



56th EDUCATIONAL CONFERENCE AND TRADE SHOW

2009 Conference Agenda

Friday, April 3, 2009

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| 4:30-6:30 PM | Registration | Pre-Function Hall |
| 7:00 - 9:30 | Welcome Party | Louisiana Room |
| 8:00 PM | Board Meeting | TBA |

Saturday, April 4, 2009

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| 7:00 AM – 9:00 AM | Registration | Pre-Function Hall |
| | Coffee & Danish | Pre-Function Hall |
| 8:00-9:00 AM | **‘Conflict Management Resolution’ Dr. Warren McDonald, Ph.D. | Louisiana Room |
| 8:00-10:00 AM | **‘Refraction Crash Course 1 & 2’ Sam Johnson, ABOM, NCLE-AC | Paramount Room |
| 9:00-11:00 AM | **‘ Ocular Anatomy and Physiology’ Dr. Warren McDonald, Ph.D. | Louisiana Room |
| 10:00-11:00 AM | ‘Dispensing Like A Pro’ Keith Kamalich | Paramount Room |
| 11:00-12:15 PM | LADO GENERAL MEETING | |
| 12:15-1:30 pm | LUNCHEON | RIVERVIEW BALLROOM |
| 1:45-4:30 PM | EXHIBIT HALL OPENS | RIVERVIEW BALLROOM |
| 4:45-5:45 PM | **‘Management for the Professional’ Dr. Warren McDonald, Ph.D. | Louisiana Room |
| | ‘Digital Surfacing – Free Form’ Melissa Gordon | Paramount Room |
| 7:00 – 10:00PM | Crayfish Boil & DJ | TBA |

Sunday April 5, 2009

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| 8:00- 9:00 AM | Registration | Pre-Function Hall |
| 7:00 -900 AM | Breakfast Buffet | KING ROOM |
| 9:00-10:00 AM | ** 'The Optician and the Eye Care Practice' Dr. Warren McDonald, Ph.D. | Louisiana Room |
| 9:00-10:00 AM | 'Solution Selling' Melissa Gordon | Paramount Room |
| 10:00-11:00 AM | 'Dispensing Like A Pro' Keith Kamalich | Louisiana Room |
| 10:00-11:00 | ** 'Refraction Course 3' Sam Johnson | Paramount Room |
| 11:00-12:00 noon | ** 'Introduction to the Phoropter' Sam Johnson | Paramount Room |

The American Board of Opticianry has approved all courses for continuing education credit.

*Classes are ABO & NCLE approved

*Classes are Intermediate and Advanced and work with the Masters Tutorial

Check the web WWW.LADO.ORG for updates and any changes.

Dr. Warren McDonald, Ph.D. Dr. McDonald is an internationally recognized educator, consultant and practitioner. He is currently Professor of Health Administration, Reeves School of Business, and serves as Director of the Professional MBA at Methodist University. He is Chief Executive Officer of McDonald and Associates, LLC, a consulting firm dedicated to the optical industry and related professions. He is a Registered Optician in the State of North Carolina, and serves as a consultant to a number of ophthalmic and general health care organizations in the areas of staff development and training, practice management and specialty contact lenses. His academic background includes undergraduate degrees in Opticianry and Management. He holds graduate degrees in Health Care Management, Education and the Doctor of Philosophy in Health Sciences, as well as a number of professional certifications, including the prestigious Master of Ophthalmic Optics, and Advanced Certification in Contact Lenses from the National Contact Lens Examiners. He is a member of the Class of 2005 at the Institute for Management and Leadership in Higher Education at Harvard University, and holds a Graduate Certificate in Health Care Risk Management from the University of Florida.



Keith Kamalich – VP Sales

Keith graduated from Flagler college in 1987 with a BS in Business. Keith worked two years with Arthur Anderson before entering the optical industry in 1989 as a territory manager for Balester wholesale optical laboratory. As a member of Marine Optical he managed the joint venture with Walman Optical creating ImageWear, a direct frames sales force. Keith worked his way towards a Sales Director position at Lantis Eyewear. He joined Tura in 1999 as a Sales Manager and was then promoted to Eastern National Sales Manager in 2001 and National Sales Manager in 2005. His most recent promotion was to Vice

President of Sales in January 2007.

Sam Johnson, ABOM, NCLE-AC, Texas Department of Health – Registered Optician

Over thirty years professional experience, one of only three hundred Nationally Certified Masters in Ophthalmic Optics, Advanced Certified contact lens fitter by the NCLE, Certified Instructor of Refractometry, and is currently serving as President of the Registered Opticians Association of Texas. He is currently serving on the education standards committee of the Opticians of North America.

Melissa Gordon has represented many facets of our profession in her twenty years in the Optical Industry. Spending 13 years selling fashion eyewear for Tura and since 2001 has represented Omni Optical Laboratory which is a full-service Partner Lab of Essilor of America. During her optical career she has focused exclusively on independent opticians, optometrists, and ophthalmology practices. Consistently keeping abreast of market conditions and trends. Helping practices focus on providing patients with updated, premium lenses and frames in our ever changing industry has been an exciting and stimulating challenge.