

FROM THE PRESIDENT



Ellen L. Weiss, O.D.
President

Mark Your
Calendars
for the

51st Annual
Heart of America
Contact Lens
& Primary Care
Congress

February
17-19, 2012

The Heart of America Contact Lens Society originated over fifty years ago when a small group of optometrists gathered together to learn more about contact lenses. Recognizing the changes in our scope of practice, we've evolved and expanded throughout the years. Currently, we feature an international line up of speakers that provide timely and innovative continuing education for the 1500 doctors, paraprofessionals, students, exhibitors and sponsors that attend our Congress each February.

One of the things that make the Heart of America Congress unique is that our meeting is planned and organized by twelve volunteer optometrists. This dedicated group of individuals works tirelessly throughout the year to maintain our reputation as the premier optometric meeting in the Midwest. I would like to personally thank our current board members and each of the past board members who have dedicated themselves to ensuring the success of the Heart of America.

This last year we redesigned our website to better serve our membership. Registration and course hand-outs will still be available through our web site. Early reports from the membership have all been positive regarding the ease of use, especially when it comes to the online registration. Please

take the time to look over the new website at www.hoacsl.org and give us any input you might have to even better serve you.

In addition to the exceptional education, your Heart experience includes two days to browse the largest exhibit hall in the central United States. Enjoy this opportunity to learn about the newest products and technology to enhance your optometric skills. With over a 95% return of our exhibitors each year, the exhibit hall has been one of the outstanding features of our meeting.

On behalf of the entire board of directors, I want to thank you for your past support of the Heart of America Congress and hope to see you in Kansas City again February 17-19, 2012 for our 51st Annual show.

From the Heart,

Ellen L. Weiss

Ellen L. Weiss, O.D.

REGISTER ONLINE!



Steve L. Smith, O.D.
Registration

Last February's 50th Anniversary Heart Congress was a huge success! We enjoyed record attendance again and our new website allowed us to keep registration lines on Friday morning to a minimum.

Thank you and your staff for making our 50th meeting the best ever!

Our 2012 meeting on February 17, 18, and 19 will again provide you and your staff with the best optometric education anywhere in the nation, and at great prices. All of our courses are COPE

approved and we offer 10 hours of CEE transcript courses. There will be plenty of time to visit our outstanding Exhibit Hall with plenty of food and beverages to enjoy, and door prizes to win. And don't forget to attend our Saturday night Dinner and Dance located right in the hotel. **Registration will open on November 1, 2012.**

Just visit us at www.hoacsl.org or contact me at registration@hoacsl.org. And remember, you'll save money by registering before January 1, 2012. We look forward to seeing you and your staff again in Kansas City next February 17!

SECRETARY/TREASURER

The Heart of America Contact Lens Society has grown to be one of the premier optometric educational conferences in the country. Doctors, paras and speakers all agree that there is no other meeting that compares to the Heart.



Don C. Railsback, O.D.
Sec. Treasurer

Each year the Heart of America Contact Lens Society returns almost one hundred thousand dollars to the five member state associations and other states that have twenty five or more doctors attending. In addition, HOACLS funds numerous scholarships, grants and prizes that set this meeting apart. When you attend the Heart of America Contact Lens conference you're not only adding to your personal knowledge base, you're helping support important programs in your own state and giving back to your profession.

The Heart of America meeting has no paid staff. It is designed, developed, tweaked and fine tuned by a dedicated group of doctors and their spouses who volunteer their time, energy, and expertise. The cost of pulling off a meeting of this magnitude is daunting, and each board member works diligently to spend wisely and keep the quality and value for our membership second to none.

We hope to see you again in 2012 for great year of camaraderie, education and innovation!

NOMINATIONS TO THE HEART BOARD OF DIRECTORS

Nominations are currently being accepted from member optometrists interested in serving on the Heart of America Contact Lens Society Board of Directors. Past and present board members will testify that the camaraderie, lifelong friendships and sense of accomplishment, while serving on the board, make the hard work well worth the effort. If you have an interest in serving on the Heart Board, please forward your curriculum vitae along with a cover letter stating your intent to become a director to the following address (email preferred):



Larry J. Davis, O.D., F.A.A.O.
*(DipCL)
Past President*

Larry J. Davis, O.D., F.A.A.O (DipCL)
College of Optometry
UM-St. Louis

One University Boulevard • Saint Louis, MO 63121
President2@hoacsl.org

ACCREDITATION

The Heart Board prides itself on providing top-notch education from innovative speakers, and 2011 was no exception. Our entire doctor program will continue to be approved for continuing education credit by the UMSL College of Optometry as well as be 100% COPE approved.



