

INDUSTRY NEWS

The following companies support ASCO's national programs and activities benefiting the schools and colleges of optometry in the United States and Puerto Rico.*

Patrons**(\$50,000 - \$90,000)**

Alcon Laboratories

Benefactors**(\$25,000 - \$49,999)**

Essilor of America
HOYA Free-Form Company
Luxottica / EyeMed Vision Care
Vistakon®, Division of Johnson & Johnson Vision Care
Walmart Stores, Inc.

Supporters**(\$15,000 - \$24,999)**

Allergan, Inc.
Carl Zeiss Vision / Carl Zeiss Meditec
Transitions Optical
Vision Service Plan

Friends**(\$10,000 - \$14,999)**

Abbott Medical Optics
Accutome, Inc.
Bausch + Lomb
Compulink Business Systems
Haag-Streit
HEINE
International Vision Expo
Keeler Instruments
M & S Technologies, Inc.
Marco
Oculus, Inc.
Optos North America
Volk Optical

Contributors**(\$5,000 - \$9,999)**

CooperVision
LasikPlus
Review of Optometry
Safilo Group
TLC Vision

Programs Benefit Students, New ODs

Among the professional development and networking opportunities that will be available for optometry students during International Vision Expo East in New York City (March 26-30) is a two-part education program, The Vision Expo Business Experience, which will be led by Ryan Parker, OD. The program will provide information on products needed for future practice and how to maximize vendor relations and trade shows to benefit future purchases. Students will also work in groups to build a purchasing plan to enhance a hypothetical practice and "shop" the exhibit hall.

A new event this year will be a reception for Vision Expo's Young Professionals Club, a group created for optometrists who have been out of school for five years or less. Allergan's Optometry Jumpstart program is sponsoring the reception. Young Professionals Club members will also receive six free hours of continuing education plus other benefits upon joining the group.

For information on all available programs for optometry students and new ODs, visit <http://visionexpoeast.com/en/Press/Show-News/Vision-Expo-East-Promotes-Networking-Professional-Development-for-Students-and-Young-Professionals/>.

2014 Brings New Products, Initiatives

Seeing the world better

Essilor of America has added to its Varilux Comfort family of progressive lenses with the launch of Varilux Comfort Enhanced Fit digital lenses. With use of the Visioffice System or the Visioffice 2 System for digital measuring, the new lenses can be personalized to each patient's frame wearing measurements. The lenses are designed to minimize the need for unnatural head movement during reading, provide comfortable transitions at all distances, and reduce peripheral distortion to expand visual fields throughout the lens. In addition, design elements can be incorporated on both sides of the lens through Varilux DualOptix digital surfacing.

Essilor also announced that it is partnering with Transitions Optical to launch Transitions Signature VII lenses, the darkest photochromic lenses with full indoor clarity. With the launch, the company introduces The Power of 3 initiative, which includes the Varilux, Crizal No-Glare and Transitions Signature VII brands. Taking advantage of all three technologies, visual performance is maximized at every distance and in every light condition, all with one lens.

For more information, visit Varilux.com and EssilorTransitions.com.

* As of February 1, 2014

Dr. Knight to Lead Professional Affairs

Johnson & Johnson
Vision Care



Millicent Knight, OD

Millicent Knight, OD, has been appointed to the role of Head of Professional Affairs, Johnson & Johnson Vision Care, North America. In this role, Dr. Knight will lead the development and deployment of the company's professional strategy across the United States and Canada. She will also direct its professional and education platform through The Vision Care Institute, LLC, and other educational outreach programs.

Dr. Knight brings to the position 25 years of comprehensive experience in multiple areas of optometry, including contact lenses, contact lens research, ocular disease management, and integrative eye and systemic care. She is a member of many organizations, including the Illinois Optometric Association, American Optometric Association, and National Optometric Association. She has served on the board of trustees of Illinois College of Optometry, the National Advisory Eye Council and the National Eye Institute. Dr. Knight is a Certified Health Coach and a Fellow in the American Academy of Anti-Aging Medicine and a Kellogg Leadership Fellow. She was named optometrist of the year by the National Optometric Association in 1999 and by the Illinois Optometric Association in 2012.

Optical Industry Veteran Retires

Safilo

Safilo USA announced the retirement of Dick Russo, executive vice president in charge of commercial activities for North America, after 42 years of service. The new Commercial Senior Vice President of Safilo North America is Glenn Rusk, who previously led Safilo's Canadian business and will be a member of the company's Global Leadership Team.

Russo began his career in the eyewear industry in 1971 as an independent sales representative in the Safilo sales division of Starline Optical Corp., which became Safilo USA, Inc. in 1991. In addition to his career with Safilo, he has been an active member of the Vision Council, the eyewear industry's trade association, having served on the board of directors, as secretary/treasurer and as a member of the executive committee.



Dick Russo



Glenn Rusk

Also: Safilo Group was chosen "favorite frame company" by the readers of Vision Monday and 20/20 Magazine via the annual 2013 EyeVote Readers Choice Awards. Readers of the two Jobson Medical Information publications were asked to identify their favorite products in eight distinct categories in the eyewear sector.

Portable Imaging Unit Can Multi-Task

VOLK
the leader in aspheric optics®

Volk Optical's Pictor Plus handheld imager enables convenient ophthalmic imaging in any setting, in or out of the office. The portable device captures high-resolution images of the retina and anterior segment. It weighs just one pound, and fits easily with its accessories into a small briefcase. The jpeg images easily upload via Wi-Fi to a computer, are compatible with most major imaging software programs and adaptable to any patient database system. Patient ID entry assigns unique identifiers to each file, which can be used for patient records or shared for remote diagnosis and consultation.

The Pictor Plus retinal module provides a 40-degree field of view of the fundus. Nine fixation points target different regions of the retina. Using a non-mydriatic imaging method, the device can work through pupils as small as 3mm. The anterior module images the eye's surface and has a series of cobalt blue LEDs for fluorescent imaging.

For more information on the Pictor Plus, or to arrange a free three-week trial, visit www.volk.com.

Practice of the Year Award Presented

Transitions

Transitions Optical, Inc. named Clarus Optical the Transitions Eyecare Practice of the Year, recognizing the staff for their year-long efforts to promote eye health and the Transitions brand within their practice and community. Clarus Optical's administrator, Kimberly Manthe, accepted the award on behalf of the practice at an awards ceremony held in January during the 18th annual Transitions Academy in Orlando, Fla. Transitions launched the Eyecare Practice of the Year Award in 2011.