

**MADO 2023 Educational Conference**  
**April 21-23, 2023**  
**Golden Nugget Casino Hotel-Biloxi MS**

Dear Mado Members and Friends,

I would like to welcome everyone to join me at this year's MADO Educational Conference at the Golden Nugget! The 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 4 NCLE credits available. We also will offer an ABO review by Barry Ousley with Essilor to help prepare you to become ABO certified. Essilor is generously donating the review books, you must preregister to receive one. Please contact Julie either by email ([jmw1825@aol.com](mailto:jmw1825@aol.com)) or phone (228-860-1825) if you plan to take the review. 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. Also, a big thanks to Stewart Cage with Eye Save Optical Lab for sponsoring all of the beverages and Dr. Patricia O'Kelley of eyedok in Ocean Springs for sponsoring the band 2<sup>nd</sup> Class Citizen. It will be held at the Maritime & Seafood Museum across the street from the Golden Nugget at 115 E. 1<sup>st</sup> 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. We look forward to seeing you at this fun networking event.

We have a block of rooms at the Golden Nugget, Hilton Garden Inn 1.4 miles west on Beach Blvd and hope to finalize a block with Margaritaville next door soon. 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 S230313. The Golden Nugget is offering a room rate of \$79.99 on Thursday and \$159.99 on Friday and Saturday for a luxury king and \$99.99 on Thursday, \$179.99 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 \$224.10 for a king and \$251.70-\$269.10 for a queen. Contract pending.
- Hilton Garden Inn (1.4 miles west) reservations can be made at (228) 325-2900 ask for Mado23 group rate of \$179 for a king before March 21.

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!

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

I look forward to seeing you there.

Storm Floyd

MADO President

**MADO EDUCATIONAL CONFERENCE AGENDA**  
**April 21st, 22nd & 23rd, 2023**  
**Golden Nugget Casino Hotel**

**Friday, April 21<sup>st</sup>**

**6:30 – 9:30 pm**                      **Welcome Reception – Maritime & Seafood Museum**  
**Food, Drinks and a Band**

**Saturday, April 22<sup>nd</sup>**

**7:30 - 9:00 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 – 9:00 am**                      **Understanding Photochromic Technology – *Shannon Toler* – ABO Technical**  
This one hour will describe how photochromic technology works and what environmental factors affect photochromic performance. Photochromic fatigue and common manufacturing methods will also be addressed. The most technical section of the course will be explaining how to interpret a kinetics chart, allowing participants to compare and contrast various lens performances. The importance of the 4<sup>th</sup> stage – the fade-back stage - to wearer functionality and comfort will be the focus.

**9:00 – 10:00 am**                      **Welcoming Patients to Presbyopia- *Pete Hanlin*- ABO Technical**  
The average age for a progressive lens wearer is around early to mid 50's. However, patients tend to experience presbyopia in their early 40's. In this training you'll learn how to approach newly presbyopic patients, navigate their misconceptions and guide them towards the best visual solution, progressive lenses.

**10:00 – 11:00 am**                      **Compensated Powers (and other ophthalmic conundrums) – *Pete Hanlin*– ABO Technical**  
Compensated powers are possibly the most misunderstood feature of modern progressive designs. This course describes why compensation exists and why it does not change the actual ordered power of the lens. Additionally, this course describes the exact optical effect and impact of chromatic aberration, explains how a no-glare surface can actually increase UV exposure, and takes a quick look at the nature of ANSI tolerances.

**11:00 – 12:00 Noon**                      **Tackling Trouble Shooting – *Brent McCardle and Jerry Himes*– ABO Technical**  
Opticians face problems with patient glasses weekly, the majority of them do not know handle the problems, or what is causing the problems. This course will help them understand and solve most of these problems. It will go thru how to avoid having to troubleshooting, and it will give the student guidelines for troubleshooting. The speaker will go thru common concerns and solutions for troubleshooting.

