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CANADIAN JOURNAL OF OPTOMETRY
REVUE CANADIENNE D'OPTOMÉTRIE

An abstract watercolor illustration of a beach scene. A large, dark blue handprint is the central focus, with fingers spread. The background consists of various washes of color: purple and blue for the sky, green and brown for the trees and foliage, and orange and pink for the sand. The style is painterly and expressive.

Seaside Social
31st CAO Congress
Rencontre à la plage
31^e Congrès de l'ACO

Muriel Schmalberg Uman



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Greetings • Salutations

From the Mayor of Charlottetown & the 2009 CAO Congress Co-Chairs/
Du maire de Charlottetown & des coprésidents du congrès de l'ACO . . . 3, 5

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Uniform requirements for manuscripts: login to the member site at portal.opto.ca or contact CAO.
Exigences uniformes pour les manuscrits: voir sur le site des membres à portal.opto.ca ou contactez l'ACO.

Please Register for Congress online at www.opto.ca

Veillez noter que nous ne fournissons pas les renseignements du Congrès de l'ACO en français puisque tous les événements et sessions d'éducation continue se donnent en anglais uniquement.



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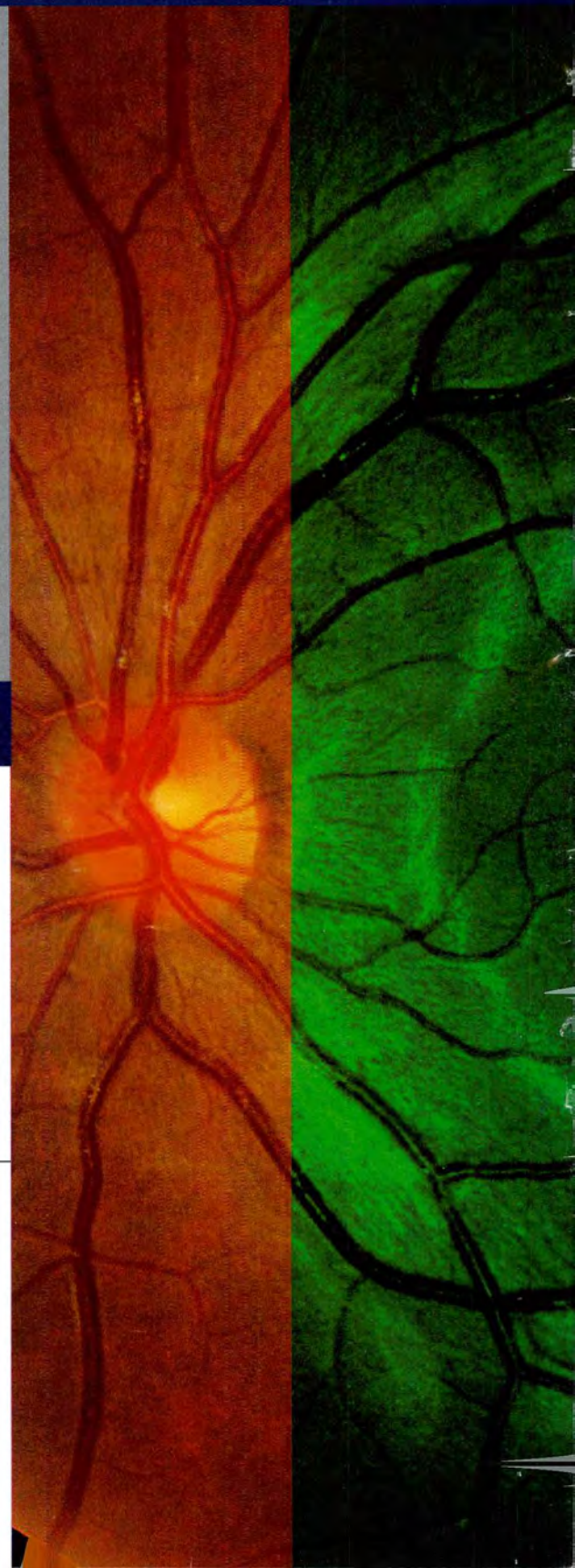
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Greetings Salutations

It is my pleasure to extend warm greetings to all delegates attending the 2009 Canadian Association of Optometrists Biennial Congress in beautiful Charlottetown, July 29th – August 1st, 2009. Thank you for selecting our City for your National Congress.

Charlottetown is the Capital City of Prince Edward Island; a city with both history and charm. Tourism is a major industry with growth potential due to Charlottetown's historical significance. In 2005 Charlottetown was awarded the Prince of Wales Heritage Award. In 2001 and 2007 Charlottetown won the National Communities in Bloom award and in 2003, 2005 and 2007 won the National Winter Lights Celebration Award. We are a city proud of our community accomplishments and we encourage you to enjoy your time with us.

On behalf of Charlottetown City Council I extend warm greetings to you as you meet in beautiful Prince Edward Island. May all of you enjoy your Conference here in our City and please take the time to visit some of our most photographic sites like our beautiful waterfront and Victoria Park Boardwalk.

Welcome to Charlottetown, "The Birthplace of Confederation".

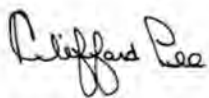
Je souhaite chaleureusement la bienvenue à tous les délégués du Congrès biennal 2009 de l'Association canadienne des optométristes, qui aura lieu dans notre belle ville de Charlottetown du 29 juillet au 1^{er} août 2009. Merci d'avoir choisi notre ville pour tenir votre congrès national.

Ville chargée d'histoire et pleine de charme, Charlottetown est la capitale de l'Île-du-Prince-Édouard. Le tourisme est une industrie de taille dont le potentiel de croissance repose sur l'importance historique de Charlottetown. En 2005, Charlottetown a reçu le Prix du prince de Galles pour leadership municipal en matière de patrimoine. En 2001 et 2007, on a décerné à Charlottetown le prix national Collectivités en fleurs et, en 2003, 2005 et 2007, le prix Célébrations Hiver en fête. Notre ville est fière de ses réalisations communautaires et nous vous incitons à venir passer du bon temps chez nous.

Au nom du Conseil municipal de Charlottetown, je vous accueille chaleureusement dans notre belle Île-du-Prince-Édouard. J'espère que vous profiterez tous de votre congrès ici dans notre ville et que vous prendrez le temps de visiter nos sites les plus photographiques pendant votre séjour le long de la mer et de notre magnifique promenade du parc Victoria.

Bienvenue à Charlottetown, « le lieu de naissance de la Confédération ».

Sincerely / Cordialement,



Clifford J. Lee
Mayor of Charlottetown / Maire de Charlottetown



Clifford J. Lee
Mayor of Charlottetown /
Maire de Charlottetown



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Congress Co-Chairs Greetings Salutations

Coprésidents du Congrès



Dr. D. Jayne Toombs
Dr. David McKenna
2009 CAO Congress
Co-Chairs

Dre D. Jayne Toombs et
Dr David McKenna
Coprésidents du
Congrès de l'ACO 2009

The Canadian Association of Optometrists (CAO) is holding its 31st Biennial Congress on July 29 – August 1, 2009 in Charlottetown, Prince Edward Island. The Congress brings together Optometrists in Canada as well as optometric staff, families and others in the sector. The program includes business meetings, continuing education, a large OPTOFAIR (100 booths) and a social program. CAO expects over 600 optometrists and 1,000 delegates in total.

Notable events in the Congress include: CAO President's Cup Golf Tournament, Opening Ceremonies, CAO General Business Meeting and the President's Banquet and Ball. The Banquet and Ball is when delegates recognize the outgoing CAO President, President's Award recipient, Honorary members and other VIPs.

Because the CAO Congress is the only national optometric event, it has historically been an opportunity for class reunions, an enjoyable tradition. There is also an exceptional continuing education program for

optometrists and optometric staff featuring internationally renowned lecturers. Family members also have a full program including activities for children.

The organizing committee has an incredible schedule of events planned for delegates and is confident that it will be one of the best Congresses ever held! We encourage CAO members to register for the Congress and to book hotel accommodation as space will be limited. Mark your calendar to attend the 2009 CAO Congress in Charlottetown, Prince Edward Island, July 29 – August 2, 2009.

L'Association canadienne des optométristes (ACO) tient son 31^e Congrès biennal du 29 juillet au 1^{er} août 2009 à Charlottetown (Île-du-Prince-Édouard). Ce congrès réunit des optométristes du Canada ainsi que leur personnel optométrique, leur famille et d'autres personnes du domaine. Le programme comprend des

réunions d'affaires, des sessions de formation continue, une imposante OPTOFOIRE (100 kiosques) et un programme d'activités sociales. L'ACO s'attend de recevoir plus de 600 optométristes et 1 000 délégués.

Voici quelques activités notables qui auront lieu pendant le congrès : tournoi de golf Coupe du président de l'ACO (le mercredi 28 juillet au terrain Crowbush), cérémonies d'ouverture (le jeudi 29 juillet), assemblée d'affaires générale de l'ACO (le vendredi 30 juillet) et banquet et bal du président (le vendredi 1^{er} août). Cette dernière activité permet aux

délégués de rendre hommage au président sortant de l'ACO, au titulaire du Prix du président, aux membres honoraires et à d'autres personnalités de marque.

Parce que le congrès de l'ACO est la seule activité optométrique nationale, elle a toujours été pour les confrères de classe une occasion agréable de se réunir. Il y a aussi un programme exceptionnel de formation continue pour les optométristes et leur personnel optométrique, animé par des conférenciers de réputation internationale. Les membres de la famille et les enfants

qui accompagnent les participants jouissent aussi d'un programme complet d'activités conçu pour eux.

Le comité organisateur a prévu une impressionnante liste d'activités pour les délégués et il croit que ce sera l'un des plus beaux congrès jamais tenus! Nous incitons fortement les membres de l'ACO à s'inscrire au congrès et à réserver une chambre d'hôtel, dont le nombre est limité. Marquez sur votre calendrier les dates du 29 juillet au 2 août 2009 pour le Congrès de l'ACO qui aura lieu à Charlottetown.

Facts About OPTOMETRY GIVING SIGHT



1

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2

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3

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4

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5

"Together we change lives"

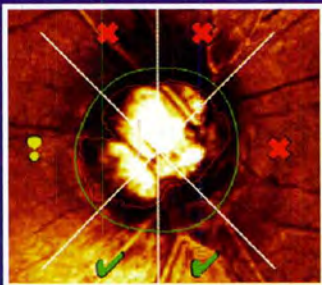
Optometry Giving Sight funds sustainable eye care services for people who are blind or vision impaired due to uncorrected refractive error.

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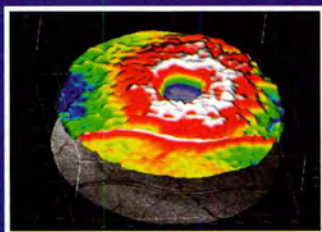
GLAUCOMA



"Several baseline topographic optic disc measurements alone or when combined with baseline clinical and demographic factors were significantly associated with the development of POAG."*

*Zangwill LM et al. Arch Ophthalmol. 2005; 123:1188-1197.

