

MADO 2026 Educational Conference
April 24-26, 2026
Golden Nugget Casino Hotel-Biloxi MS

Dear MADO Members and Friends,

I'm Excited to welcome everyone to join me at this year's MADO Educational Conference at the Golden Nugget! This is where ***Southern Opticians Level Up!*** Register Now! Earn ABO credits, hands-on workshops with emerging technology, tour the latest technology at Superior Optical Lab with a job per day capacity of 6000 jobs, connect with peers, and learn from technical experts and industry leaders. This year there will be 9 ABO and 5 NCLE credits available. Friday afternoon, register for the lab tour at Superior Optical Lab and an ABO CE following the tour in the lab education center. Tours are available at 1:00 and 3:00, transportation is available from the hotel with transportation to and from the lab. Attend the lab tour and the ABO CE class and receive an evaluation pair of Transitions lenses. We will also offer a hands-on rimless workshop by Silhouette and a Dispensing workshop to solve patients vision concerns providing patients with advanced vision solutions by Transitions Optical; both are limited to 30 attendees. Attend the ABO review by Jerry Himes with Zeiss to help prepare you to become ABO certified, must be a minimum of 10 attendees. Please contact Julie West either by email (jmw1825@aol.com) or phone **(228-860-1825)** if you plan to attend the lab tour, take the ABO review, or attend either workshop.

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 Amer Mourad with IOT and Candace O'Keefe with Younger Optics for sponsoring our Friday night welcome reception for all attendees, exhibitors and their families. Also, a big thanks to Stewart Cage with ES Optical Lab for sponsoring all of the beverages and Eyedok in Ocean Springs and Stacey Soltis with WestGroupe for sponsoring the band 2nd Class Citizen. 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 and how many so we will have an accurate count for food. We look forward to seeing you at this fun networking event.

We have a block of rooms at the Golden Nugget 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 S260320**. The Golden Nugget is offering a room rate of \$69.99 on Thursday and \$169.99 on Friday and Saturday for a luxury king and \$89.99 on Thursday, \$189.99 on Friday and Saturday for luxury queen. There is a daily \$16.99 resort fee plus 12% tax added to all rooms. Last day to make reservations is April 1 or until block sells out. You will be charged your first night room and tax when reserving room with balance charged at check-in.
- Hilton Garden Inn (1.4 miles west) reservations can be made at (228) 325-2900 ask for 91A group rate of \$199 before March 30.

We are very blessed to have wonderful and generous sponsors to help keep registration cost down for this conference. A full list will be available in your packet. Be sure to **THANK** them.

I look forward to seeing you there.

Wanda Brumfield
MADO President

MADO EDUCATIONAL CONFERENCE AGENDA

April 24th, 25th & 26th, 2026

Golden Nugget Casino Hotel

Friday, April 24th

1:00 or 3:00 pm

Lab Production and Process Tour at Superior Optical Lab - Braxton Walley and Chris Montz
One hour guided laboratory tour with experienced lab experts. Small group tours will allow for personalized question and answer segments. Many job errors could be prevented by better communication and procedures between lab and optician. By learning how ophthalmic lenses are manufactured as well as touring the lab, learners will gain a deeper understanding of the lab process which can result in improved turnaround time and reduce mistakes. Learners will follow a job from order entry to shipping, stopping at each department including a thorough explanation of digital surfacing and the AR treatment process. Immediately following tour will be one ABO CEC hour.

Transitions Certified Live – Elliott Reshad – ABO Level 1

This course is designed to provide eyecare professionals with comprehensive knowledge about the impact of light on visual performance and comfort. Participants will learn about the benefits of Transitions Optical's dynamic lenses, including Transitions GEN S and Transitions XTRActive, and how these lenses can enhance visual quality in varying light conditions.

**Attendees that complete CE hour and Lab tour will receive an evaluation pair of Transitions lenses*

6:30 – 9:30 pm

Welcome Reception – Maritime & Seafood Museum - Food, Drinks, and Live Music

Saturday, April 25th

7:30 - 9:00 am

REGISTRATION and Shrimp & Grits Breakfast – Sponsored by Braxton Wally and Superior Optical Lab - 2nd Floor Ballroom Foyer

8:00 am – 2:30 pm

ABO Review – Prepares you to take ABO Exam – Jerry Himes

Must have a minimum of 10 participants

8:00 – 10:00 am

What are All These Measurements and How to Perform Them – Diane Drake – ABO Level 2

This hands-on workshop will present the basics for the apprentice introducing measurements. All measurements will be discussed and how to perform them correctly and why. Various methods of measurements will be presented. Hands-on skills will be stressed.

