

MADO 2025 Educational Conference
April 25-27, 2025
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 6 NCLE credits available. We also will offer an ABO review by Robbie Hall with Essilor to help prepare you to become ABO certified. WE will also offer a hands on rimless class that is limited to 30 attendees. Please contact Julie either by email (jmw1825@aol.com) or phone (228-860-1825) if you plan to take the review or the rimless class. 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 for sponsoring the band Sweetie. 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 S250310. 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 \$16.99 resort fee plus 12% tax added to all rooms. Last day to make reservations is April 2 or until block sells out. You will be charged your first night room and tax when reserving room with balance charged at checkin.
- Hilton Garden Inn (1.4 miles west) reservations can be made at (228) 325-2900 ask for 90X group rate of \$199 before April 10.

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 25th, 26th & 27th, 2025
Golden Nugget Casino Hotel

Friday, April 25th

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

Saturday, April 26th

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 – Robbie Hall**

8:00 – 9:00 am **The Light Stuff – Reflecting on Light Reactive Lenses and What They Can Do for Your Practice – Amer Mourad - ABO Ophthalmic Level II**

This one-hour presentation will look at the history behind light-reactive (photochromic) lenses, their acceptance rate in the current optical industry, the potential for growth of this segment in the next five years, and how this technology can create patient loyalty for an independent Eye Care Practice while also securing a successful business strategy for the practice's future. The more technical portion of this course will review how photochromics came to be (science) and how that technology evolved over the past 20 years as a general statement. This course will not inundate the learner with tired charts and facts that have been mentioned countless times before. This course will offer newer technical information and allow the learner to find a way to easily relay the information to patients who are hungry for a convenient solution to switch between clear and sunglass lenses

9:00 – 10:00 am **The Technology and Benefits of Polarized Lenses – Candace O’Keefe and Makenzie Mencia – ABO Ophthalmic Level II**

This course begins with the nature of light how its polarization occurs. Participants will be introduced to the technology and science behind polarized lenses beginning with the polarized lens construction, chemical bonding process and film placement. Harmful effects of polarized light will be discussed including the 4 types of glare; distracting, discomforting, disabling and blinding. We will review the current state of the polarized market and discuss ways to better communicate features and benefits while overcoming common objections including price sensitivity.

10:00 am – Noon **Innovation and Vision: Past Present and Future (History) – Jerry Himes – ABO/NCLE Ophthalmic Level II**

This course explores the evolution of eyewear and patient needs over the last hundred years. It draws both on historical material from the archives of the Optical Heritage Museum in Southbridge, Massachusetts, as well as recent research and development in vision health and ophthalmic lenses. Topics discussed include lifestyle dispensing, sun wear and protective eyewear, driving eyewear, evolving definitions of healthy vision, protection against UV and blue light, and other related subjects.

10:00 am – Noon **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.

12:00 – 1:15 pm **LUNCH**

1:30 – 2:30 pm **UV VS BLUE - ABO/NCLE – Jerry Himes – ABO/NCLE Ophthalmic Level II**
Health concerns related to blue light exposure are increasing within the eye care community among consumers but with 4 out of 5 lenses not providing sunglass level UV protection, should we be focusing on giving everyone proper UV protection since there is no debate about the issues associated with UV?

2:30 – 5:00 pm **EXHIBIT HALL OPEN**

Sunday, April 27th

7:30 – 9:00 am **Breakfast Buffet (registered participates only)**

8:00 – 9:00 am **Mado Business Meeting (Members Only)**

9:00 – 11:00 am **Advanced Optical Jeopardy**
Jerry Himes – ABO/NCLE Ophthalmic Level II
This course will take you thru the basic of prism and then play prism optical jeopardy

11:00 am – Noon **Importance of Teamwork – Jerry Himes – ABO/NCLE Non-ophthalmic Level I**
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. A practical hands-on application and exercise will be accomplished to identify pitfalls to avoid and tools that can be used to enhance teamwork.

Speakers:

CANDACE O'KEEFE CULP

Candace O'Keefe is a licensed Optician with over 40 years of experience in Ophthalmic Dispensing and Territory Management. As an accredited speaker for, she is dedicated to serving the optical industry with the latest technical knowledge and service. Candace was awarded Vision Monday's "Most Influential Women in Optical" in 2009. She is currently employed by Younger Optics as a Wholesale Manager for AR, LA, MS, TN, NC, SC, GA, AL, FL and the Caribbean.

Mackenzie Mencia

Mackenzie is a seasoned optician with eight years of experience in the optical industry. A graduate of Hillsborough College's Opticianry Program in Tampa FL, she has built a strong foundation in eyewear and vision care. She also holds a Communications degree from the University of South Florida. Mackenzie has managed dispensing staff for a large optical retailer. Currently, she serves as a Brand Promoter for Younger Optics, where she leverages her expertise to promote the newest innovations in lens design

Amer Mourad

Amer Mourad is an ABO-certified and graduate of the opticianry program at the American Career College in Southern California, where he was head of his class and valedictorian. Amer joined IOT in 2016 and has held several technical roles, including quality control technician, clinical trial assistant, and technical services manager. Amer is currently IOT's regional sales manager for the Southeastern United States and The Caribbean Islands. He also holds a Bachelor of Science degree in biochemistry and a master's degree in science in vision sciences.

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 50 years of experience in all phases of the optical industry. For the past 26 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.

Robbie Hall

Robert Hall, based in Atlanta, GA, US, is currently a Ophthalmic Business Consultant at Essilor of America. Robert Hall brings experience from previous roles at Eugene Eye Consultants, Private Practice, Hoya and Marchon. Robert Hall holds a 1985 - 1987 2 year AA @ Albany Jr. College. With a robust skill set that includes Sales Management, Marketing Strategy, Inventory Management, Management, Team Building and more.

REGISTRATION

NAME _____ FIRM _____ TELEPHONE () _____

ADDRESS _____ CITY _____ STATE _____ ZIP CODE _____

Check One: Early Registration Before 4-15-25.....\$170 _____ Member Discount \$130 _____ ABO Review _____

Late Registration After 4-15-25.....\$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**

If you want, Email address for registration confirmation _____

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

Email – jmw1825@aol.com