/3/2007 - 2/10/2007, *Star Princess*. Ft. Lauderdale, Montego Bay, Grand Cayman, Cozumel, Princess Cays, Ft. Lauderdale. Cruise fares from \$749.

Joint venture with College of Optometrists in Vision Development. There will be two education programs. COVD program: Managing and Marketing the Successful Vision Therapy Practice.

South America, 2/12/2007 - 2/24/2007, *Golden Princess*. Buenos Aires, Montevideo, Falkland Islands, Cape Horn, Ushuaia, Punta Arenas, Chilean Fjords, Puerto Montt, Santiago. Cruise fares from \$1745. **Speaker: Dr. Janet Betchkal**

Hawaii, 2/17/2007-2/24/2007, *NCL Pride of America*. Honolulu, Hilo, Mt. Kilauea, Kahului, Kona, Nawiliwili, Honolulu. Cruise fares from \$1054.

A Touch of Colonial Spain, 3/19/07-3/26/07, *Silver Wind*. San Juan, Iles Des Saintes, Bridgetown, Bequia/ St Vincent/ The Grenadines, Antigua, Virgin Gorda, San Juan. Silversea - Luxurious ships, all suites, all inclusive. Fares from \$2400.

Gulf of Alaska, 6/30/2007 - 7/7/2007, *Sapphire Princess*. Vancouver, Ketchikan, Juneau, Skagway, Glacier Bay Scenic Cruising, College Fjord Scenic Cruising, Anchorage (Whittier). Cruise fares from \$949.

Mediterranean Adventurer, 7/21/07-8/4/07, *Sea Princess*. London (Southampton), Vigo, Lisbon, Barcelona, Cannes (Monte Carlo), Rome (Civitavecchia), Naples/Capri, Corsica (Ajaccio), Gibraltar, London (Southampton). Cruise fare \$3490.

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*****Labor Day*****

Mediterranean Collection, 9/29/07-10/10/2007, *Royal Princess*. Venice, Ravenna, Split (Croatia), Corfu, Kotor (Montenegro), Malta, Sicily, Sorrento/Capri, Corsica (Ajaccio), Monte Carlo, Portofino, Rome (Civitavecchia). Cruise fares from \$2790. **Speaker: Dr. Michael Giese**

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American Optometric Association

NEWS

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Classified advertising rates are \$2.00 per words. This includes the placement of your advertisement in the classified section of the AOA Member Web site for two weeks. There is a \$40 minimum charge per issue for the NEWS classifieds. A phone number or e-mail address counts as one word. Boldface listings in AOA NEWS are an extra \$2.00 per word. An AOA box number charge is \$20.00 and includes mailing of responses. The envelope will be forwarded, unopened, to the party who placed the advertisement. The charge for an automated e-mail response link is \$10.00 To reply to an ad with such a link, simply click on the link, type your message and press send. Payment for all classified advertising must be made in advance of publication, regardless of the number of times it is to appear. Please remit by check, Mastercard, Visa or American Express. Be sure to include the expiration date and credit card number. Classifieds are not commissionable. All advertising copy must be received by e-mail at k.spurlock@elsevier.com or by fax at 212.633.3986 attention Keida Spurlock, Classified Advertising. You can also mail the ads to Elsevier, 360 Park Avenue South, 9th floor, New York, NY 10010.

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Connecticut Optometry Opportunities: Growing Optometry practice has full time and part-time OD positions available in the following areas: Greenwich, Stamford, Danbury, Bridgeport, Litchfield, Fairfield, New London & Meriden. We offer excellent compensation, established patient base & family friendly flexible schedule. Email CV to caring@healthdrive.com or fax (toll free) 866-657-5400 or call (toll free) 877-724-4410.

FLORIDA: Royal Palm Beach/Wellington. Unique opportunity in high growth area. Established 16 years. Grossing \$657,556 on reduced work schedule & no managed care. Great staff, nicely equipped office. Call Dr. Plumb (561) 596-9775.

FLORIDA- FT/PT independent Optometry positions located throughout entire state. Guaranteed lucrative per diem & bonuses. Will pay travel. 954-579-6662/dreshannon@aol.com

Full or part-time optometrist position for our Titusville, Florida location. Contact Gen Parm at 407-834-7776, x102 or email interest to genparm@floridaeyeclinic.com

Illinois - IMMEDIATE OPENING for PT/FT optometrist in an established group practice in Springfield and Jacksonville. Send CV to PO Box 9830, Springfield, IL 62791-9830.

INDIANA – Southern. Solo Practice. Excellent location and excellent reputation. Fair Market Value - \$85,000.00. CONTACT PRACTICE BROKER RICHARD S. KATTOUF, O.D., 800/745-3937

Massachusetts/Rhode Island Optometry Opportunities Growing Optometry practice has a part-time (2 day a week) OD position available South Shore of MA & a (3 day a week) position available in Rhode Island. We offer excellent compensation, established patient base & flexible schedule. Email CV to caring@healthdrive.com or fax (toll free) 866-657-5400 or call (toll free) 877-724-4410

MISSOURI – Eastern. Two practices – Total Fair Market Value \$300,000.00. CONTACT PRACTICE BROKER, DR. RICHARD S. KATTOUF, O.D., D.O.S. 800/745-3937.

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North Western Texas - Established 16 yrs; 2,000 sq. ft.; 2 exam lanes; Grosses \$500k, 87% Cash. Great opportunity 888-277-6633; debra@promed-financial.com.

Pennsylvania Optometry Opportunities Growing Optometry practice has full time and part-time OD positions available in the Wilkes-Barre and Reading areas. We offer excellent compensation, established patient base & flexible schedule. Email CV to caring@healthdrive.com or fax (toll free) 866-657-5400 or call (toll free) 877-724-4410

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PRESIDENTIAL SEARCH SOUTHERN COLLEGE OF OPTOMETRY Southern College of Optometry (SCO) in Memphis, Tennessee, is seeking a new President. The current president's retirement is effective June, 2007. The SCO Board of Trustees invites applications for only the sixth president in the college's nearly 75-year history. As Chief Executive Officer of the College, the SCO President works under the direction of the Board of Trustees. The SCO Board seeks a proven leader with at least ten years of experience in the practice of Optometry and/or higher education and an O.D. degree. The President must be committed to excellence in education and the profession of optometry. Interested applicants should send a cover letter, resume and three reference letters by July 28, 2006 to presidentsco@sco.edu or to: SCO Presidential Search Southern College of Optometry 1245 Madison Avenue Memphis, TN 38104 Southern College of Optometry is an Equal Opportunity Employer.

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Virginia, Southwest - Optometrist Wanted: Immediate opening for personable, hardworking optometrist in busy five location group practice in Roanoke, Virginia leading to purchase opportunity. Please email CV to: newman5150@aol.com

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WANTED Bulbs (6.5 volt) for monocular indirect ophthalmoscope (formerly made by AO, then by Reichert). Part number from Innova was 12047. Contact Dr. Mintz eyetoeyemba@hotmail.com



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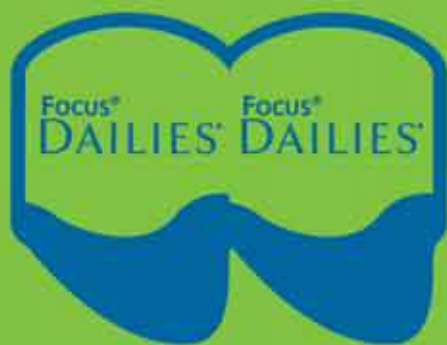
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