MOA ANNUAL CONFERENCE COMING UP

It’s not too late to be part of the MOA’s annual conference, set this year for October 1-4 at The Lodge of Four Seasons in Lake Ozark, Missouri. Online registration is still available, so sign up now to attend. Continued, see Conference, page 4.

MOA GOES TO WASHINGTON

Congressional Conference Report
Missouri Optometric Association members attended the AOA Congressional Conference in Washington DC immediately prior to Optometry’s Meeting®.
See Congress, page 6

Optometry’s Meeting® 2009 in Review
This year at Optometry’s Meeting®, the issue at the top of the agenda was board certification. To learn what happened, see Meeting, page 8.
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President’s Message

As you receive this issue of Vision, the summer is drawing to an end and things are starting to settle into a schedule of children going to school. You are probably starting to have a more consistent flow of five and six-year-olds come through your doors. The Children’s Eye Exam Bill is for the good and welfare of the children across the state of Missouri. We want to make sure that—as they head off to school—they have the best visual and ocular health possible to make them successful in school. It is so important that you do a good job of filling out the form for the parents and keep a copy for yourself.

The central office is fine tuning the ability to receive non-personal data online, so we are able to put together a statistical impression from across the state. Yes, this is sometimes going to be a little time consuming by doing the one extra step, but it is very important. The bill is written so that we can come back before it sunsets to show the effectiveness of this law.

In both optometric and ophthalmology journals, there have been several studies that show the importance of exams versus screenings. This research should be enough to back our point, but opposition brings forth the argument that exams are ineffective and self serving. The MOA believes the numbers across the state will back up the national numbers, and it is important that we all be involved in getting those numbers in to central office. As the system is ready to collect the data, we will let you know so that you can be involved in the betterment of care for school children. I always wonder...how many kids do you have to detect a problem in before someone feels the law is worth it. I think ONE is okay by my standards, especially if it is my child and it helps him/her succeed through school.

Also, those of you involved in InfantSee® be aware that we also need to turn in the forms so that program has a count on children less than a year old who have been seen. InfantSEE is a great program which has actually saved some infants’ lives. It continues to be successful, and the efforts have been positive for everyone involved. Optometry has also gotten some good recognition nationally because of our work. Again, the data collected is very helpful and critical to keeping the program going. We have sponsors who need the positive reinforcement of knowing their money is well-spent for eye care.

I have had several people ask me where the process is at with board certification. The AOA continues to keep us informed as it moves forward, and upcoming conference calls will hopefully give us further information. Remember that change can be uncomfortable and scary at times, but we are in a changing profession. On the national scene there may be other changes taking place. Know that the AOA is there, trying to keep optometry at the table so we are involved as the system may be evolving to a different structure. Be aware that the MOA and AOA may need your help by contacting your legislators in the future; if we are not heard, we may be overlooked.

I think we are excellent providers of great vision and ocular health care. So continue to go out there and do what we do best...give great care to the citizens of Missouri and be aware of and involved in the changes around you.
CONFERENCE, FROM P. 1

It’s not too late to be part of the MOA’s annual conference, set this year for October 1-4 at The Lodge of Four Seasons in Lake Ozark, Missouri. Online registration is still available, so act now to attend.

The conference kicks off on Thursday with the 4-person scramble golf tournament, hosted at the beautiful Osage National Golf Course.

In addition to our annual business meetings and MOA Awards Luncheon, we’re looking forward to entertainment by White Lite on Friday evening. Saturday evening at our Presidential Banquet the new MOA President takes up the gavel.

The Conference Exhibit Hall is open on Friday and Saturday, and it’s filling up with a wide variety of outstanding exhibitors. It’s a great one-stop-shop opportunity to see the latest in products and services.

We’re also pleased to announce an outstanding line-up of continuing education sessions.

