

The GREEN Sheet



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Fall 2004

**OE TRACKER™ PROGRAM
 ANNOUNCED**

(See Page 5)

**ARBO WEBSITE BEING
 COMPLETELY REVAMPED**

(See Page 6)

JANET L. CARTER, O.D. ELECTED ARBO PRESIDENT

85TH ANNUAL MEETING WAS MAGICAL

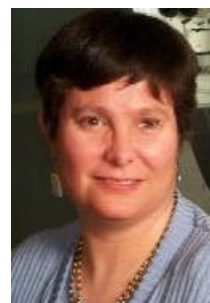
The 85th Annual Meeting of the Association of Regulatory Boards of Optometry (ARBO) was held at the Gaylord Palms Convention Center in magical Orlando, Florida, June 20-22, 2004. With tight budgets a concern for many optometry boards, some delegates attended at their own expense. A total of 34 member boards were represented.

Elected to office were: Drs. Janet L. Carter as President; Robert W. Smalling as Vice President; Robert M. Easton, Jr. as Secretary-Treasurer; Robert L. Sorrell as Director (re-elected); Christina M. Sorenson as Director.

Resolutions were adopted (and approved by the Judicial Council) naming Dr. Frank L. Salimeno as a life member; implementing CELMO; and honoring Dr. Barry Schneider.

This issue of TheGREENSheet is replete with reports on the Annual Meeting; elections on pages 1 and 2; resolutions on pages 4-6; ACOE report on page 3; joint session with the World Council of Optometry on page 4; and new gavel on page 6.

The three amendments to the Bylaws (reflecting name change of COE to ACOE; establishing a board finance/budget committee; and making the Immediate Past President an officer and member of the Board's executive committee) were adopted without change— see the May 2004 issue of TheGREENSheet for full text.



Janet L. Carter, O.D., of Reno, Nevada, was elected President of the Association of Regulatory Boards of Optometry, Inc. (ARBO) for the 2004-2005 term at the 85th Annual Meeting at the Gaylord Palms Conference Center in Orlando, Florida, June 20-22, 2004. Dr. Carter was elected to the ARBO Board of Directors in 2001 and served as

Secretary-Treasurer 2002-2003 and Vice President 2003-2004.

Dr. Carter is a graduate of the University of California, Berkeley and its School of Optometry. She is the Director of Clinical Services, Pacific Laser Eye Center of Northern Nevada and is in private practice in the Reno-Sparks area.

Dr. Carter is a past member of the Nevada State Board of Optometry, serving as President 1996-2001.

Last year, Dr. Carter was appointed to the Board of Directors of the National Board of Examiners in Optometry.

Dr. Carter is a Fellow of the American Academy of Optometry.

2004-2005 ARBO BOARD OF DIRECTORS



Left to right: *Front Row:* Robert M. Easton, Jr., O.D., Secretary-Treasurer; Janet L. Carter, O.D., President; Robert W. Smalling, O.D., Vice President; Russell W. Jones, O.D., Immediate Past President. *Back Row:* Directors: Jack E. Terry, O.D., Ph.D.; Christina M. Sorenson, O.D.; Steven H. Eytler, O.D.; Robert L. Sorrell, O.D.; Donovan L. Crouch, O.D.

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ROBERT W. SMALLING, O.D. SELECTED AS VICE PRESIDENT



*Robert W. Smalling, O.D.
Vice President*

Dr. Robert W. Smalling of Warren, Arkansas, is a graduate of Arkansas State University and the Southern College of Optometry. He practices in Warren.

Dr. Smalling has served on the Arkansas State Board of Optometry since 1989 when he was appointed by then Governor Bill Clinton. He served as President of the Board 1995-2004. He was elected to the ARBO Board of Directors in 2002 and served as Secretary-Treasurer 2003-2004.

A past president of the Arkansas Optometric Association, he was the Arkansas Optometrist of the Year in 2001.