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Retinal thickness measurements enable the identification and tracking of structural change from retinal pathologies, including Age-Related Macular Degeneration (AMD), Diabetic Macular Edema (DME), and Cystoid Macular Edema (CME) to name a few.

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SeeStyle is available with HCC ICE and SeeCoat coatings in 1.60, 1.67, 1.74 from -10.00D to +5.00D, cyl. -4.00D (total power range). Mirror coatings and tints also available.

Always dedicated in providing the highest quality optics technology can provide, Nikon Optical was the first lens supplier to manufacture digital lenses in Canada. SeeMax™ progressive and single vision custom-made digital lenses according to prescription and frame shape offers patients a completely new and harmonious visual experience thanks to its state-of-the-art nanometric optical technologies. Ultra-thin and aesthetically appealing, SeeMax™ Progressive

lenses are available in 1.60, 1.60 Base 5, 1.60 Transitions® in design 12, 1.67, 1.67 Transitions® in design 12 and 1.74 index materials. The unique Base 5 option on SeeMax™ progressives in 1.60 index allows eye care professionals the flexibility to transfer a given prescription to a different base curve without the usual drawbacks of warpage and peripheral distortion to match the frame's profile while maintaining optical integrity.

Last but, not least, Nikon offers the latest in lens coating technology. SeeCoat provides the world's highest level of scratch resistance, optimized transparency and twice the lens durability. Eye care professionals can offer a full SeeSeries product by coating SeeStyle or SeeMax™ with SeeCoat.

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SeeCoat has been proven to be at least two times more resistant to scratches. Nikon R&D has enhanced the molecular bonding process to provide an even greater adhesion to the lens thus reinforcing the durability of the scratch coating, prolonging the life of the lens.

For more information about Nikon's SeeSeries, contact your local Nikon Territory Manager at **1-800-663-8654** or visit **www.nikonlenswear.ca**.

PRESIDENT'S PODIUM

MOT DU PRÉSIDENT

Considering Congress

Au sujet du Congrès



Although the season for the traditional task of 'making your list and checking it twice' has just passed, please take the time and consider the following 'list of reasons' to experience the 31st CAO Congress, July 29th to August 1st, 2009 in Charlottetown PEI.

There are many positives, possibilities, benefits and opportunities that await you.

Consider:

Family vacation – Everyone enjoys a summertime family vacation. Congress is the perfect opportunity to bring your family to enjoy PEI, 'The Gentle Island', and the warm and friendly Maritime hospitality. The year's 'Seaside Social' provides a fantastic backdrop for precious family time, enjoying beaches with red cliffs, visiting the home of the famous Anne of Green Gables, beautiful and challenging golf courses, amusement parks and long relaxing walks in

many provincial parks. The CAO children's program will entertain and set the stage for their long lasting relationships while you attend lectures or social functions. Fribbit will also be there, as we will be vigorously promoting the Children's Vision Initiative, which is gaining momentum across Canada.

Collegial fellowship – Renewing acquaintances at this, our 'optometric family reunion' with classmates and colleagues is special – just like Christmas! Whether it be to play in the President's Cup Golf event, a milestone reunion or just another visit, it's heartwarming to exchange experiences, and see how colleagues have changed, or remained the same. There will be great opportunities for visiting with classmates at the super lobster supper (with an unlimited mussel bar!) and at the grand President's Banquet and Ball — between dancing your feet off to the lively and entertaining U of W optometry band, Lost Faculties (remember Ottawa?).

CAO business session – CAO is advancing the profession. Our numbers are increasing, we are providing the majority of primary eye care in Canada, TPAs have been approved across Canada, we are successfully implementing our Strategic Plan, we are gaining recognition and the future looks bright. Member input is very important in continuing to guide our efforts and



Len Koltun, OD
President CAO /
président de l'ACO



"Communication
is the Key."

La communication
est la clé!"



Welcoming PEI Congress Hosts – front row, left to right: Rhod MacCorquodale, Mark Burke, Mary Horsfield, Susan Judson, Bonnie Gallant, Janalee Canfield; second row, left to right: Craig Williams, David McKenna, Murray Rusk, Jayne Toombs, Carolyn Acorn; back row, left to right: Joe Hickey, Lester Jinks. Missing: Catherine Arsenault, Kelly Bowes

future direction. CAO is there for you – this meeting is your opportunity to share in our discussions and let your voice be heard.

Continuing Education – Considerable effort has been made to provide you with top-notch approved lecturers (many COPE approved). As you review the program I trust you will agree that we have obtained some of the best for your educational enrichment. Consider too, the opportunity of obtaining your CE along with the ability to attend a ‘working vacation’, in Canadian dollars.

Optofair – This is a tremendous opportunity to view all the newest innovations in diagnostic equipment as well as the latest styles in ophthalmic products. Significant changes in eye care management have occurred in the past few years and it is important that we all embrace new technologies in practicing modern optometry.

Congress committee – Hats off and a special recognition to—believe it or not, the entire PEIAO—all 15 members, who are involved in the Congress local arrangements committee. In cooperation with the CAO head office they have worked diligently and carefully planned each venue for everyone’s total enjoyment. Seldom will you find such a closely-knit group who want to prove they can provide CAO members with one of the very best Congresses ever. They have gone all out and anxiously await your arrival. Your support for them would be appreciated, and your attendance richly rewarded.

Congress tradition – The CAO Biennial Congress tradition is increasing in popularity. Remember – ‘Sail into Halifax’ 2003; ‘A Capital Experience’ in Ottawa 2005; and ‘Saskatoon Shines’ in 2007? Each has been very successful and unique in

providing attendees with a wonderful and memorable experience of local flavor and culture.

Please review the list above and ‘check it twice!’ Then be sure to mark CAO Congress, July 29 – Aug 1st, in Charlottetown on your calendar. There is so much fun, relaxation, comradery, genuine hospitality, fresh sumptuous seafood, great summer weather, great golf courses and of course, Anne, all awaiting you on the ‘Little Island that could!’



Même si la saison pendant laquelle il est coutume de dresser une liste et de la vérifier deux fois vient tout juste de se terminer, pourquoi ne pas prendre le temps d’examiner la liste suivante de raisons pour assister au 31^e Congrès de l’ACO qui aura lieu du 29 juillet au 1^{er} août 2009 à Charlottetown (Î.-P.-É.).

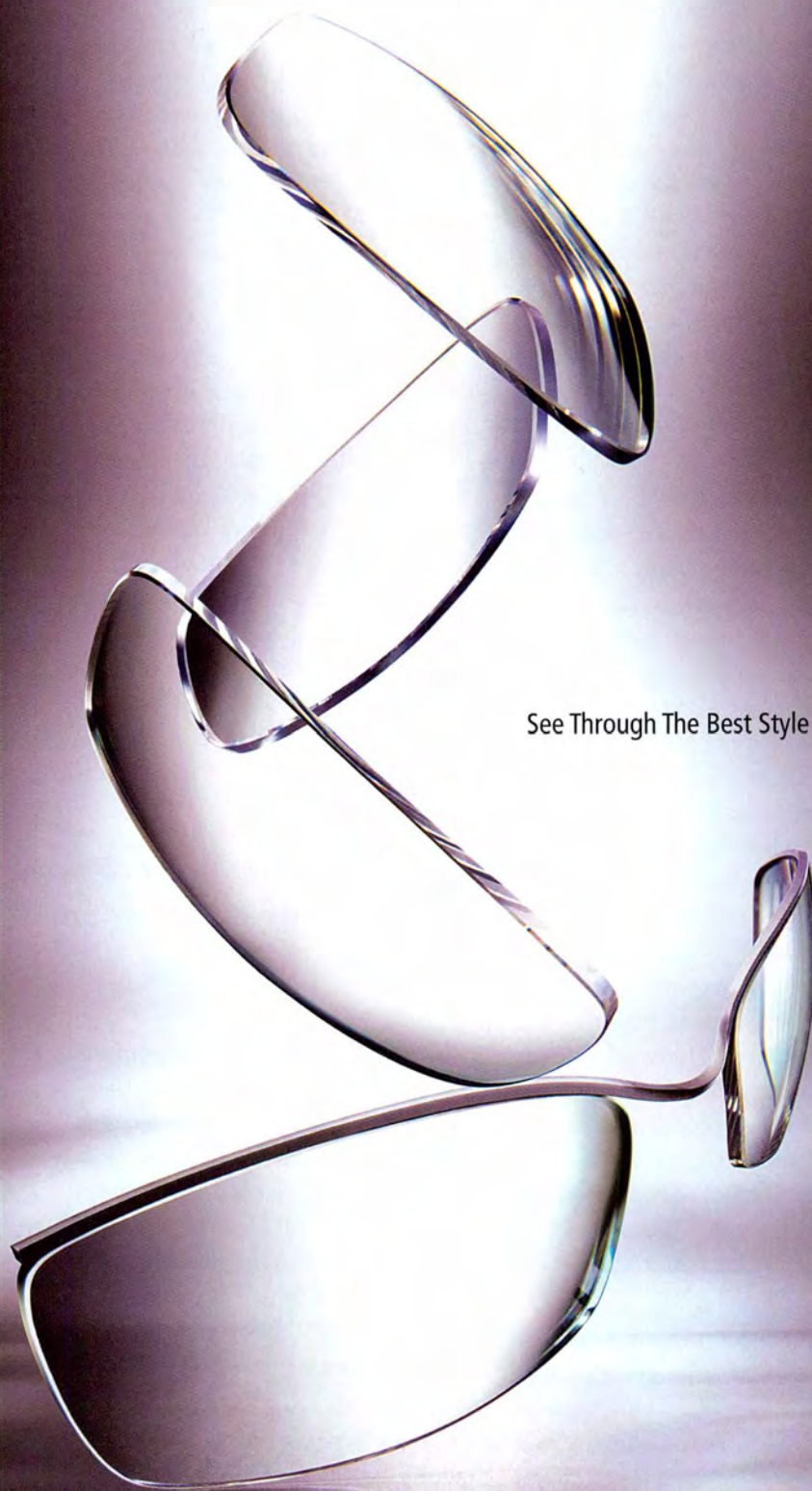
Les avantages, possibilités et éléments positifs de ce congrès sont légion. Voyez plutôt :

Vacances pour la famille – Tout le monde aime bien passer des vacances d’été en famille. Le Congrès est l’occasion idéale de faire connaître à votre famille l’hospitalité chaude et amicale des Maritimes et, plus particulièrement, de l’Île-du-Prince-Édouard. Cette année, les activités sociales côtières offrent une fantastique toile de fond qui vous permettra de passer du temps précieux en famille, de parcourir nos plages et les falaises rouges qui les surplombent, de visiter la maison de la réputée Anne aux pignons verts,



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de vous élaner sur de magnifiques terrains de golf, de profiter de nos parcs d'attraction et de faire de longues marches relaxantes dans nos nombreux parcs provinciaux. Le programme pour enfants les divertira et les préparera à cette longue relation durable pendant que vous assisterez aux conférences ou autres fonctions sociales. Fribbit sera également de la partie, puisque nous ferons la promotion active de l'Initiative pour la vision des enfants, qui prend de plus en plus d'élan au Canada.