Wendy Muller, O.D.
Accreditation

Each year we apply for approval of CE credit in each state simplifying re-licensure for attendees. It is each doctor's responsibility to be aware of their state's individual requirements to be certain that CE received at Heart of America will meet their criteria.

We have made special arrangements to provide Continuing Education with Examination – CEE. These select courses are provided for doctors who need CEE hours to fulfill their CE requirement. The UMSL College of Optometry will mail out the CEE tests (allow 90 days) after the meeting along with a separate bill to cover the cost of issuing and grading the tests. CEE meets or exceeds every state's CE requirements.

Heart of America will continue to offer the OE Tracker scanning system to assist doctors in tracking their CE hours and verify attendance. Each year when registering for the Heart meeting you will be asked to supply your OE Tracker number. We will print it on your name badge and forward all scan data to ARBO following the meeting. Doctors can log on to www.arbo.org to verify their CE credit and print out attendance certificates if desired.

The AOA Commission on Paraoptometric Certification has approved our entire paraoptometric program for CPO, CPOA and CPOT continuing education hours. To maintain certification, a minimum of 18 hours are required every three years.

We look forward to seeing you and your staff in February at the Heart. In the meantime, enjoy the summer and warm weather!

2010 STUDENT GRANT WINNERS



*Dr. Larry Davis, HOACLS Past President,
Sarah Forrest, Chelsey Merrill,
Stephanie Loy, Annette Nickel,
Colby Fletcher, Dr. Wendy Muller,
HOACLS Director of Accreditation
and Dr. Ellen Weiss, HOACLS President*

*Sarah Forrest, Northeastern State University College of Optometry
Chelsey Merrill, Southern California College of Optometry
Stephanie Loy, University of Missouri-St. Louis College of Optometry
Annette Nickel, The Ohio State University College of Optometry
Colby Fletcher, Indiana University School of Optometry*

OPTOMETRIC EDUCATION

Spring has **finally** arrived and thoughts of February are slowly fading, yet promises of another engaging Heart meeting are blooming.

The Heart of America Contact Lens and Primary Care Society is pleased to announce an all star line up which includes Drs. Pelino, Pizzementi, Shovlin, Sindt, Fingeret, Rumpakis, Dunbar, W. Townsend, Scheiman, T. Quinn, and Fante.

Featured at the Contact Lens Symposium, Dr. Shovlin will be presenting "Fitting Beyond the Ordinary" a potpourri of challenging of cases. While at the practice management symposium, Dr. Rumpakis will present his enthusiastic tips on "Creating the A-Team".

The scintillating team of Pelino and Pizzementi will discuss areas from pharmacology to neuro to systemic disease. Drs. Fingeret and Dunbar will provide expert opinions in the areas of glaucoma and retinal disease. Dr. Fante, an oculoplastic surgeon in Denver, will present various topics from his subspecialty including: masses and bumps, thyroid eye disease, and cosmetic corrections. Dr. Townsend will provide his insights on eye care. Drs. Sindt and Quinn will expand the cornea and contact lens segment of the congress while Dr. Scheiman rounds out the topics by providing thought-provoking discussions on pediatric management. Whatever your area of interest or focus, you will be able find it at the 2012 Heart meeting.

We invite both Doctors and Paras to a great educational experience!



Brett King, O.D., F.A.A.O.
Education



Bill Hefner, O.D., M. Ed, F.A.A.O.
Education



Russ McCaulley, O.D.
Education

FUN TIMES AT "THE HEART"

If you want to have a great time in addition to getting some quality continuing education hours, then plan to attend the Heart of America Contact Lens Society's annual convention in February 2012. For half a century "The Heart" has provided quality contact lens education and a wide range of comprehensive primary care continuing education. The Heart not only provides outstanding continuing education, and exhibits within a warm personalized ambiance, but also offers a time to relax and meet friends all within a fantastic facility. Join your colleagues Friday night for cocktails in the exhibit hall and then enjoy late entertainment in Spectators Sport's Bar. Saturday night will feature a spectacular dinner, dancing, and entertainment in the elegant surroundings of one of Kansas City's finest, the Hyatt Regency Crown Center Hotel. The Hyatt Regency provides impeccable rooms and suites, luxurious amenities, and award winning restaurants such as The Peppercorn Duck Club and Skies Revolving Rooftop Restaurant and Lounge. This rooftop restaurant is the only revolving restaurant in the city and offers you a 360 view of Kansas City's beautiful skyline. The "Link" provides a glass, weather-controlled walkway to the Crown Center shops, many restaurants and the renovated Union Station. The Power & Light entertainment district, Sprint Arena, River Market, Liberty Memorial, and WWI museum are some of the attractions located near the hotel.

