

Third Party/Practice Management Seminar

February 21, 2025 at Salem Convention Center

EVENT FACULTY



Dr. Harvey Richman, FAAO, FCOVD

An esteemed optometrist with specialized expertise in pediatric vision and developmental disorders. He holds credentials such as Fellow of the College of Optometrists in Vision Development and Fellow of the American Academy of Optometry. With expertise in conditions like attention deficit disorder and autism, he serves as a vision consultant for schools and provides educational lectures. Dr. Richman has received numerous awards for his dedication to improving children's vision, including the 1997 Young Optometrist of the Year and the 1999 Special Recognition Award for his work with visually impaired children.



Dr. Shaina Sullivan

Dr. Sullivan attended Oregon State University and later Pacific University where she earned her doctorate. She is on the Board of Directors for the Oregon Optometric Physicians Association and was awarded Oregon Young OD of the Year in 2022.

She is currently in private practice in Beaverton at McBride Optometrists. Outside of optometry, Dr. Sullivan enjoys spending time outdoors with her husband and their 4-year-old son JJ and three dogs.



Todd Lossone

Todd accumulated a lot of knowledge after spending 30 years in the industry. He has benefitted at every stage of his career from enduring partnerships with industry leaders who constantly nurtured and challenged him to go further, do more, and never settle. Speaking is how he gives back to the industry which has given him so much.

Starting his career being mentored by a Master Optician was foundational for him. Todd learned how to run his own practice, produce flawless finish work, and built himself into a brand. From there, he worked for various ODs, MDs, and high-end freestanding opticals where he always strived to exceed the expectations of his patients.

After leaving the ECP side, he worked for industry leaders like Rodenstock, VSP, Hoya, and for the last 15 years at EssilorLuxottica as the Senior Manager for Strategic Partners. Todd is regularly asked to speak on topics such as practice efficiencies, capture rate, managed vision care profitability, frame board management, as well as lens and frame technologies and how they benefit their patients.



James M. Stringham, Ph.D.

James earned his doctorate in experimental psychology and neuroscience from the University of New Hampshire in 2003, then did postdoctoral training at both Harvard Medical School and the Medical College of Georgia. He has since held positions at the University of Georgia, the Air Force Research Laboratory, and most recently the Duke Eye Center. Nearly all of his research has been geared toward understanding visual and cognitive benefits of proper nutrition. As the Chief Scientific Officer of MacuHealth he is investigating new ways that nutrition can benefit visual and cognitive performance in athletes, neural health and development in children, and visual and systemic health in those with metabolic disease.



Mikki Collins

Mikki has dedicated the past 14 years to the eyecare industry, establishing herself as a leader and innovator. She is the founder and creator of ROWT Magazine, a unique publication in the field. Mikki's contributions have been widely recognized; she was honored as one of Vision Monday's Most Influential Women in Optometry in 2023 and received the Eyecare Business Magazine Game Changer Award in 2021.

Currently, Mikki works for Safilo in Business Development, where she serves as the lead contact for Safilo's Buying Groups and Alliances. Her expertise and passion for the industry continue to drive her success and influence.



Ronald Guerra, SPHR, SHRM-SCP

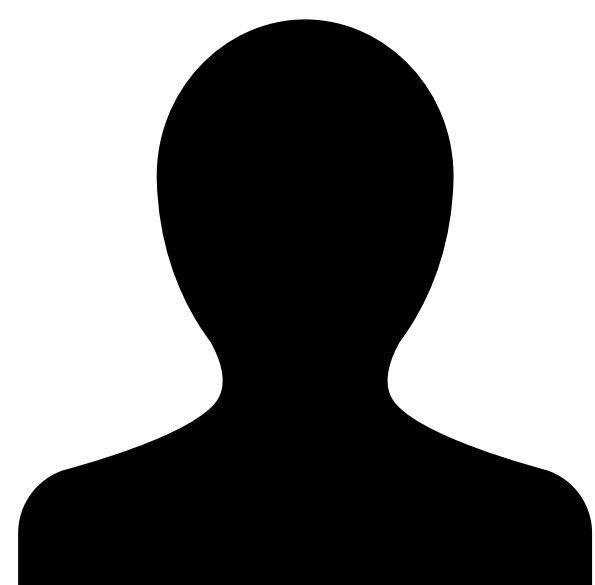
Ron brings a unique and diverse background to representing clients in employment and labor relations matters. Ron is a frequent speaker, writer and trainer on employment and immigration reform and compliance issues.

Ron represents clients in federal and state courts and before federal and state administrative agencies, including the Oregon Bureau of Labor and Industries, the Equal Employment Opportunity Commission, the National Labor Relations Board and the U.S. Department of Labor. Prior to obtaining his legal education, Ron worked eleven years for the Whirlpool Corporation in various business management positions and was an Associate Professor of Management for Davenport University.



Heidi Mason, PHR, SHRM-CP

Heidi represents public and private organizations in employment and labor law matters. Prior to becoming an attorney, Heidi worked as a human resources professional for mid-sized and large corporations. She has hands-on experience in recruitment and selection, compensation and benefits, employee and labor relations, occupational safety, leaves of absence, payroll, and ensuring compliance with applicable laws, regulations, and collective bargaining agreements. Heidi earned her bachelor's degrees in human resource management and general management from Portland State University and her J.D., cum laude, from Lewis and Clark College, Northwestern School of Law. She is also PHR and SHRM-CP certified.



Napua Rich

Bio coming