Participate in the Process

Why Attend?

By attending the Legislative Conference you will be visiting with your members of the Missouri legislature and their staff. You will be experiencing the legislative process first hand with your peers and making a difference by building relationships.

Register Online Now at www.moeyecare.org

For further details, turn to page 6.
BACK BY POPULAR DEMAND

THE AOA FOUNDATION’S ANNUAL GALA

Check out some of the hottest optometric performers from across the country in "Optometry’s Got Talent!"

Support your friends and colleagues during a celebration of vibrant amateur talent while raising funds for the AOA Foundation.

For a sneak peek at the performer list and ticket prices — www.optometristscharity.org

Wednesday, June 16, 2010 • 8:30pm – 12:00am
Gaylord Palms Hotel and Convention Center

Optometry’s Got Talent!

Questions? Contact Sara Breed, srbreed@aoa.org or 800-365-2219 ext. 4218
**President’s Message**

Thanksgiving is certainly a time to be thankful for the many things we enjoy in life. The holiday season is such a fun time of the year and a time to think about the great things we accomplished in 2009 and start planning for great things to come next year.

I hope you all have a wonderful holiday season. Enjoy the time with your family and friends.

The New Year kicks off with the annual Legislative Conference in Jefferson City on January 10 and 11. We have a great CE line up for you including a pediatric lecture by Dr. Tim Hug of Children’s Mercy Hospitals in Kansas City and a glaucoma lecture by Dr. Brett King of Stiles Eyecare Excellence (a leading glaucoma provider in the Kansas City area). You will receive four hours of CE when you attend.

The afternoon includes one of the privileges that your MOA membership affords you. You get an inside look at the State Capitol and the opportunity to visit with your legislators. It is a great opportunity to let Jefferson City know what an optometrist is and why the care we provide is important to our communities. I encourage you to attend.

Your MOA leadership is committed to working hard for you to make sure that the Doctor of Optometry license you carry continues to be of great value. We welcome your engagement in the process, and I encourage you to let us know if you have any concerns. The MOA is the unified voice for optometry in Missouri.

Thank you for your continued support. Have a great holiday season!

**Don’t Forget!!**

The MOA is depending on all its members to enter their Children’s Vision Examination data online at

www.yourbestvision.net

Having a solid platform of hard data from which to draw is crucial to extending the sunset of the Children’s Vision Law in 2012!

Help Missouri’s Children’s... Enter Your Children’s Vision Examination Data Today!
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Don’t miss the 2010 Congress to hear some of the biggest names in Optometric education.

Join the enthusiasm in the exhibit hall and don’t miss the best exhibiting and education the Midwest has to offer. There will be drawings for over $15,000 in prizes and gift certificates.

Speakers for the 2010 Congress

Dr. Richard Castillo  
Dr. A. Paul Chous  
Mr. Richard Dorer  
Dr. Ian Gaddie  
Dr. Mindy Gordon  
Dr. Doug Herriott  
Dr. Shane Kannarr  
Ms. Jill Luebbert  
Ms. Valerie Manso  
Dr. Scot Morris

Dr. Kelly Nichols  
Dr. Paul Rose  
Mr. Kim Scheidler  
Dr. Leonid Skorin  
Dr. Laurie Sorrenson  
Dr. Mary Jo Stiegemeier  
Dr. Suzanne Wickum  
Mr. Mike Vitale  
Mr. Alex Yoho

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PARTICIPATE IN THE PROCESS

by Jim Hunt

Why Attend?

By attending the MOA’s Legislative Conference you will be visiting with your members of the Missouri legislature and their staffs.

You will experience the legislative process first hand with your peers and make a difference by building relationships.

Because of the changes that will be discussed by our legislators this session; now is the time to attend and participate in the process. With health care reform and economical issues affecting state policies, it is vital to our profession to have a strong showing at this year’s Legislative Conference.

The MOA legislative conference will be January 11, 2010, at the Capitol Plaza Hotel in Jefferson City. The Legislative Conference will Kick-off on Monday morning with 4 hours of continuing education. Dr. Tim Hug will present Pediatric Grand Rounds at 8:00am and Dr. Brett King will follow with Glaucoma Grand Rounds at 10:15am.

Our luncheon speaker will be Senator Brad Lager. A legislative update will be provided by our lobbyists, Jerry Burch and Scott Marrs, followed by a visit from Senator Wes Shoemyer.

Cinnamon roll delivery to representatives and senators capitol offices will take place from 3:00-5:00pm. The rolls will be packaged in different containers this year in an effort to reduce waste. We will end the day with the reception for the legislators back at the Capitol Plaza Hotel starting at 5:30pm.