Dr. Smalling served as President of the Southern Council of Optometrists/SECO International 2000-2001.

ROBERT M. EASTON, JR., O.D. CHOSEN AS SECRETARY-TREASURER



*Robert M. Easton, Jr., O.D.
Secretary-Treasurer*

Dr. Robert M. Easton, Jr., of Fort Lauderdale, Florida, is a graduate of the University of Central Florida and the University of Houston College of Optometry. He practices in Ft. Lauderdale.

Appointed to the Florida Board of Optometry in 1999 by Governor Jeb Bush, Dr. Easton is the current Vice Chair of the Board. Dr. Easton served as the Chair of ARBO's National Board Examination Review Committee (NBERC) 2002-2003 and was elected to the ARBO Board of Directors last year.

A past president of the Florida Optometric Association and past chair of the American Optometric Association Political Action Committee (AOA-PAC), Dr. Easton is a Fellow of the American Academy of Optometry.

DR. ROBERT L. SORRELL RE-ELECTED TO BOARD



*Robert L. Sorrell, O.D.
Director*

Dr. Robert L. Sorrell of Middletown, Ohio, was unanimously re-elected to the ARBO Board of Directors.

First elected to the ARBO Board in 1997, Dr. Sorrell was elected to a full four-year term in 2000. He served as Secretary-Treasurer 2000-2001, as Vice President 2001-2002, and as ARBO President 2002-2003.

A graduate of Miami University of Ohio, and The Ohio State University College of Optometry, Dr. Sorrell served on the Ohio State Board of Optometry 1992-1995.

Dr. Sorrell is a Fellow of the American Academy of Optometry.

DR. CHRISTINA M. SORENSON ELECTED TO BOARD



*Christina M. Sorenson, O.D.
Director*

Dr. Christina M. Sorenson of Scottsdale, Arizona, was elected a member of the ARBO Board of Directors.

Dr. Sorenson, a graduate of Kansas University and the University of Missouri-St. Louis College of Optometry, is the Optometry Department Supervisor at the Mayo Clinic Scottsdale.

A member of the Arizona State Board of Optometry since 2001, she was chair of ARBO's National Board Examination Review Committee (NBERC) last year.

Dr. Sorenson is a Fellow of the American Academy of Optometry.

MISSION STATEMENT: The mission of the Association of Regulatory Boards of Optometry is to represent and assist member licensing agencies in regulating the practice of optometry for the public welfare.

INDUSTRY PROFILE



Established in 1980, CIBA Vision is focused on providing individuals better eyes for a better life. In doing this, we envision a billion eyes around the world benefiting from our innovation. Through our commitment to the research and development of ground-breaking contact lens and lens care products, the company has become a global leader in the optical and ophthalmic industry.

Through innovation, strategic acquisition and an ability to quickly meet market developments and emerging technologies, CIBA Vision has grown from a start-up to a company with more than \$1 billion in sales. Headquartered in Atlanta, the company's success is driven by a team of more than 6,000 associates who work together to make their products available in more than 70 countries.

A testament to the company's success is a strong product pipeline that includes lens care products and the broadest line of contact lenses in the world. An example of CIBA Vision's breakthrough contact lenses are NIGHT & DAY[®] high-oxygen transmissible soft lenses, approved by the U.S. Food & Drug Administration to be worn for up to 30 continuous nights and days. Made from lotrafilcon A, NIGHT & DAY lenses supply up to six times more oxygen to the eye than ordinary soft contact lenses, and are now worn by more than 1.25 million people in more than 40 countries worldwide.

CIBA Vision's line of Focus[®] DAILIES[®] daily disposable lenses offer solutions for spherical, presbyopic and astigmatic patients, with the introductions of Focus[®] DAILIES[®] Progressives and Focus[®] DAILIES[®] Toric. All of these lenses are made from Nelfilcon A and use the same patented LightStream[™] Technology to provide exceptional vision and comfort. CIBA Vision also offers the widest variety of colors and styles of any cosmetic contact lens manufacturer, including FreshLook ColorBlends[®], FreshLook Dimensions[™] and FreshLook Radiance[™]. The FreshLook line of cosmetic lenses allow patients to change, enhance or illuminate their natural eye color, even if their vision is perfect and even if they have astigmatism.

