

MADO 2023 Educational Conference
April 5-7, 2024
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 9 ABO and 8 NCLE credits available. We also will offer 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. 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 Shane Scott 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 all the optometrist at Eyedok in Ocean Springs 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 S240310. 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. There is a daily \$14.99 resort fee added to all rooms. Reservations must be made before March 13, to receive group rate.
- Hilton Garden Inn (1.4 miles west) reservations can be made at (228) 325-2900 ask for Mado24 group rate of \$189 for a king before March 22.

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.

Wanda Brumfield

MADO President

MADO EDUCATIONAL CONFERENCE AGENDA
April 5th, 6th & 7th, 2024
Golden Nugget Casino Hotel

Friday, April 5th

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

Saturday, April 6th

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 – 10:00 am **ASK, SHARE, LEARN - OPTICAL ROUND-TABLE - Jackie O'Keefe Lincoln and Kevin Harrison - ABO/NCLE Ophthalmic Level II**

There are days when we as eyecare professionals wish we had a room full of experts to help us during our day. Whether the assistance you desire is help with patient objections, time management, optical concepts and a plethora of other topics, we are here to help you. The goal of this interactive course is to allow the attendees to direct the discussion and present what is most challenging in their own practices and to share their success stories. Attendees can text their questions, write them on paper provided or simply raise their hands. This interactive course has been well received. The panel will be available to answer any questions that arise.

10:00 – 11:00 am **Light Management, The Need for Ocular Solutions – Jackie O'Keefe Lincoln - ABO Ophthalmic Level II**

In our industry, we focus a lot on vision correction. However, when we speak about vision – we must go beyond correction. There is a universal need – to bring light under control – that gives you the opportunity to offer light management to your patients.

Today we are going to explore light, and new light management technologies that will enable you to better serve your patients' needs beyond correction.

10:00 – 12:00 Noon **Contact Lens Care Mastery: Addressing Contact Lens Challenges Effectively – Dr Roya Attar – NCLE Ophthalmic Level II**

This lecture will cover the potential challenges and complications associated with contact lens wear, such as lens discomfort, corneal infections, dry eye, and contact lens-related allergies. Attendees will learn about the warning signs and symptoms of these complications and how to assist patients in managing them effectively. Understanding contact lens challenges will help promote safe and comfortable contact lens wear, and guide patients in proper lens care and hygiene practices to reduce the risk of complications and ensure optimal vision and eye health.

- 11:00 – 12:00 Noon** **The Second Pair Is The New Primary Pair – Allan Rouse – ABO Ophthalmic Level II**
This course will help you develop talking points to increase your multiple pair sales. We will follow the patient's journey through your practice and highlight key moments to educate patients on the benefits of a second pair. This course will also discuss the revenue potential of increasing second pairs and its effect on the patient and your practice.
- 12:00 – 1:15 pm** **LUNCH**
- 1:30 – 2:30 pm** **Optimizing Your Practice Through Managed Vision Care – Allan Rouse – ABO Ophthalmic Level II**
This course provides opticians with a comprehensive understanding of managed vision care. It reviews premium lens technologies, emphasizing the benefits of offering premium lens options to patients and how it can optimize their practice.
- 2:30 – 5:00 pm** **EXHIBIT HALL OPEN**
- 5:30 – 6:30 pm** **Mado Business Meeting (Members Only)**

Sunday, April 7th

- 7:30 – 9:00 am** **Breakfast Buffet (registered participants only)**
- 8:00 – 10:00 am** **Clear Vision at Every Age: Understanding and Managing Presbyopia
Dr Roya Attar – ABO/NCLE Ophthalmic Level II**
Presbyopia is a near-vision impairment caused by aging that usually manifests around or after the age of 40. This course will provide a comprehensive overview of existing and emerging treatments for presbyopia. Limitations of each treatment strategy will also be discussed, as well as safety and efficacy of each treatment approach. Appropriate patient selection for certain types of presbyopia correction will also be discussed.
- 10:00 – 12:00 am** **Common Visual Disorders Every Optician and Technician Should Know –
Dr Roya Attar – ABO/NCLE Ophthalmic Level II**
This course covers a broad spectrum of common eye disorders, ensuring that opticians gain a comprehensive understanding of conditions they may encounter in their practice. Participants will learn insights into the diagnosis, treatment, and optical considerations for various common ocular disorders, equipping them with the knowledge to enhance patient care. Additionally, the course emphasizes optical considerations for various conditions, empowering opticians to provide tailored solutions and contribute to effective patient optical correction.

Speakers:

ROYA ATTAR, OD, MBA, DHA, FAAO

Roya Attar is an Associate Professor and Director of Optometric Services at the University of Mississippi Medical Center in Jackson, MS. As the first optometrist hired by the Department of Ophthalmology at the state's only medical school, she has made significant contributions to patient care, education, and leadership.

In her current role, Dr. Attar provides comprehensive clinical care, lectures ophthalmology residents, and manages the department's optical services. With a master's in business administration and a second Doctorate in Health Administration, her expertise extends beyond optometry.

As a fellow of the American Academy of Optometry (AAO), Dr. Attar chairs the AAO Retina Special Interest Group and serves on the AOA Leadership Development Committee. She is also the president of her local optometric society. Her achievements have been recognized through numerous awards, including Mississippi Young OD of the Year in 2019, SECO Young OD of the Year and AOA Young OD of the Year in 2020, and Women in Optometry Young OD of the Year in 2022.

JACKIE O'KEEFE LINCOLN, ABOC

Jackie O'Keefe, ABOC is licensed in Virginia and has been in the Optical industry since 1981. She is on Transitions Optical Speakers Bureau, a course preparer for Quantum Optical and consults in the Virginia Beach, VA area. Jackie has written, published and presented numerous CPC/ABO courses and lectures on a variety of optical topics. She is Past President of the Opticians Association of Virginia, a founding member and Past President of the Opticians Association of Maine, active in the International Association of Lions Clubs and a volunteer for Maine's Prevention of Blindness Programs.

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."

ALLAN ROUSE, ABOC, NCLEC

Allan Rouse, based in Cincinnati, OH, US, is currently a Division Technical Training Manager at Hoya Vision Care, bringing experience from previous roles at Signet Armorlite, Inc., NASSAU OOGP Vision Group a division of Essilor, Walman Instruments and Diversified Ophthalmics. Allan Rouse holds a University of Cincinnati. With a robust skill set that includes Leadership, Product Marketing, Lead By Example, Tri, Team Building and more, Allan Rouse contributes valuable insights to the industry.

REGISTRATION

NAME _____ FIRM _____ TELEPHONE () _____

ADDRESS _____ CITY _____ STATE _____ ZIP CODE _____

Check One: Early Registration Before 3-25-24.....\$170 _____ Member Discount \$130 _____ ABO Review _____

Late Registration After 3-25-24.....\$195 _____ Member Discount \$155 _____

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

If you want, Email address for registration confirmation _____