



# "SEE" FOR YOURSELF

SUMMER NEWSLETTER 2013

## FROM THE PRESIDENT



Brett J. King, O.D., F.A.A.O.  
President

Welcome! After over 50 years in existence, the Heart of America Contact Lens and Primary Care Congress has proven itself to be the premier optometric meeting in the Midwest. I'd like to invite you to join us for our 2014 meeting, which will be **February 14 through 16 at the Sheraton Kansas City Hotel at Crown Center in Kansas City, MO.**

This convenient Midwest location has allowed our attendees access to one of the best continuing education values available anywhere.

The Heart board is composed of 12 volunteer directors from our five core member states: Kansas, Missouri, Iowa, Nebraska and Oklahoma. You may have noticed our logo now includes the words Camaraderie, Education and Innovation, which reflects the strengths of our organization. To this end, we invite you to re-connect with your fellow optometrists, make business contacts to help grow your practice, and enjoy world-class quality education for optometrists and paraoptometrics. Our exhibit hall is the largest in the Midwest,

## NOMINATIONS TO THE HEART BOARD OF DIRECTORS



Mark S. Norris, 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. Both past and present board members will testify that the sense of accomplishment and lifelong friendships developed 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 expressing your interest and desire to serve to the

and will provide you an opportunity to browse the latest and greatest in ophthalmic products and technology. Relatively new to the Heart experience, please take a moment to peruse the abstracts presented by students and residents in our second annual scientific poster session.

Please join us **February 14-16, 2014 for the 53<sup>rd</sup> annual Heart Congress.** I look forward to seeing you in Kansas City and please do not hesitate to contact any member of the board if you need assistance.

From the Heart,

*Brett J. King, O.D., F.A.A.O.*

Brett J. King, O.D., F.A.A.O.  
President, Heart of America Contact Lens Society  
**President@thehoacsls.org**

MARK YOUR CALENDARS  
FOR THE 53<sup>RD</sup> ANNUAL  
HEART OF AMERICA  
CONTACT LENS & PRIMARY  
CARE CONGRESS  
FEBRUARY 14-16, 2014

following address (email preferred):

Mark S. Norris, O.D.  
Past President, Heart of America  
2301 Tenth Avenue  
Leavenworth, KS 66048  
**President2@thehoacsls.org**

## SECRETARY/TREASURER



**Don C. Railsback, O.D.**  
*President-Elect/  
Sec. Treasurer*

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. This past conference brought the addition of our poster competition for students and

over \$10,000 in additional scholarship money was awarded to our poster winners. 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 across the country giving back to your profession and helping future doctors realize their dreams.

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 two years the Heart of America Contact Lens Society has grown to be one of the premier optometric educational conferences in the country. The "Heart" is and always has been a meeting that offers camaraderie, education and innovation. Join us again this coming February 2014 for another great conference!



## ACCREDITATION



**Wendy Muller, O.D.**  
*Accreditation*

Several years ago, the Heart was one of the few meetings around the country offering badge scanning as a way of obtaining doctor attendance. Our vision of "innovation" prompted us to make this change. This system has provided efficiency between courses as well as given us a copy of course credits. This year 6700 course scans were sent to ARBO!

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 course scan data to ARBO following the meeting. Doctors can log on to [www.arbo.org](http://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. For the past two years we have also offered ABO education for select courses. To receive ABO certificates you must register by January 15 and indicate you need ABO.

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



## REGISTER EARLY & SAVE!



**Ron Fiegel, O.D.**  
**Registration**

Once again, the Heart enjoyed record crowds in 2013. This year's attendance was 767 doctors and 336 paraoptometric technicians. Just under 90% of you used our updated and easy to navigate Website to register online.

In 2014, we will continue to provide you with the latest in optometric education from some of the most respected speakers in the country. All of our courses are

COPE approved. In addition we will be offering CEE transcript quality education as well as some ABO Certified classes for your technicians.

Our newly designed exhibit hall was a great success. In 2014 it will again offer the latest in equipment, products and services to help further distinguish your practice as the best. And everyone has a great time at the Saturday night Dinner & Dance right in the hotel. No need to drive anywhere.

Registration will open on-line on November 1, 2013. Special course offerings and workshops are available on-line only. I urge you to take advantage of Early Bird rates and register before December 31.

Keep informed by visiting us at [www.hoacsls.org](http://www.hoacsls.org). If you have any questions, feel free to contact me at [registration2@thehoacsls.org](mailto:registration2@thehoacsls.org) or Fax 316-729-9824.

We look forward to seeing you and your staff at Kansas City in February 2014.

## 2013 STUDENT GRANT WINNERS



*Bill Hefner, O.D., F.A.A.O., HOACLS Director, Ryan Nicholas, Jason Koschmeder, Megan Kirkpatrick, James Thirion, Jessical Colpitt, Chris Putnam, Brett King, O.D., F.A.A.O., HOACLS President*

Ryan Nicholas, Western University of Health Sciences College of Optometry  
Jason Koschmeder, Northeastern State University Oklahoma College of Optometry  
Megan Kirkpatrick, Northeastern State University Oklahoma College of Optometry  
James Thirion, Northeastern State University Oklahoma College of Optometry  
Jessica Colpitt, Northeastern State University Oklahoma College of Optometry  
Chris Putnam, University of Missouri St. Louis School of Optometry

## 2013 O.D. OF THE YEAR

LELAND CARR, O.D.