In the lens care category, CIBA Vision offers many convenient and powerful products including Clear Care[®], a one-bottle, no-rub solution that offers the proven effectiveness of peroxide without the preservatives found in multipurpose solutions. A multi-center clinical study conducted by eye care professionals throughout the United States showed that four out of five patients preferred Clear Care over their current multi-purpose solution.¹ CIBA Vision also offers SOLO-care[®] Plus, a multipurpose lens care solution and AQUify[™], a unique, blink-activated, long-lasting lens comfort drop.

With a vast portfolio of cutting-edge technology under their belts, CIBA Vision continues to explore new materials and technologies to continually provide eye care professionals with the vision care solutions to meet the needs of their patients. Look to CIBA Vision in the future to continue to lead the industry with breakthrough innovation.

¹ Dillehay SM, McCarter HE and AOSEPT Clear Care Study Group. A Comparison of Multi-purpose Care Systems. Contact Lens Spectrum 2002 (April); 17 (4): 30.

CIBA Vision is a 2004 Gold Level Supporter of ARBO.

ACOE PRESENTS LIST OF ACCREDITED O.D. PROGRAMS

Dr. Nada Lingel, Chair of the Accreditation Council on Optometric Education (ACOE) presented the ACOE report regarding the accreditation status of the academic programs in North America.

The ARBO House of Delegates voted to recommend "to its member boards that the 'accredited' status bestowed by the Accreditation Council on Optometric Education on programs leading to the Doctor of Optometry degree be accepted for accrediting purposes as may be required by state laws."

The 19 accredited programs are:

- Ferris State University, Michigan College of Optometry
- Illinois College of Optometry
- Indiana University, School of Optometry
- Inter American University of Puerto Rico, School of Optometry
- New England College of Optometry
- Northeastern State University, College of Optometry
- Nova Southeastern University, College of Optometry
- Pacific University, College of Optometry
- Pennsylvania College of Optometry
- Southern California College of Optometry
- Southern College of Optometry
- State University of New York, State College of Optometry
- The Ohio State University, College of Optometry
- University of Alabama at Birmingham, School of Optometry
- University of California, Berkeley, School of Optometry
- University of Houston, College of Optometry
- University of Missouri, St. Louis, College of Optometry
- University of Montreal, Ecole d'Optometrie
- University of Waterloo, School of Optometry

For additional information about the ACOE, see their website at: www.theacoe.org

Credits: Photo of Dr. Lawless: courtesy of WCO. Other photos from the Annual Meeting were taken by Howard Parker, husband of Jennifer Parker, who volunteered to assist in Orlando, as he had done in San Diego last year. Thanks, Howard.

DR. FRANK L. SALIMENO RETIRES FROM ARBO BOARD; PRESENTED WITH LIFE MEMBERSHIP



Dr. Frank L. Salimeno was honored at a special luncheon in a joint session with the Executive Committee of the World Council of Optometry on Monday, June 21, 2004, at Orlando, Florida. ARBO President Dr. Russell W. Jones presented Dr. Salimeno with a plaque denoting his ten years of service to ARBO, the profession and the public, and with a portable DVD player that inquiring minds had learned was something he had been wanting to get for himself. Participating in the ceremonies honoring Dr. Salimeno was Dr. Damien Smith, President of the World Council of Optometry (speaking). Others at the head table were: (from left to right) his grand-daughter, Kelsey Minnoch; his wife, Mrs. Linda Salimeno; Dr. Salimeno; Dr. Victor J. Connors, President of the American Optometric Association (who later presented a lengthy report to the delegates on Federal legislative and other matters); and President Jones.

