

MADO 2022 Educational Conference
April 22-24, 2022
Golden Nugget Casino Hotel-Biloxi MS

Dear Mado Members and Friends,

Seems like yesterday we were preparing for the year of optical, 2020! So let's try this again, I would like to welcome everyone to join me at this year's MADO Educational Conference at the Golden Nugget! The MADO 2022 Educational Conference is an informative platform to learn about new technology and an incredible resource to receive outstanding educational credits where you, together with your colleagues, can learn about new products in a fun and relaxing atmosphere. This year there will be 8 ABO and/or 8 NCLE credits available including technical hours. We will have 7 hours approved for JCAHPO. We will also be having an ABO review by Barry Ousley with Essilor to help prepare you to become ABO certified. Please contact Julie either by email (jmw1825@aol.com) or phone (228-860-1825) if you plan to take the review so we can plan for review books. We are also looking forward to a great trade show after classes on Saturday where you will get the chance to order new products and see the latest lens technology all while getting a chance to win some really nice prizes!

Special Thanks to Shannon Toler with IOT and Chris Gallagher with Younger Optics for sponsoring our Friday night welcome reception for all attendees, exhibitors and their families. It will be held at the Maritime & Seafood Museum across the street from the Golden Nugget at 115 E. 1st Street. The museum offers an array of exhibits on seafood, boats, fishing, net making and other numerous historic memorabilia and photographs. It is very important to mark your registration form if you plan to attend & how many so we will have an accurate count for food. Thanks to Dr. Patricia O'Kelley of eyedok in Ocean Springs, she is sponsoring the DJ, Eugene Eash and Stewart Cage with Eye Save Optical Lab is sponsoring all the beverages at the reception. We look forward to seeing you at this fun networking event.

We have a block of rooms at the Golden Nugget, next door at Margaritaville Resort and Hilton Garden Inn 1.4 miles west on Beach Blvd. There is an elevator that takes you from the parking garage to the meeting area at Golden Nugget without going through the casino, park on the west side.

- Golden Nugget reservations can be made at (800) 777-7568, mention Ms Optician group code S220307. The Golden Nugget is offering a room rate of \$79.99 on Thursday and \$149.99 on Friday and Saturday for a luxury king and \$99.99 on Thursday, \$169.99 on Friday and Saturday for luxury queen. Reservations must be made before March 29, to receive group rate.
- Margaritaville reservations can be made at (228) 271-6377 ext 3055 and ask for Mado group to receive rate of \$219 by March 22.
- Hilton Garden Inn (1.4 miles west) reservations can be made at (228) 325-2900 ask for Msado group rate of \$179 for a king and \$199 for a queen before March 22.

MADO members, please make plans to attend our business meeting on Sunday morning. We will be voting on new board members, let me or any officer know if you are interested in serving. We value your opinion & encourage everyone to get involved in your association. Let's keep our association active with new ideas and suggestions from you! We appreciate all your support and commitment to MADO!

I look forward to seeing you there.

Storm Floyd

MADO President

MADO EDUCATIONAL CONFERENCE AGENDA
April 22nd, 23rd & 24th, 2022
Golden Nugget Casino Hotel

Friday, April 22th

6:30 – 9:30 pm **Welcome Reception – Maritime & Seafood Museum**

Saturday, April 23th

7:30 - 10:00 am **REGISTRATION and Continental Breakfast – 2nd Floor Ballroom Foyer**

8:00 am – 2:30 pm **ABO Review – Prepares you to take ABO Exam – Barry Ousley**

8:00 – 10:00 am **The Art and Science of Rimless Eyewear – David Laing – ABO Technical**

The course covers common rimless mountings with descriptions of each as well as unique mounting discussion points for each style. The course also covers a review of the best lens materials for rimless with tips for greater success with rimless mountings as well as fitting tips. Finally, the course speaks to the business opportunity of selling and customizing rimless to increase profits because rimless pulls premium add on options into the sale and allows for customization.

8:00 – 10:00 am **Specialty and Not so Specialty Contact Lenses- Diane Drake-
NCLE Technical - JCAHPO**

This course will include information on various types of contact lenses including soft, gas permeable, scleral, toric, multifocal, lenses for keratoconus and other ectasias, as well as other specialty contact lenses. This will be good for the fairly new contact lens fitter as well as information that will be useful for the more advanced fitter.

10:00 – 11:00 am **Digital Ray Path 2 Technology – Shannon Toler– ABO Technical**

In this course, learn about IOT's new Digital Ray-Path® 2 Technology, how it is used to minimize oblique aberrations in personalized and compensated free-form lenses. You will learn how IOT added the intelligent use of the wearer's accommodation to the calculation methodology. Lastly, we will also learn about the history and mathematics of Minkwitz theorem and its overall influence on progressive designs.

10:00 – 12:00 Noon **Slit Lamp Evaluation – Diane Drake – NCLE Technical - JCAHPO**

This course will include history, types of slit lamps, illuminations, and how to use the illuminations conducted as a lecture and hands on workshop demonstrating the various illuminations, and when and how to use them. Parts of the instrument including the different filters will be discussed. Steps of an evaluation will be reviewed as well. This will be good for the fairly new contact lens fitter as well as information that will be useful for the more advanced fitter.

11:00 – 12:00 Noon **Thick or Thin, What Really Matters When It Comes to Lens Thickness –
Shannon Toler – ABO Technical**

Maximum thickness for a completed pair of eyeglasses depends on many factors including, center thickness, decentration, material index, base curve and digital lens design. Opticians and laboratories can utilize new processing techniques like digital lenticularization can be utilized to further control lens thickness but there can be tradeoffs. This course will explain all factors giving opticians a better understanding of the importance of each factor and how tools at their disposal can be combined to create the most ideal lens for high Rx patients.