**OD Topics**

- Contact Lens Management of Presbyopia in the 21st Century
- Managing Anterior Segment in Systemic Disease
- New Technologies in AMD Management
- The Sales Process
- Low Vision—What They Didn’t Teach you in School
- Radiology Update
- Recognizing Signs of Retinal Disease
- The Top Ten Management Concepts ODs Must Know
- Latisse®

**Para Topics**

- It Doesn’t Have To Be That Way
- Ophthalmic Medications
- Low Vision Workshop
- Today’s Products
- The Sales Process
- Visual Fields
- Cyberaccess Update
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There is an incredible opportunity waiting for you at 20/20 Institute! Imagine providing a 5-Star experience in the setting of patient eye care. At 20/20 Institute, we pride ourselves on our relentless commitment to deliver an extraordinary LASIK journey to each and every one of our guests. To that end, we believe that our Optometrists are vital in assuring that the LASIK experience at 20/20 Institute is second to none. We are looking to expand Nationally. If you are excited about the opportunity to provide world-class refractive eye care using the most advanced technology in a 5-Star customer service environment, I invite you to email us or give us a call.

- Mark S. Danzo, O.D.
President, 20/20 Institute, LLC

Please contact Randy Sego at 800-204-1989
or randys@2020institute.com
MOA members attended the AOA Congressional Conference in Washington DC prior to Optometry’s Meeting® weekend.

The week started with an orientation to familiarize the attendees with the essential messages we would be delivering to our legislators on Capitol Hill. Missouri’s delegation had productive meetings with all our senators and representatives.

Issues discussed with our legislators included:

- Healthcare Reform – Our key message is – Make Provider non-discrimination a key element of health care reform. Health care reform legislation must promote consumer choice and provider competition.

- HR 2697 – Optometric Equity in Medicaid Act – Recognize optometrists as physicians, just as we are under Medicare.

- Vision Care Act for Kids – Missouri Senator Christopher S. Bond is a driving force behind this legislation.

- HR 1884 – The National Health Service Corps Improvement Act – Ends the exclusion of doctors of optometry from the National Health Service Corps student loan repayment and scholarship programs.

Those who participated in the day long lobbying effort included:

**MOA Members**
- Lee Ann Barrett, OD
- Dan Brothers, OD
- Scott Burks, OD
- Tom Cullinane, OD
- Larry Davis, OD
- Jim Hunt, OD
- Wes Kemp, OD
- Ryan Powell, OD
- Scott Ream, OD
- MaryBeth Rhomberg, OD
- Brett Sobieralski, OD
- Jeff Weaver, OD

**UMSL Students**
- Mike Atterbery
- Tonia Batts
- Whitney Coleman
- Angel Engel Kemeyer
- Hannah Kim
- Remi Milajevic
- Geneva Steinbacher
- Alicia Triplett
- Alan Wegener

**MOA Executive Assistant**
- Jay Hahn
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This year at Optometry’s Meeting®, the issue at the top of the agenda was board certification. Speaker of the House Dr. Kevin Alexander selected a proponent and an opponent to open the discussion.

Dr. Les Walls, a family physician and an optometrist, provided his perspective as a board certified family physician. As he completed his medical education in 1968, family practice was initiating their board certification process, and the debate was very similar with the same questions. He reported that it was neither as difficult nor as complex as everyone feared. Indiana Optometric Association President Dr. Richard Schamerloh gave an excellent presentation on the concerns and reasons his state association opposes board certification.

Both presentations helped frame the issues and set the stage for the debate. During the week, it was obvious there was little or no opposition to the concept of maintenance of certification, only questions involving how the process should be put in place.

Missouri sent their delegates without a mandate to vote one way or another. The Missouri delegation listened carefully to all the arguments as presented and decided unanimously to vote in favor.

Dr. David Cockrell, AOA trustee and member of the Joint Board Certification team, presented evidence of what we believe will be an inevitable occurrence. There has already been a movement to tie PQRI to board certification, and the current Medicaid Medical Home models already require the physician serving as the medical home to be board certified and to arrange care solely with other board certified physicians. This model is currently in nine states and is soon to spread to other states. There have already been instances of legislators inquiring about board certification during OD testimony at scope of practice hearings.

In Colorado, there is already a move by their Department of Regulatory Agencies (DORA) to force providers to be board certified. Since there is no board certification process in place, the state government will be deciding what that entails. If we have to be certified, it would certainly be better if optometry is in control of what that means.

Please keep in mind that this is a voluntary program. What was voted on in the House of Delegates took two years to develop. We now have a credible program in place when we need it. If we had waited until some entity forced us to be board certified in order to be on their panel, we could have been denied access to our patients for several years.

Rest assured that the MOA will be here to assist our members by offering the tools we need to succeed at Board Certification.
Golf Tournaments Held Fore MOA’s Missouri State Representatives

The Missouri Optometric Association is very fortunate to have two doctors of optometry in the Missouri House of Representatives.

