

FROM THE PRESIDENT



Mark S. Norris, O.D.
President

School is out and everyone is making plans for summer activities. Some are planning vacations, while others find themselves at the ball park with their children or grandchildren. As the dog days of summer fly by your Heart board is busy planning and preparing for the 52nd Annual Heart of America Contact Lens & Primary Care Congress (February 15 – 17, 2013).

For over 50 years now the Heart has continued to provide one of the premier optometric meetings in the Midwest. Year after year we feature an impressive line-up of well known international speakers that provide timely and innovative continuing education for the over 1,500 doctors, paraprofessionals, students, exhibitors and corporate sponsors that attend our Congress each February. The 2013 meeting promises to continue in that tradition.

In addition to the exceptional education, your Heart experience includes two days to browse one of the largest exhibit halls in the Midwest. Take advantage of this opportunity to expose yourself to the newest and most innovative products the profession has to offer. And maybe most important of all, you must take advantage

of the camaraderie that is always ever present at the Heart. Catch up with old friends and make a few new ones along the way.

Your board continues to strive to make our meeting better and better each year. We are always open to suggestions from our membership on how we could serve you better. If you have any questions, comments or suggestions on how we could improve the “Heart” experience please feel free to contact me at president@hoacsl.org.

Mark your calendars now for February 15 – 17, 2013. Online registration will open November 1, 2012. I look forward to seeing you in K.C.

From the Heart,

Mark S. Norris, O.D.

**Mark Your Calendars for the 52nd Annual
Heart of America Contact Lens
& Primary Care Congress**

February 15-17, 2013

NOMINATIONS TO THE HEART BOARD OF DIRECTORS



Ellen L. Weiss, O.D.
Past President

Nominations are currently being accepted from member optometrists interested in serving on the Heart of America Contact Lens Society Board of Directors. Past and present board members will testify that the sense of accomplishment and lifelong friendships formed while serving on the board make the experience a rewarding one.

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

Ellen L. Weiss, OD
Past President, Heart of America
12660 Q Street Omaha, NE 68137
President2@thehoacsl.org



SECRETARY/TREASURER



Don C. Railsback, O.D.
Sec. Treasurer

The Heart of America is more than the premier optometric educational conference in the country. It's a chance to see old friends, meet new ones and learn about the innovations that occur in our profession year after year. Our unique structure allows us to not only provide top notch education but also to promote optometry and give back financially.

Each year the Heart of America Contact Lens Society returns almost one hundred thousand dollars to the five member state associations and other states that have twenty five or more doctors attending. In addition, HOACLS funds numerous scholarships, grants and prizes that set this meeting apart. When you attend the Heart of America Contact Lens conference you're not only adding to your personal knowledge base, you're helping support important programs in your own state and giving back to your profession.

The Heart of America meeting has no paid staff. It is designed, developed, tweaked and fine tuned by a dedicated group of doctors and their spouses who volunteer their time, energy, expertise and dedication. The cost of pulling off a meeting of this magnitude and quality is daunting and each board member works diligently to spend wisely and keep the value for the attending doctors second to none.

Over the past fifty one years the Heart of America Contact Lens Society has grown to be one of the premier optometric educational conferences in the country. Our new expression of what HOACLS exemplifies tells the story of what we have been to doctors for five decades, a meeting that offers camaraderie, education and innovation. Join us in celebrating our anniversary at the 2013 conference.

ACCREDITATION



Wendy Muller, O.D.
Accreditation

What a year! Not only was our educational program top-notch and weather unseasonably warm, but scan data for accurate attendance verification was obtained efficiently! Also new for 2012, the Heart offered ABO approved courses for paraoptometrics.

Our entire doctor program will continue to be approved for continuing education credit by the UMSL College of Optometry as well as be 100% COPE approved. Each year we apply for approval of CE credit in each state simplifying re-licensure for attendees. It is each doctor's responsibility to be aware of their state's individual requirements 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.

Heart of America will continue to offer the OE Tracker scanning system to assist doctors in tracking their CE hours and verify attendance. 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 scan 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.