*Pictured from left to right,  
Brett King, O.D., F.A.A.O., HOACLS President  
Leland Carr, O.D.  
Steve Smith, O.D., Past HOACLS Director*

## 2013 VISION SERVICE AWARD

DAVID MCBRIDE



*Pictured from left to right,  
Brett King, O.D., F.A.A.O., HOACLS President  
David McBride  
Ted Vorhies, O.D., F.A.A.O., HOACLS Director*

## 2014 SPEAKERS

### SYMPOSIA

Tom Bowen  
Michael DePaolis

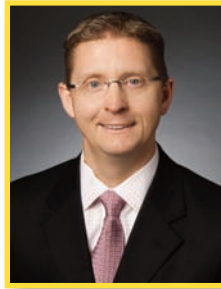
### DOCTORS PROGRAM

Dr. Jimmy Bartlett  
Tom Bowen  
Dr. Michael DePaolis  
Dr. Kathleen Elliot  
Dr. Jeff Gerson  
Dr. Lyndon Jones  
Randy Kojima  
Dr. John McGreal  
Dr. John McSoley  
Dr. Leo Semes  
Dr. Leonid Skarin  
Dr. Jim Thimons

### PARA PROGRAM

Dr. Mindy Dickinson  
Richard Dorer  
Dr. Kris Garbig  
Joy Gibb  
Laurie Guest  
Dr. Shane Kannarr  
Jill Luebbert  
Elaine Schmidt

## EDUCATION



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

The 2014 Heart of America Education team is excited to present an amazing slate of speakers at our upcoming meeting. Building upon the success of the past two years wildly popular panel discussions, we will kick this year's meeting off with a discussion on the *Advancements in Eye Care Research* led by moderator Jeff Gerson who will be joined on the panel by Drs. Lyndon Jones, Michael DePaolis and Leo Semes.



Russ McCaulley, O.D.  
Education

This year's symposia include practice management expert, Tom Bowen speaking on *The New Normal Getting the Most From Your Team in the New Era of Eyecare* and Michael DePaolis presenting a lecture on *Microbial Keratitis in Contact Lens Wear*.

In addition, be prepared to hear from leading eye care experts, Jimmy Bartlett, John McGreal, Randy Kojima, JJ Thimons, John McSoley, and Kathleen Elliot as they share their knowledge with us. Topics ranging from glaucoma to corneal disease, from contact lens advancements to AMD, from retinal disease to pediatric eye care will ensure that there is something for everyone.

Continuing our commitment to excellence in education, we are pleased to offer a well-developed program for our paraoptometrics that will include everything from optics to teamwork to ocular anatomy and the latest trends in eye care. All of our courses will be CPC approved and many will also offer ABOC for those technicians requiring American Board of Opticianry credit.

## SUMMER TRAVEL TO KANSAS CITY?

If you have travel plans to Kansas City over the summer, please accept our offer to return and enjoy either hotel now that the Westin lobby renovation is completed. Below is a link that you can access to make reservations at a rate of \$89 from March 15, 2013 to August 31, 2013. Offer subject to availability.

[www.westincrowncenterkansascity.com/HOA](http://www.westincrowncenterkansascity.com/HOA)  
[www.sheratonkansascityhotel.com/HOA](http://www.sheratonkansascityhotel.com/HOA)



## ARRANGEMENTS



Kelsey Kleinsasser, O.D.  
*Arrangements*

**Luxurious Accommodations at the Heart.** The Sheraton Kansas City Hotel at Crown Center will be the home of the Heart of America Contact Lens Society convention for 2014. 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 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. Recent additions to this area are SEA LIFE Kansas City Aquarium and LEGOLAND™ Discovery Center.

Without leaving the hotel, plan to meet up with friends on Friday night in the exhibit hall for free cocktails. A spectacular dinner and dance 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, <http://www.hoacsls.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.

**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@thehoacsls.org](mailto:arrangements@thehoacsls.org)) with meeting requests.

## EXHIBITS



Thomas F. Greene, O.D.  
*Exhibits*

The Heart of America Exhibit Hall is a great place to discuss advances in patient care with knowledgeable representatives from the world's 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, you will be able to discuss methods to increase the success of your practice.

Refreshments are always plentiful during Exhibit Hall hours making the Exhibit Hall a great place to rendezvous with classmates and other colleagues. And, your spouse and paraoptometrics are encouraged to



Wes DeRosier, O.D., F.A.A.O.  
*Exhibits*

enjoy the Exhibit Hall camaraderie with you. The Exhibit Hall prizes total over \$15,000. Enter the prize drawing early to increase your chances to win. There is always something exciting happening in the Exhibit Hall!

The Heart of America thanks all of our participating companies for making the Heart of America Congress possible and for making the Heart's Exhibit Hall one of the largest optometric exhibit halls in the Midwest.

### **POLICY FOR MEETINGS BY OUTSIDE GROUPS:**

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Outside groups should contact the Director of Arrangements ([arrangements@thehoacsls.org](mailto:arrangements@thehoacsls.org)) with meeting requests."



## PUBLIC & PROFESSIONAL RELATIONS



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

*Public & Professional Relations*

The Heart of America Contact Lens Society is proud of our longstanding relationship with our corporate sponsors and educational institutions. For over 50 years they have assisted us in hosting the best educational meeting in the Midwest. Their generosity provides us the opportunity to keep registration fees reasonable for all attendees and attract top level speakers.

The corporate sponsorship also allows us to provide scholarship grants to many fourth year optometry students. Each year a grant from Vistakon sponsors a leadership program, permitting up to 25 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 ongoing support will continue to keep the quality of education provided by the Heart at a premium level.

Be sure to mark your calendars for next year's meeting. The plans for the 2014 Heart of America Congress are already moving forward. Many of our sponsors have already committed to making next year's meeting even better. We look forward to seeing all of you there.



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

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INNOVATION FOR HEALTHY VISION™

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