

**Richard Adler, MD, FACS**

Dr. Richard A. Adler is Director of Ophthalmic Services at the Belecara Premier Multispecialty Group in Baltimore, Maryland. Dr. Adler completed his residency and Cornea fellowship training at the Wilmer Eye Institute where he remains on faculty as Assistant Professor of Ophthalmology. Dr. Adler lectures weekly on the national level on topics related to Dry Eye Disease and presented original content on Dry Eye Disease at this year's Millennial Eye Meeting, Dry Eye Summit, and the World Cornea Congress.

**Michele Andrews, OD**

Michele Andrews, OD., joined CooperVision in 2015 as Senior Director, North America Professional and Academic Affairs. Prior, she held professional relations leadership roles with For Eyes Optical Company, EyeMed Vision Care, and LensCrafters. She also has patient care experience in various business models, including private practice, hospital-based optometry, and LASIK centers. Dr. Andrews is an alumna of the Illinois College of Optometry.

**Melissa Barnett, OD, FAAO**

Melissa Barnett, OD, FAAO is a Principal Optometrist at the UC Davis Medical Center in Sacramento. She specializes in anterior segment disease and specialty contact lenses. Dr. Barnett lectures extensively and has been published on topics including dry eye, anterior segment disease, contact lenses, corneal collagen cross-linking and creating a healthy balance between work and home life for women in optometry. She is on the Board of Women of Vision and The Scleral Lens Education Society. Dr. Barnett is a spokesperson for the California Optometric Association and has appeared on several television shows. In her spare time she enjoys cooking, yoga and spending time with her husband, Todd Erickson, also an optometrist, and two sons, Alex (10) and Drew (8).

**Justin Bazan, OD**

Justin Bazan, OD of Park Slope Eye in Brooklyn, N.Y., enjoys lecturing on practice management topics, and is best known for his social media expertise. He pioneered the use of social media as a marketing tool to help build a successful practice, which was established in the summer of 2008.

**Jay Binkowitz**

Over the last 30 years Mr. Binkowitz has had extensive experience in retail operations, merchandising & marketing, manufacturing & distribution, technology development, national sales, and on site interactive consulting. As president of GPN Business Consulting he has dedicated his time and resources to supporting independents throughout the nation.  
[www.GatewayPN.com](http://www.GatewayPN.com)

**Marc Bloomenstein, OD**

Dr. Marc R. Bloomenstein is a 1990 graduate of the University of California at Los Angeles with a degree in Biology. He received his optometric degree from the New England College of Optometry in 1994. After graduation Dr. Bloomenstein finished a residency in secondary ophthalmic care at the Barnet Dulaney Eye Center in Phoenix, Arizona. He received his fellowship from the American Academy of Optometry in December 1998 and is a founding member of the Optometric Council on Refractive Technology. Moreover, Dr. Bloomenstein is an Adjunct Assistant Professor at the Southern California College of Optometry and Arizona College of Optometry. Currently Dr. Bloomenstein is the Director of Optometric Services at the Schwartz Laser Eye Center in Scottsdale, Arizona. Aside from lecturing and publishing on numerous anterior segment and refractive topics, Dr. Bloomenstein is on the editorial board of Primary Care of Optometry News, Review of Optometry, Optometry Times and a frequent contributor to various optometric journals. Dr. Bloomenstein also has weekly blog on the Review of Optometry website. Dr. Bloomenstein served as the President of the Arizona Optometric Association, as well as, an Optometric Advisor to STAAR Surgical, Bausch & Lomb, Allergan, Odyssey, Inspire, TearLab, and Alcon. Dr. Bloomenstein is the President of the Board of the Arizona Optometric Charitable Foundation. Dr. Bloomenstein is the current President of the Optometric Council on Refractive Technology and a member of the ASCRS Integrated Eyecare Delivery Task Force.

**Sharon Carter**

Sharon Carter has over 22 years of optometric experience including working in an office as an office manager, sales and training for an optometric software company to consulting for private practices. She started her own consulting company, Eye Care Optometric Consulting (ECOC), in 2001 and personally consults in offices all over the country spreading her team building philosophy. She is very energetic and enthusiastic and for more than 9 years has been speaking and motivating staff at state associational meetings, national and international conferences sharing her company's philosophy of 'provide the best patient care possible and the money will follow.'

**Clark Chang, OD**

Clark Chang, OD, MSA, MSc, FAAO is Director of Clinical Services at TLC Vision and The Laser Vision Institute. He completed a clinical fellowship training in cornea and contact lenses. In addition, he has been a subinvestigator in numerous cross-linking clinical trials and has published extensively on keratoconus treatments with both surgical innovations and advancing contact lens technologies. As well, he is an advisory board member at International Keratoconus Academy for Eye Care Professionals (IKA), Gas Permeable lens Institute (GPLI), and Optometric Cornea Cataract and Refractive Society (OCCRS).