8:00 – 9:00 am

Understanding Optical Aberrations and Distortions and How to Correct Them – Barb Malobabich – ABO Level 2

To help optical professionals understand the causes and effects of common optical aberrations and distortions, recognize which prescriptions and lens designs are most prone to them, and apply effective design and dispensing strategies to minimize their impact on visual performance.

9:00 – 10:00 am

The AI Revolution In Lenses: Single Vision And Anti-Fatigue - Barb Malobabich – ABO Level 2

In this course, you will learn about the single-vision wearer market, the attributes of the target audience, what type of products they are looking for, and how AI is changing the landscape of optical and optical lens designs. You will learn how AI algorithms play a role in calculation technologies such as Digital Ray-Path 2 to optimize all aspects of advanced Single-Vision and Anti-Fatigue lenses, making them the perfect complement for Single-Vision wearers in everyday use, active pursuits, and today's digital lifestyle.

- 10:00 am – Noon** **Aniseikonia – How it Affects Vision and How We Could Manage – Diane Drake - ABO or NCLE – Level 3 Technical**
 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 or contact lenses? 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.
- 10:00 – 11:00 am** **Mounting and Dismounting Compression Sleeve Rimless Eyewear – Matthew O’Gara - Class size limited to 30 - ABO Ophthalmic Level II**
 This course reviews the different types of mountings for rimless eyewear and includes a hands on technical component where attendees can learn tips and tricks that make adjustments and mountings easier.
- 11:00 am – 12 noon** **Dig in Deep and Put It Into Practice - Elliott Reshard and Glenn Batteiger**
Class size limited to 30, Note this is not an ABO approved Course
 Equip participants to recommend personalized lens solutions that improve satisfaction and profitability.
- 12:00 – 1:15 pm** **LUNCH**
- 1:30 – 2:30 pm** **Essilor® Stellest® Lenses: Advancing Myopia Management in Children – Melissa Aplin – ABO**
 This course is designed for eye care professionals seeking to deepen their understanding of the innovative Essilor® Stellest® lenses. Participants will explore the science behind myopia progression, the groundbreaking H.A.L.T.* technology, and the clinical evidence supporting the efficacy of these lenses. The course will also provide practical guidance on fitting, dispensing, and follow-up care to ensure optimal outcomes for pediatric patients. By the end of the course, attendees will be equipped with the knowledge and skills to confidently recommend and manage Essilor® Stellest® lenses for children with myopia.
- 2:30 – 5:00 pm** **EXHIBIT HALL OPEN**
- Sunday, April 26th**
- 7:30 – 9:00 am** **Breakfast Buffet (registered participants only)**
- 8:00 – 9:00 am** **Mado Business Meeting (Members Only)**
- 9:00 – 11:00 am** **Principles of Visual Assessment for Opticians and Technicians**
Diane Drake – ABO or NCLE Level 3 Technical
 This course will introduce the participant to the principles of a visual assessment to include refraction, describing information gathered/history taking and the workflow process. Topics covered will include definitions, A&P, refractive errors, instrumentation, visual acuity, objective and subjective findings and binocular balancing.
- 11:00 am – Noon** **Age Related Changes and the Eye - Diane Drake – ABO or NCLE Level 3 Technical**
 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.

Diane F. Drake, LDO, ABOM, NCLEM, FNAO

With over 40 years in the Optical business, Mrs. Drake is an approved speaker for ABO and NCLE as well as an advanced course approved speaker and lectures both locally, nationally and internationally. She was president and owner of ALL ABOUT EYES VISION CENTER in Griffin, Georgia for over 19 years. She is a licensed optician in Georgia, advanced certified by both the American Board of Opticianry and the National Contact Lens Examiners and also has received her Masters in Ophthalmic Optics Certification by the ABO and Masters in Contact Lens Technology from the National Contact Lens Examiners. She is a Fellow of the National Academy of Opticianry. She is a past President for the National Academy of Opticianry and currently serves as Vice President. She was the recipient of the first ever Optician of the South by the Southeastern Council of Optometry in 2024. She co-authored the COA Evaluators' Workshop. She has authored numerous articles for various publications as well. She co-authored the **Advanced Opticians Tutorial** which was commissioned by the American Board of Opticianry and was updated in 2024 as well as courses for the National Academy of Opticianry. She co-authored the **Basic Opticians Tutorial** for the National Academy of Opticianry. She authored "Beginning Your Life as a Contact Lens Technician" which is a review book for the NCLE, now in its second edition. She most recently authored a question/answer/explanation study guide for Contact Lenses titled "Contact Lens Review Book". She regularly guest lectures for high schools, colleges and universities in her area. She is also active in her local community with local charities.