We encourage you to invite a young optometrist to attend this year’s conference. Participation by future leaders of our profession is the key to maintaining a strong position in Jefferson City and a strong MOA. With your participation, this year’s conference will be better than ever.

Register online now at www.moeycare.org!
REFRACTIVE SURGERY OPTOMETRIST

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
We finally made our way to Joplin for the Special Olympics Vision Screening! You may remember that when we tried to go to Joplin previously, we were forced to cancel as 17 inches of snow blanketed mid-Missouri. The competition this time included bowling, volleyball and flag football.

Despite some minor glitches (the Lea charts were not in the box as labeled!) we screened twice as many athletes as our previous screening in Wentzville with the same number of volunteers! Those volunteers included 6 ODs, 9 optometry students, 3 paraoptometrics, 5 Lions and 19 community volunteers. A big thank you goes to Stuart Payne of Orongo, MO, for organizing the fantastic community support.

A total of 213 athletes went through the screening. We dispensed 82 pairs of glasses and 31 sports goggles. Nineteen athletes were referred for ongoing care.

The Opening Eyes program has become one of the hottest tickets at the competitions. We had athletes bring their lunch and “camp out” at registration so they could be the first in line!

This may be the hardest eight hours you work all year long, but it certainly is the most gratifying. If you have not previously volunteered for a Special Olympics vision screening, watch the newsletter for the next event. You’ll be glad you did!
Give the Gift of Vision this Holiday Season

Making a donation in lieu of a traditional holiday present is becoming evermore popular. Gifts that give something back and that can help transform a life are the perfect presents for those friends, family, customers and colleagues who have everything.

Optometry Giving Sight is making it possible for people to give the gift of vision this holiday season by introducing an online Gift of Vision™ gift catalogue full of opportunities to give in a way that will really transform lives by addressing the needs of the millions of men, women and children who are blind or vision impaired simply because they do not have access to an eye exam and a pair of glasses.

Just $25 can provide an eye exam and pair of glasses for up to five people in countries with little or no access to quality vision care. A simple pair of glasses can eliminate the cycle of poverty by enabling children to go to school and parents to provide for their families. There are gifts to suit all budgets from $25 to $1,200.

The Gift of Vision makes holiday gift shopping quick and easy with no waiting in lines or searching for a parking space. First, go online to www.givingsight.org/giftofvision and choose your gift. Then, write a personalized message for the card your friend, colleague or relative will receive, which includes details of their gift.

Optometry Giving Sight does the rest by sending the card and using your gift contribution to fund programs that deliver sustainable vision care services in the developing world.

The Gift of Vision is not just for holiday giving. With a selection of cards for birthdays, weddings, in memory, and Mother’s/Father’s Day, almost any occasion is right for a Gift of Vision.
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Beware of Theft During the Holiday Season

During the holiday shopping season, optometric offices across the nation could see more theft of high end frames and sunglasses.

Normally, two or more persons, often without an appointment, enter the office to look at frames. While one distracts your office staff, their partner(s) pocket high end frames and sunglasses.

Traditionally this type of theft increases during the holiday shopping season and during economically difficult times.

Friendly tip... remind your office staff to be especially cautious and alert when two or more individuals without an appointment enter your office to look at frames and sunglasses.

You may wish to restrict access to your optical area to those with an appointment and/or if only accompanied by a staff member. If you experience theft, train your office staff to immediately write down any description of the suspects, the vehicle license plate, etc. and promptly report the theft to local law enforcement.

You may also wish to advise your local society president so an alert may be sent to other MOA members in your area to help them guard their offices from theft.
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Brilliantly clear! Brilliantly clean!

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The Webster Dictionary defines Clarion as ‘brilliantly clear,’ which is an accurate description of the brilliant clear and clean Clarion XS™ will bring to your patients.

Ease of Care... Super hydrophobic — fingerprint 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, Clarion XS™ is easier to clean than other traditional hydrophobic AR lenses. Clarion is 85% moat resistant of scratching a thing of the past!

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Comfort... Clarion XS™ delivers unparalleled comfort, all day long. Whether operating, sleep at the computer, riding in night enveloping a meal with friends, your patients will benefit from Clarion XS™ lenses.

Claro-XS™ is the new satisfaction coating that incorporates our XSB™ technology, a premium AR stock, and our new super-hydrophobic topcoat. Clarion XS™ also comes in Cool Silver, Cool Gold or Clear frame colors coating. Ophthalmic and lens care is the easy warranty.