**Trudi Charest**

Trudi Charest is currently the Co-Founder of 4ECP's, an organization focused on creating resources for eyecare professionals including Jobs, Training & Marketing. Trudi is also the Director of Training & Events for Eye Recommend, a network of Optometrists with over 400 clinics in Canada. She is a well known international speaker, author, consultant and business innovator in the eyecare industry. Trudi is a Licensed Optician and also holds a Management Certificate in Human Resources from the University of Calgary. Her extensive industry background includes Director of Marketing at Eye Recommend, Clinical Consultant for Optos North America, Territory Manager for Bausch & Lomb and Corporate Training and Recruiting for one of Canada's largest Optical Chains.

**Antonio Chirumbolo, OD**

Dr Chirumbolo earned his Bachelor's degree in Biology at Duquesne University and went on to study at the State University of New York College of Optometry in New York City. He was born and raised in Pittsburgh. He provides care to patients of all ages and especially enjoys working with children. When not in the office, he enjoys running, playing soccer, studying economics, and volunteering within his local communities.

**Edward De Dennaro, MEd, ABOM**

Mr. Ed De Gennaro is a noted authority on practical optics, dispensing, sales, management and training. He lectures extensively at national, state and local optical meetings, and has presented in Europe, Canada and Puerto Rico. Formerly a Professor and Program head of the Opticianry Program, and the Dean of the School of Health Sciences at J. Sargeant Reynolds Community College in Richmond, Virginia; he currently operates Infocus Optical Consulting.

**S. Barry Eiden, OD, FAAO**

Dr. Eiden is president and medical director of North Suburban Vision Consultants, a private multi-specialty group practice. He is also president and medical director of Keratoconus Specialists of Illinois and co-founder of EyeVis Eye and Vision Research Institute. Dr. Eiden has faculty appointments at the University of Illinois Medical Center, Department of Ophthalmology as well as at Indiana, Illinois, PCO and UMSL Colleges of Optometry. He is past chair of the AOA contact Lens and cornea section and is a frequent author and lecturer both nationally and internationally.

**David Fleischman, MD**

Retired ophthalmologist David A. Fleishman, MD is a world renowned expert on antique spectacles and vision aids. Over the past 14 years he created the website "Antiquespectacles.com" as he has studied artifacts in his travels to optical museums around the world where he often corrects fallacies that persist within these collections. Prior to his role as Executive Producer and also Chairman of the Advisory Board of the recent PBS documentary

"Sight: The Story of Vision", he did a thorough review of the vision aids stored at the Vatican Museum and also the spectacles worn by Abraham Lincoln at the Library of Congress. Most recently he has investigated the legacy and contributions of John McAllister and family of Philadelphia. Dr. Fleishman was the Chair of Ophthalmology at two hospitals outside of Boston in addition to being in private practice. In May of 2017, he received the Presidential Medal from the New England College of Optometry in recognition of his unique website and his contributions to the huge SIGHT Documentary Project.

**David Geffen, OD**

David I. Geffen, O.D., FAAO, received his BA in Biology from UCLA and his OD from UC Berkeley. He was in private practice in La Jolla from 1982 to 1994 before joining Gordon-Weiss-Schanzlin Vision Institute, a group practice.

**John Gelles, OD**

Dr. Gelles is the director of the specialty contact lens division at the Cornea and Laser Eye Institute-Hersh Vision Group and the CLEI Center for Keratoconus in Teaneck, New Jersey. His clinical work is dedicated exclusively to specialty contact lenses and surgical co-management for corneal disease (specifically keratoconus), ocular surface disease, and post-surgical corneal conditions as well as clinical research for keratoconus and specialty contact lenses.

Dr. Gelles is also the Chief Emerging Technology Officer at EyeCareLive and PeerMed. He is a Fellow in the International Academy of Orthokeratology, a Fellow of the Contact Lens Society of America, and a Fellow of the Scleral Lens Education Society. He is a graduate of the Pennsylvania College of Optometry and is an adjunct clinical professor for State University of New York College of Optometry and New England College of Optometry.

Additionally, he is an optometric consultant and is an advisory board member of the Gas Permeable Lens Institute and serves on the executive board of the International Keratoconus Academy of Eye Care Professionals.

**Bill Gerber**

Bill Gerber began his optical industry career over 25 years ago as a sales representative for Neostyle Eyewear, before becoming National Sales & Marketing Manager.

He then founded Delectable Display in 1998, serving companies such as Starbucks, Sunglass Hut, Lenscrafters, Sony, Apple, Victoria's Secret and Target and over 1500 leading independent optometric practices. In 2012 he founded OMG! Optical Marketing Group, a finishing touch design and production resource that exists to help fine tune optical spaces and their sales techniques. OMG was born out of Gerber's New Rules of Optical Retailing Guidebook, now considered to be the de facto source for effective retailing of optical products. He is also co-founder of ContentLink, the industry's first marketing content distribution platform. Gerber has

served on numerous boards and advisory positions, is very active on the speaking circuit and serves as guest emcee for numerous charity events.