Melissa Aplin, ABOC

Melissa has over 24 years of experience in the optical industry. She has worked in multiple settings like Private Practice, Retail Optical, Inside a Lab, Lab Sales and currently a Brand Specialist with Essilor. She has been ABO certified since 2013 and with Essilor was fortunate enough to win Presidents Club in 2023. She loves this industry and helping people see better and feel more confident in great glasses.

Glenn Batteiger

Channel Sales Manager, Transitions Optical

Glenn Batteiger is a strategic sales leader with extensive expertise in solution selling, channel partnerships, strategic account management, and category development across the optical industry. He is recognized for accelerating business growth, influencing senior leadership, and driving high-impact training and commercial initiatives that strengthen brand presence and partner success.

Glenn excels at building strong, trust-based relationships with stakeholders at every level. He is known for aligning programs, education, and sales strategies that elevate the patient experience while delivering measurable business outcomes. His strengths include co-op budget management, comprehensive business planning, and leading teams through change with clarity and confidence.

Committed to fostering sustainable results, Glenn consistently advances market expansion, enhances partner engagement, and supports practices in delivering personalized visual solutions that benefit patients and drive profitability

Elliott Reshard, Transitions Optical

Elliott Reshard is a seasoned commercial leader and dynamic keynote speaker with more than 30 years of experience driving brand growth, strategic partnerships, and channel development in the optical industry. As Senior Manager of Strategic Partners at Transitions Optical, he leads alliance strategy and works closely with independent wholesale labs and iECP groups to elevate adoption and market momentum. An ABO-approved educator, Elliott is known for delivering energizing, practical, and forward-looking presentations that inspire audiences and connect brand purpose with partner opportunity.

Barb Malobabich, ABOC Professional Education Manager

I am an ABO-certified optician with a passion for education and industry support. Certified in 1999 and an ABO-approved speaker since 2000, I focus on sharing knowledge and fostering growth. In 2018, I joined IOT as Northeast and Midwest Regional Sales Manager, supporting independent labs and exploring innovative strategies. Currently, I am the Professional Education Manager for the US, Canada, and the English-speaking Caribbean, creating educational content for ABO/NCLE, IOT partners, sales teams, and customers. I also collaborate with state optician associations and optometry societies. Previously, I worked in sales and marketing at SOLA, Vision-Ease, and Hoya, and own ECP Consulting. I speak at events for POF, NYSSO, and OANJ, sharing my passion for optics. I hold a BSBA in Marketing and Management from Robert Morris University in Pittsburgh, where I live with my husband, daughter, and our cat Max.

Matthew O’Gara

Matthew O’Gara is a dedicated Technical Trainer at Silhouette Group with over 20 years of experience in the optical industry. Specializing in product mounting, adjustments, and sales strategies, he has successfully enrolled over 1,000 professionals into the Silhouette Group Academy, driving engagement and knowledge acquisition. With hands-on coaching and personalized training sessions, Matthew addresses technical challenges and enhances team performance. His expertise extends to creating impactful training content and fostering collaboration.

Jerry Himes

Jerry has over 50 years of experience in all phases of the optical industry. For the past 27 years she has been employed by Carl Zeiss Vision. Currently she is the territory manager for Arkansas, Mississippi, Tennessee, Missouri, Kentucky, and Illinois. She is the director for the Optician Association of Arkansas, Secretary of the Arkansas State Board of Opticians, and President of the NCSORB.

REGISTRATION

NAME _____ FIRM _____ TELEPHONE () _____

ADDRESS _____ CITY _____ STATE _____ ZIP CODE _____

Check One: Early Registration Before 4-10-26.....\$170 _____ Member Discount \$130 _____ ABO Review _____

Late Registration After 4-10-26.....\$195 _____ Member Discount \$155 _____ Rimless Class _____

Registration Includes 1 Luncheon Ticket Additional Luncheon Tickets \$35 _____ Number Attending Friday Night Party _____

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

Email address for registration confirmation _____ LAB Tour _____ Dispensing Workshop _____

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

Email – jmw1825@aol.com