The AOA Commission on Paraoptometric Certification has approved our entire paraoptometric program for CPO, CPOA and CPOT continuing education hours. To maintain certification, a minimum of 18 hours are required every three years. Most para courses will be ABO approved as well.

We look forward to seeing you and your staff in February at the Heart!

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@hoacis.org) with meeting requests."



REGISTER EARLY AND SAVE!



Steve L. Smith, O.D.
Registration

The Heart enjoyed record crowds again in 2012! And more than 87% of you registered online. This year you will find our website updated and easy to navigate. Thank all of you for making our Congress "the Best in the Midwest!"

Our 2013 Congress will continue to provide you with the latest ideas in optometric education from the most respected speakers in the country. All of our courses are OPE approved, with 10 hours of CEE transcript courses, and workshops for hands on training. Our outstanding Exhibit Hall will offer all types of equipment and products to experience. And everyone has a great time on Saturday night at the Dinner & Dance right in the hotel! No need to drive anywhere!



Ron Fiegel, O.D.
Registration

Registration will open online on November 1, 2012. Special course offerings and

workshops are available only online. I urge you to take advantage of the Early Bird rates and register before December 31. Keep informed by visiting us at www.hoacsl.org. If you have any questions contact me at registration@hoacsl.org or fax 918-283-4886.

I look forward to seeing you and your staff in Kansas City in February 2013.

2012 STUDENT GRANT WINNERS



Daniel Novak, Melissa Schmidt, Wendy Muller, HOACLS Director of Accreditation, Savannah Burch, Stephanie Cullinan, Not pictured - Mark Wilkins

Daniel Novak, Indiana University School of Optometry
Melissa Schmidt, University of Missouri-St. Louis College of Optometry
Savannah Burch, Northeastern State University Oklahoma College of Optometry
Stephanie Cullinan, Southern College of Optometry,
Not pictured, Mark Wilkins, University of Missouri-St. Louis College of Optometry

2012 O.D. OF THE YEAR

Ruth S. McAndrews, O.D., F.V.I.



*Pictured from left to right,
Dr. Ruth McAndrews &
Dr. Ellen Weiss,
HOACLS Past President*

2012 VISION SERVICE AWARD

Mitchell M. Scheiman, O.D., FCOVD



*Pictured from left to right,
Dr. Mark Norris,
HOACLS President
& Dr. Mitchell Scheiman*



2013 PROGRAM SPEAKERS

SYMPOSIA

Dr. Walter West
Dr. Marc Bloomenstein

DOCTORS PROGRAM

Dr. Marc Bloomenstein
Dr. Graham Erickson
Dr. Thomas Freddo
Dr. Steven Ferrucci
Dr. Dasa Gangadhar
Dr. Milton Hom
Dr. Peter Kollbaum
Dr. Jason Nichols
Dr. George Spaeth
Dr. Michael Stiles
Dr. Walter West

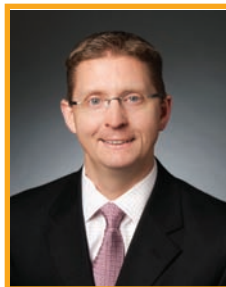
PARA PROGRAM

Rebecca Johnson
Lynn Konkel
Lynn Lawrence
Dr. Ashley Reddell
Phernell Walker II
Alex Yoho

OPTOMETRIC EDUCATION



Brett King, O.D., F.A.A.O.
*President-Elect /
Education*



Bill Hefner
*O.D., M.Ed., F.A.A.O.
Education*



Russ McCaulley, O.D.
Education

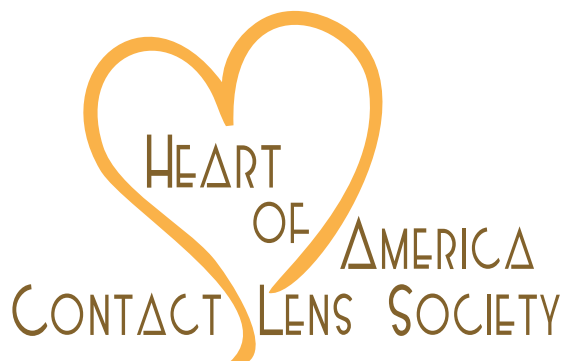
The Heart of America Contact Lens and Primary Care Society is looking forward to an outstanding slate of speakers for our 2013 education program. Included are Drs. Bloomenstein, Hom, West, Erickson, Nichols, Freddo, Ferrucci, Spaeth, Stiles, Kollbaum, and Reddell.