**Joy Gibb, ABOC**

Joy L. Gibb, ABOC began her optical career in 1986. She managed a independent retail opticianry in Bountiful, Utah for over ten years before opening her own business, Eyes Of Joy Mobile Optical Service and is an optician at Daynes Eye and Lasik. In addition, she often consults practices about their dispensaries and improving customer service and sales. Patients often seek her help with the difficult to fit prescription, progressive lenses, and children's eyewear. Joy is also a contributor to Vision Care Product News and has participated in the writing of several industry guides and publications and has served as a member of the Better Vision Institute.

**Alan Glazier, OD**

Dr. Glazier is a practicing optometrist and CEO of Shady Grove Eye and Vision Care, a large private practice in the Rockville, MD suburbs of Washington DC. Dr. Glazier the co-founder of the industry's first annual virtual conference, Seeing Is Believing. He is founder of the industry's most active modern social media group 'ODs on facebook', and is the founder of the Networked Eye Care Alliance social media groups and websites including the acclaimed 'Eyegregator.com'. Dr. Glazier authored 'Searchial Marketing: How Social Media Drives Search Optimization and an eBook 'Customer Communication Software'. He has been interviewed by Entrepreneur magazine and NetworkSolutions. Awards: Review of Optometric Business/Vision Monday '2011 Optometric Business Innovator' digital media. D.A.R.E. 'Lead, Follow or Get Out of the Web' award, honoring his cutting edge online marketing efforts. Recently he was chosen as one of 2012s Optometric Industry Influencers by the VisionMonday organization.

**Darryl Glover, OD**

Dr. Glover is a global optometrist, entrepreneur, and social media expert. He received his Doctorate of Optometry from Salus University. Dr. Glover founded Eye See Euphoria blog in 2013 with intentions to ensure his patients satisfaction with the eyewear they selected. Dr. Glover has worked with brands such as Oliver Goldsmith, DeRigoVision and Transitions to name a few. In addition to the aforementioned, Dr. Glover has written articles for multiple prestigious optical outlets and interviewed the top independent eyewear designers in the world.

**Whitney Hauser, OD**

Dr. Whitney Hauser received her Doctor of Optometry degree in 2001 from Southern College of Optometry. She completed a postgraduate residency in Primary Care Optometry at the Southern College of Optometry in 2003.

Prior to joining the SCO faculty as Assistant Professor, Dr. Hauser served as Clinical Director and Research Coordinator at an ophthalmology referral center in Memphis, Tennessee. Dr. Hauser has authored several articles focusing on the management and treatment of ocular surface disease, the anterior segment and practice management. She has been an invited speaker across the United States and internationally.

Dr. Hauser provides clinical care for patients at TearWell: Advance Dry Eye Treatment Center and the Advanced Care and Ocular Disease Service at Southern College of Optometry. She is, also, founder and senior consultant for Signal Ophthalmic Consulting (SOC). SOC designs premier care plans for optometry and ophthalmology practices with an emphasis on dry eye care and cataract/refractive surgery.

### **Mark Hinton, ABO**

Mark Hinton graduated from the Hillsborough College Opticianry Dispensing Technology program in 1975, with honors. Mark began his professional Optical Career as an optician associate with Guild Opticians, Mills Anderson Opticians, in Pasadena, Florida. Mark then managed 2 Pearl Vision Centers in Bradenton and Clearwater Florida in order to advance his knowledge of Corporate Opticianry. Mark purchased Woodside Opticians and began a 25 year professional career as an independent optician/owner with offices in New Port Richey, Tarpon Springs, Spring Hill, and Port Richey Florida. After selling Woodside Opticians Mark became a partner in a young thriving private practice in N.C.

### **Milton Hom, OD**

Milton M. Hom OD, FAAO, FACAAI (Sc), practices in Azusa, California. He has written over 160 publications. He serves on several editorial boards and has over 60 published abstracts and peer-reviewed papers. Dr. Hom is a Scientific Fellow of the American College of Asthma, Allergy and Immunology (ACAAI) and Diplomate of the American Board of Optometry. Dr. Hom authored Mosby's Ocular Drug Consult and Manual of Contact Lens Prescribing and Fitting Third Edition (Elsevier). He is a multi-award winner, most recently AOA Luminary award and AOA CLCS Legend Award.

### **Paul Karpecki, OD**

Dr. Karpecki graduated from Indiana University and completed a fellowship in Cornea and Refractive Surgery at Hunkeler Eye Centers in affiliation with the Pennsylvania College of Optometry in 1994. He currently works at the Koffler Vision Group in cornea services and ocular surface disease research. He has lectured in over 400 symposia covering four continents and is one of the first optometrist to be invited to both the Delphi International Society at Wilmer- Johns Hopkins that includes the top 25 dry eye experts in the world, and the National Eye Institute's dry eye committee. This was a task force established by the U.S. Department of

Health and Human Services to better understand and treat dry eye disease in women. A noted educator and author, Dr. Karpecki presently serves on 8 professional journal editorial boards.