<b>12:00 – 1:15 pm</b>	<b>LUNCH</b>
<b>1:30 – 2:30 pm</b>	<b>The Importance of Team Work– <i>Brent McCardle and Jerry Himes</i> – ABO/NCLE</b> This inter-active lecture is designed for opticians and their staff. It identifies good inter-office practices, communication principles, professionalism, and procedures required to produce teamwork skills. This lecture provokes discussion and uses real audience situations from current offices situations to discuss ways of producing teamwork.
<b>2:30 – 5:00 pm</b>	<b>EXHIBIT HALL OPEN</b>

**Sunday, April 23<sup>rd</sup>**

<b>7:30 – 9:00 am</b>	<b>Breakfast Buffet (registered participates only)</b>
<b>8:00 – 9:00 am</b>	<b>MADO Business Meeting (members only)</b>
<b>9:00 – 10:00 am</b>	<b>UV vs Blue &amp; Sun Vision –<i>Brent McCardle and Jerry Himes</i>–ABO/NCLE Technical</b> UV light is the most harmful challenge to long term eye health. It is always around and invisible, but the harmful effects are cumulating over time. Many lenses claim to protect against UV, but in reality they do not. Some clear ophthalmic lenses can miss 40% of the harmful UV radiation.
<b>10:00 – 11:00 am</b>	<b>Myopia Control Lenses – <i>Brent McCardle and Jerry Himes</i> – ABO/NCLE Technical</b> 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.
<b>11:00 – 12:00 noon</b>	<b>Prism – <i>Brent McCardle and Jerry Himes</i> – ABO/NCLE Technical</b> Opticians face prism daily. However the majority of them do not understand, do not know how to deal with it, or know how to solve the problem. This course will help them understand most aspects of prism.

## Speakers:

### Jerry Himes, FANO, ABOC, NCLE, LDO

Jerry has 47 years of experience in all phases of the optical industry. For the past 23 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.

### Brent McCardle

Brent is a dedicated educator with 35 years of optical experience. His understanding of the optical industry encompasses all facets including training and development, teaching ophthalmic optics and advanced ophthalmic theory, managing a surfacing, and finishing laboratory and a dispensary. He learned to become a better teacher and trainer while he was an Instructor at Durham Technical Community College, and he continues to train and educate ZEISS ECP's and reps in his role with ZEISS. He is an NC licensed optician, technical speaker for the ABO/NCLE, and he has created several courses for ABO/NCLE credit hours. He was treasurer of the National Federation of Opticianry Schools, served on the Commission of Opticianry Accreditation and currently represents ZEISS on ANSI. Brent maintains a website at <http://brent-mccardle.org> to help beginning students understand basic optical concepts along with giving them access to common calculations. He has an app that runs on the iPhone and iPad where it performs different calculations with visuals, graphs and step by step calculations to help the optical professionals become more proficient and gain a better understanding of ophthalmic optics.

### 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."

### Pete Hanlin, ABOM

Pete began his career in the ophthalmic industry in 1989. He managed several optometric practices and ophthalmic laboratories until his employment by Essilor of America in 2002- where he is currently Vice President of Professional Services and Ophthalmic Operations. Pete serves as an industry representative on the ANSI Z80 standards committee, and has been a CE speaker for over 20 years. A graduate of Lee University, Pete is designated as a Master Optician by the American Board of Opticianry. He resides in Hickory Creek, Texas, with his wife Debbie and grandson Ayden.

## REGISTRATION

NAME \_\_\_\_\_ FIRM \_\_\_\_\_ TELEPHONE (    ) \_\_\_\_\_

ADDRESS \_\_\_\_\_ CITY \_\_\_\_\_ STATE \_\_\_\_\_ ZIP CODE \_\_\_\_\_

Check One: Early Registration Before 4-11-22.....\$170 \_\_\_\_\_ Member Discount \$130 \_\_\_\_\_ ABO Review \_\_\_\_\_

Late Registration After 4-11-22.....\$195 \_\_\_\_\_ Member Discount \$155 \_\_\_\_\_

Registration Includes 1 Luncheon Ticket    Additional Luncheon Tickets \$30 \_\_\_\_\_ 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 \_\_\_\_\_