Amitiés de collège – Il est particulièrement agréable, tout comme à Noël, de reprendre contact avec des confrères et collègues de classe à cette réunion optométrique familiale! Que ce soit pour participer au tournoi de golf du président, à une réunion phare ou tout simplement pour faire une autre visite, il fait chaud au cœur de pouvoir échanger des expériences et de constater à quel point nos collègues ont plus ou moins changé avec le temps! Vous aurez de magnifiques occasions de renouer avec vos confrères de classe au super dîner de homard (agrémenté d'un bar à moules illimité!) et aux prestigieux banquet et bal du président – où vous pourrez danser à cœur joie au son du divertissant orchestre optométrique de l'Université de Waterloo, Lost Faculties (rappelez-vous Ottawa!).

Séance d'affaires de l'ACO – L'ACO fait la promotion de la profession. Notre effectif s'accroît, nous dispensons la plus grande partie des soins oculovisuels de première ligne au Canada, les APT ont

été approuvés partout au Canada, notre plan stratégique est mis en œuvre avec succès, nous sommes de plus en plus reconnus, et l'avenir est prometteur. Nous tenons énormément aux commentaires des membres puisqu'ils orientent nos efforts et notre vision. L'ACO est là pour vous – cette session sera pour vous l'occasion de discuter et de vous faire entendre.

Formation continue – Nous avons déployé d'immenses efforts pour vous offrir des conférenciers de premier ordre (beaucoup approuvés par le COPE). À la lecture du programme, vous conviendrez avec moi que nous vous réservons les meilleurs pour votre enrichissement professionnel. Songez aussi qu'il vous est possible de recevoir votre formation continue pendant des « vacances de travail » et tout cela, en dollars canadiens!

Les avantages, possibilités et éléments positifs de ce congrès sont légion.

Optofoire – Voilà une magnifique occasion de voir le matériel diagnostique le plus novateur et les plus récents styles dans les produits optiques. La prise en charge des soins oculovisuels évolue grandement depuis quelques années et il est important que nous adoptions tous les nouvelles technologies si nous voulons être en mesure d'offrir une pratique optométrique moderne.

Comité organisateur – Des félicitations toutes spéciales s'adressent,

croyez-le ou non, à toute l'AOIPE, c'est-à-dire à ses 15 membres qui ont participé aux travaux locaux du comité organisateur du Congrès. Avec la collaboration du bureau central de l'ACO, ce comité a travaillé avec diligence et a planifié avec beaucoup de soins chacune des activités pour que tout le monde y trouve son compte. Rarement trouverez-vous un groupe tricoté si serré qui a pour seul objectif d'offrir aux membres de l'ACO le meilleur congrès jamais tenu! Ils se sont dépassés et ils attendent avec impatience votre arrivée. Votre soutien sera grandement apprécié et votre participation sera richement récompensée.

Le Congrès, une tradition – Le Congrès biennal de l'ACO ne cesse de gagner en popularité. Vous souvenez-vous des campagnes « Naviguer dans Halifax 2003 », « Une expérience capitale » à Ottawa en 2005 et « La chaleur de Saskatoon » en 2007? Chacune a connu énormément de succès et a su offrir aux participants une expérience mémorable et magnifique de la culture et de l'atmosphère locales.

Lisez la liste des activités deux fois plutôt qu'une! Réservez ensuite sur votre calendrier les dates du Congrès de l'ACO à Charlottetown, c'est-à-dire du 29 juillet au 1^{er} août. Tellement de choses vous attendent sur cette petite île aux mille possibilités : relaxation, camaraderie, hospitalité authentique, délicieux fruits de mer frais, magnifique température estivale, terrains de golf époustouflants et, bien entendu, Anne aux pignons verts.



31st CAO Biennial Congress

Seaside Social

CHARLOTTETOWN, PRINCE EDWARD ISLAND JULY 29 - AUGUST 1, 2009

Tuesday, July 28

Evening Arrivals of golfers

12:00 – 4:00 pm OPTOFAIR / Lunch (*Civic Centre*)
4:00 pm – 5:30 pm ICLO - Part II (Part I - 8:15-10:00 am)
Evening Class Reunions / Lobster Dinner
(optional – *New Glasgow, PEI*)

Wednesday, July 29

11:00 am - 8:00 pm President's Cup Golf Tournament
(*Links at Crowbush Cove*)
3:00 pm - 9:00 pm Registration (*Delta*)
Throughout day Arrival of other Congress delegates

Thursday, July 30

7:00 am - 8:00 am Sponsored Breakfast CE Sessions*
7:15 am - 8:00 am Congress Breakfast
8:00 am - 7:00 pm Registration
8:15 am - 5:00 pm Optometrists CE Sessions
8:30 am - 5:00 pm CAO Council Meeting
12:00 pm - 1:15 pm Lunch / Opening Ceremonies
5:30 pm - 7:30 pm President's Welcome Reception
(*Confederation Centre of the Arts*)
7:30 pm - 9:30 pm Theatre Event – (*Confederation
Centre of the Arts*) (optional)

Friday, July 31

7:00 pm - 8:00 am Sponsored Breakfast CE Sessions*
7:15 pm - 8:00 am Congress Breakfast
8:00 am - 5:00 pm Registration
8:15 am - 10:00 am Optometrists CE Sessions
8:15 am - 12:00 pm Optometric Assistants CE Sessions
12:00 - 1:00 pm Buses to OPTOFAIR
(return 3:00- 4:00 pm)

Saturday, August 1

7:00 am - 8:00 am Sponsored Breakfast CE Sessions*
7:15 am - 8:00 am Congress Breakfast
8:00 am - 5:00 pm Registration
8:15 am - 10:00 am Optometrists CE Sessions
8:15 am - 4:30 pm Assistants CE Sessions
10:00 am - 12:00 pm CAO Business Meeting
12:00 pm - 1:15 pm Congress Lunch – 500 persons
1:15 pm - 4:30 pm Optometrists CE Sessions
6:00 pm - 7:00 pm President's Banquet Cocktail
Reception
7:00 - 11:00 pm President's Banquet and Ball

Sunday, August 2

Departures

The Delta Prince Edward Hotel is the host hotel for the Congress events.

* (Events to be confirmed) Please see opto.ca for the latest updates

We recommend you book your hotel as early as possible



PHOTO: ISTOCK.COM

Congress at a glance



Mark your calendar for July 29th to August 2nd. There is a lot in store at the 2009 CAO Congress – 'The Seaside Social', held in Charlottetown, Prince Edward Island. Known as the Gentle Island, Canada's smallest and greenest province boasts scenic roads, spectacular landscape and miles of sandy beaches to enjoy. Combine a summer holiday with Congress this year. The organizing committee has been hard at work planning events for both you and your family to ensure that this year's Congress will be most memorable one yet.

Hotels

All hotel reservations can be made on an individual basis by calling the hotel directly. Hotel room blocks, with negotiated rates, have been reserved at the hotels listed below. Hotel reservations are made on a first-come, first-served basis. When making your hotel reservation indicate that you wish to be booked under the 'CAO Congress Room Block'. We strongly encourage you to book early!

Rates are subject to 5% GST and 10% PST, and there is also a Tourism Accommodation Levy of 2% which is subject to 5% GST.

Delta Prince Edward (*host hotel*)

Toll free: 866-894-1203

902-894-1203

www.deltaprinceedward.com

(Quote CD0713)

(Sold Out – check in the event of cancellations.)

	Single	Double	Triple	Quad
Delta Room	\$203	\$223	\$243	\$263
Premier Room	\$223	\$243	\$263	\$283
Deluxe Room	\$243	\$263	\$283	\$303
Deluxe with Jacuzzi	\$253	\$273	\$293	\$313

Rodd Hotel

(downtown core)

\$185

Toll free: 800-565-7633

www.rodhotelsandresorts.com

The Great George

Charlottetown's Historic Boutique Hotel

\$229 (includes breakfast & parking)

Toll free: 800-361-1118

www.thegreatgeorge.com

Best Western Charlottetown

\$150

902-892-2461

www.bestwesternatlantic.com

Rodd Royalty Inn & Suites

A 3½ star, full-service hotel with 121 spacious guest-rooms each tastefully decorated with a modern, fresh style. Nine suites feature either separate living space or a loft. Hotel features an indoor pool with 105' water-slide. The hotel is located outside the downtown core, a short taxi ride from the congress host hotel (Delta).

Standard	Suites	Loft Suites
\$155	\$205	\$215

Toll free: 800-565-7633

902-894-8566

www.rodhotelsandresorts.com/ourhotels/pei/royalty/index.asp

Photo above: Tourism Prince Edward Island, John Sylvester

Ground Transportation

Taxi

A ride from the airport to downtown Charlottetown takes about 20 minutes and costs \$11 (single) to a maximum of \$20.

Co-Op Taxi

Local: 902-892-1111
cooptaxi@pei.aibn.com

Maritime Luxury Limousine

Toll free: 877-708-8885
902-892-5466
www.peilimo.com

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902-628-6990
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CAO President's Cup Golf Tournament

Launch the Congress by participating in the esteemed Canadian Association of Optometrists' President's Cup Golf Tournament which will take place at the renowned Links at Crowbush Cove. The course was recognized by Golf Digest as Canada's Best New Course in 1994. Overlooking the north shore dunes of PEI, Crowbush continues to enthrall all those that

take the challenge to conquer one of North America's very best. Undulating fairways, water holes with a wisp of wind, pot bunkers and challenging greens all come together to provide you with an experience not to be forgotten. Truly an unbelievable combination of nature and imagination. Appealing to both low and high handicappers, the tournament is open to all including CAO members, optometric staff, companions and suppliers. The entry fee includes green fees, power cart, return transportation, lunch, drink tickets, taxes, gratuities, an awards event and prizes for everyone. Register early because space is limited! Fees: \$175 (\$160 prior to July 3, 2009)

Opening Ceremonies

Thursday, July 30 (lunch) – The Congress Opening Ceremony will be held at lunch and will include greetings and entertainment to get the Seaside Social underway. The Ceremony will involve the Congress Planning Committee, representatives from CAO Council, local dignitaries and more.

President's Welcoming Reception

Thursday, July 30 (Evening) – Join CAO President, Dr. Len Koltun, at the Confederation Centre of the Arts for a come-and-go wine and cheese reception, where you will be entertained by local talent and have the opportunity to meet acquaintances from across Canada.



Photo: Tourism Prince Edward Island, John Sylvester

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Congress at a glance

Theatre Event (Optional)

Thursday, July 30 (Evening) – Stan Rogers – *A Matter of Heart* – a theatre celebration of the songs and stories of one of Canada's most powerful writers is also a celebration of Canada and Canadians. He gave a resounding voice to those who work closest to the land and sea, the sailors, fishermen and farmers. He remains a Canadian folk hero. This eloquent show last played at the Charlottetown Festival in 2001 to great reviews and packed houses. Don't even think of missing 'A Matter of Heart'. CAO has set aside the entire Mack Theatre, but seating is limited. Congress delegates may register for the theatre event on the Congress website. Cost: \$30 per person. Children 12 and under: \$24.50

Continuing Education

The Canadian Association of Optometrists and the local organizing committee are pleased to provide world class continuing education. Over 19 hours of CE credits are offered for Optometrists and 10 hours for Optometric Assistants. Hours will be electronically monitored, tabulated and forwarded to you following the Congress. We guarantee something of interest for everyone. Optometrists have 2 streams of CE to choose from. You will have the opportunity to experience both regional, national and international speakers. See CE session descriptions and profiles of Congress lecturers in this issue of CJO and the Congress website.

Sponsored CE Breakfasts

Thursday – Saturday mornings (7-8 am) – each morning, in advance of the Congress CE program, there will be sponsored CE breakfast sessions. These will be profiled at a later date and require separate registration. The sessions will be free, but will have limited registration. Several will be offered giving registrants a choice of topics. Continuing education credits will be issued by CAO.

OPTOFAIR

Friday, July 31 (12- 4 pm) – For those who sell products and services to the Optometric community, exhibiting at the Congress OPTOFAIR will be an effective 'sales call'. The OPTOFAIR will feature up to 100 booths at

the Charlottetown Civic Centre. With the OPTOFAIR lunch, draw prizes, and a wide range of exhibitors, we expect an excellent turnout of ODs and optometric staff to this stand alone event. Complimentary bus transportation will be provided to/from the Civic Centre.

Class Reunions

Friday, July 31 – has been designated an evening for class reunions. To assist in coordinating the class activities, Congress registrants can post information by year of graduation on the message board at the Congress registration area. For many, class reunions will be held at the Lobster Supper event.

Lobster Dinner (Optional)

Friday, July 31 (evening) – The Original P.E.I. Lobster Suppers, this New Glasgow, PEI family restaurant has been serving lobster since June 24, 1958. Enjoy the spectacular river front view of the picturesque River Clyde while you dine in either the spacious, family style Clyde Room, or the more formal, licensed Glasgow Room. The lobster dinner is an optional event with separate registration. Plan to attend! Cost: \$40 (includes transportation). Kids' menus available.



Children's Program

Are you asking yourself if you should bring your children with you to the 2009 Congress? The answer is absolutely! Your children will be well cared for by qualified and certified staff. The program will be designed to keep the children busy adding educational, fun activities throughout the day including babysitting services during the President's Banquet. The schedule will allow you to drop them off for breakfast, prior to the CE program, and pick them up after CE sessions are over.

The Congress evening programs (with the exception of the President's Banquet) are designed to include the entire family. The committee will develop both a Pee Wee (2-5 years) and Youth (6 years and older) program. Details will be available on the CAO website.



Photo: Tourism Prince Edward Island, John Sylvester

Companions Program

The Companions Program includes many Congress events including Congress lunches, the President's Welcome Reception, OPTOFAIR, and the President's Banquet and Ball. The cost is \$250. As well, there will be optional activities including golf, the lobster supper and the following day tours:

Thursday morning – Charlottetown Story Walking Tour – Enjoy a stroll with a costumed guide along the waterfront and through the heritage district of Charlottetown. Your guide will tell you the story of Charlottetown's origins and its growth into a prosperous community during the Victorian Era. You will hear about the families responsible for the development of the community and see some of the heritage they left in beautiful homes and public buildings of wood, sandstone, and brick. You will learn about the famous Conference of 1864, which gave the city the designation as the Birthplace of Canada. The tour continues past Province House National Historic site and Great George Street – a charming national Historic District.

The tour ends at Founders Hall, located in a restored heritage building on the Charlottetown Waterfront. The facility includes interactive multi-media presentations designed to depict the Canadian experience from 1864 to present. Cost: \$25 (includes admissions, guide, and gratuities).

Thursday afternoon – Chocolate Making – at Delta Prince Edward. Do YOU love chocolate? (Of course you do.) Do you wish you knew more about chocolate? How it is made, where it comes from, how to taste chocolate and not just eat it? Do you like to eat interesting and hard-to-find chocolates from all over the world? Do you want to learn how to make chocolate in your own home? If any or all of the above sounds interesting to you—and you like the idea of getting together with other chocolate lovers to share your passion for the 'food of the gods', you will want to register for a Chocolate Making Seminar, presented by Candace Merkens, Pastry Chef, Delta Prince Edward. (max 25 persons) Cost: \$20.

OR

Keep on Shucking – PEI is home to the famous Malpeque Oyster, judged tastiest oyster in the world! Shucking oysters requires practice and the right knife. Meet Charlottetown's resident Oyster Shucker, and learn everything you need to know about the art of preserving the oyster juice for the perfect shuck. Once you've mastered the art of opening these bi-valves, you will certainly enjoy tasting the delicacy that makes seafood so celebrated in PEI. (max 25 persons) Cost: \$25.

**Friday morning
Chocolate Making**

OR

Keep on Shucking

OR

PGA for a Day – Dreaming of improving your game? Thinking about learning to play? Visit the world-class Canadian Golf Academy to improve your game, and then enjoy the view of Charlottetown with a round of golf at Fox Meadow Golf & Country Club. Discover why PEI has earned back-to-back titles as ScoreGolf Magazine's #1 Canadian Golf Destination. (min 6, max 20 persons) Duration Approx. 6–7 hours. Cost: \$160.

Saturday all day – North Shore Tour

You'll leave for a scenic tour through the beautiful countryside enroute to the Green Gables site in Cavendish. Here you will have ample time to tour the historic Green Gables House and the nearby Interpretive Center located on the grounds. You will visit the shore to view some of the beautiful sandy beaches PEI has to offer—a perfect opportunity for a photo shoot. Then off to the community of North Rustico to see a typical Island fishing village and the community of New Glasgow. You will visit the Prince Edward Island Preserve Company and observe Canada's finest preserves being prepared for market and take in an opportunity to

shop in their retail outlet, and then return to Charlottetown by travelling through the rolling hills of central Queen's country (includes lunch) Cost: \$75.

Come Early, Stay Late

The Prince Edward Island Convention Partnership has recently launched a new program called 'Come Early, Stay Late'. The CAO Congress is a logical event to plan a vacation and bring the entire family. The PEI Partnership has created exclusive offers for delegates including reduced rates and value added offers at partner locations. Look for the 'Come Early, Stay Late' link on the CAO website, Congress page.

Golf Lovers – More Pre/ Post Congress Golf

Many CAO members, guests and suppliers are golfers. Many will participate in the Congress President's Cup Golf Tournament on Wednesday, July 29, 2009. Some may wish to add to the experience with an optional pre Congress golf package. Organizers have arranged two options to choose from.

Option One

A two day golf tour in advance of Congress. The tour features Anderson's Creek and Green Gables golf courses. The package includes two rounds of golf, power carts, range balls and PEI mussels. The cost is \$150 per person. This is excellent value for these Cavendish area courses.

Option Two

A week long membership at Anderson's Creek and Green Gables golf course. Golf your heart out and experience PEI golf at its best!

See the link on the Congress page at www.opto.ca for a Pre Congress Golf Tour link and for more information.

Early Bird Registration Prize

Those optometrists who register prior to June 30th, 2009 will be eligible for the "Grand Prize" draw. This is a cash prize in the amount of \$1,500 that will be drawn at the OPTOFAIR on Friday, July 31, 2009. Prize winner must be in attendance. Visit the CAO website www.opto.ca to register.

Congress

continuing education sessions



OD Sessions – Thursday, July 30th		
TIME	COURSE	SPEAKER
8:15 -10:15	A New Paradigm in Contact Lenses	Dr. Langis Michaud
8:15 -10:15	ICO – New Technologies and Recent Research	Dr. Mark Colip
10:30 -12:00	Vision Correction in the 21st Century	Dr. Brien Holden
10:30 -12:00	Ocular Emergencies	Dr. Lyndon Jones
1:00 - 3:00	Interactive Grand Rounds	Dr. Michelle Steenbakkers
1:00 - 3:00	Life After 20/200: How the Brain Adapts to Blindness	Dr. Lotfi Merabet
3:15 - 5:00	Vireoretinal Case Presentations: Enhancing Patient Care Through Thoughtful Interdisciplinary Collaboration of Eye Care Providers	Dr. Brian Leonard
3:15 - 5:00	New Developments in the Structural and Functional Assessment of the Glaucomas	Dr. John Flanagan

OD Sessions – Friday, July 31st		
TIME	COURSE	SPEAKER
8:15 -10:00	Retina: Optometry's New Frontier	Dr. Jerome Sherman
8:15 -10:00	Optometric care for patients with special needs, brain damage and cognitive visual impairment and early visual development	Dr. Daphne L. McCulloch
8:15 -10:00	Indicator of Current Learning in Optometry (ICLO)–Part 1	
10:15 -12:00	Anterior Segment Cases– Things to Keep in the Back of Your Mind While Looking at the Front of the Eye	Dr. Greg Caldwell
10:15 -12:00	When ODs Become Emergency Docs	Dr. Andrew Gurwood / Dr. Marc Myers
4:00 - 5:30	Indicator of Current Learning in Optometry (ICLO)–Part 2	

OD Sessions – Saturday, August 1st

TIME	COURSE	SPEAKER
8:15 - 10:15	Retinal and Optic Nerve Disease Grand Rounds: Challenging Cases You Don't See Everyday	Dr. Sherry Bass
8:15 - 10:15	Sharpening Your Posterior Segment Evaluation and Diagnosis	Dr. Greg Caldwell
10:15 - 12:00	CAO Business Meeting	
1:00 - 2:45	Glaucoma Diagnostics in the New Millenium	Dr. Jerome Sherman
1:00 - 2:45	Ocular Manifestations of Diabetes	Dr. Andrew Gurwood / Dr. Marc Myers
3:00 - 4:40	Strabismus and Amblyopia Simplified / Diagnosis of Strabismus and Amblyopia in a Primary Care Setting	Dr. Valerie M Kattouf
3:00 - 4:40	Advanced Interpretation of Visual Field Defects	Dr. Sherry Bass

Optometric Assistant Sessions – Friday, July 31st

TIME	COURSE	SPEAKER
8:15 - 9:45	Zen and the Art of Selling: Building a Success System	OSI - Elaine Pederson
10:00 - 12:00	Paediatric Vision	Dr. Debbie Jones

Optometric Assistants Sessions – Saturday, August 1st

TIME	COURSE	SPEAKER
8:15 - 10:15	Lifestyle Dispensing & Design Selection	Joyce VanRooyen
10:30 - 12:00	Triage of "Red Eye/Emergency" Patient Phone Calls An introduction to diabetes and high blood pressure and their effects on the eye, with a "Jeopardy" eye trivia game	Dr. Michelle Steenbakkens
1:15 - 2:45	Glaucoma's ABC	Dr. Langis Michaud
3:00 - 4:30	TPA's for Assistants	Joyce VanRooyen

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Congress

OD session descriptions



A New Paradigm in Contact Lenses

Langis Michaud, OD, MSc, FAAO
Thursday, July 30th 8:15 - 10:15

This course discusses how to define a new paradigm in contact lenses: *if it is not broken, break it!* Modern standard of care in contact lenses are exposed which implies the clinical use of silicone hydrogel contact lenses.

New Technologies and Developments in Optometric Clinical Care

Mark Colip, OD
Thursday, July 30th 8:15 - 10:15

Dr. Colip will update participants regarding technology currently being utilized in state-of-the-art optometric practices as well as presenting summaries of promising research and technologies in the pipeline for optometric practice.

Vision Correction in the 21st Century

Professor Brien Holden, PhD, DSc, OAM
Thursday, July 30th 10:30 - 12:00

The opportunities for optometry over the next ten to fifteen years in both research and clinical practice are enormous.

It is estimated that the number of people with myopia will grow significantly over the next decade. Anti-myopia products, targeting

both child and adult-onset myopia, would slow the progression of myopia, lower the number of highly myopic people and alleviate the significant burden of visual impairment worldwide.

A novel method of correcting refractive error utilizes a lens made from a synthetic polymer which is implanted into the cornea. The implanted lens could correct refractive error by changing the curvature of the corneal surface.

Is it a feasible goal to provide a treatment that restores useful, continuous focus for a presbyope? One line of research is to develop a flexible polymer gel which can be used to replace the old hardened crystalline lens using the procedure of lens refilling (phaco-ersatz).

This presentation reviews the current research and discusses the possibility of curing myopia, implanting a "lens" in the cornea and restoring accommodative function in older eyes. It will also look at optometry's role in primary health-care, blindness prevention and the use of therapeutic medications.

Ocular Emergencies

Lyndon Jones, PhD, FCOptom, DipCLP, DipOrth, FAAO, (DipCL) FIACLE
Thursday, July 30th 10:30 - 12:00

Frequently, patients will contact an optometric practice with symptoms that relate to potentially serious ocular complications. These symptoms are typically vague and require careful interpretation to ensure that appropriate manage-

ment strategies are instigated.

This presentation will review some of the more common ocular emergencies that present at optometric practices and discuss suitable management strategies to adequately manage these challenging patients.

Interactive Grand Rounds

Michelle Steenbakkers, OD, FAAO
Thursday, July 30th 1:00 - 3:00

This course is a 2-hour interactive 'Grand Rounds' lecture discussing several challenging patient cases (Ocular Complications of Prosthetic Soft Contact Lens Wear, Air-Bag Induced Ocular Injury, Pregnancy and the Eye: A Case of Central Serous Chorioretinopathy, Glaucoma: First Impressions, Under Pressure: A Case of Papilledema). Interactive multiple choice questions will be used to involve the audience in the patient assessment and management, as well as a review of ocular disease. The course finishes with an interactive "Jeopardy" style quiz game to challenge participants on what they have learned from the course.

Life after 20/200: How the Brain Adapts to Blindness

Lotfi B. Merabet, OD, PhD, FAAO
Thursday, July 30th 1:00 - 3:00

Blind individuals have to make striking adaptations to their loss of sight in order to remain integrated in a society that relies heavily

Congress

OD session descriptions



on vision. This presentation will discuss recent advances in research investigating how the brain adapts to visual impairment. Growing scientific evidence suggests that adaptive and compensatory behaviors in the blind are inextricably linked to changes occurring at the level of the brain. Understanding these changes are key in terms of developing new rehabilitation strategies for the blind including sensory substitution devices and restoring functional vision through the use of a neuroprosthesis.

Vitreoretinal Case Presentations: Enhancing Patient Care Through Thoughtful Interdisciplinary Collaboration of Eye Care Providers

Brian Leonard, PhD, DSc, OAM
Thursday, July 30th 3:15 - 5:00

Improved knowledge of disease processes, together with expanded access to macular and peripheral fundus imaging technologies are creating a paradigm shift in patterns of patient care. Evolving opportunities for productive interdisciplinary collaboration in the diagnosis and management of vitreoretinal disease by eye care professionals of different education and training profiles will be illustrated by interesting interactive case presentations.

New Developments in the Structural and Functional Assessment of the Glaucomas

COPE# 18125-GL

J.G. Flanagan, PhD, MCOptom, FAAO
Thursday, July 30th 3:15 - 5:00

Three-dimensional imaging of the optic nerve and retina is now also a standard of practice in the detection and management of the glaucomas. The scientific principals, clinical application and relevance of these techniques with respect to present day optometric practice will be presented and discussed.

Retina: Optometry's New Frontier

COPE#17206-PS

Jerome Sherman, OD, FAAO
Friday, July 31st 8:15 - 10:00

This lecture will include methods of examining the retina and vitreous, pathology of the retina along with case studies.

Optometric Care for Patients with Special Needs, Brain Damage and Cognitive Visual Impairment and Early Visual Development

Daphne McCulloch, OD, PhD
Friday, July 31st 8:15 - 10:00

In paediatric patients, especially those who are very young or disabled, limited communication may restrict our ability to assess

visual function. Psychophysical tests, electroretinography (ERGs) and visual evoked potentials (VEPs) are readily adapted for testing infants. These tests must be evaluated within the context of the expected ranges of maturation. In this lecture, I will review normal maturation of visually guided behaviour and clinical electrophysiological vision tests with an overview of the major applications in paediatric neuro-ophthalmology and in children with disabilities. In addition, I will present clinical examples and describe our recent clinical studies of visual pathway risk following premature birth and of visual function in optic nerve hypoplasia.

Interactive Clinical Grand Rounds: The ICLO Experience

Lyndon Jones & John Flanagan

Friday, July 31st **Part 1**, 8:15 - 10:00 & **Part 2**, 4:00 - 5:30 (participation in both sessions is required for credit) (Max. 50 registrants)

Earn Continuing Education credit, assess your current knowledge – and have fun! Join moderator, Dr. Lyndon Jones in the morning while he cleverly presents CEO's ICLO assessment questions in an active "Jeopardy" style session where participants use hand-held devices to track their answers, learn, and win CE credit! Return in the afternoon when Lyndon will be joined by Dr. John Flanagan to facilitate an interactive discussion group and provide an opportunity

for you to compare your answers to theirs.

Based on leading Canadian practice, the Indicator of Current Learning in Optometry (ICLO) is a self-assessment tool developed by Canadian Examiners in Optometry (CEO) to provide optometrists with insight to the areas of practice in which they are particularly adept, while also identifying specific areas of practice in which continuing education renewal would be beneficial. Ultimately the ICLO for Practitioners, (www.ceo-eco.org/iclo_home.asp) will encourage optometric excellence and quality practice within Canada by way of professional recognition and focused learning.

So sign up for a unique and entertaining learning experience—but remember, register early as space is limited!

Anterior Case Presentations: Things to Keep in the Back of Your Mind When Looking at the Front of the Eye.

Greg A. Caldwell, OD, FAAO
Friday, July 31st 10:15 - 12:00

Course reviews common to complex anomalies of the anterior segment in case format. This course will include numerous pathologies pertinent to primary care optometric practice and provide clinicians with pearls, therapeutic options and guidance around pitfalls.

When O.D.s Become Emergency Docs

COPE# 20871-SD

Andrew S. Gurwood, OD, FAAO, Diplomate,

Marc D. Myers, OD, FAAO

Friday, July 31st 10:15 - 12:00

This presentation provides an overview of Red Cross certified techniques for handling trauma, shock, respiratory distress, anaphylactic allergy, myocardial infarction, syncope, seizures, diabetic insulin coma and choking.

Retinal and Optic Nerve Disease Grands Rounds: Challenging Cases You Don't See Everyday

COPE# 10941-PS

Sherry J. Bass, OD, FAAO

Saturday, August 1st 8:15 - 10:15

This course presents a variety of interesting and challenging cases of retinal, optic nerve and visual pathway disease. Each case presentation is followed by multiple choices of possible diagnoses. Differential diagnosis of each case is reviewed.

Sharpening Your Posterior Segment Evaluation and Diagnosis.

Greg A. Caldwell, OD, FAAO

Saturday, August 1st 8:15 - 10:15

This course reviews anomalies of the posterior segment in case format. This course will include numerous pathologies pertinent to primary care optometric practice and provide clinicians with pearls, therapeutic options and guidance around pitfalls

Glaucoma Diagnostics in the New Millennium

COPE# 17259-GL

Jerome Sherman, OD, FAAO

Saturday, August 1st 1:00 - 2:45

Assessment of the NFL is crucial for early diagnosis and monitoring of all the optic neuropathies including glaucoma. Although clinical observation is difficult for most observers, new technology, such as the GDx, RTA and OCT, allows these measurements to be obtained in minutes. This lecture highlights numerous cases of glaucoma and many of the non-glaucomatous optic neuropathies in which the new technology proved superior to visual fields.

Ocular Manifestations of Diabetes

COPE# 21623-SD

Andrew S. Gurwood, OD, FAAO, Diplomate,

Marc D. Myers, OD, FAAO

Saturday, August 1st 1:00 - 2:45

Discussion of pathophysiology of diabetes and the epidemiology of diabetic eye disease. Discussion of evidence based studies and how they guide treatment decisions and the instrumentation used to deliver care.

Strabismus and Amblyopia Simplified / Diagnosis of Strabismus and Amblyopia in a Primary Care Setting

COPE # 11864-FV

Valerie M. Kattouf, OD, FAAO

Saturday, August 1st 3:00 - 4:40

This course will review various testing methods and normative values used to diagnose strabismus and amblyopia. The areas of refraction, eccentric fixation, measurement of the deviation, comitancy, and anomalous correspondence will be presented. Case examples will be used to allow the participants to implement the information into their practice. The goal of the course is to allow the primary care practitioner to feel more comfortable with the diagnosis of functional amblyopia and strabismic deviations.

The practitioner will be able to modify the primary care evaluation to include the proper testing methods to identify amblyopia and strabismus as well as common associated conditions.

The practitioner will be familiar with the proper diagnosis for all types of functional amblyopia and be able to educate the strabismic and/or amblyopic patient on the prognosis of their condition and the proper steps to treatment.

Advanced Interpretation of Visual Field Defects

COPE #11670-PS

Sherry J. Bass, OD, FAAO

Saturday, August 1st 3:00 - 4:40

This course reviews advances in preimetric testing strategies and interpretation of visual fields, as well as follow-up strategies that aid case management. Challenging cases of retinal, optic nerve and visual pathway disease are presented.