**Michael Kling, OD**

Michael A. (Mick) Kling, OD is owner and CEO of Invision Optometry, one of the largest single location private practices in San Diego, California. He is a founding member and past president of Refractive Management Services Corporation, a refractive surgery management company, and was formerly a Clinical Director of the TLC Laser Eye Center in La Jolla, CA (now Nvision Laser Eye Centers). In addition to private practice, he is a speaker and consultant for Impact Leadership, a leadership and consulting company founded by Dr. Kling. Dr. Kling earned his Doctor of Optometry degree, with honors, from Southern College of Optometry in Memphis, TN and went on to complete his residency training in Ocular Disease at Omega Eye Care Center in Jackson, TN. He is a member of the American Optometric Association, the California Optometric Association (which named him a “Young OD of the Year” in 2000), and a past president of the San Diego County Optometric Society. Dr. Kling has held several committee positions within the California Optometric Association, has served as an expert examiner for the National Board of Examiners in Optometry, and is an Adjunct Faculty member of the Southern College of Optometry.

**Millicent Knight, OD**

Vice President Professional Affairs, North America at Johnson and Johnson Vision Care, Inc.

**Jeffrey Krall, OD**

Dr. Jeffrey P. Krall completed his undergraduate work at Ferris University in Michigan. He received his Doctor of Optometry Degree from the Illinois College of Optometry in 1988 and completed post-clinical studies at the Great Lakes Naval Academy. After receiving his degree, Dr. Krall returned to his home state joining Krall Eye Clinic as a fourth generation optometrist. Dr. Krall is the lead investigator for EyeBrain Medical. He has conducted research for Shamir, Bausch & Lomb, Signet Armorlite, Crossbows Optical, Tokai Optical, Stereo Optical, Hydrogel Vision and Illinois College of Optometry. He has numerous publications. Lectured in the US and internationally on headaches, Dry eye and Ocular disorders.

**Lynn Lawrence, CPOT, ABOC**

Lynn E. Lawrence is currently a national lecturer and an ophthalmic technician for Mills Eye and Facial Plastic Surgery. He is an approved speaker for the American Optometric Association, American Board of Opticianry, and Joint Commission for Allied Healthcare Personnel in Ophthalmology. In 2009 he retired from the USAF after 30 years of service. During his military career he was promoted to the top 1% of the enlisted ranks to Chief Master Sergeant, and then assigned to the Army/Air Force Exchange Service Headquarters, Dallas, Texas as the Optical Program Manager. He oversaw quality control for 133 optical stores world-wide. He was also

appointed by the Air Force Surgeon General as the Ophthalmic Career Field Manager where he oversaw 540 Optometry/Ophthalmology technicians at 90 locations around the world. He currently develops training, compliance, and staff development materials as he has a passion to see others grow in their respective professions and in their advancement of certification.

**Mike Lipson, OD**

Dr. Michael Lipson is an optometrist/assistant professor at University of Michigan's Kellogg Eye Center. His clinical practice involves contact lenses with emphasis on specialty contact lenses: overnight corneal reshaping, keratoconus, post-corneal transplant, post-refractive surgery and severe dry eye patients. He conducts clinical research studies on corneal reshaping, vision-related quality of life, myopia control and new lens designs. He lectures nationally and internationally on specialty contact lens and research topics. He is a consultant to Bausch and Lomb's Specialty Vision Products relative to OrthoK education and other specialty vision products. He is on the GPLI Advisory Board and last year, served as the Vice-President of the Scleral Lens Education Society. He attended Michigan State University, received his OD degree from Illinois College of Optometry.

**Jennifer Lyerly, OD**

Dr. Jennifer Lyerly is an optometrist specializing in custom and specialty contact lenses practicing in Cary, NC. In 2011 she founded Eyedolatry Blog, a website with over 60,000 page visits a month dedicated to ocular health and patient communication. She is a community leader and advocate for issues facing new graduates and women in optometry, passionate about engaging the next generation of ODs with optometry's challenges as a blogger, social media consultant and speaker, and cohost of the eyecare industry Defocus Podcast.

**Valerie Manso**

Valerie is the President of Manso Management Resources, Inc., a training and development company specializing in the ophthalmic industry. Additionally Valerie works with VSP Vision Care as Regional Vice President of Strategic Eyecare Partnerships.

**Mark Mattison-Shupnick, ABOM**

Mark Mattison-Shupnick directs the continuing education program for 20/20 Magazine and Vision Monday, Jobson Medical Information LLC, the largest trade publisher in the ophthalmic industry.

**Brent McCardle**

**Carl Zeiss Meditec**

**Ryan McKinnis, OD**

Education

- Grove City College  
Summa Cum Laude  
B.S. Molecular Biology, 2006
- Pennsylvania College of Optometry at Salus University  
Magna Cum Laude  
B.S. Biological Sciences, 2007  
Doctor of Optometry, 2010
- Ohio Eye Alliance  
Residency in Ocular Disease, 2010-2011

**Brooke Messer, OD**

Dr. Messer received her doctor of optometry degree from Southern California College of Optometry, and subsequently went on to specialize in Cornea and Specialty Contact Lenses by completing a one year residency. She is highly trained in fitting specialty contact lenses for keratoconus, post surgical corneas, and other corneal diseases, as well as multifocal contact lenses, orthokeratology contact lenses for myopia control and pediatric contact lenses.