RESOLUTION 1 OF 2004 LIFE MEMBERSHIP FOR DR. FRANK L. SALIMENO

WHEREAS, Dr. Frank L. Salimeno has performed outstanding service for the Association of Regulatory Boards of Optometry during his ten years on the Board of Directors, including service as President, 2000-2001; and
WHEREAS, his service has been exemplified by sterling qualities of leadership for the Association of Regulatory Boards of Optometry; and
WHEREAS, Dr. Salimeno has given outstanding service to the profession of optometry in various other capacities; and
WHEREAS, the member boards of this Association wish formally to acknowledge Dr. Salimeno's contributions to the Association and the profession; now, therefore be it
RESOLVED, that the Association of Regulatory Boards of Optometry, at this 85th Annual Meeting, expresses its sincere thanks to Dr. Salimeno for his many years of distinguished service and outstanding contributions, and bestows upon him the status of Life Member in this Association.

ARBO PARTICIPATES IN THE WORLD CONGRESS ON OPTOMETRIC GLOBALIZATION

The ARBO attendees were whisked by motorcoach to the Caribe Royale Hotel (about a mile from the Gaylord Palms Convention Center). At the Caribe, they attended the luncheon honoring Dr. Salimeno and then went into the joint session with the World Council on Optometry (WCO). The first session of the World Congress on Optometric Globalization was concerned with the Regulation and Mobility of Optometrists Across National Borders. While the four other sessions dealt with education, ophthalmic goods and services, the ophthalmic industry, and improving access to vision and eye care, the first and "foundation stone" session was on licensure and regulation, hence the importance of ARBO's participation.

Dr. Thomas Lawless, Chair of ARBO's International Affairs Committee, was the moderator of Session 1. ARBO President Russell W. Jones, O.D., and WCO President Dr. Damien Smith extended welcomes to the attendees. Dr. Steven H. Eyster, ARBO Past President and Board Liaison to ARBO's Council on Endorsed Licensure Mobility for Optometrists presented a report on the Current Status of USA Licensure Mobility.

Dale Honeck, Counsellor of the World Trade Organization in Geneva, Switzerland, presented the keynote address. Other presentations were made by Drs. Robert Chappell and Richard Carswell of the United Kingdom, and Jane Duffy of Australia.

Dr. Norman Wallis reported on "A Global Competency-Based Model for the Scope of Practice in Optometry" which was developed at the joint ARBO/WCO International Workgroup on Optometric Competencies held in Dallas last December in conjunction with the American Academy of Optometry meeting.

After the session, the ARBO attendees enjoyed the WCO reception, before their return bus trip to the Gaylord Palms.



*Dr. Thomas Lawless
Moderator of Session 1*

ARBO LAUNCHES THE PROFESSION'S FIRST OPTOMETRIC EDUCATION TRACKING SYSTEM

*Program captures CE attendance
for tracking state license renewal requirements*

The Association of Regulatory Boards of Optometry (ARBO) announced the optometric profession's first Optometric Education tracking program (OE TRACKER?) in a joint news conference with program co-sponsors, Essilor of America, Inc. and Alcon.

The purpose of the OE TRACKER program is to provide the most comprehensive verification of optometric data in the profession. It is designed to capture continuing education attendance at educational meetings for transfer to the ARBO website for access by both the doctor and the state boards of optometry in order to verify attendance information needed for state continuing education requirements for license renewal.

The OE TRACKER program is the first of its kind for Optometry and will integrate the following components. All optometrists will be issued an individual Optometric Education Card (OE TRACKER card). Each OE TRACKER card has a unique identification number, assigned by ARBO, along with a magnetic strip and bar code. In registering for educational events, the unique identification number will be used to link the doctor to the courses that are being taken. Electronic "reader" units will be used to capture attendee information at the approved courses. After the educational event, the data will be verified by the administrator and exported to the ARBO website for storage. The doctors can then

access the website and view the courses that they have taken at various educational events and CE certificates of hours completed can then be printed.