Featured at the Practice Management Symposium, Dr. Walter West will present "Pulse Points of a Million Dollar Practice". At the Anterior Segment Symposium Dr. Marc Bloomenstein will present "Ocular Jeopardy".

We are pleased to announce the duo of Dr. George Spaeth and Dr. Michael Stiles presenting on recent glaucoma updates. Drs. Peter Kollbaum and Jason Nichols will lecture on contact lens and anterior segment topics. Dr. Graham Erickson has interesting information on pediatric and athlete evaluations. Dr. Thomas Freddo is speaking on intraocular malignancies and red eye work up. Dr. Steven Ferrucci will deliver timely updates on macular degeneration. Dr. Milton Hom will be presenting on contact lens updates as well as using the iPad in your practice. Dr. Ashley Reddell has several excellent lectures for the paraoptometrics in attendance.

Once again, we are offering a limited enrollment panel discussion at 10:00 Friday morning with the topic covering advances in corneal disease therapy.

A wide area of interests are represented at the 2013 Heart. Please join us for this exceptional educational experience.



CAMARADERIE | EDUCATION | INNOVATION

LUXURIOUS ACCOMMODATIONS AT THE HEART



Delton Fast, O.D.
Arrangements

The Sheraton Kansas City Hotel at Crown Center will be the home of the Heart of America Contact Lens Society convention for 2013. Choosing to attend the greatest educational conference in the Midwest next February will afford you the opportunity to spend time in this newly renovated 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 brand new Fitness Center Powered by Core Performance, swim in the heated outdoor pool, and dine at the lively 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.

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 **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.hoacis.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 Heart of America Contact Lens Society if calling in order to get the discounted rate. Make your reservations early as our room block fills up fast.



EXHIBIT HALL



Thomas F. Greene, O.D.
Exhibits

The Exhibit Hall at the Heart of America is a great place to visit with knowledgeable representatives from the world's leading supply companies. We're sure you'll find them eager to discuss breakthrough technologies, the latest in fashionable eyewear, the newest contact lenses, and hosts of other cutting edge goods and services for all of your office needs. Grab that former classmate or that colleague you haven't seen in a while and

spend some time with us. Make sure your spouse and all paraoptometric visit the hall as well. Refreshments are always plentiful during Exhibit Hall hours. And while you're there, enter the drawings for prizes. With prizes totaling over \$15,000, there is always something exciting happening in the Exhibit Hall!

The Heart of America thanks our participating companies for making us one of the largest optometric exhibit halls in the Midwest, and for making our meeting possible.



PUBLIC & PROFESSIONAL RELATIONS



Craig Brawley
O.D., F.A.A.O.
Exhibits

The Heart is proud of our longstanding relationship with our corporate sponsors and educational institutions. Their continued support allows us to host the best educational

meeting in the Midwest, while helping us to keep the registration fees reasonable for everyone who attends.

The corporate sponsorship also allows us to provide scholarship grants to many fourth year optometric students. Each year, a grant from Vistakon sponsors a leadership program, permitting up to 30 optometric students to attend the Heart of America Congress for free. Those students are privileged to not only learn from top optometric speakers, but also to network with over 800 doctors.

So please remember to thank all of our corporate sponsors for their continued support when representatives visit your office. Their support will continue to keep the quality of education provided by the Heart at a high level.

Be sure to mark your calendar for next year's meeting. The plans for the 2013 Heart of America Congress are already moving forward. Many of our sponsors have already committed to making this another great meeting. More information about the meeting will be sent to you and will be announced on our web site as it unfolds. The next meeting will once again be a great success. We look forward to seeing all of you there.



Ted Vorhies, O.D., F.A.A.O.
Publicity

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