Dr. Messer has authored articles for publications such as Contact Lens Spectrum and Review of Optometry, and enjoys teaching other doctors complex contact lens fitting techniques in classroom and clinical settings. Dr. Messer is a member of the American Academy of Optometry, Scleral Lens Education Society and the Contact Lens Society of America. Outside the office, Dr. Messer loves to golf, hike and visit family back in her hometown of Dickinson, North Dakota.

**Scot Morris, OD**

Dr. Morris received his doctorate of optometry at IU in 1996. He then completed a residency in ocular disease at Triad Eye Medical Clinic in association with NSU School of Optometry in Tulsa, OK. He is the director of Morris Education & Consulting Associates and the Eye Consultants of Colorado. He is also a member of the AOA, COA, and the FAAO. He lectures extensively throughout the U.S. on various ocular conditions for multiple pharmaceutical and ophthalmic equipment companies. He is the Chief Optometric Editor for Optometric Management. He has also published extensively in multiple ophthalmology and optometry journals, newsletters and book chapters.

**Seema Nanda, OD**

Dr. Seema Nanda practices alongside a corneal specialist at the Texas Eye Institute, a hospital-based ophthalmology group in Houston. At the nJoy® Vision Center on the campus of the University of Houston College of Optometry (UHCO), she assists in the pre- and post-op management of iLASIK, Corneal Crosslinking, and ICLs (Implantable Collamer Lenses). Additionally, she instructs students as a Clinical Professor at UHCO in the Cornea & Contact Lens Clinic and in the Medical Laboratory Procedures course.

Dr. Nanda acquired her Doctorate from the Indiana University School of Optometry and completed her training at the Bascom-Palmer Eye Institute, the world renowned tertiary eye care hospital in Miami. Currently, she lectures nationally on the latest developments in optometry and ocular medicine. Dr. Nanda has also served as a Chief Examiner on the National Board of Examiners in Optometry for several years. Furthermore, she actively participates in Medical Missions by performing eye care and glaucoma evaluations both locally and internationally as part her profound interest in community service.

Dr. Nanda's areas of interest cover a variety of anterior and posterior segment conditions, including: Pre- and Post-op Care of Refractive and Cataract Surgeries, the Management of Dry Eyes, Specialty Contact Lens Designs, and the treatment of Glaucoma.

**Carol Nelson, MD**

As a general neurologist, Dr. Nelson cares for patients of all ages with brain, spine and nervous system conditions. Dr. Nelson specializes in treating headaches – from new onset headaches to chronic, longstanding migraines. She's also part of an innovative clinical trial for treating a new, specific type of headache that focuses on how the eyes work together.

**Clarke Newman, OD**

Dr. Clarke Newman is a 1986 graduate of the University Of Houston College Of Optometry, and he has been in private practice in Dallas, TX since. His practice specializes in the visual rehabilitation of patients who have had corneal diseases, failed refractive surgeries, or corneal trauma. Dr. Newman is a Past President of the Texas Optometric Association, and is a volunteer advocate for the AOA, and he is a long-time member of the AOA's Cornea and Contact Lens Section. Dr. Newman is a Diplomate in the Section on Cornea, Contact Lenses and Refractive Technologies of the AAO, and he is a Distinguished Practitioner in the National Academies of Practice. He has won numerous awards, including the AOA CCLS Luminary Award for Distinguished Practice and the CLMA GPLI Practitioner of the Year. He writes and lectures frequently on a wide range of anterior segment and contact lens related topics.

**Quy Nguyen, OD**

Dr. Nguyen grew up in San Jose, California and attended the University of California at Berkeley. He obtained his Doctor of Optometry from the SUNY State College of Optometry. Upon graduation, he worked in a variety of modalities, including a private practice optometry office and a start-up. Subsequently, he worked full time at an ophthalmology practice in Richmond Hill, New York and provided on call consultations at Wyckoff Hospital in Brooklyn. Currently, he is the Director of Career Development for SUNY College of Optometry. He is a big proponent of the growth mindset for career success and spends a lot of his free time gaining as much career capital as he can.

**Ryan Parker, OD**

Dr. Parker graduated from the Oklahoma College of Optometry at Northeastern State University in Tahlequah Oklahoma in 2004. While in school he was honored to be elected as President of The American Optometric Student Association and greatly enjoyed his time serving the national student association. He opened Parker Family Vision Center in 2007 after being involved in two partnerships. Dr. Parker practices full scope optometry. He is proud to be among a select group of Optometrists in the state of Oklahoma that have completed the training to become licensed to perform PRK eye surgery. Dr. Parker works as an optometric consultant in professional relations for Essilor of North America and lectures for Essilor nationwide. He has lectured on practice management topics at many of the schools and colleges of Optometry and has presented numerous lectures to opticians and optometric physicians on a variety of spectacle lens related topics. Dr. Parker is also part of the editorial board for Primary Care Optometry News, is a member of Practice Director's advisory board and adjunct faculty at the University of Missouri St Louis College of Optometry.

**Laurie Pierce, LDO, ABOM, NCLC**

Ms. Pierce is an Instructor in the Opticianry program at Hillsborough Community College in Tampa, Florida. Laurie is a graduate of Newbury College's opticianry program in Boston, and managed Lugene Opticians, an upscale optical boutique in Boston's Copley Place. Ms. Pierce lectures extensively on optical theory and management topics at local, regional and national optical conferences. Ms. Pierce is an ABO Master Optician and is certified by the National Contact Lens Examiners. She received the National Federation of Opticianry Schools Educator of the Year award in 2003, and was named one of America's Most Influential Women in optical by Vision Monday, 2010.

**Frank Pigneri**

Frank is a skilled facilitator who balances technological advancements with practical business sense. He uses his industry experience to help his audience gain new perspective of product and practice performance.

**Anthony Record, LDO, FNAO, ABO**

Anthony Record's thirty years of optical and management experience in corporate, private, lab, and retail environments have given him the foundations for a keen understanding of personnel, customer service, and the types of relationships that need to be present in a successful optical business. Mr. Record has created a number of programs that cover such management topics as exceptional patient and customer service, management and leadership, motivation, interviewing techniques, time management, training techniques, and professional telephone skills. The technical topics he has created include prevention of medical and ophthalmic errors, history of polarization, progressive lens technology, photochromic lenses, 212' dispensing, the one-minute

optician, anisometropia in the 21st century, and many more. His highly personalized presentations include real-life experience and examples to illustrate the objectives of his training. Anthony has an uncanny ability to establish and maintain a positive connection with his audience, a skill this accomplished speaker attributes to his personal mission statement: 'In all that you do keep the Gold and Silver in mind. The Golden Rule we all know: Do unto others as you would have them do unto you. The Silver Rule is not as well known, but equally important in building and maintaining personal and professional relationships: Promise Less, Deliver More. I have also come to embrace Stephen Covey's definition of true leadership management as 'The ability to communicate a person's talent and worth so clearly that he comes to see it in himself.' Anthony's programs are uplifting, enriching, and packed with techniques and strategies that come from first-hand experience. He incorporates a bit of audience participation and humor with activities that are designed to drive home learning points while keeping the atmosphere upbeat and entertaining. Anthony is attuned to participants' needs, understanding that success depends on trust and collaboration. His goals are for audience members to leave feeling they have just participated in one of the best seminars they have ever attended, and to take away information and action steps that will immediately enhance their career.

### **Travis Reed**

Travis is the owner and CEO of Creative Visionary, Inc. Travis was the former merchandiser for Macy's, Cartier, Lord & Taylor, and was director of creative marketing at the International Academy of Design and Technology.

### **Robert Russo**

Professor Russo is the past chairperson of Vision Care Technology and the contact lens coordinator and anatomy and physiology coordinator. He is certified by the American Board of Opticianry, the National Contact Lens Examiners, the Opticians Association of America in Refractometry and is licensed in the states of New York and New Jersey. He is a past Commissioner for the Commission on Opticianry Accreditation, a past member of the board of directors of the Contact Lens Society of New York State and past chapter president of New York State Society of Opticians. Professor Russo is currently the President of the National Federation of Opticianry Schools.

In addition, Professor Russo has served on the faculty for the Opticians Association of America, Vision Expo East and West and EyeQuest. He has published several articles on contact lens and speaks frequently at the national and state level.

Professor Russo received an Associate Degree in Ophthalmic Dispensing from New York City Community College, a Bachelor of Science degree in Business Management from The City University of New York, and a Master of Arts degree in Education from New York University.

**Barry Santini, ABOM**

Barry E. Santini is a licensed NY State Ophthalmic Dispenser and Certified Contact Lens Fitter, and is currently President of Long Island Opticians in Seaford, NY. He has almost 40 years experience in the eyeglass industry. Additionally, Mr. Santini holds ABO, ABO-AC and ABOM Masters certifications, and is a contributing author to both 20/20 & L&T magazines. He has previously been Product and Sales Manager for Tele Vue Optics, a high-end maker of telescopes and eyepieces. Mr. Santini is an active musician in the LI music scene.

**Jill Saxon, OD**

In her role at Bausch + Lomb, Dr. Saxon is responsible for developing and delivering the company's sales training curriculum, maximizing product launches through professional educational events and other programs and continuing to forge relationships while expanding the team's professional outreach program with key optometric industry members. Prior to joining Bausch + Lomb, Dr. Saxon served as an optometrist for more than five years at the Randolph Eyecare Center in Randolph, N.J., where she specialized in adult and pediatric eyecare. Earlier in her career, she worked at the National Naval Medical Center (NNMC) in Bethesda, Maryland as a Lieutenant in the United States Navy. She examined a number of national leaders, elected officials, Supreme Court Justices, members of the armed forces, and was also responsible for serving the needs of returning injured war veterans.

**Louise Sclafani, OD**

Louise A. Sclafani, OD, FAAO, a 1989 alumnus of ICO, began her career at the University of Chicago in 1993 where she is a Clinical Associate Professor of Ophthalmology and Director of the Optometry. Her main interests include contact lenses, corneal disease, eye trauma and refractive surgery. She was awarded the status of Diplomate by the American Academy of Optometry in the cornea and contact lens section and is a frequent lecturer on these topics. She is the 1998 recipient of the IOA Young Optometrist, earned the Residents excellence in Teaching Award in 1995, the Outstanding Lecturer Award in 2001 from the University of Chicago, the 2002 Roger Kame Contact Lens Award, the 2004 Excellence in Education Award from the Illinois College of Optometry, and was invited to be a Distinguished Practitioner in the National Academies of Practice. She is a frequent contributing author for Review of Contact Lenses, Contact lens Spectrum, and Primary Care Optometry News. In 2008 she received the Illinois Optometrist of the Year and was selected by Review as one of the Top 10 Females at the Forefront of Optometry. She has served on the Illinois State Board, is a Past-President of the Illinois Optometric Association, and is the Immediate Past Chair of the Cornea and Contact Lens Section for the AOA. She is on the advisory panels and speakers bureau for several drug and contact lens manufacturers and is a consultant for the NHL Chicago Blackhawks. She resides in Chicago with her husband Jeff McClimans and son, Liam.

**Robert Spirito**

Spirito Optical

**Robert Steinmetz, OD**

Dr. Robert Steinmetz is the director and owner of SoLo Eye Care and Eyewear Gallery in the South Loop. Dr. Bob was born and raised in Oak Lawn, IL and attended Marist High School on the south side of Chicago. He then went on to the University of Notre Dame where he graduated cum laude with a degree in biological sciences. Dr. Steinmetz earned his Doctorate of Optometry degree as a cum laude graduate of the Illinois College of Optometry. During his time there, Bob was the recipient of a record number of awards recognizing his academic and clinical excellence and his commitment to community service. Dr. Bob is the 2006 Illinois Young Optometrist of the Year and the 2015 Illinois Optometrist of the year. He is a past trustee in the Illinois Optometric Association, a member of the American Optometric Association and a member of the Illinois Optometric Association PAC Board. He is active in his south loop community and belongs to a numerous organizations including the Near South Planning Board, the Greater South Loop Alliance, and the Prairie District Neighborhood Alliance. Dr. Steinmetz has been published in several optometric journals and has presented numerous lectures on ocular disease and optometric practice management. Dr. Steinmetz is an Adjunct Clinical Preceptor at the Illinois College of Optometry and serves on the advisory board of three major pharmaceutical companies involved in the research and development of anti-allergenic and dry eye therapy.

**Brian Thomas, ABOM, NCLC, FNAO**

Brian A. Thomas, Ph.D., ABOM, NCLC, FNAO is the Ophthalmic Science program coordinator at Raritan Valley Community College, North Branch, New Jersey. Doctor Thomas has been a state licensed, practicing optician and involved in opticianry education for over thirty years, including service as an ABO and NAO approved lecturer.

He has completed his Ph.D. degree in Educational Leadership, Management and Policy at Seton Hall University. He graduated Summa Cum Laude with his M.A. degree in Health Professions Education from a joint program at Seton Hall University/University of Medicine and Dentistry of NJ. He also graduated with high honors from Essex County College with an A.A.S. degree in Ophthalmic Science, and from Union College with an A.A. degree in Business Administration, and received a B.S. degree in Allied Health Services/Health Management from Montclair State University, all in New Jersey.

Professor Thomas has been engaged in all aspects of Opticianry education since 1981. He has developed many courses, both credit and non-credit, at the college level. He has also been a frequent lecturer for state opticianry organizations, a member of the Opticians Association of NJ (OANJ) board of directors, state Education Chair for the OANJ and he has been published many

times by the National Academy of Opticianry as well as several other publications including past technical editor for ECP magazine.

**Michael Vitale, ABOM, LDO, NCLEC**

Michael Vitale currently holds the position of Lens Division Liaison for The Vision Council and has been in the optical industry since 1977. Michael holds a Masters in Ophthalmic Optics through the American Board of Opticianry, and is a licensed optician whose experience encompasses all phases of the optical industry, with a focus on ophthalmic lenses and laboratory operations. He also serves as a technical expert for ANSI, ISO, ASTM and various other standards groups. Michael is a well-respected industry speaker, often invited to present at major trade shows and other industry events. In addition, he shares his expertise via continuing education courses provided to the optical industry by The Vision Council, various state optometric associations, and optical laboratories.

**Phernell Walker, ABOM, NCLEC**

Mr. Walker is a nationally recognized speaker and author of the text-book is, Pure Optics. He is a Master in Ophthalmic Optics, a graduate of Hillsborough Community College with an Associate in Science Degree in Opticianry and National Contact Lens Examiners Certified. Recipient the Beverly Myers Achievement Award, for his contribution to Ophthalmic Optics in September 2011.

**Kevin Wilhelm**

Kevin is an innovative business leader in the marketing and advertising industry, with a proven ability to drive revenue and sales growth for organizations across North America. Known for developing and fostering environments of talented and passionate people while maintaining a key focus on what is possible. He is the Co-Founder & President of 4ECPs is a business resource company designed specifically for the eye care industry.

**Blair Wong, ABOM**

Blair Wong is an ABO Master in Ophthalmic Optics, National Contact Lens Certified and an Assistant Professor at the New England College of Optometry. Blair is a MA licensed optician with more than 20 years' experience and has trained and educated eye care professionals throughout his entire career.

**Stephanie Woo, OD**

Dr. Stephanie L. Woo was born and raised in Lake Havasu City, AZ. She graduated Summa Cum Laude from the University of Arizona and graduated with honors from the Southern California College of Optometry. She completed a Cornea and Contact Lens Residency at the University of Missouri, St. Louis. She was the recipient of the Gas Permeable Lens Institute Award for Clinical Excellence and also the John R. Griffin Award for Excellence in Vision

Therapy. Dr. Woo is a Fellow of the American Academy of Optometry and a Fellow of the Scleral Lens Society. She authored the Gas Permeable Lens Expert column in Review of Contact Lenses. She authored several articles for the Contact Lens and Cornea section of the American Optometric Association. Dr. Woo currently co-authors the GP Insights column for Contact Lens Spectrum, and she is an active GPLI advisory board member. Dr. Woo currently serves as Treasurer of the Scleral Lens Society. Dr. Woo enjoys lecturing around the world on the subject of contact lenses and anterior segment disease. Dr. Woo is part owner of a 3 location private practice in Lake Havasu City, Arizona.

### **Mark Wright, OD**

In 1980, Dr. Wright purchased an optometric office that was open two half days a week and created Professional VisionCare which became a 9 doctor, three location, full scope optometric practice which he sold in 2008. Currently, he is the CEO of Pathways to Success and the Director of the Bennett/VSP Business Management Program at The Ohio State University College of Optometry. Dr. Wright is the Professional Editor of Review of Optometric Business ([www.reviewob.com](http://www.reviewob.com)). Dr. Wright was the 2005-2006 Benedict Visiting Professor for the University of Houston College of Optometry. Dr. Wright was the 1985 Young Optometrist of the Year for the State of Ohio and has served as Zone Governor of the Central Ohio Optometric Association, chair of the Ohio Optometric Association Pediatric Committee, chair of the Association of Practice Management Educators, and as liaison between the Ohio Optometric Association and the Ohio Department of Health, the Ohio Department of Education and Medicare.

### **Alex Yoho, ABOM**

Alex Yoho has worked in Optometric offices, Retail Optical, and Optical Laboratories, since 1974. Alex is a Master in Ophthalmic Optics certified by ABO. Having a diverse background in several facets of our industry has qualified Alex to speak at meetings of all three "O"s from coast to coast and a number of special presentations for Universities. Currently consulting with Laboratories with employee and customer education, Lab Safety, R&D, and special projects.

### **Vince Young, MD**

General Ophthalmologist for 25 years, Chairman, Division of Ophthalmology, Albert Einstein Medical Center in Philadelphia, Specializing in cataracts, glaucoma.

### **Shana Zeitlin**

Dr. Zeitlin practices at DaVinci Eye Care in Warminster, Pennsylvania. Her time is split between office visits and medical house calls for homebound patients in Pennsylvania and New Jersey. She has worked in numerous skilled and assisted nursing facilities, and has developed proficiency working with patients who can be difficult to examine, including those with dementia, advanced multiple sclerosis, and marked cerebral palsy. Dr. Zeitlin has contributed to several publications and abstracts in top research journals in the fields of virology and vaccine

development. She currently serves as the president of the Bucks-Montgomery Optometric Association and the chair of the Student Membership Committee of the Pennsylvania Optometric Association.

**Dave Ziegler, OD**

Dr. Dave Ziegler is a 1981 graduate of the Southern California College of Optometry. He is a Fellow of the American Academy of Optometry and the senior partner in a group private practice in Milwaukee, Wisconsin. He is on Essilor's advisory panel and has been on advisory panels for VisionWeb and Vistakon. As an associate clinical professor to the Southern College of Optometry and Pacific University College of Optometry, he teaches fourth year optometry students at his office. Dr. Ziegler does clinical research for Vistakon, Allergan, Bausch and Lomb, and CIBA. He has published and lectured on a variety of topics ranging from peripheral retinal disease, contact lenses, and practice management. He is the team optometrist for professional cycling teams, Milwaukee Wave Professional Indoor and Outdoor Soccer Teams, and the Milwaukee Brewers.