The program sponsors, Essilor of America, Inc., Mikrotec Developers and their Eyesites.net subsidiary and Alcon, are underwriting the development and implementation of the website and OE cards. Mike Daley, president of Essilor Lenses, states, "We are excited that there is now an effective program that will track continuing education credits. This is a great step for the industry and will streamline many processes. Essilor is excited to be a part of this program."

Dave Sattler, Alcon Director of Professional Relations, stated, "The OE TRACKER program will provide greater efficiencies compared to the manual systems currently being used and it will become a tremendous resource for the doctors".

The OE TRACKER cards are scheduled to be distributed to optometrists in all 50 states and the District of Columbia in October. Dr. Robert Sorrell, ARBO board member, stated, "The optometric education tracker program is a service that will benefit the entire profession including the state boards, the doctors, the continuing education providers and the industry".

The OE TRACKER program has its own toll-free phone number: 866-869-6852.

ARBO APPROVES RESOLUTION TO IMPLEMENT COUNCIL ON ENDORSED LICENSURE MOBILITY FOR OPTOMETRISTS (CELMO) PROGRAM

The Association of Regulatory Boards of Optometry (ARBO) House of Delegates voted to approve the Implementation of the Council on Endorsed Licensure Mobility for Optometrists (CELMO) at the ARBO Annual Meeting in Orlando, June 22, 2004.

The concept of increased licensure mobility for optometrists has been debated and desired by many in the profession for several years. The AOA, through Resolutions passed in 1995 and 1999, and AFOS, through broad-based membership consensus, have strongly supported the concept of licensure by endorsement. The ARBO Board of Directors formed the Licensure Mobility Committee in 2002 in an attempt to make the idea a reality. CELMO was formed with the purpose of assisting state optometry boards in determining qualifications of applicants for licensure who are established practitioners in other jurisdictions. The goal is to provide a uniform licensure mobility vehicle in hopes of permitting greater practitioner mobility across state lines.

RESOLUTION 2 OF 2004

WHEREAS, mobility of practitioners is an increasing trend of the doctoral level health care professions; and WHEREAS, the majority of the doctoral level health care practitioners, including optometrists, strongly desire the flexibility to obtain licensure in another jurisdiction without reexamination; and

WHEREAS, the American Optometric Association strongly supports the concept of licensure by endorsement in a Resolution it passed in 1995; and

WHEREAS, the majority of Member Boards of Optometry do not currently have an effective program in place to address licensure by endorsement; and

WHEREAS, the Association of Regulatory Boards of Optometry (ARBO) is the most appropriate organization to administer a licensure mobility program given its Mission Statement and close working relationship with Member Boards; and

WHEREAS, the 2003 ARBO House of Delegates approved the development of a licensure mobility program to assist Member Boards of Optometry in making decisions related to licensure by endorsement; now, therefore be it

RESOLVED, that the Association of Regulatory Boards of Optometry House of Delegates approves the implementation of the Council on Endorsed Licensure Mobility for Optometrists (CELMO) program.

Applicants are now needed to move the CELMO program forward. Any optometrist interested in the program can receive additional information. More information regarding CELMO and applicant eligibility requirements can be obtained directly from ARBO by contacting Denise Portwood, Administrative Manager at denise@arbo.org or by calling (314)785-6000.

NOTICE:

