

Optometry's Meeting® Highlights

Fraser C. Horn, O.D.

The 2011 Optometry's Meeting® was held at the Salt Palace Convention Center in Salt Lake City, Utah.



SVS Council Meetings –

The council had quality time at the meetings to discuss the past year, member benefits and what we would like to accomplish in the years to come. We feel the e-Newsletter continues to improve and we want to add more standard topics to improve the reception of the newsletter.

SVS Guidebooks –

A new Guidebook is in the making on motocross! This being Fred Edmunds, O.D. area of expertise - he is working on to include in the guidebook series. The SVS Guidebooks are a fantastic resource and valuable member benefit. Let us know if you would like to submit a guidebook in your area of expertise to include in the series. Or if you want help us update the existing guidebooks.

If you are interested, please contact the SVS staff (svs@aoa.org). This is your opportunity to get your name in print and help your profession.

Interprofessional Relations –

The council has developed relationships with three main allied organizations:

- Joint Commission on Sports Medicine and Science (JCSMS)
- National Athletic Trainers Association (NATA)
- American College of Sports Medicine (ACSM)

We have also worked with other organizations and look to develop further relationships. We feel that these relationships not only help our athletes, but also help our SVS members and optometry as a whole.

In future issues, we will be providing a trauma corner and practice management tips. If you would like to write an article or have ideas for articles, please contact us at svs@aoa.org.

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SVS Annual Business Meeting –

SVS Industry Appreciation Award

Alan Reichow, O.D., Director of R&D, NIKE SPARQ Sensory Training, was presented the Industry Appreciation Award on behalf of Nike at the SVS Annual Business Meeting on Friday, June 17.

This award is presented to an industry member who has demonstrated significant support of the SVS and its efforts to promote the profession of optometry and sports vision, as well as to educate consumers on the importance of protecting and caring for their eyesight and the enhancement of their vision skills.



Left: Gary Etting, O.D. Chair of SVS; Right: Alan Reichow, O.D.



SVS Optometrist of the Year Award

Jack Gardner, O.D., received the SVS Optometrist of the Year award this year and was recognized at the SVS Annual Business Meeting on Friday, June 17.

This award recognizes an individual who has provided leadership in and/or has made innovative, significant, or outstanding contributions to the field of sports vision and/or to the SVS.

The Eagle Award

Coach Al Wile, United States Air Force (USAF) Academy, Colo., Associate Professor and the Director of Sports Vision at the USAF Academy, was presented the Eagle Award at the SVS Off-Site CE on Saturday, June 18.

This award is presented to a non-optometrist who significantly promotes sports vision and vision training to the public.



Back left: Michael Bennett, O.D., Coach Al Wile, Graham Erickson, O.D.,
Front left: Christopher Clark, O.D., Gary Etting, O.D., and Fred Edmunds, O.D.

Continuing Education –

Sports Vision Section Off-Site CE Workshop

Over 100 attendees participated in the AOA Sports Vision Section's special off-site CE workshop, "Bringing Visual Performance Training to the Athlete: A New Paradigm", in Salt Lake City during Optometry's Meeting®. This special program offered four hours of CE

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featuring exciting new information and developments in the area of visual performance evaluation and enhancement.

Participants met early in the morning to board buses for the short ride to Athletic Republic, a strength and conditioning gym located in The Orthopedic Specialty Hospital in nearby Murray, Utah. This impressive facility is set up to train and rehabilitate athletes of all levels, including several USA Olympic and professional teams.



Experts Alan W. Reichow, O.D. and Graham B. Erickson, O.D. presented an innovative new tool from NIKE Sport Sensory Training (SST) that was designed to integrate separate and disparate vision assessment and training tools into a validated, digitally based instrument, the Sensory Station. For most of the participants, this was the first time they heard of this

new system, which was several years in development. They then had the opportunity to experience this new tool first-hand.



The atmosphere in the lecture hall was electric and the participants buzzed excitedly as they were escorted from workshop station to workshop station. At one stop, they were treated to a demonstration of the Sensory Station's visual assessment and analysis program. The next station featured several different programs designed to enhance visual performance, while at yet another station participants had the

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opportunity to put the recently introduced NIKE SPARQ Vapor Strobe through its paces in live on-field drills.

For many attendees, the introduction of the Sensory Station, and NIKE's entrance to this segment of vision care, is a dream come true. It appears that their hope for greater industry participation and support, leading to greater awareness and adaptation of sports vision, is about to be met.

The SVS would like to thank sponsors NIKE and Vistakon[®], and supporters Bernell and Athletic Republic for making this unique CE program a reality and for helping the SVS move sports vision into the spotlight.

We are working hard for you and want to hear from you with your suggestions and feedback. Even though Optometry's Meeting[®] 2011 has passed, the council is maintaining our energy to create even more benefits for our members.

**Join us next year at Optometry's Meeting[®] in Chicago, IL
June 27 – July 1, 2012**

Let Us Know What Information is Important to You!

Submit your ideas, suggestions or original articles by e-mail to svs@aoa.org or by phone at 800-365-2219, ext. 4137. We look forward to hearing from you!