When the legislature is in session, Dr. Terry Swinger and Dr. Steve Tilley look after our interests at the capitol in Jefferson City.

This summer, supporters and friends played in two golf tournaments in southeast Missouri to benefit our fellow representatives.

Dr. Tilley’s golf tournament was held June 24 at the Eagle Lake Country Club in Farmington. Those in attendance enjoyed a great afternoon of golf and helped our friend and colleague who has found his calling—reaching out and making a difference for the citizens of Missouri.

Dr. Swinger’s golf tournament was held on July 20 at the Caruthersville Golf Association course. Everyone who attended the four person scramble had a great time, and Dr. Swinger always makes the golfers feel like they are “at a friend’s house” when they attend his tournament.

If you love socializing, networking and being out in beautiful surroundings, be sure to attend next year’s golf tournaments for Dr. Tilley and Dr. Swinger. Besides having a great time, you are making a difference and contributing to causes that really count.
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The Webster Dictionary defines Claron as “brilliantly clear,” which is an accurate description of the brilliantly clean and clear AR Claron XS™ will bring your patients.

**Ease of Care...** Super hydrophobic — finger prints and face oils wipe right off, effortlessly. The hydrophobic topcoat fused into the lens surface repels oils, dirt and water, enabling the lenses to be easily cleaned. In fact, Claron XS™ is four times easier to clean than traditional hyrophobic AR lenses. Claron XS™ makes complaints of smudging a thing of the past!

**Durability...** Domestically produced scratch resistant — Claron XS™ passes up to three times more scratch resistance than traditional AR lenses. No chance! It enhances clearer vision and extends the overall life of the lens.

**Comfort...** Claron XS™ fits your patients as well as they like. Whether reading, staring at the computer, driving or enjoying a meal with friends, your patients will benefit from Claron XS™ lenses.

Claron XS™ is a new multi-layered coating that incorporates new XR™ technology, a premium AR stack, and our new Super-Hydrophobic top-coating. Claron XS™ also mixes in Good Shine, Good Cold or Good Direct Current (DC) AR stack. You choose it. We make it for you.

Let Sutherlin Optical show you how Claron XS™ lenses will increase patient satisfaction and profitability for your practice. For more information call Sutherlin Optical today at 816-421-0309 or 1-800-399-8193.

Selling Claron XS™ to your patients is easy

We're an AR candidate! EVERYONE! Every patient can benefit from AR and should be given the opportunity. Dominate AR lenses.

- Improve Night Driving Safety
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Offering AR lenses to everyone will maximize your ability to help patients and your practice! Offering Claron XS™ will benefit your patients with crystal clear vision, reduced eye strain and less eye fatigue caused by distracting scratches.

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- Dedicated to the independent eyecare professional
- Highest level of quality and customer care in the Midwest
- Sutherlin Optical is one of the Top 25 Labs in the nation
- State-of-the-Art company with years of in-house AR manufacturing experience which means you'll receive Sutherlin's high quality, excellent service, with record turn-around time.
NEW MOA ENDORSED HEALTH PLAN AVAILABLE FOR MEMBERS

Megan received two televisions, a DVD player, an Xbox 360, and two iPods. Vicki got a digital camera, a GPS navigation system and a Bose speaker dock for her iPod. Ben and So Youn got a 42-inch flat screen TV for their living room.

And the list goes on for workers at Ottawa Dental Laboratory outside Chicago. Their health plan gives them “Vitality Bucks” for getting in shape, quitting smoking, lowering their cholesterol or managing chronic conditions such as diabetes or asthma. They use the bucks to get merchandise on the health plan’s website—items including luxury watches, barbecue grills and mountain bikes.

“The shopping is great,” said Vicki Stacey, 53, who earns her bucks by, among other things, exercising at least four times a week. And “I feel very good,” she said. “I have more energy.”

Sound interesting…the Vitality incentive-based wellness program is just one of the innovative components of a new health insurance plan being made available to MOA members. Missouri Public Entity Benefits (MoPEB), which for the past five years has worked primarily with city and county governments throughout Missouri, is expanding its program to include MOA members.