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Congress

Optometric assistant session descriptions



Zen and the Art of Selling: Building a Success System

Elaine Pedersen, BComm

Friday, July 31st 8:15 - 9:45

"Zen and the Art of Selling: Building a Success System" examines how to get ourselves on the path to dispensary sales success (and stay there!) by setting measurable goals, using clinic metrics and discarding unhelpful habits. Discover new approaches to patient dialogue, proven strategies to keep patients in your clinic, how to become a vision consultant, and the art of making confident recommendations. Be inspired to take your performance to the next level! Participant workbook included.

Pediatric Vision

Deborah Jones, FCOptom, DipCLP

FAAO

Friday, July 31st 10:00 - 12:00

This course for optometric staff will cover the development of vision, risk factors for normal development, methods of examining infants and pre-school children and common ocular presentations and complaints. The aim of the course is to help optometric staff triage the pediatric patient and encourage a better understanding of the ocular abnormalities faced by this section of the population.

Lifestyle Dispensing and Design Selection

Joyce VanRooyen, CCOA

Saturday, August 1st 8:15 - 10:15

This presentation will outline the reasons why it is important to get to know your patients. The choices

we as dispensers make with our patients eyewear, both frames and lenses, have a definite impact on our patient's lives and activities. In this presentation we will discuss some of the reasons why lifestyle dispensing is so important as well as tips on how to communicate with your patients in order to obtain the information which is so vital in creating the very best eyecare experience for them, both in the office and when they leave.

This presentation will also cover why it's essential to know all you can about the lens designs being offered by all the suppliers. There are so many choices available and it's up to us as assistants to be able to understand our patient's visual needs and provide them with the lens that will best suit their lifestyle demands.

Emergency Phone Call Triage / The Effects Diabetes and High Blood Pressure on the Eye

Michelle Steenbakkens, OD, FAAO

Saturday, August 1st 10:30 - 12:00

The Emergency Phone Call Triage is a half hour lecture which will focus on the importance of properly triaging emergency patients' phone calls. Several patient scenarios will be reviewed, including red eyes, flashes & floaters and eye injuries.

The Effects of Diabetes and High Blood Pressure on the Eye is a one hour lecture. The course will begin with a review of ocular anatomy and discuss diagnostic factors involved in diabetes and systemic hypertension. Retinal photographs will demonstrate the

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damage caused by these diseases. Interactive questions will be used to involve the audience. The course finishes with an interactive "Jeopardy" style quiz game to challenge participants on what they have learned from the course.

GLAUCOMA'S ABC

Dr Langis Michaud, OD, MSc, FAAO

Saturday, August 1st 1:15 - 2:45

At the end of the course participants should be familiar with the nature of the glaucoma disease, to differentiate the types of glaucoma,

and to understand the various treatments offered. Optometry's role is highlighted in the screening and the co-management of glaucoma patients.

Participants should also be able to determine the signs, symptoms and the level of emergency related to each type of glaucoma.

A specific focus will be put on the behaviour and the psychological aspects characterizing glaucoma patients in order to help assistants and staff to understand their role in the team that is dedicated to glaucoma treatment.

TPAs for Assistants

Joyce VanRooyen, CCOA

Saturday, August 1st 3:00 - 4:30

This presentation will inform you about the changes in legislation before the ministry right now to change the scope of practice for optometrists to include prescribing drugs. We will go through all the different types of drugs, what they do and how they work, along with possible side effects. We will discuss how these changes will affect the medical community in general and more importantly, how they will affect your office and especially you as assistants!

Established practice for sale in northwest Toronto

I am retiring and would like to see my successful practice continue and my patients serviced by someone who likes to work hard and be rewarded well.

The practice for sale is a well established optometry practice in a multi-discipline medical center near York University. The practice draws from the Medical center a diverse demographic population. As well, the University and surrounding industry provides more patients to draw from.

A young motivated practitioner has the opportunity for unlimited potential. This is a unique opportunity to have a captive market in the northwest part of Toronto. In the future, a subway line is being built and a station will be close giving the area potential growth in industry and residents.

Interested parties can have a number of possible terms of purchase to suit their needs.

For further information you can reach me in the evenings at 416-223-0127 or by email at marshafel@sympatico.ca

Dr. Irving Feldman, OD

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Partner Profile

Profil de partenaire

Optometric Services Inc. (OSI), Canada's Largest Network of Optometrists
Services Optométriques Inc. (SOI), Le plus grand réseau d'optométristes au Canada

Over the years, Canadian Independent Optometry has evolved at a rapid pace. With the proliferation of big box stores, franchises, marketing banners and investment groups, Independent Optometry has seen its market share diminish. Now more than ever it is imperative that optometrists operating full-scope independent practices join forces in order to face these competitors in a competent and efficient manner.

OSI was founded in 1983 and is owned exclusively by independent optometrists who purchase shares in the company. At present more than 1,500 optometrists owning and operating more than 750 clinics make up the OSI network. OSI offers a multitude of essential services that allow independent optometrists to be more competitive in their respective markets.

These services include:

- Centralized billing.
- Supplier negotiations.
- Advantageous supplier discounts.
- Marketing and advertising services solely dedicated to Independent Optometry.
- "In-Field" Regional Account Managers.
- A Sophisticated clinic management software.
- Internal financing of equipment purchases.
- Exclusive private labels.
- Training seminars offering CE credits.
- And much more...

Since its inception, OSI has consistently welcomed new members to the network.

Those clinics benefit rapidly from considerable discounts on their purchasing and see tangible results on their operations

when using one or several of the aforementioned services provided by the network.

These members look to OSI in order to help them maintain and grow their market share in what has become an increasingly competitive environment. OSI members benefit from attractive supplier discounts and avail themselves of the aforementioned services.

With all its benefits, and without any membership fees, OSI is indisputably the most performing tool when it comes to generate value for the optometrists. Help strengthen the Canadian Independent Optometry and join Canada's Largest Network of Optometrists right away. Please contact us at (800) 363-4096 or visit our website at www.opto.ca.

Au fil des années, les optométristes indépendants canadiens ont perçu que leur industrie changeait et ce à un rythme effréné. Apparition de bannières, grandes surfaces, groupes financiers et autres joueurs, cela ne laisse plus beaucoup d'espace pour les optométristes indépendants et propriétaires... à moins de joindre leurs forces pour faire face à ces nouveaux joueurs de manière compétitive et efficace.

Fondée en 1983, SOI compte plus de 750 cliniques membres, dans lesquelles

plus de 1 500 optométristes pratiquent. Appartenant exclusivement aux optométristes membres, le regroupement offre une multitude de services essentiels qui permettent aux optométristes indépendants d'être plus concurrentiels sur leurs marchés respectifs.

En effet, les membres bénéficient, entres autres :

- d'une centrale de négociation, d'achat et de facturation avec les fournisseurs les plus réputés de l'industrie
- de taux d'escomptes plus qu'avantageux
- de services marketing et publicité spécialisés en optométrie
- d'un système de gestion informatisée des plus sophistiqués
- de services de financement d'achats d'équipements
- de marques privées exclusives
- de séminaires de formation
- et bien plus encore...

Depuis sa fondation, SOI recrute régulièrement de nouvelles cliniques qui veulent prendre leur juste place dans un environnement de plus en plus compétitif. Ces cliniques réalisent en peu de temps des économies considérables sur leurs achats et voient des résultats tangibles sur leurs opérations en utilisant un ou plusieurs services offerts par le regroupement.

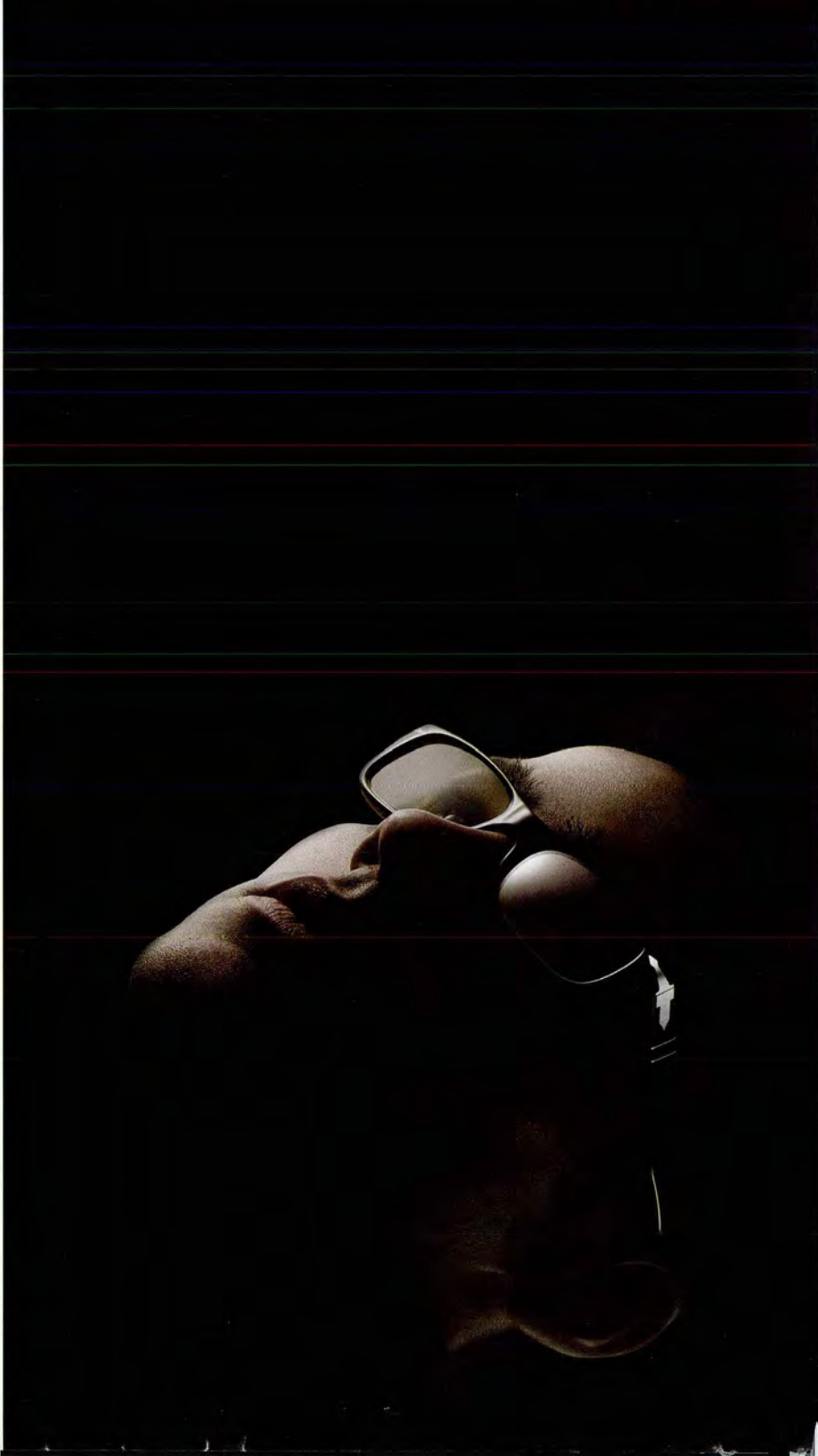
Avec tous ses atouts, et sans frais d'adhésion, SOI est sans contredit l'outil le plus performant lorsqu'il s'agit de générer de la valeur pour les optométristes. Joignez la force d'un réseau d'optométristes propriétaires dès maintenant en nous contactant au 514-762-2020 ou 1-800-363-4096. www.opto.ca



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Biographies of speakers



Sherry J. Bass, OD, FAAO

DR. SHERRY J. BASS is a Distinguished Teaching Professor at the SUNY State College of Optometry where she has served on the faculty for over 28 years and a Fellow of the American Academy of Optometry. She is an attending in the Retina Clinic, the Glaucoma Institute and the Cornea and Cataract Clinic, where she is actively involved in clinical teaching and patient care. She is also a consultant for the Accreditation Council on Optometric Education (ACOE). Dr. Bass has authored over 150 publications, including several book chapters and is a popular lecturer of national and international acclaim in posterior segment disease, special testing procedures, ocular imaging and perimetry. Dr. Bass is currently co-authoring a book entitled "Avoiding Malpractice: The Do's and Don't's of Rendering Optometric Care". She serves on the editorial board of Optometry, the Journal of the AOA and the Review of Optometry. Dr. Bass is actively involved in research and is a regular presenter for the American Academy of Optometry and the Association for Research in Vision and Ophthalmology. She also maintains a part-time private practice in Woodmere, New York.



Mark Colip, OD

DR. MARK COLIP currently serves as the Vice President for Student Affairs at the prestigious Illinois College of Optometry in Chicago, the oldest and largest college of optometry in the United States. Dr. Colip received his bachelor's degree in zoology from DePauw University; Doctor of Optometry degree from Illinois College of Optometry; and Residency training in Primary Eye Care at the Illinois Eye Institute in Chicago. As a highly sought-after speaker Dr. Colip has delivered lectures at over 125 colleges and universities. He frequently lectures on innovations in technology and research in eye care, particularly regarding the treatment and management of ocular diseases. Dr. Colip also frequently speaks about his travels abroad in delivering eye care to those that otherwise would not have access to care.

Greg Caldwell, OD, FAAO

GREG CALDWELL is a 1995 graduate of the Pennsylvania College of Optometry. He completed a one year residency in primary care and ocular disease at The Eye Institute in Philadelphia, Pennsylvania. He is a fellow of the American Academy



of Optometry. He currently works in Duncansville and Johnstown, Pennsylvania as an ocular disease consultant. Dr. Caldwell's primary focus is the diagnosis and management of anterior and posterior segment ocular disease. Dr. Caldwell has been a participant in multiple FDA investigations and has lectured locally, nationally and internationally. He currently serves on the Board of Directors for the Pennsylvania Optometric Association as President Elect.



J.G. Flanagan PhD, MCOptom, FAAO

JOHN FLANAGAN is a Professor at both the School of Optometry, University of Waterloo and the Department of Ophthalmology and Vision Sciences, University of Toronto. He is Director of the Glaucoma Research Unit, Toronto Western Research Institute and a Senior Scientist at the

Toronto Western Hospital, University Health Network. He graduated in Optometry and Vision Sciences from Aston University, Birmingham, UK in 1980, where he later earned his PhD in 1985.

He has authored over a hundred and twenty peer reviewed publications, ten book chapters, three books, a CD Rom on "Automated Perimetry" and has given numerous invited lectures to both professional and academic audiences around the world. Awards include Claire Bobier Lecturer, University of Waterloo; Certificate of Merit for Research Excellence, Glaucoma Research Society of Canada; Springer Lecturer, University of Alabama; and the 2004 Glenn A. Fry Award from the AAO. The award is given to a "distinguished Scientist or Clinician for his or her current research contributions." He was a plenary lecturer at the 2003 AAO meeting, and in July 2005 was appointed to the faculty of the inaugural World Glaucoma Congress. He was a founding member of the Optometric Glaucoma Society, was the Program Chair from 2002 to 2007, and is currently the OGS President. He is chair of the AAO Admittance Committee (scientist's region) and a member of the Ocular Disease section's glaucoma diplomate committee. In 2007 he was a recipient of an "Outstanding Performance Award" from the University of Waterloo. In 2008 he was appointed Chair of the Human Clinical Research Ethics committee at the University of Waterloo.



Andrew S. Gurwood, OD,
FAAO, Diplomate

DR. ANDREW S. GURWOOD is a Professor of Clinical Sciences, an attending optometric physician in Module 1 of The Eye Institute of the Pennsylvania College of Optometry at Salus University and a member of the clinical staff of Albert Einstein Medical Center, Department of Ophthalmology. He has lectured and published nationally and internationally on a wide range of subjects in the arena of ocular disease. His areas of active research include diseases of the anterior and posterior segment.

He currently serves on the Editorial Boards and contributed to many peer reviewed journals and publications. In 1998, he was recognized nationally as The American Optometric Association's Young Optometrist of The Year. He has twice been recognized by his local optometric society (Buxmont) as the Optometrist of The Year and was recognized by the state of Pennsylvania as its OD of the year in 2006. In 2005, he again received National acclaim, being inducted into the prestigious National Academies of Practice. Noteworthy, is the publication of his textbook "The Optic Nerve in Clinical Practice,"

(Butterworth / Heinemann).

Dr. Gurwood is also a Lieutenant in The Northampton Township Volunteer Fire Company where he also serves as an Emergency Medical Technician.



Brien Holden, PhD DSc OAM

BRIEN HOLDEN is Scientia Professor of the University of New South Wales and CEO of the Institute for Eye Research. He is Deputy CEO of the Vision Cooperative Research Centre and was previously founder and Director of the Cornea and Contact Lens Research Unit and Director of the Cooperative Research Centre for Eye Research and Technology.

Professor Holden is active in international education and research and is the author of over 200 scientific papers.

He is also very active in public health through his role of Executive Chair of ICEE – the International Centre for Eyecare Education. He was appointed Chair of the Refractive Error Working Group of the World Health Organization, and is on the Board of Trustees of the International Agency for Prevention of Blindness. Co-Chair of the Vision 2020 Australia group, which aims to work collaboratively

to eliminate avoidable blindness and impaired vision due to uncorrected refractive error. He is Executive Chair of the global Optometry Giving Sight fund-raising initiative, and Co-Chair of OGS in the USA and Australia.

Professor Holden is internationally recognized for his work in eye-care. He has received four Honorary Degrees of Doctor of Science from universities in the UK (The City University), the US (State University of New York and Pennsylvania College of Optometry), and South Africa (University of Kwa Zulu Natal) as well as numerous other national and international awards.



Deborah Jones BSc,
FCOptom, DipCLP, FAAO

DR. DEBBIE JONES is currently the Clinic Director and head of the Paediatrics & Special Needs Clinic in the School of Optometry at the University of Waterloo, Ontario, Canada. Debbie graduated in Optometry from City University in London, England, she is a fellow of the British College of Optometrists, holds a UK Diplomate in Contact Lens Practice and is a Fellow of the American Academy of Optometry.



Lyndon Jones PhD,
FCOptom DipCLP DipOrth FAAO
(DipCL) FIACLE

LYNDON JONES is a Professor at the School of Optometry and Associate Director of the Centre for Contact Lens Research at the University of Waterloo in Ontario, Canada. He graduated in Optometry from the University of Wales, Cardiff, in 1985 and gained his PhD from the Biomaterials Research Unit at Aston University, Birmingham, UK in 1998. He has authored over 150 refereed and professional papers, one text-book and given over 500 invited lectures at conferences worldwide, in over 20 countries.



Valerie M. Kattouf, OD, FAAO

DR. VALERIE KATTOUF is an optometrist who graduated from the Illinois College of Optometry (ICO) in 1995 (cum laude) and went on to her post-doctoral residency training in Pediatrics and Binocular

Vision at the State University of New York Optometric Center. Dr. Kattouf is currently a faculty member at ICO (as an Associate Professor) and the University of Chicago. Her influence in her profession begins with the students and residents whom she mentors and teaches in her area of specialty pediatrics. It extends to developing community programs that target her goal of educating the public and implementing early diagnosis and treatment of vision problems in the pediatric population. Dr. Kattouf has developed the Pediatric Outreach Program in Chicago which is a grant that allows for comprehensive eye examinations, treatment and follow-up care at Head Start Agencies throughout Chicago. Dr. Kattouf is also a Board member of several organizations that stress early intervention for pediatric and disabled lives.



Brian Leonard, PhD, DSc, OAM

DR. BRIAN LEONARD is a vitreoretinal surgeon with a busy practice at the University of Ottawa Eye Institute at the Ottawa Hospital in Ottawa, Canada. He is Professor of Ophthalmology, Past-Chair of the Department of Ophthalmology, University of Ottawa Medical

School and was the founding Director General of the University of Ottawa Eye Institute at the Ottawa Hospital. He led the Eye Institute planning and development team, from conception to construction.

Brian is a vigorous advocate of blind people, as reflected in his clinical practice, teaching, research and volunteer work. He is a trustee and executive director of the Sally Letson Foundation. This foundation sponsors the largest annual ophthalmic clinical meeting in Canada, provides funding for ophthalmic fellowship training and funds an ophthalmic outreach program in the Caribbean. He is passionate, in particular, about the problem of world sight-global blindness. Brian has participated in over sixty ORBIS International volunteer surgical mentoring missions in developing countries worldwide. He is a member of the ORBIS International Board and a member of the ORBIS Telemedicine Advisory Council. He serves on the American Academy of Ophthalmology Global Outreach Committee and has served as a member of a number of medical journal editorial boards.

He has made contributions to age-related blindness research through his unique role as independent consultant to all four of the major pharmaceutical firms competing for therapeutic strategies for advanced AMD. He has provided them with critical appraisal of study design, data interpretation and future concepts, and has contributed as principal investigator and /or international medical advisory board

member for each of these firms. He is also actively involved in a number of investigator initiated clinical trials for age-related visual disorders and collaborates with Eye Institute scientists on cell and gene transfer to the retina in animal eyes.

Brian has received many awards for his contributions and achievements, including the American Academy of Ophthalmology Award of Honor, the American Medical Association Billings Gold Medal and the Governor General of Canada Meritorious Service Cross.