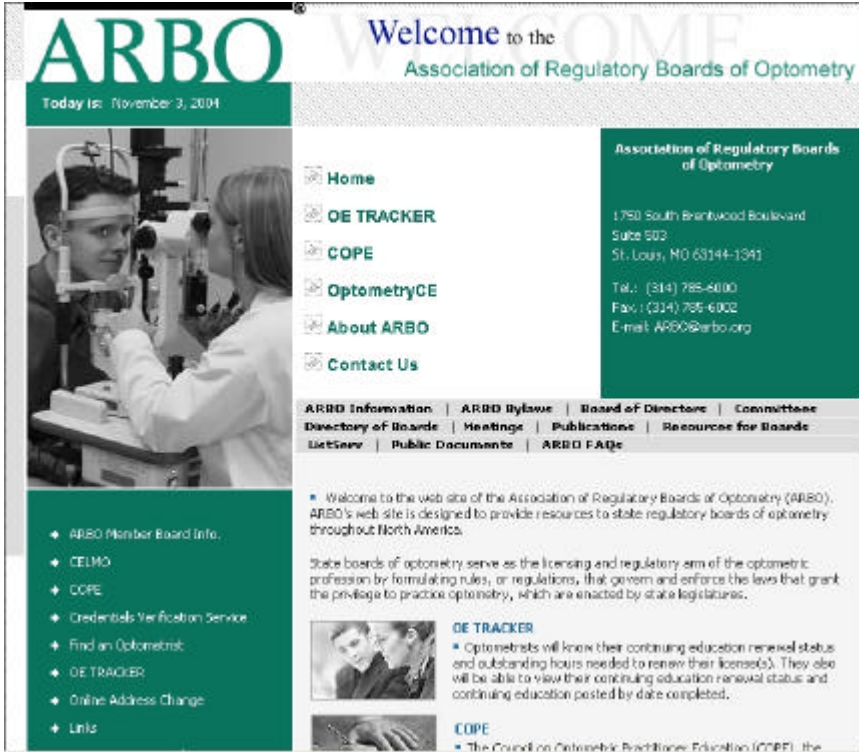
COPE Reviewers, Instructors and Administrators: Are You Missing Important Email?

As part of the new way COPE processes courses online, important communications regarding courses and events are being sent by email from the COPE office to COPE reviewers, instructors and administrators. Unfortunately, many email clients, spam blockers and ISPs tag COPE email as junk or spam and redirect the messages to special folders. If you have a spam folder holding messages your email client/spam blocker/ISP has designated to be spam, you might want to check it periodically for missed messages.

Everyone should review the documentation of their email client, spam blocker or ISP to determine how to allow (or whitelist) incoming mail from arbo.org addresses.

www.arbo.org
ARBO'S TOTALLY REVAMPED WEBSITE

Visit for yourself:



**DR. BARRY SCHNEIDER
HONORED**

Dr. Barry Schneider was honored by ARBO for his 10 years of service on COPE– the Council on Optometric Practitioner Education– the last 5 years of which he has served as COPE Chair. Dr. Schneider, who served for 12 years on the New Jersey State Board of Optometry (5 years as President), is now retired from optometry and lives in Tulsa, Oklahoma, where he is an active volunteer at the Oklahoma Aquarium and the Tulsa Zoo.



Dr. Barry Schneider

The resolution, which was unanimously adopted, is as follows:

RESOLUTION 3 OF 2004

RECOGNITION OF DR. BARRY SCHNEIDER

WHEREAS, Dr. Barry Schneider has shown outstanding dedication to the Association of Regulatory Boards of Optometry (ARBO), the profession of optometry and the people of the State of New Jersey for over fourteen years; and

WHEREAS, he was one of the founding members of the Council on Optometric Practitioner Education (COPE) a decade ago; and

WHEREAS, Dr. Schneider has ably served as chair of COPE for the past five years; and

WHEREAS, during his stewardship COPE has grown to be the premier certifying agency for optometric continuing education, accepted by 55 member boards; and

WHEREAS, by his service Dr. Schneider has exemplified the mission of this organization; now, therefore be it

RESOLVED, that the Association of Regulatory Boards of Optometry thanks Dr. Barry Schneider for his many years of outstanding service to the public and the profession, and wishes him many happy and healthy years of retirement.