The MoPEB HealthCare Alliance is a revolutionary new health plan that believes the real solution to controlling healthcare costs is keeping people out of the healthcare system in the first place. Each employer group is assigned a registered nurse who meets with employees approximately every 60 days and provides group and one-on-one educational training in a variety of areas with the objective of helping employees live healthier lives and lowering healthcare costs. During the initial meetings employees have the opportunity to receive a comprehensive health screening that measures cholesterol, blood sugar and triglyceride levels in addition to blood pressure.

Each employee receives a confidential, personalized 12-page report that contains their current readings including a diabetes risk assessment and provides valuable information about how employees can improve their readings. Future meetings provide education in these areas as well as the opportunity for one-on-one “health coaching.” The best part is that by participating in the screenings as well as a variety of additional healthy activities members receive “Vitality Bucks.” There are also discounts and rebates at local gyms including Curves. For the employer, the Vitality program is proven to actually reduce healthcare costs 15% by the third year and up to 29% by the fifth year among engaged members.

See MOPEB, p 18
Volunteers Needed for Special Olympics

The Special Olympics Lions Club International Opening Eyes vision screening is scheduled for Saturday, November 21, 2009, in Joplin, Missouri.

The event is bowling, a popular competition with more than 2,000 athletes participating. The vision screening is always a welcome addition to the festivities, and we anticipate seeing around 300 athletes. Given the nature of this competition, we expect to see quite a few older athletes in the mix.

The screening will take place at the Holiday Inn in Joplin and is tentatively scheduled for 12:00pm-7:00pm. We will set up that morning.

All volunteers are welcome – optometrists, ophthalmologists, opticians, paras, Lions, and anyone else who would enjoy helping out. If you are interested, please contact Dr. LeeAnn Barrett at lbarrettod@sbcglobal.net or the MOA office. Past volunteers have found this to be an extremely rewarding day, albeit a very long one!

In addition to volunteers, we will also need equipment. We will need some lensometers, a salt pan, and a good autorefractor or two! We ask that all volunteers bring their own occluders, fixation targets, ophthalmoscopes, reitnoscopes and dispensing tools.

Act Now To Become TPA Certified

In the United States, a number of optometrists are still not qualified to use Therapeutic Pharmaceutical Agents (TPAs).

Any optometrist who wants to become TPA certified should contact the NSU College of Optometry, which will hold a 100-hour Therapeutic Pharmaceutical Agents Certification Course, as well as a 32-hour add-on, in January—May, 2010.

This may be the last time a comprehensive TPA certification course is offered in North America. For more information about this course, contact the Nova Southeastern University School of Optometry by calling (954) 262-1101 or 800-541-6682 ext. 21101 or visiting http://optometry.nova.edu/ce/tpacc/index.html.
You are invited to join the MOA’s Facebook group and to subscribe to our Twitter feed.

The MOA’s Facebook group is “closed,” meaning membership in the group is limited to MOA members. It’s just another benefit of membership in our organization.

Facebook is a social directory that connects people with friends and others who work, study and live around them. People use Facebook to keep up with friends, upload an unlimited number of photos, share links and videos, and learn more about the people they meet. Joining Facebook is free, just visit Facebook.com.

The MOA has also established a Twitter feed to keep members posted on what’s happening at the MOA Central Office and around the state. Again, in order to receive the Twitter feed you must be a member of MOA. To Follow the MOA, go to Twitter.com/moeyecare.

Twitter asks one question: “What are you doing?” Answers may be sent via the Twitter web site, mobile text messaging, or instant messaging and must be under 140 characters in length.
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HOYA Progressive Technology — beyond wavefront.
FTC ANNOUNCES ANOTHER DELAY OF RED FLAGS IDENTITY THEFT RULE

The AOA has learned that the U.S. Federal Trade Commission will officially announce another delay in enforcement of the unnecessarily burdensome “Red Flags” identity theft rule.

In recent months, the AOA has been working with pro-optometry leaders on Capitol Hill including Rep. Nydia Velazquez (D-NY), Chairwoman of the U.S. House Committee on Small Business, to urge FTC officials to reconsider their decision to classify ODs, MDs, dentists and other health providers as “creditors” under this new regulation.

If the regulation were fully implemented in its current form and without changes backed by the AOA, all those deemed to be “creditors” would, like a financial institution, be required to develop and implement a written identity theft program. The Red Flags Rule was originally due to take effect last October, in spite of objections raised by the AOA and other groups. However, under pressure, the FTC delayed enforcement until November 1, 2009.