Let Sutherland Optical show how Clarion XS™ lenses will increase patient satisfaction and profitability for your practice. For more information, call Sutherland Optical today at 816-421-1369 or 1-800-999-8193.

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- Reduce Glare and Reflective
- Improve Visual Comfort
- Offer Great Cosmetic appeal

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- State-of-the-art company with years of in-house AR manufacturing experience which means you’ll receive after sales high quality, excellent service, with record turn around time.
Join the MOA at Riviera Maya

We will be staying at the Royal, a five star all-inclusive resort. Our last visit to the Royal was in 2005 when it was the mystery destination... members were not aware of the destination until they arrived at the airport! We liked it so much, we have to go back!

Ten hours of CE will be presented by Dr. Pam Lewis.

Arrangements will be made through the MOA office for the land only package which will include transfers from the airport to the resort.

- Everyone is free to make their own flight arrangements in order to use frequent flyer miles.
- CE will be billed separately.
- Snuba diving will also be arranged separately with Yukatan Divers.

Please contact the MOA office at 573-655-6761 or email Dr. Barrett at barrettck@beglobal.net.

March 10 - 15, 2010

Note: Spring CE Cancelled
Optometric Society Reports

Central Missouri Optometric Society
Trustee: Jeffrey M. Gamble, O.D.

No Report Available

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

In October GOOS had our annual legislative thank you reception. We had a great turnout again this year with nine representatives and one senator in attendance. We make the evening a relaxed atmosphere without a political agenda so the legislators can just visit with us and each other.

Our last regular meeting was November 17 when we had a presentation from MoPEB about health insurance options for MOA members.

Our next regular will be sometime after the first of the year.

Kansas City Optometric Society
Trustee: Melanie Linderer, O.D.

Our last meeting of the year will be on December 7, 2009. This meeting will be a joint meeting with the Optometric Society of Greater Kansas City and the Northwest Optometric Society.

Scheduled to speak are MOA President, Dr. Ryan Powell; MOA Executive Director, Dr. LeeAnn Barrett; and the KOA Executive Director, Gary Robbins.

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

No Report Available

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

No Report Available

Society Reports, continued page ##.
Society Reports, from page 21

Southeast Optometric Society
Trustee: James Hunt, O.D.

Our November meeting of the Southeast Optometric Society was presided over by our new president, Dr. Kayce Strohmeyer. Our meeting was held at the Hickory Log Restaurant in Dexter, MO. There was a PowerPoint presentation given by Dr. James Hunt highlighting and covering the October MOA Convention, at the Lake of the Ozarks for SEOS members who were unable to attend.

There will be no SEOS meeting in December due to the holidays. Our next meeting will be on the third Wednesday in January, in Dexter, Missouri. Every MOA member is welcome to attend. The meeting will start at 7 P.M.

Southwest Optometric Society
Trustee: Erica Burton, O.D.

No Report Available

St. Louis Optometric Society
Trustee: Thomas J. Cullinane, O.D. | Trustee: Robert Goerss, O.D.

President Dr. Ryan Powell and Executive Director Dr. Lee Ann Barrett were special guests at the November SLOS meeting. Dr. Powell discussed the importance of supporting the MOA and touched on topics such as the new MoPEB Insurance benefit; supporting our legislators—especially future Speaker of the House Dr. Steve Tilley and Dr. Terry Swinger, who will be starting his campaigning for the senate; and the current status of the Children’s Vision Bill and the new websites to report the data.

Bausch and Lomb sponsored dinner and an information presentation on Bescivance.

On December 9, Midland Optical will be the sponsor for the SLOS Holiday party to be held at Caldwell’s in Clayton.

West Central Optometric Society
Trustee: Jason Lake, O.D.

The West Central Optometric Society has not had a meeting this month. We want to wish everyone a Merry Christmas and a Happy New Year!
WELCOME NEW MEMBERS

If you know a young optometrist who is not yet a member of the Missouri Optometric Association, please invite them to an event sponsored by the MOA:

- legislative conference
- local optometric society meeting
- annual conference

Often all it takes is a personal invitation to change a non-member into a new member!
CALENDAR OF UPCOMING EVENTS

2010

January 10-11
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 10-15
Spring CE
The Royal
Playa del Carmen, Mexico

