



LOW VISION DIVISION UPDATE

Words from Geoffrey Moss Chairman of the Low Vision Division

Dear Low Vision Division members,

It was great seeing so many of you at International Vision Expo West. I hope everyone had a successful show and enjoyed their time in Las Vegas. The low vision education programs were hugely successful at the show. Early registration was strong in the three sessions: Magnify Your Future 2008, Low Vision Case Study Workshop and You Can Do a Low Vision Exam: Clinical Tips, Pearls, and Techniques.

As you know the Better Vision Institute Vision Summit was held in May 29 – 30 in Washington, DC. With the focus on low vision, leading experts came together to examine the latest data, treatment plans and effectiveness of low vision tools. As a follow-up to this event, the Low Vision Summit Part II will take place October 29 – 30 at The Vision Council's office. The meeting will include a recap of the Vision Summit, as well as strategy development and action planning to increase low vision awareness. If you are interested in attending please contact Eve Zartman-Ball, The Vision Council senior director of public advocacy and affairs, at ezb@thevisioncouncil.org or at (703) 740-2250.

The Vision Council has done a tremendous job in creating awareness about low vision. Ed Greene, The Vision Council chief executive officer, has done several radio media tours in conjunction with the Vision Summit held in May. With an objective to conduct interviews with national networks and media stations, we were able to reach 6.4 million people through 1,100 stations. In addition, 12.5 million people were reached through print publications.

It is also important for us to stay aware of new tools and materials that can help us promote low vision awareness. The Vision Council has a low vision brochure and video for consumers available to order. Please tap into these resources to better understand and widen your perspective on the low vision industry. Contact Amber Robinson, The Vision Council member services coordinator, at arobinson@thevisioncouncil.org for more information on these resources.

To further help your company, The Vision Council has also partnered with ParcelSmart. ParcelSmart is one of the nation's leading providers of contingency-based auditing services. To learn how to recover your lost shipping money, please contact Brett Finch at ParcelSmart@aol.com.

I look forward to seeing you again October 22 in Anaheim, Calif. for the Low Vision Division meeting. The meeting is being held at the Anaheim Marriot from 8:00 a.m. – 10:00 a.m. in the Orange County Ballroom
2. If you cannot attend, please dial (888) 387-8686 and then enter (703) 522-4356 to participate. Feel free to contact me at (203) 791-1150 or at gsmklm@aol.com with any questions, comments and/or suggestions. ■

Best regards,
Geoffrey Moss