



Foundation for
eye health
Awareness

FOR IMMEDIATE RELEASE

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Board of Directors Confirmed for The Foundation for Eye Health Awareness

Advisory Council Formed to Provide Feedback to Board

Alexandria, VA (March xx, 2010) – The Foundation for Eye Health Awareness officially elected a board of directors at its recent meeting. This board will replace the interim board of directors who have been serving since October 2009. Also as a result of this meeting, an Advisory Council has been formed to provide feedback on programs and activities of The Foundation.

The officers elected to the Foundation board of directors include Barry Barresi, OD, PhD, executive director of the American Optometric Association, who will serve as chairman of the organization; Wally Lovejoy, senior vice president of eye care development for Luxottica Retail, who will serve as vice-chairman and Ed Greene, CEO of The Vision Council, who will serve as secretary/treasurer.

The following members of the vision community will also serve on the Foundation's board of directors:

- Joe Boorady, OD, vice president, clinical education and strategic accounts, Carl Zeiss Meditec
- Dori Carlson, OD, founder and partner, Heartland Eye Care and vice president, American Optometric Association
- Bart Foster, CEO and founder, SoloHealth
- Tom Hicks, immediate past president, Opticians Association of America
- Steve Ingram, executive director, National Association of Vision Care Plans (NAVCP)
- Greg Marko, director of marketing, Transitions Optical
- Marguerite McDonald, MD, cornea, cataract and refractive surgeon, Ophthalmic Consultants of Long Island
- Paul E. Michelson, MD, FACS, assistant clinical professor, University of California at San Diego School of Medicine
- Daniel Monaco, vice president, market innovations and retail markets, Essilor of America
- Stan Rogaski, executive director, Contact Lens Institute

- Dave Sattler, director of professional relations, Alcon
- Ken Stellmacher, director, consumer marketing, VSP Vision Care
- Jeff Todd, COO, Prevent Blindness America
- Mike Daley, president and executive director, The Foundation for Eye Health Awareness

“We’re happy to have a board of directors that’s diverse in its backgrounds, yet united in its dedication to this cause,” said Barry Barresi, OD, PhD, chairman of The Foundation for Eye Health Awareness. “With our new leadership in place, the Foundation is well poised to encourage the millions of Americans who are not currently getting the eye care they need to seek proper care.

The Foundation also implemented the following changes to the leadership of its governing committees:

- Jeff Todd, COO, Prevent Blindness America, will replace Dr. Barresi as chairman of the Nominating Committee
- Steve Ingram, executive director, NAVCP, will serve as chairman of the newly formed Eye Health Summit Planning Committee

Greg Marko, director of marketing, Transitions Optical, will continue as chairman of the Communications Committee and Dave Sattler, director of professional relations, Alcon, as chairman of the Development Committee.

“Through the work of the board of directors and governing committees, The Foundation will spend the next few months continuing to develop a public eye health message that fulfills our mission of directing people to take better care of their eyes,” said Mike Daley, president, The Foundation for Eye Health Awareness. “As we progress, we will solicit feedback and advice from a newly created Advisory Council.”

The Advisory Council will be asked to provide feedback on the activities and programs of the Foundation quarterly via emails or surveys. Initial invitations to join the group have been extended to the 2009 Eye Health Summit attendees; however, all members of the vision community are encouraged to get involved. The first opportunity for the Advisory Council to provide feedback will come in the next few weeks as the Foundation prepares for the 2010 Eye Health Summit. After considering the Advisory Council’s input, The Foundation will share its recommendations for an expanded Eye Health Summit this summer.

For more information about the Eye Health Summit or to join the Advisory Council, please contact Stephanie Campbell at scampbell@ehafoundation.org.

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The Foundation for Eye Health Awareness, formed as a result of the Eye Health Summit, is a 501c3 non-profit organization created to increase the public's awareness about the importance of eye health through a nationwide messaging campaign that directs people to take better care of their eyes.