



OD EXCELLENCE National Conference

July 26-28 2012

**Manchester Grand Hyatt Hotel
San Diego, California**

We are very excited to introduce our 2012 OD Excellence National Conference Faculty!! Familiarize yourself with our conference speakers:

John A. McGreal Jr., O.D.

Director of Professional Education, OD Excellence



Dr. McGreal is a graduate of Albright College and the Pennsylvania College of Optometry. He was Chief of Eye Services at Greater Atlantic Health service in Philadelphia, where he also had a private practice. He was a founding partner in Vision Care Consultants, a managed eye care company in Pennsylvania. He was Center Director and Vice President for Vision America Incorporated for seven years. Currently, he is Director of the Missouri Eye Associates, a medical and surgical private practice in St. Louis. He is adjunct faculty at the University of California, Berkeley School of Optometry, the Pennsylvania College of Optometry and the University of Missouri. He is internationally recognized for his educational endeavors. Dr. McGreal served on the continuing education committee for the North Central States Optometric Council and is past member of the Congress continuing education subcommittee of the American Optometric Association. He is a clinical examiner for the National Board of Examiners in Optometry; he was the 42nd Peter's Memorial Lecturer at the University of California; and the Nussenblatt Lecturer at the University of Houston in 2004. Dr. McGreal was the 1998 Missouri Optometrist of the Year, and the 2005 University of Missouri School of Optometry Educator of the Year.

Scot Morris, O.D., FAAO

Owner, Eye Consultants of Colorado



Dr. Morris, a nationally renowned educator on ocular surface disease, technology, and practice management is a featured international speaker and educator on various subjects and his enthusiasm for teaching shows through. He also has multiple publications, both professional journal articles and books to his credit. He is a member of the American Optometric Association, The Colorado Optometric Association, and the American Academy of Optometry. He is an associate editor for Optometric Management and writes a monthly technology column "Tech Time" in Optometric Management. He is also a section editor for the ophthalmic journal "The Ophthalmic Office"

He received his doctorate of optometry at Indiana University in 1996. He completed a residency in ocular disease and refractive surgery at Triad Eye Medical Center in Tulsa, OK. He then served as the cornea and refractive clinical director of Discover Vision Centers in Kansas City for 5 years before moving to Colorado in 2002. He worked at a refractive surgery practice in Denver for 2 years before buying a private practice, Eye Consultants of Colorado in 2004.

He is also a deeply rooted family man. He lives in the mountains of Colorado with his wife Kelly and two sons, Drew and Aiden. He is an avid hunter, outdoorsman, and hiker. He also coaches many of his son's sports teams and enjoys traveling with his family.

Jerome Sude, O.D.
Chairman, OD Excellence



Dr. Sude has extensive experience in establishing multiple optometric sites, including developing one of the largest optometric/ophthalmologic small chains in the U.S. He is an international author, and has been a practice management speaker to several contact lens companies. Dr. Sude is former Midwest Medical Director for Sauflon. Currently he is EVP of the Novus Clinic, a multidimensional group of optometrists and ophthalmologists. He is a Past President of the American Society of Eyecare Specialists and a former President of the Summit County Optometric Society.

Jerome Lieblein, O.D.
Chief Executive Officer, OD Excellence



Dr. Lieblein is a consultant in practice management and meeting planning, and author of 92 published articles. He is currently Executive Director and Facilitator of the American Society of Eye Care Specialists, a collaborative vision care business group. Previously he was Optometrist and Senior Partner in a California private practice. Dr. Lieblein is a Past President of the International Association of State Boards, Past Chairman of the Contact Lens Division of the American Optometric Association, and Past President of the California Optometric Association. He was the Eye Doctor of the Year for California in 1989, and was elected to be one of 100 Doctors in the United States to sit on a National Health panel called "National Association of Practitioners."