The AOA will again make use of the time afforded by the agency’s enforcement delay to press the case for changes that fully recognize the burdens the regulation would impose on optometrists and other doctors. In addition, should efforts aimed at securing these much needed changes not be successful before the new deadline, the AOA has provided a Red Flags rule compliance guide and other materials to all members, which is available at www.aoa.org/ftcRedFlags.xml.
Paraoptometric Recognition Week Announced for September

The AOA Paraoptometric Section, with the support of the American Optometric Association, has designated September 13-19, 2009, as Paraoptometric Recognition Week. Now in its seventh year, the recognition week is designed to honor paraoptometrics for their dedication to the patients they serve and to the profession of optometry.

“Paraoptometrics are key members of the eye care delivery team in optometric offices all across the country. Their role is even more critical to providing the best patient care possible in today’s health care environment,” said Randy Brooks, O.D., AOA president, in support of Paraoptometric Recognition Week.

Recognition of paraoptometry as a profession hinges on the strength of the paraoptometric members and support of optometrists and other health care providers. By paraoptometrics seeking education, acquiring new skills and becoming certified, the high standards for the profession challenge other support personnel who work within the profession to do the same.

Mary Dunn, CPOT, Chair of the AOA Paraoptometric Section, emphasizes that success of Paraoptometric Recognition Week depends on doctor participation.

“One of the easiest and most rewarding things an O.D. may do for paraoptometric staff is recognize them for the important role they play in the success of the practice,” Dunn said. "When ODs demonstrate, by recognition, the value of their staff members, paraoptometrics begin to invest in the future of the practice. The OD now has given them the opportunity to become a part of the success."

The AOA Paraoptometric Section suggests a variety of ways to celebrate the week and provides Paraoptometric Recognition Week Promotional Kits free-of-charge to help in making plans for the observance. Kits may be requested by sending an e-mail to mepoff@aoa.org.

Doctors are encouraged to be creative in planning their festivities. Suggestions include: providing a Paraoptometric Section membership for a paraoptometric in the office, treating staff to lunch or dinner, utilizing AOA staff training resources, gift certificates, flowers or candy. The activity or gesture may be big or may be quietly expressed: either way, doctors are urged to participate in this opportunity to extend appreciation to paraoptometrics.
The launch of the MO HealthNet Optical program to the CyberAccess tool has been in place since June 15, 2009. The MOA office has been fielding questions and concerns regarding its usage and when a pre-certification is needed.

The number one question is: “Do I need to pre-certify eye examinations (92004 and 92014) even if I’m checking the patient’s eligibility via the emomed website or the IVR System?”

The answer is it would be a smart precaution!

The much needed discontinuation of the S codes and the switch to the 92000 codes has set up a unique set of circumstances. When a patient’s eligibility is checked, the only information in the optical database previously was the S codes. If one of the 92 codes was billed — by an optometrist or ophthalmologist — prior to the discontinuation of the S codes, it would not show up in the database.

Going forward, all 92000 codes will be contained in the database. If it is an established patient and you are confident that the patient has not been seen by an ophthalmologist or optometrist that billed the 92000 codes or one of the S codes in the last 12 or 24 months (depending on age), you do not necessarily have to obtain a pre-certification.

Pre-certifications are good for 30 days. If the patient is a no-show, you will have to obtain a new pre-certification if his/her rescheduled appointment is after that authorization end date.

Some of you have questioned the correct time for billing Medicaid for eyeglasses. This has always been the date of dispensing, not at the time of the order. The pre-certification process will prevent the patient from picking out a pair of glasses at one office and going somewhere else and ordering another pair within that 30 day period.

We will try to make a question and answer column about MOHealthnet and CyberAccess a regular feature in the VISION. Please send you questions to moaed@moeyecare.org.
The health plan includes several industry-leading benefits including:

NO deductible or out-of-pocket costs for inpatient hospital stays.

Network Choice: for example, one employee’s physician is in Cox’s network another employee’s is in St. John’s. They could each select a separate network of their choice. The group could have more than one network and each employee is free to choose.