Preferred Travel is the official travel agency of the Heart of America. If you need air travel arrangements, call Sandy Lee at **800/814-5638** and identify yourself as a member of the Heart of America Contact Lens Society.

Hotel reservations can be made at our website, <http://www.hoacsl.org> or by calling the hotel at 800-233-1234. Room rates are discounted for our convention but you must use our website or identify yourself as a member of Heart of America Contact Lens Society if calling in order to get the discounted rate. Make your reservations early as our room block fills up fast. The Hyatt Regency attempts to accommodate all members.

Treat yourself and your staff to a wonderful weekend at the Heart of America Congress, where excellent education, great times, fine service, and impeccable accommodations await you in Kansas City.

2012 PROGRAM SPEAKERS

SYMPOSIA

Joe Shovlin, O.D., F.A.A.O. • John Rumpakis, O.D.

DOCTOR PROGRAM

Eric Beatty, O.D. • Mark Dunbar, O.D., F.A.A.O. • Murray Fingeret, O.D., F.A.A.O.
Robert Fante, M.D., F.A.C.S. • Jeff Gerson, O.D., F.A.A.O. • Tim Hug, O.D., F.A.A.O.
Kelsey Kleinsasser, O.D. • Carlo Pelino, O.D., F.A.A.O.
Joe Pizzementi, O.D., F.A.A.O. • Thomas Quinn, O.D., F.A.A.O.
John Rumpakis, O.D. • Mitchell Scheiman, O.D. • Christine Sindt, O.D., F.A.A.O.
Joe Shovlin, O.D., F.A.A.O. • William Townsend, O.D., F.A.A.O.

PARA PROGRAM

Sharon Carter • Diane Drake, LDO, ABOM, FCLSA • Robert Fante, M.D., F.A.C.S.
Joy Gibb, ABOC • Kathryn Gross-Edelman • Jill Luebbert, CPOT, ABOC
Richard McCoy • John Rumpakis, O.D. • Mitchell Scheiman, O.D.
Joe Shovlin, O.D., F.A.A.O. • Christine Sindt, O.D., F.A.A.O.

POLICY FOR MEETINGS BY OUTSIDE GROUPS:

"Any meetings that are to be held by outside groups must be scheduled at times that do not conflict with HOACLS-sponsored activities and are subject to approval by the HOACLS Director of Arrangements. Outside groups should contact the Director of Arrangements (arrangements@hoacsl.org) with meeting requests."

EXHIBIT HALL

PUBLIC & PROFESSIONAL RELATIONS



Thomas F. Greene, O.D.
Exhibits

The Exhibit Hall at the Heart of America is a great place to network, one on one, with knowledgeable representatives from the world's leading supply

companies. We're sure you'll find them eager to discuss breakthrough technologies, the latest in fashion eyewear, the newest innovations in contact lenses, and a host of other cutting edge goods and services for all of your office needs. Take the time to get in touch with that former classmate or colleague you haven't seen in a while and spend some time with us while taking advantage of the refreshments that are always plentiful during Exhibit Hall hours. And while you're there, enter the drawings for prizes. With prizes totaling over \$15,000, there is always someone winning something at the Exhibit Hall!

The Heart of America thanks our participating companies for making us one of the largest and most comprehensive optometric exhibit halls in the Midwest. This meeting would simply not be possible without them.



Doug Ball, O.D.
Public & Professional Relations

The Heart is proud of its ongoing relationship with our corporate sponsors and educational institutions. With the support of our corporate sponsors, the Heart has been able to continue to provide scholarship grants to fourth year optometry students.

Each year, Vistakon sponsors an optometric student leadership program, permitting up to 30 Optometric students to attend the Heart of America Congress free of charge. This exposes some of our finest optometric students to some of the best optometrists in the nation!

The financial support of our corporate sponsors also make it possible for us to continue providing the very best optometric education offered in the Midwest, while at the same time keeping our registration fees one of the most reasonable in the country.

The 2012 Heart meeting plans are already in progress. A number of our corporate sponsors will once again be planning breakfasts on Saturday and Sunday morning. Be sure to look for more information concerning the breakfast in future mailings, and on our web site. Once again, the 2012 Heart meeting promises to be one of our largest meetings ever, and we look forward to seeing you all there.

When a representative from one of our corporate sponsors visits your office, be sure to thank them for their continuing support of this excellent meeting. Without their support, the Heart of America meeting would not continue to be the quality experience that we have all come to expect.



Mark Norris, O.D.
President Elect / Publicity

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