John W. Lahr, O.D., FAAO
National Executive, OD Excellence



Dr. Lahr received his Doctor of Optometry degree from the Indiana University School of Optometry in 1974. He was the founder of The Eye Clinics, a five-office primary eye care group practice in East Central Minnesota. In 1984, Dr. Lahr integrated his practices with ophthalmology and began providing his patients with co-managed care while developing care models with several ophthalmologists. He was an original member of the Clinical Practice Guidelines Committee of AOA to develop practice standards and protocols for the profession. Dr. Lahr served as AOA's first representative to the American Medical Association's CPT coding committee while serving on the Eye Care Benefits Center. He is a Past President of the Minnesota Optometric Association and was the MOA Optometrist of the Year in 1989. Over the past decade, Dr. Lahr has worked closely with ophthalmic and optical corporate entities including Allergan, AMO, Bausch & Lomb, EyeMed Vision Care, Oasis Medical, Physician Recommended Neutraceuticals and STAAR Surgical.

Anne-Marie Lahr, O.D.

Director of Student Relations, OD Excellence



Dr. Lahr earned her optometric degree at the School of Optometry, The Ohio State University, Columbus, Ohio in 1991. From 1991 through 1994, Dr. Lahr attained success in various private practice settings. From 1995 to 1996, she completed a Primary Care Residency at The Eye Institute at the Pennsylvania College of Optometry, Philadelphia, as well as an International Teaching Fellowship at the Hogeschool van Utrecht, Utrecht, The Netherlands. Dr. Lahr is currently an Assistant Professor at Pennsylvania College of Optometry, twice earning the Clinical Science Teacher of the Year Award and, most recently, the Educator of the Year Award for Excellence in Education. Dr. Lahr has lectured extensively within the United States and is currently a spokesperson and advisor for Essilor USA, Physician Recommended Nutraceuticals and Oasis Medical.

Rebecca Johnson, CPOT, COT, COE

Director of Staff Education, OD Excellence



Rebecca Johnson began working in eye care in 1983, achieving certifications as Paraoptometric Technician (CPOT), Ophthalmic Technician (COT), and Ophthalmic Executive (COE). She has presented over 300 education and motivational courses at national and state ophthalmic meetings across the nation, published numerous industry articles and is the Editor of the Self Study Course for Paraoptometric Certification, Third Edition. Beginning her career in ophthalmic training in 1992 as Director of the Ophthalmic Assistant Program at Carver Career & Technical College, she has also held positions as Director of Training at Eyefinity, Education Director at the Virginia Eye Institute and is the Founder of EyeTrain4You, a staff coaching and training company. Rebecca is the recipient of the 2007 American Optometric Association Paraoptometric Special Service Award and was honored as Vision Monday's "Most Influential Woman in Optical" in 2010.

Mary E. Schmidt

President, EyeSystems



Mary E. Schmidt is the founder of EyeSystems a professional training and practice consulting firm, specializing in the eyecare field. She provides full scope paraoptometric education with a focus on managerial development, business health and improving patient care. Her emphasis is on organization and professionalism. The American Optometric Association and the American Board of Opticianry have accredited her programs. Mary has over 30 years experience within the optical field including ten years of hands-on in office experience along with practice administration for multi-doctor practices, outside sales and marketing experience and she was manager of education and training for a large practice management group. Mary has presented programs to state wide, national and international audiences along with personalized private training since 1995. She is a popular speaker with the ability to motivate and inspire. She was one of Vision Monday's 50 Most Influential Women in Optical in 2005.

Valerie Manso

RVP, VSP. President, Manso Management Resources, Inc.



Valerie Manso is Regional Vice President of Strategic Partnerships for VSP and President of Manso Management Resources, Inc., a training and development company specializing in the ophthalmic industry since 1993. Valerie is a 38 year veteran of the optical industry and she brings a wealth of expertise to her training programs.

Jay Binkowitz

Co-owner, American Eye Care



Over the last 30 years, Mr. Binkowitz has had extensive experience in retail operations, merchandising & marketing, manufacturing & distribution, technology development, national sales, and on site interactive consulting. He has currently developed a unique support company to create infrastructure and strengthen independent practitioners with new business management tools and processes. Mr. Binkowitz is co-owner of American Eye Care, New York and co-founder of GPN, Exclusive Provider of The EDGE.