- All annual preventative screenings, including colonoscopies, are covered 100% with NO co-pay.
- Includes dental, life and hearing insurance with an optional long-term care benefit.
- Flexible Spending Accounts with a debit card are provided free for each member.
- Industry leading Free&Clear tobacco cessation program is provided at NO charge.
- Employee Assistance Program including 8 in-person sessions with a local professional, financial planner or attorney is included along with identity theft and free will preparation.

Three-Year Rate Guarantee for MOA members. Health plan premiums will not increase for the next three years. No more worrying about cost increases or the hassle of bidding your coverage every year.

In addition, members are part of a large pool of over 5,000 members across the state. If your group were to experience a major illness, typically that would result in a substantial increase in your premiums. With the MOA Plan, that risk is spread out among all members in the pool resulting in long-term rate stability for you and your employees.

The plan is available with an October, November or January effective date. To receive more information or to request applications for a NO-obligation quote, contact MoPEB by email at moaplan@mopeb.org, or you may also call toll-free at 1-866-873-1795 or by mail at MoPEB, PO Box 141, Jefferson City, Mo. 65102.
CMOS took a break from our monthly meetings in June and reconvened in July for a meal and presentation provided by Essilor on digital surfacing and customer service. The event was well attended by both doctors and paras. Our society will be meeting again in August for a sponsored event in Jefferson City.

Greater Ozark Optometric Society
Trustee: Scott M. Burks, O.D.

At our July meeting we had CE sponsored by SightPath Medical. The CE covered macular degeneration and nutrition’s role in the disease. Our next regular meeting is scheduled for October. The new GOOS officers will take over the leadership of the society at that time.

Kansas City Optometric Society
Trustee: John Gelvin, O.D., F.A.A.O.

The Kansas City Optometric Society gears down for the warm summer months. This gave the Society Board some time to meet. We were blessed to have in attendance the Kansas Zone President for the Kansas City region. It appears that the Kansas City Zone of the KOA will be using the Society meetings to disseminate KOA information to KOA members. We have been working on getting the two groups to work together. Now, after years of discussion, it appears that this will be happening! This will be helpful on many levels.

A major discussion topic at the Board Meeting centered on some sad news that has recently taken place. Dr. David L. Hutchinson, 41, from Atchison, Kansas, passed away Sunday, July 26, 2009. The Society Board in addition to the Society voted and agreed to send financial gifts to both the See to Learn Program and to a fund for the education of his 3 children. He was a very nice gentleman and a caring optometrist.

Our first fall meeting will be held on September 14th.

Northeast Optometric Society
Trustee: Mindy Blackford, O.D.

The NEOS has not met over the summer months.

Northwest Optometric Society
Trustee: Jeffrey H. Powell, O.D.

No Report Available

Society Reports, continued page 120.
SOCIETY REPORTS, from page 19

SOUTHEAST OPTOMETRIC SOCIETY
Trustee: James Hunt, O.D.

The most recent S.E. society meeting was held in Sikeston, Missouri.

Due to heavy storms and several members being out of town on the night of our meeting, it had less attendees than normal. The business meeting included the election of new society officers for the upcoming year.

Dr. Kayce Strohmeyer is our new President. Dr. James Hunt is the MOA trustee. Our next meeting will be held in Dexter at the Hickory Log restaurant. The meeting will be held on Wednesday evening September 16, 2009. Business meeting will start at 7 p.m. Any MOA member may attend.

SOUTHWEST OPTOMETRIC SOCIETY
Trustee: Erica Burton, O.D.

Our next meeting is scheduled for August 20th at Drs. Lazenby, Stilley, and McKarus’ new office in Joplin.

ST. LOUIS OPTOMETRIC SOCIETY
Trustee: Robert Goerss, O.D. | Trustee: Thomas J. Cullinane, O.D.

The Saint Louis Optometric Society continues to meet monthly, the second Tuesday of the month, at the St. Louis Marriott West.

On May 12, 2009, Dr. Barry Barresi, Executive Director of the AOA presented “Competence In The Profession Of Optometry” and discussed the recent changes and trends in healthcare reform and how it may affect optometry. Dr. Andrew Blatt presented “Strabismus Surgery: The Goo, The Bad, and The Beautiful,” and “Neuro Optic Vision Assessment” in which he reviewed the new VEP technology developed by Diopsys. Dr. Brett Davidson also presented “The Harlequin and the Mosquito” in which he discussed Homer’s Syndrome and Dengue Fever.