11:00 – 12:00 Noon	Hands On Training for Rimless Eyewear by Silhouette – No ABO Credit Available Elizabeth Hearn, Lynn DiMarco, David Laing
12:00 – 1:15 pm	LUNCH
1:30 – 2:30 pm	Tracking Your Capture Rate to Grow – Tara Brown - ABO This course will provide optical staff with: <ul style="list-style-type: none"> • Sample tracking forms to track current capture rate • Recommendations on how to look for opportunities based on tracking results • Ways to increase patient satisfaction for higher average ticket price per patient <p>After this course, staff will track capture on an ongoing basis so that management and owners can better understand the state of the business and implement strategies to increase traffic, correct problems and acknowledge successful practices.</p>
1:30 – 2:30 pm	The Basics of Soft Toric Lens Fitting – Diane Drake – NCLE Technical - JCAHPO Today, having astigmatism will not prevent patients from being fit with soft contact lenses. This course will discuss not only what astigmatism is and the incidence of astigmatism, but will present ways to satisfactorily fit your patient with lenses. Designs, fitting basics, diagnostics, and problem solving will be covered.
2:30 – 5:00 pm	EXHIBIT HALL OPEN
<u>Sunday, April 24th</u>	
7:30 – 9:00 am	Breakfast Buffet (registered participates only)
8:00 – 9:00 am	MADO Business Meeting (members only)
9:00 – 10:00 am	Age Related Changes and the Eye–Diane Drake–ABO/NCLE Technical-JCAHPO This course will present information regarding changes in the eye as a result of aging. As a person ages there are changes in the eye. Some of these changes would be considered normal and some may be of concern. Information on these normal changes will be discussed as well as those that may be of concern. Information will include changes that will affect vision as well as contact lens wear.
10:00 – 11:00 am	Unequal Refractive Errors and the Effects on Vision – Diane Drake – ABO/NCLE Technical - JCAHPO Patients want to know what their glasses will look like and we spend time discussing that with them. But...how will they see with their glasses? That’s an even more important question. Unequal refractive errors not only have an effect on how glasses will look, but how a person sees or even “IF” they see WELL. This course will present answers to these questions presenting both spectacle and contact lens options in the discussion.
11:00 – 12:00 noon	Advanced Anatomy & Physiology of the Eye – Diane Drake – ABO/NCLE Technical This course will list and identify the structures of the eye, explaining the visual functions. It will also discuss the refractive status and process of the eye, identifying various conditions of the eye and possible corrections. Included will be muscles of the eye and how they work, and how to identify and manage unequal refractive errors and complications of the eye

Speakers:

DIANE DRAKE, LDO, ABOM, NCLEM, FNAO

Diane Drake has over 40 years experience in the Optical business and is an approved speaker for ABO-NCLE up to advance level and for Paraoptometrics and for JCAHPO. She has served as president for the National Academy of Opticianry, the Southeastern Opticians and the Opticians Assoc of Georgia, receiving recognition and awards from all of these organizations. She is the author of several books.

TARA BROWN

Tara Brown is the Kodak Brand representative covering Mississippi, Tennessee, Kentucky and northern Alabama. She has been the top seller in the country for Kodak lens for the past 5 years. Tara's experience as a business owner has allowed her the opportunity to utilize this brand in the market to help patients see better and practices be more profitable. Tara is married to Tim Brown. They have 4 daughters and 4 grandchildren. They also have a dachshund, Raiford Jackson Brown.

SHANNON TOLER

Shannon has been involved in the optical industry for almost two decades now with experience in insurance filing, optical dispensing, and lens fabrication. Her journeys through the profession have included stops in dispensaries, full service labs, and, currently, with IOT America helping labs create freeform lens designs. She loves helping independent labs produce unique, state-of-the-art lenses with the latest technology.

BARRY OUSLEY, ABOC

Raised in Mississippi, Barry spent 20 years in retail management and Sales and Service policy review and training. Then he accidentally ended up in the optical industry and found his passion. For the next 20 years he practiced as an optician throughout the South -- ABO Certified and licensed in two states. He has worked in labs, office and optical supervision, patient care, accounting, and has managed or worked in every aspect of an optometric practice. For the past three and a half years he has worked as an Account Executive for Essilor Labs of America -- but if anyone asks him what he does, he usually answers "I'm an optician."

DAVID LAING

David Laing has been a New York State licensed Optician for 35 years. He has worked in many areas of the industry including private practice, retail management and wholesale lab sales and production. He is an ABO certified technical speaker. Since 2015, David has worked at Silhouette Optical Ltd in Green Island NY as Technical Liaison for the US market where he supports/trains both internal and external Silhouette staff as well as eyecare professionals, labs and other industry partners on all technical aspects of Silhouette frames and lenses.

REGISTRATION

NAME _____ FIRM _____ TELEPHONE () _____

ADDRESS _____ CITY _____ STATE _____ ZIP CODE _____

Check One: Early Registration Before 4-11-22.....\$160 _____ Member Discount \$120 _____ ABO Review _____

Late Registration After 4-11-22.....\$185 _____ Member Discount \$145 _____ JCAHPO _____

Registration Includes 1 Luncheon Ticket Additional Luncheon Tickets \$25 _____ Number Attending Friday Night Party _____

Total Enclosed _____ Mail To: MADO – 16383 South Swan Road – Gulfport, MS 39503

If you want, Email address for registration confirmation _____

Questions, call Julie West - (228) 860-1825

MADO 16383 S Swan Road

Gulfport, MS 39503