I. Call to order
The meeting was called to order at 5:35pm by President Mark Eger.

II. Approval of Agenda
MOTION 10-11-01 MSC To approve the agenda as amended.

Added:
XI.A. Creation of Ethics Committee – Dr. James Auvil

III. Appointment of Parliamentarian
Dr. Mark Eger appointed Dr. Anastas Pass to serve as Parliamentarian.

IV. Minutes of Previous Meeting
MOTION 10-11-02 MSC to approve the minutes of the 2009 Business Meeting as written.

V. Report of Nominating Committee
A. Report of the Committee, explanation of procedures (Flom)
Dr. Roanne Flom introduced the members of the Nominating Committee (Drs. Joe Yager, Louise Sclafani, Morris Berman, John Whitener) and thanked them for their service. She reviewed the charge and purpose of the committee, as well as the voting procedure, location and time for the election.

B. Election of Officers for 2011 & 2012 Term (Flom)
Dr. Flom announced that Dr. Mark Eger will assume the office of Immediate Past President, and Dr. Karla Zadnik will assume the office of the President. Both become active after this meeting and a vote is not required.

Dr. Flom, on behalf of the Nominating Committee, nominated Dr. Bernard Dolan for President-Elect. The nomination was seconded. Nominations from the floor were asked for three times. None were received.

MOTION 10-11-03 MSC To close the nominations for President-Elect.

MOTION 10-11-04 MSC To approve the election of Dr. Bernard Dolan as President-Elect by acclamation.

Dr. Flom, on behalf of the Nominating Committee, nominated Dr. Brett Bence for Secretary-Treasurer. Nominations were asked for from the floor three times; none were received.
MOTION 10-11-05 MSC  To close the nominations for Secretary-Treasurer.

MOTION 10-11-06 MSC  To approve the election of Dr. Brett Bence as Secretary-Treasurer by acclamation.

C. Nomination of Members of the Board of Directors (Flom)
Dr. Flom announced that there are four At Large positions and a vote is required. She put in nomination the three incumbent members(*) and two new nominees:
- Dr. Barbara Caffery*
- Dr. Joseph Shovlin*
- Dr. Tim McMahon*
- Dr. Mitchell Dul
- Dr. Michael G. Harris

The slate was seconded.

Other nominations were asked for from the floor. Dr. Ed Bennett nominated Dr. Clarke Newman. The nomination was seconded by Dr. Harue Marsden.

MOTION 10-11-07 MSC  To close nominations for the Board of Directors.

VII. Report of the Executive Director
Ms. Schoenbrun reported that there were 5,634 registrants for the meeting thus far, making it the largest meeting in Academy history.

She noted that all 50 states, Puerto Rico and the District of Columbia are represented. There are 42 countries represented and 293 booths from 152 companies in the exhibit hall. Ms. Schoenbrun reported that 219 candidates took oral exams for Fellowship, which is a record number.

Ms. Schoenbrun thanked the staff of the Academy, Committee and Section Chairs, and the Board of Directors.

Ms. Schoenbrun thanked Dr. Rick Weisbarth, who is leaving the Board. She also thanked Dr. Mark Eger for his leadership over the past two years.

The meeting was recessed at 6:27pm.

The meeting reconvened at 6:05pm on 11/19/10. Dr. Eger announced that Dr. Pass had to leave the meeting with a family emergency, and appointed Dr. Clarke Newman as Parliamentarian.

VI. Report of the President
2010 Business Meeting
November 18 & 19, 2010
San Francisco, CA
Dr. Eger gave his report on the state of the Academy.

Dr. Eger reported on a few of the Board’s activities throughout the year:

- Successfully implemented and executed “Academy 2009 Orlando” and making continuous improvements for “Academy 2010 San Francisco.”
- Appointments to other organizations:
  - Dr. Tom Lewis as AAO representative to ABO through October 2010.
  - Dr. Barbara Reiss to replace Dr. Tom Lewis on the ABO Board.
  - Dr. Rick Weisbarth to Optometry Hall of Fame selection committee.
  - Dr. Jeffry Gerson to National Diabetes Education Project/PPOD (Pharmacy, Podiatry, Optometry and Dental Professionals Work Group).
  - Dr. Joe Yager reappointed to the Partnership Foundation for Optometric Education.
- Worked closely with sister organizations who co-locate their meeting with the Academy: Armed Forces Optometric Society, Optometric Glaucoma Society, Optometric Council on Refractive Technology and Ocular Nutrition Society.
- Responded to the British Columbia, Canada Ministry of Health regarding their ruling in “Sight Examinations” vs. comprehensive eye exams.
- Responded to ARBO over concerns for their COPE Regulations for Standards for Corporate Support of CE.
- Approved the formation of the Quebec, Canada Chapter of the American Academy of Optometry.

Dr. Eger spoke about his goals when he assumed the Presidency, noting that significant progress had been made in each area.

- Help implement and execute the Annual Meeting in Orlando and this year in San Francisco.
- