

“SEE” For Yourself

SUMMER NEWSLETTER 2016

From the President



Craig Brawley, OD, FAAO
President

**Mark Your
Calendars
for the
56th Annual
Heart of America
Contact Lens
& Primary Care
Congress**

February
10-12, 2017

Thank you from the Heart!

Thank you for another great year at the Heart. This year we were pleased to welcome attendees from all over the United States for education and fellowship. Our scientific poster session continues to grow and highlights the next great generation of Eyecare Professionals. And our Exhibit Hall once again was a huge success with over 100 exhibitors showcasing the latest in technology, fashion, practice management software and more!

Our commitment to the Heart core values of Camaraderie, Innovation and Education remain central in each and every decision your Board of Directors makes when introducing improvements to your meeting. We continued to push the innovation envelope this year by introducing a new app which enabled you to view the schedule, speaker bios, exhibitors, sponsors and connect with other attendees. We continued the scientific poster session for our future colleagues to display their academic research. And of course, we made sure to provide ample opportunities to gather with friends and colleagues in the exhibit hall, the hotel lounge and during our ever popular Saturday evening banquet.

Looking ahead, your Board of Directors invites you to save the date for the **56th Annual Heart**

of America Contact Lens Society and Primary Care Congress February 10-12, 2017 where you will be treated to a top notch panel of presenters including: Drs. Leonid Skorin, Tom Quinn, Christine Sindt, Ed Bennett, Brett King, and Steven Ferrucci, just to name a few! And we are excited to announce that we will be offering a new course in conjunction with the American Academy of Optometry. It will provide an overview of the best presentations at the Academy meeting. Of course our entire slate of para-optometric speakers will have their courses approved by the American Optometric Association's Commission on Paraoptometric Certification and most of our courses will also offer American Board of Opticianry credits as well.

In the coming year you will see your Board of Directors continue to refine its approach in delivering the absolute best meeting in the country with the introduction of new products, services and concepts for our most important customer- you! Thank you for your continued support and trust in helping make the Heart one of the best Optometric meetings in the country!

From the Heart,

Craig Brawley, OD, FAAO

Craig Brawley, OD, FAAO
president@thehoacs.org

Registration



Ron Fiegel, OD
Registration

REGISTRATION! This is our second year with a new location for registration. Once again we had less congestion and smoother flow for check-in. Over 1200 total registrants were checked through and on their way to classes in just over 2 ½ hours. The new location also allowed for much easier access to Registration between classes for those

needing additional assistance. In addition, a great place to sit with friends and catch up on old times was made even better this year. We added a free coffee bar on Saturday and Sunday mornings. Mark your calendars now to join us at 2017 The Heart. We'll see you there.

Nominations to the Heart Board of Directors

Nominations are currently being accepted from member optometrists interested in serving on the Heart of America Contact Lens Society Board of Directors. Directors will be elected during the February 2017 Congress in Kansas City. Past and present board members will testify that the camaraderie, lifelong friendships formed and sense of accomplishment while on the board make the hard work well worth the effort.



Bill Hefner, OD, M Ed, FFAO
Past President

If you have an interest in serving on the Heart Board, please forward your curriculum vitae along with a cover letter stating your intent in becoming a director to the following address or send an email:

Bill Hefner, OD, M Ed, FFAO
Past President
200 E 6th St.
Topeka, KS 66603
president2@thehoacsls.org

Secretary/Treasurer

We would like to sincerely thank everyone that attended the "Heart 2016." This year's meeting was a tremendous success. We had great attendance, exhibitors, educators, and even the weather cooperated. Every year we return around \$100,000 to the states that support us. Any state that has at least 25 members attend the conference are eligible to receive this grant. We consider this the least that we can do to say "Thank you" for the support. It is deeply appreciated.



Mike Korthals, OD
Sec. Treasurer

This was also the fourth year of the poster competition in which we awarded over \$10,000 to the winners and participants. The future of our profession lies with the students, and we are very proud of what we have seen from them so far.

As a board, we are continually looking for ways to make your meeting experience something to remember. We have all been to those CE meetings that we can't wait to get away from. We want your experience at the "Heart 2017" to be something that you will remember, and tell your colleagues about. We are working on some great ideas for 2017, so please consider joining us in Kansas City next February.

Accreditation

The 55th Heart of America Congress in 2016 was our best yet! The Heart Board of Directors prides itself on providing the finest education from some of the most innovative and renowned speakers. Our doctor program was once again approved for continuing education credit in all 50 states by the UMSL College of Optometry. This greatly simplifies re-licensure for our attendees. Additionally, our entire Congress was 100% COPE approved.



Sean Mulqueeny, OD
Accreditation

Several years ago, the Heart of America was one of the first meetings in the country to offer badge scanning as a way of streamlining our doctors' educational experience. Our mission of innovation prompted us to make this change. This system has provided efficiency between courses as well as giving us an instant record of course credits. This year nearly 6000 course scans were sent to ARBO!

Each year when registering for the Heart meeting, you will be asked to supply your OE Tracker number. We will print it on your name badge and forward all scanned data to ARBO following the meeting. Doctors can log on to www.arbo.org to verify their CE credit and print out attendance certificates if desired. IL licensees will receive a signed copy of their verification form within 30 days of the meeting in accordance with the IL Board of Examiners.

It is each doctor's responsibility to be aware of their state's individual requirements and to be certain that CE received at HOA will meet their criteria. We have made special arrangements to provide Continuing Education with Examination - CEE. These select courses are provided for doctors who need CEE hours to fulfill their CE requirement. The UMSL College of Optometry will mail out the CEE tests (allow 45 days) after the meeting along with a separate bill to cover the cost of issuing and grading the tests. CEE meets or exceeds every state's CE requirements.

The AOA Commission on Paraoptometric Certification has approved our paraoptometric program for CPO, CPOA and CPOT continuing education hours. To maintain certification, a minimum of 18 hours are required every three years. As an added benefit, we also offer ABO education for select courses. As of 2015, it is the responsibility of our Para attendees to keep their Continuing Education Certificates (CEC) as ABO no longer requires that we collect them. To receive ABO certificates, you must indicate that you require ABO and register by January 15, 2017.

We look forward to seeing you and your staff next February at the Heart of America!

**2016 Vision Service Award
Thomas Salmon, OD, PhD, FAAO**



Bill Hefner, OD, M Ed, FAAO, Past President HOACLS
Thomas Salmon, OD, PhD, FAAO

Dr. Salmon is a professor at Northeastern State University Oklahoma College of Optometry. His various roles include: Army optometrist, faculty member, researcher, editor and author, however the two most noteworthy contributions to our profession are those as teacher and mentor. His impact on our profession will be felt long after we are all done practicing through the evidenced-based care his former students will render to our patients.

**2016 Founder's Award
Frank Fontana, OD, FAAO**



Craig Brawley, OD, FAAO, President HOACLS
Frank Fontana, OD, FAAO

The Heart of America Contact Lens Society was established in 1961 as the go to meeting in the Midwest for great education and fellowship. Dr. Fontana, affectionately known as "Uncle Frank" was a charter member, on the board of directors and to the best of our knowledge has attended all 55 meetings.

2016 Student Grant Winners



left to right: Craig Brawley, OD, FAAO, President HOACLS;
Student Grant Winners: Colton Heinrich, OD, SCCO/MBKU,
Samantha Polster, OD, IU, Samantha Giang, OD, NSUOCO,
Abby Gillogly, OD, NSUOCO, Kelly Ly, BS, AZCOPT,
Bill Hefner, OD, M Ed, FAAO, Past President HOACLS

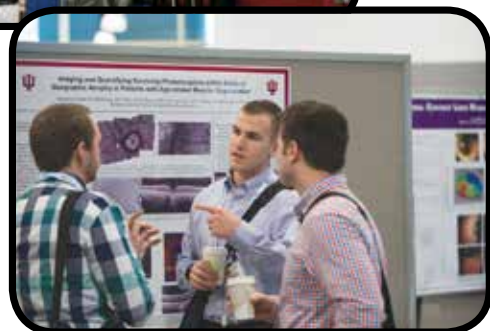
Dr. Colton Heinrich
Southern California College of Optometry

Dr. Samantha Polster
Indiana University College of Optometry

Dr. Samanta Giang
Northeastern State University Oklahoma College of Optometry

Dr. Abby Gillogly
Northeastern State University Oklahoma College of Optometry

Dr. Kelly Ly
Midwestern University College of Optometry



Exhibits

The Heart of America thanks all of our participation sponsors and exhibitors for creating the Heart's reputation as the premier optometric meeting in the Midwest. The Heart Exhibit Hall unites leading industry exhibitors and practitioners to bring innovative technology and equipment to optometric practices. Experience the camaraderie, education and innovation of the Heart Exhibit Hall!

The Heart of America Exhibit Hall hosts the Midwest's largest optometric exhibit hall and is a great place to discuss advances in patient care with knowledgeable representatives from over one hundred leading healthcare companies. From new equipment and technologies, to the latest in fashion eyewear, to advances in contact lenses, to practice management techniques and electronic healthcare, the Heart Exhibit Hall offers products and services for added successes in your practice.

Refreshments are always plentiful making the Heart Exhibit Hall a great place to rendezvous with classmates and other colleagues. Your spouse and paraoptometrics are invited to enjoy the Heart Exhibit Hall camaraderie with you. Over \$15,000 of prizes are won by optometrists and paraoptometrics Friday and Saturday in the Heart Exhibit Hall. The inaugural 2016 Heart Craft Beer Tour was a big hit in the Exhibit Hall. Enjoy a new tour of locally crafted beer samples in the 2017 Heart Craft Beer Tour. There is always something exciting happening in the Heart Exhibit Hall!



Wes DeRosier, OD, FAAO
Exhibits



Steve Sloan, OD
Exhibits



PPR

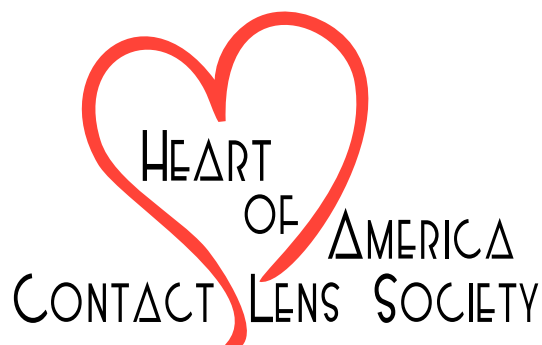
We had another great year in Kansas City for the Heart of America! I have had the pleasure to attend the Heart of America Primary Care and Contact Lens Congress over the last 20 years as a student and a doctor, and I always look forward to the experience. From rekindling friendships with colleagues, to enriching my professional knowledge with the premier educational opportunities, to the technological advancements available in the exhibit hall, it is a continuing education event I don't want to miss. As your new Director of Public and Professional Relations, I have new respect for the work that previous Directors have dedicated to ensure that this event is the Best in the Midwest. During this year's convention, we honored Dr. Frank Fontana for his contributions to this organization as a founding father of the Heart of America Contact Lens Society. Dr. Fontana and the first board of Directors had the foresight to develop a place for Camaraderie, Education, and Innovation that has continued to represent the Heart of America Contact Lens Society for 55 years.



Duane Thompson, OD
PPR

I am discovering that there are many components that have made the Heart meeting a success for the past 55 years. As the new director of PPR, I want to highlight the importance of the Corporate Sponsors in the success of our meeting. These companies allow us to provide travel scholarships to many fourth year optometric students. Our Corporate sponsors make it possible to provide speakers that are leaders in the optometric industry. They also ensure that we are able to offer the highest quality education to our attendees. Through our valued relationships with our Corporate Sponsors, we can continue to provide the core ideals of Camaraderie, Education, and Innovation that the forefathers established. As representatives from our Sponsors visit your office this year, please thank them for the support they provide to our profession and to The Heart of America Contact Lens and Primary Care Congress.

Prepare to attend our 2017 meeting! We look forward to seeing you next February in Kansas City.



CAMARADERIE | EDUCATION | INNOVATION

2017 Speakers

SYMPOSIA

Dr. Joe Shovlin • Dr. Chad Fleming

DOCTORS PROGRAM

Dr. Ed Bennett • Dr. Steven Ferrucci
Dr. Chad Fleming • Dr. Brett King • Dr. Don Lyon
Dr. Christine Sindt • Dr. Joe Shovlin
Dr. Leonid Skorin • Dr. Tom Quinn • Dr. Tammy Than

PARA PROGRAM

Jay Binkowitz • Trudi Charest • Dr. Laurie Guest
Dr. Shane Kannarr • Jill Luebbert • Jackie O'Keefe
Mary Schmidt • Dr. Rebecca Wartman • Alex Yoho

Education

The 2017 Heart of America Education Team is pleased to announce an excellent education program for our upcoming meeting.