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

June 4-6
MOA Leadership Retreat
Country Club Hotel & Spa
Lake Ozark, Missouri

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

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LEADERSHIP & STAFF

STAFF

Executive Director
LeeAnn Barrett, O.D.
moaed@moeyecare.org

Finance Manager
Linda McDowell
linda@moeyecare.org

Executive Assistant
Jay Hahn
jay@moeyecare.org

OFFICERS

President
Ryan H. Powell, O.D.
P: 816/476-4017
drpowell@insighteyecarespecialties.com

President-Elect
Duane Thompson
P: 660/258-7409
datbat@cebridge.net

Treasurer
Jeffrey L. Weaver, O.D.
P: 314/983-4244
jlweaver@abopt.org

Secretary
John B. Gelvin, O.D., F.A.A.O.
P: 816/525-3937
jgelvin@omnikc.com

Immediate Past President
Wesley D. Kemp, O.D.
P: 417/777-9000
weskemp@windstream.net

Governmental Relations Consultants
Jerry W. Burch
P: 573/636-4599
jburch@embarqmail.com

J. Scott Marrs
P: 573/636-5873
smarrs@embarqmail.com

Legal Counsel
Marc H. Ellinger
P: 573/634-2500
mellinger@blitzbardgett.com
TRUSTEES

Central Society (5)
Jeffrey M. Gamble, O.D.
P: 573/874-2030
jmgamble@socket.net

Greater Ozark Society (8)
Scott M. Burks, O.D.
P: 417/345-2901
smbod1@gmail.com

Kansas City Society (3)
Melanie L. Linderer, O.D.
P: 816/781-2100
jmlinderer@sbcglobal.net

Northeast Society (2)
Mindy M. Blackford, O.D.
P: 660/665-6262
mindymblackford@hotmail.com

Northwest Society (1)
Jeffrey H. Powell, O.D.
P: 660/582-4022
jpowell@unitedsky.net

Southeast Society (9)
James M. Hunt, O.D.
P: 573/996-3937
drhunt204@yahoo.com

Southwest Society (7)
Erica S. Burton, O.D.
P: 417/682-3301
sbeyecare@sbcglobal.net

St. Louis Society (6)
Thomas J. Cullinane, O.D.
P: 314/579-0909
seeingme@sbcglobal.net

Robert Goerss, O.D.
P: 636/272-1444
drgoerss@yahoo.com

West Central Society (4)
Jason S. Lake, O.D.
P: 660/747-2000
lake.od@juno.com
COMMITTEES

Administrative Services
Sally Bodenhamer, O.D.
P: 573/635-2020
sallyandben@aol.com

Affiliated Organization
Kory P Thoma, O.D.
P: 573/334-2020
kthomaod@leeteyecare.com

Clinical/Education
Joni K LaFerla, O.D.
P: 816/741-6737
jlaferla@kk.rr.com

Coordinating Committee
Ryan H. Powell, O.D.
P: 816/476-4017
drpowell@insighteyecarespecialties.com

Convention Planning
John B. Gelvin, O.D., F.A.A.O.
P: 816/525-3937
jgelvin@omnikc.com

Governmental Affairs
Tom Cuilline
P: 314/579-0909
seeingme@sbcglobal.net

Membership Services
Kayce A Strohmeyer, O.D.
P: 573/334-8595
kstrohmeyer74@sbcglobal.net

Public Relations
Timothy A Wingert, O.D.
P: 314/516-6058
wingo@umsl.edu

Third Party Payments
Rich Wilson, O.D.
P: 816/353-1872
rwilson@bso-ae.com

AFFILIATED ORGANIZATIONS

Paraoptometric Chair
Cody Bergschneider
P: P: 816/353-1872
eyecareforyou2002@yahoo.com

MOF President
Rex Newcomb, O.D.
P: 417/468-6682
rands289@msn.com

MOAA President
Beth Thompson
P: 660/258-7409
datbat@cebridge.net

State Board President
James Bureman, O.D.
P: 417/887-3900
jbureman@missourieyecare.com
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100 East High Street, Suite 301
Jefferson City, Missouri 65101
P: 573/635-6151

Editors of Publications:

Lee Ann Barrett, O.D.
1201 West Broadway
Columbia, Missouri 65203
P: 573/445-8636
F: 573/446-9122
lbarrettod@sbcglobal.net

James M. Hunt, O.D.
204 Washington St
Doniphan, Missouri 63935
P: 573/996-3937
F: 573/996-3937
drhunt204@yahoo.com

Send all unsolicited articles, news, and advertising to the MOA Central Office. All opinions and statements of supposed fact in signed articles do not necessarily reflect the views and policies of the Missouri Optometric Association.

Deadlines are the first of January, March, May, July, September, and November.