**Daphne L. McCulloch, OD,
PhD, FAAO**

DAPHNE McCULLOCH is professor of visual neurophysiology at Glasgow Caledonian University and Secretary General of the International Society for Clinical Electrophysiology of Vision (ISCEV). Following her graduation from the University of Waterloo School of Optometry (OD 1979), she completed a Residency in Primary Care Optometry (PCO) and a PhD in Vision Sciences (Indiana University). Prior to emigrating to Scotland in 1992, Prof McCulloch directed the Visual Electrophysiology Unit at the Hospital for Sick Children in Toronto and the Infant Vision

Laboratory at Childrens Hospital Los Angeles. Daphne currently teaches visual physiology, clinical electrophysiology and supervises general and special needs clinics in the Department of Vision Sciences at Glasgow Caledonian University. Her research interests are focused on maturation of the retina and of the visual pathways in human infants—in both healthy infants, those at high risk. Recent clinical research includes studies of prematurity and other prenatal influences on early visual development; studies of normal and abnormal development of the retinae and visual pathways, electrophysiological investigations into visual function optic nerve hypoplasia and the maturation of stereopsis, motion perception and flicker resolution in children.



**Lofti B. Merabet, OD, PhD,
FAAO**

LOFTI B. MERABET is Assistant Professor of Neurology at Harvard Medical School and staff optometrist in the Department of Ophthalmology at Beth Israel Deaconess Medical Center in Boston, MA. As principal investigator at the Center for Noninvasive Brain Stimulation and clinical researcher

with the Boston Retinal Implant Project, Dr. Merabet's scientific interests focus on neuroplasticity and in particular, how the brain adjusts to the loss of sight and its relation to restoring functional vision and developing novel rehabilitative strategies for the blind.



Dr Langis Michaud, OD, M.Sc,
FAAO (Dipl)

DR. LANGIS MICHAUD graduated from School of Optometry at the Université de Montréal in 1986 where he also obtained his Master's Degree in physiological optics. He also received a 3rd cycle diploma from École Nationale d'Administration Publique in Montréal. He has been Fellow of the American Academy of Optometry since 1989 and one of the 10 Canadians appointed Cornea and Contact Lens Diplomate by the AAO since 1994. Moreover, he has been a proctor and a resource-expert for this AAO section since 1997.

Dr. Michaud has practiced with Université de Montréal since 2001, focusing mainly on contact lenses and anterior segment diseases. He is involved in numerous clinical studies for pharmaceutical and contact lens companies and sits on the advisory board of a number of these firms.

For more than 10 years he was a visiting professor at the Université de Paris-Sud (France) and is currently involved in teaching activities at the Vision Care Institute (Jacksonville, FL).

Dr Michaud has published numerous articles in peer-reviewed journals, publications and professional reviews. He holds a regular columnist in *L'optométriste* (Association des optométristes du Québec) on eye diseases and in *Clinical and Refractive Optometry* (Medicopea) on contact lenses. He is a member of the editorial board of the latter publication and a reviewer for *Eye*. He also authors monthly chronicles in lay press on vision development and children's vision.

Because of his expertise he has often been invited to speak in Europe, Asia, and United States where, on many occasions, he was invited to address the American Academy of Optometry in Ellerbrock, the largest and renowned continuing education meeting in optometry.



Marc D. Myers, OD, FAAO

DR. MARC MYERS graduated from The Pennsylvania College of Optometry in 1999 and completed residency in primary care optometry at The Eye Institute of the Pennsylvania

College of Optometry. He is a staff optometrist in private practice in the Southern New Jersey region. Dr. Myers serves as a clinical consultant for the Pennsylvania College of Optometry in the area of Anterior Segment Disease and lectures on a wide variety of subjects with that curriculum. He continues to serve at The Eye Institute of The Pennsylvania College of Optometry as a member of the consulting clinical staff. In addition to authoring with numerous publications, he has lectured at continuing education seminars throughout North America and participates in the International Master of Science in Clinical Optometry program at The Pennsylvania College of Optometry.



Elaine Pederson, BComm

ELAINE PEDERSEN is the National Training Coordinator for Optometric Services Inc., a multi-service group for independent optometrists. She has developed seminars and workshops on a range of topics including best hiring practices, marketing, customer service, sales and how to increase clinic profitability. Elaine is also an accomplished speaker, having given over 175 seminars to optometrists and their staff. She holds a Competent

Toastmasters Designation and is a past Professional Member of the Canadian Association of Professional Speakers.

Prior to being appointed NTC, Elaine was the Regional Account Manager for BC, which involved conducting clinic and competitive marketing analyses and providing on-site training and consulting services to all of OSI's BC members. Elaine holds an undergraduate degree in commerce from the University of British Columbia, specializing in marketing.



Jerome Sherman, OD, FAAO

JEROME SHERMAN is perhaps optometry's most prolific writer, publishing over 650 clinical articles, research manuscripts, book chapters and two CDs. He is senior author of three books that were published in 2007, and has delivered over three thousand lectures both nationally and internationally. He has served as a contributing editor for several optometric magazines.

Having graduated from Pennsylvania College of Optometry, he presently holds the position of Distinguished Teaching Professor at State University of New York College of Optometry and the Schnurmacher Institute of Vision Research. Concurrently,

he maintains a private practice, The Eye Institute and Laser Center, in New York City. Dr. Sherman is a founding member of both the International Foundation for Optic Nerve Disease (IFOND) and the Optometric Retina Society (ORS) and is now the President of ORS.



Michelle Steenbakkens, OD, FAAO

MICHELLE STEENBAKKERS graduated from Queen's University with a Bachelor of Science in Life Sciences. She continued her education at the University of Waterloo, earning a Doctor of Optometry degree in 2004. She is the recipient of the Dr. Irving Baker Award for Clinical Excellence and the Canadian Association of Optometrist's Award of Merit. Dr. Steenbakkens completed two residencies with the University of Houston, the first focused on Community-Based Family Practice and the second, as Chief Optometric Resident at Bridge Builder's Charity Eye Clinic. She has lectured and presented posters at several professional continuing education meetings. Dr. Steenbakkens is a Fellow of the American Academy of Optometry and Public Education Committee chairperson for the Nova Scotia Association of Optometrists.



Joyce VanRooyen, CCOA

JOYCE VANROOYEN is a Canadian Certified Optometric Assistant, and is currently the Professional Education Coordinator for Hoya Vision Care Canada. She has over 20 years of experience in the optical industry. She started out working for Imperial Optical as a lab tech and then a high-end optical boutique in downtown Toronto. She then moved to Guelph, Ontario to work as the dispensary manager in a busy four doctor practice and remained there for 9 years. She has developed and taught the Introduction to Optometry course as part of the Health Office Administration course at Conestoga College in Kitchener, Ontario. She also lectures at and acts as a workstation coach at the workshop portion of the Certified Optometric Assistant course. Joyce enjoys sharing her passion for the industry and works to educate all involved in optics to better themselves and the industry.

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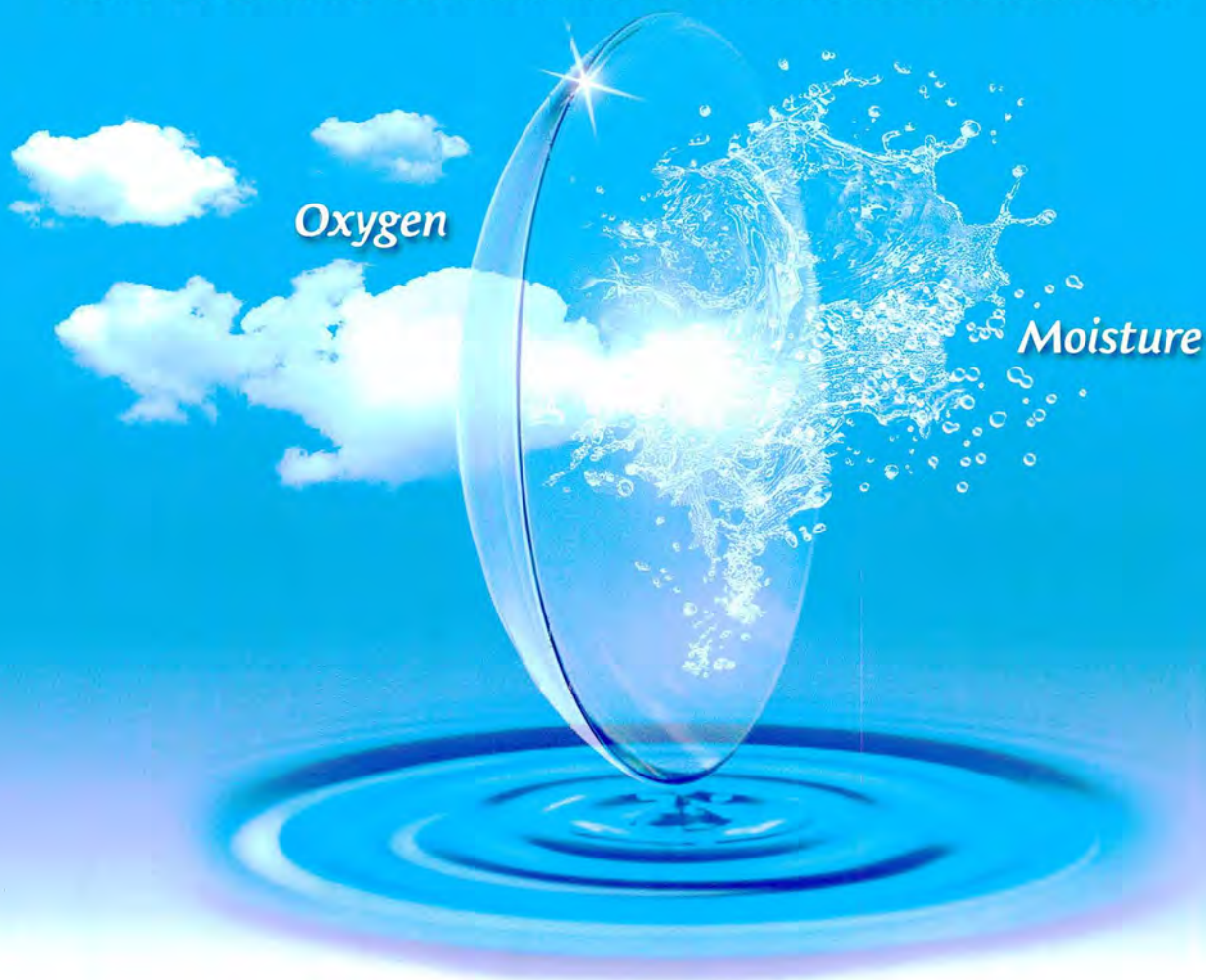
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^{†1}Compared with O₂OTIX®. *AIR OPTIX AQUA: Dk/t 138@ -3.00D. Other factors may impact eye health.

^{†2}Based on in vitro measurements compared with high-water content (>50%) hydrogel lenses.

^{†3}In vitro measurement compared with ACUVUE® OASYS™, ACUVUE® ADVANCE™, Biofinity®, and PureVision®.

References: 1. CIBA VISION, data on file, 2007. 2. CIBA VISION, data on file, 2004. 3. CIBA VISION, data on file, 2007.

4. CIBA VISION, data on file, 2007.

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