VIRGIL DEERING CRAFTS NEW ARBO GAVEL

ARBO Past President Dr. Donovan L. Crouch presented President Russell W. Jones, O.D., with a new gavel for ARBO to use. Noting that the official gavel had been lost or misplaced during the many moves of the organization over the years, ARBO Executive Director Tom Eichhorst requested of Mr. Virgil Deering, Executive Director Emeritus of the Iowa Optometric Association, that he design and craft a new gavel for ARBO. Tom, having been in Virgil's home and seen his basement workshop, knew that Virgil, a master woodworker, would readily accept, which he did. (A note for trivia buffs: Mr. Deering and Mr. Eichhorst are the only two living Honorary Members of the American Optometric Association, so that may have been a factor also.) Virgil gave the gavel to Dr. Crouch who brought it to Orlando and presented it to Dr. Jones at the start of the Annual Meeting. The gavel was passed to Dr. Carter at the conclusion of the Annual Meeting, and now is safely ensconced in Tom's office at ARBO Headquarters in St. Louis.



ARBO Past President Donovan L. Crouch, O.D. (left) presented a new gavel for ARBO to President Russell W. Jones, O.D.

Association of Regulatory Boards of Optometry 2004– 2005 Roster

BOARD COMMITTEES

Executive

Janet L. Carter, O.D. - Chair
Robert M. Easton, O.D.
Russell W. Jones, O.D.
Robert W. Smalling, O.D.
Thomas E. Eichhorst - Staff

Industry Relations

Donovan L. Crouch, O.D. - Chair
Robert W. Smalling, O.D.
Robert L. Sorrell, O.D.
Jennifer L. Parker - Staff

Information & Data Services

Jack E. Terry, O.D., Ph.D. - Chair
Christina M. Sorenson, O.D.
Robert L. Sorrell, O.D.
Howard J. Flippin, O.D. - Consultant
Denise A. Portwood - Staff

Finance/Budget

Robert W. Smalling, O.D. - Chair
Robert M. Easton, O.D.
Christina M. Sorenson, O.D.
Thomas E. Eichhorst - Staff

LIAISON APPOINTMENTS

AAO: Christina M. Sorenson, O.D.
ACOE: Robert W. Smalling, O.D.
AOA: Robert L. Sorrell, O.D.
ASCO: Donovan L. Crouch, O.D.

FARB: Robert W. Smalling, O.D.
IWHPR: Donovan L. Crouch, O.D.
NBEO: Steven H. Eyler, O.D.

OTHER APPOINTMENTS

ACOE Members: Robert P. Nyre, O.D.
Larry Stoppel, O.D.
TheGREENSheet Editor:
Robert W. Smalling, O.D.
Legal Counsel: Dale Atkinson, J.D.
Parliamentarian: Robert W. Smalling, O.D.
Public Relations Consultant:
John McLendon

COMMITTEES

Contemporary Issues/ Continuing Competency

Murray J. Turnour, O.D. - Chair - ON
Joe Baker, Jr. - FL
Lisa Howard, O.D. - KY
William Rafferty, O.D. - NC
Donovan L. Crouch, O.D. - Board Liaison
Thomas E. Eichhorst - Staff

Council on Endorsed Licensure Mobility for Optometrists (CELMO)

Beverly Miller, O.D. - Chair - MD
Sharon M. Green, O.D. - Vice Chair - KS
Laurie Mickelson - MN
Jerry Richt, O.D. - TN
Lacy B. Shaw, O.D. - LA
Ernest Schlabach, O.D. - VA
Sherry L. Cooper - Consultant
Steven H. Eyler, O.D. - Board Liaison
Denise A. Portwood - Staff

Council on Optometric Practitioner Education (COPE)

Jerry Richt, O.D. - Chair - TN
Joe Baker, Jr. - FL
Larry Barger, O.D. - OH
Jerald Combs, O.D. - KY
Christina M. Sorenson, O.D. - Consultant
Robert W. Smalling, O.D. - Board Liaison
Jennifer L. Parker - Staff

International Affairs

Tom Lawless, O.D. - Chair - IL
D. R. Gordon, O.D. - IL
Donovan L. Crouch, O.D. - Board Liaison
Thomas E. Eichhorst - Staff