The annual Installation and Awards Banquet for the St. Louis Optometric Society was held June 9 at the Forest Park Visitor Center. The 2009-2010 officers are:

- President: Dr. Erin Sullivan
- President Elect: Dr. Barbara Aalbers
- Vice President: Dr. Craig Brawley
- Secretary: Dr. Karen Rosen
- Treasurer: Dr. Paul Whitten
- Sgt. at Arms: Dr. Jason Riley
- Immediate Past President: Dr. Eric Polk

Society Reports, continued page 21.
SOCIETY REPORTS, continued from page 20

SLOS, continued

Student Leadership Awards, sponsored by Bausch & Lomb Surgical, were presented to Drew Biondo and Joe Castellano of the University of Missouri-St. Louis College of Optometry. Dr. Kurt Finklang was honored with the 2009 SLOS Lifetime Achievement Award.

On July 14, 2009, Dr. John McGreal lectured on “Adenovirus Conjunctivitis.” His talk featured a review of the diagnostic and therapeutic considerations in viral conjunctivitis. SLOS welcomes Mr. Greg Raeman, Eye Care Business Advisor for Allergan, Inc. who will present “Recruiting and Hiring,” about how to develop a process for attracting good employees, creating job descriptions and setting employee expectations.

WEST CENTRAL OPTOMETRIC SOCIETY
Trustee: Jason Lake, O.D.

The WCOS will be meeting on August 25th in Sedalia for our summer meeting. We will be discussing new society officers, MOA nominations, the fall convention, and several key issues for our district. We are looking forward to a fun evening with excellent attendance.
WELCOME NEW MEMBERS

The Missouri Optometric Association is pleased to announce the following new members. Please introduce yourself at an MOA sponsored event!

- Kelley F. Baumhover, O.D.
- Jeffrey D. Coleman, O.D.
- Stephanie A. Erker, O.D.
- Angel M. Novel, O.D.
- Michelle L. Pine, O.D.
- Megan L. Pinkston, O.D.
- Ryan D. Read, O.D.
- Douglas G. Rose, O.D.
- Brett A. Sobieralski, O.D.

The Missouri Optometric Association Paraoptometric Section is pleased to announce the following new members. We would also like to thank all the paraoptometric who continue to renew their membership each year!

- Autumn D. Baker
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- Christine Breshears
- Christine Craig
- Sharri J. Curtis
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- Nicole E. Gaither
- Melissa D. Gann-Huseynov
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- Kristina P. Parker
- Janis R. Priest
- Debbie S. Reynolds
- Natalie L. Smith
- Sarah G. Smith
- Jennifer L. Taylor
- Julie K. Walker
- Sandy F. Watts
- Jaime L. Williams
# Calendar of Upcoming Events

## 2009

**October 1-4**  
MOA Annual Convention  
Lodge of Four Seasons  
Lake Ozark, Missouri

**2010**

**January 9-10**  
MOA Legislative Conference  
Capitol Plaza Hotel  
Jefferson City, Missouri

**February 12-14**  
Heart of America  
Hyatt Regency, Kansas City, MO

**March 2-4**  
AOA Congressional Meeting  
Washington, DC

**March TBA**  
Spring CE  
Playa del Carmen

**April 30-May 2**  
Midwest Eyecare Congress  
Marriott at Union Station  
St. Louis, MO

**May 14-15**  
North Central Board Meeting  
Allegro  
Chicago, IL

**June 4-5**  
MOA Leadership Retreat  
Country Club Hotel  
Lake Ozark, MO

**June 16-20**  
Optometry’s Meeting™  
Orlando, Florida

**Oct 14-17**  
MOA Annual Convention  
Millennium Hotel  
St. Louis, MO

## 2011

**January 8-9**  
MOA Legislative Conference  
Capitol Plaza Hotel  
Jefferson City, Missouri

**June 3-5**  
MOA Leadership Retreat  
Country Club Hotel & Spa  
Lake Ozark, Missouri

**June 15-19**  
Optometry’s Meeting™  
Salt Lake City, Utah

## Optometry’s Meeting™  
2012 – 2014

**June 27-July 1, 2012**  
Chicago, Illinois

**June 26-30, 2013**  
San Diego, California

**June 25-29, 2014**  
Philadelphia, Pennsylvania
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Deadlines are the first of January, March, May, July, September, and November.