The panel discussion will return for the sixth year featuring Drs. Ed Bennett, Tom Quinn and Christine Sindt discussing advances in contact lens technology and fitting.

This year we will offer a first! On Friday morning, we will feature "Best of the Academy." This two-hour course will feature Academy lecturers presenting highlights of Academy 2016.

This year's symposia will include Dr. Joe Shovlin lecturing on posterior pole pathology while Dr. Chad Fleming will be lecturing on the medical model in optometry. In addition, our optometric faculty includes Drs. Steven Ferrucci, Brett King, Don Lyon, Leonid Skorin, and Tammy Than. Our topics will include anterior and posterior segment disease, glaucoma, pharmacology, dermatology and pediatrics.

In order to continue our commitment to excellence in education, we are pleased to offer a well-developed program for our paraoptometrics that will offer everything from optics to dispensing to practice management. All of our courses will be CPC or COPE approved and many will also offer ABOC for those requiring American Board of Opticianry credit.



Wes Garton, OD, FFAO
Education



Larry Stoppel, OD, FFAO
Education

Arrangements

Luxurious Accommodations at the Heart. The Sheraton Kansas City Hotel at Crown Center will once again be the home of the Heart of America Contact Lens Society convention for 2017. Choosing to attend the greatest educational conference in the Midwest next February will afford you the opportunity to spend time in this luxurious hotel. Each of the 730 spacious guest rooms and suites feature the Sheraton Sweet Sleeper™ Bed for a great night's rest, a flat screen television and a large work desk. Guests may work out in the fitness center powered by Core Performance, swim in the heated outdoor pool and dine at the lively Spectator's Bar & Grille. Located in the southern part of downtown, the hotel is connected by an enclosed walkway (The Link) to the sprawling Crown Center, which comprises dozens of shops, restaurants, theaters and businesses. Family attractions include SEA LIFE Kansas City Aquarium and LEGOLAND™ Discovery Center.



Kelsey Kleinsasser, OD
President-Elect/Arrangements

Without leaving the hotel, plan to meet up with friends on Friday night in the exhibit hall for free cocktails. A spectacular dinner and dancing with live music is on tap for Saturday night. Treat yourself and your staff to a luxurious weekend at the Heart of America Congress, where excellent education, great times, fine service and impeccable accommodations await you in Kansas City.

Preferred Travel is the official travel agency of the Heart of America. If you need air travel arrangements, call Sandy Lee at 1-800-814-5638 and identify yourself as a member of the Heart of America Contact Lens Society.

Hotel reservations can be made at our website, www.hoacsl.org or by calling the hotel at 816-841-1000. Room rates are discounted for our convention but you must use our website or identify yourself as a member of the Heart of America Contact Lens Society if calling in order to get your discounted rate. Make your reservations early as our room block fills up fast.

POLICY FOR MEETINGS BY OUTSIDE GROUPS:

Any meetings that are to be held by outside groups must be scheduled at times that do not conflict with HOACLS-sponsored activities and are subject to approval by the HOACLS Director of Arrangements. Outside groups should contact the Director of Arrangements (arrangements@thehoacsl.org) with meeting requests.

2016 Corporate Sponsors

DIAMOND SPONSORS

Alcon

Allergan

Johnson & Johnson

VISION CARE, INC.

PLATINUM SPONSORS

BAUSCH + LOMB



CooperVision®

GOLD SPONSORS

National Vision
VSP Global

SILVER SPONSORS

Essilor Labs
HOYA Vision
Midland Optical
Sutherlin Optical

SILVER SPONSORS

Abbott Medical Optics
Firestone Optics
Vision Source
ZEISS

**SEE You in
Kansas City!**

HEART OF AMERICA CONTACT LENS SOCIETY
CAMARADERIE | EDUCATION | INNOVATION



Ted Vorhies, OD, FAAO
Publicity