Judicial Council/Resolutions

Elizabeth A. Carter, Ph.D. - Chair - VA
John Breiwa, O.D. - KY
Dane Dansie, O.D. - UT
Susan Gartland - NJ
James D. Sandefur, O.D. - LA
Russell W. Jones, O.D. - Board Liaison
Thomas E. Eichhorst - Staff

Member Board Executive Directors/Administrators

Laurie Mickelson - Chair - MN
Patricia G. Bennett - MD
Elizabeth A. Carter, Ph.D. - VA
Jack Confer - AZ
Howard F. Flippin, O.D. - AR
Russell W. Jones, O.D. - Board Liaison
Thomas E. Eichhorst - Staff

National Board Examination Review (NBERC)

Roger Seelye, O.D. - Chair - MI
Sharon Green, O.D. - KS
William Rafferty, O.D. - NC
Marcie Welsh, O.D. - NY
Beth A. Workman, O.D. - OH
Robert M. Easton, Jr., O.D. - Board Liaison
Thomas E. Eichhorst - Staff

Nominating

Jeffrey L. Kraskin, O.D. - Chair - DC
Gary Hyde, O.D. - OH
Cynthia Johnson, O.D. - MT
Jill Martinson, O.D. - ND
Steven J. Reto, O.D. - PA
Steven H. Eyler, O.D. - Board Liaison
Thomas E. Eichhorst - Staff

ADVANCE NOTICE: 2005 ANNUAL MEETING IN DALLAS, JUNE 19-21



Association of Regulatory Boards of Optometry, Inc.

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OFFICERS

President

Janet L. Carter, O.D., Reno, NV

Vice President

Robert W. Smalling, O.D., Warren, AR

Secretary-Treasurer

Robert M. Easton, Jr., O.D., Ft. Lauderdale, FL

Immediate Past President

Russell W. Jones, O.D., Flagstaff, AZ

Board Members

Donovan L. Crouch, O.D., Storm Lake, IA
Steven H. Eyley, O.D., Charlotte, NC
Christina M. Sorenson, O.D., Scottsdale, AZ
Robert L. Sorrell, O.D., Middletown, OH
Jack E. Terry, O.D., Ph.D., Huntington, WV

STAFF

Executive Director

Thomas E. Eichhorst, J.D., CAE

Director of Administration

Jennifer L. Parker

Administrative Manager

Denise A. Portwood

COPE Coordinator

Stacey M. Steelman

INTRODUCING . . . John McLendon

ARBO has retained John McLendon as its Public Relations Consultant. A native of Jackson, Mississippi, John has a Bachelor's degree in Communications, with majors in Journalism and Broadcasting from Evangel University in Springfield, Missouri. He has earned the professional designation of CMD-Certified Marketing Director.

John is an experienced optical industry executive and directs his own marketing communications firm, McLendon Marketing Communications, in Louisville, Kentucky. His firm is responsible for developing and directing the creation of strategic public relations programs, marketing plans, advertising campaigns, and trade show promotions for several national clients.

He has extensive experience in all phases of marketing optical businesses ranging from market research to promotion and incentive program development to branding strategies and comprehensive public relations programs.

John has worked with both the optical and optometric trade press, developing special events and planning trade shows. He has also authored numerous articles, advertorials, and press briefs.

ARBO is appreciative of Mr. McLendon's expertise and efforts in helping to inform the ophthalmic community about the new programs that ARBO is developing in support of its member boards in regulating the profession for the public welfare.

**Remember to thank
the 2004
Industry Supporters
of ARBO:**

GOLD LEVEL:

- Alcon**
- Allergan**
- Ciba Vision, a Novartis Company**
- Essilor**
- Vistakon, a division of Johnson & Johnson Vision Care, Inc.**
- VSP**

BRONZE LEVEL:

- AMO, Advanced Medical Optics**

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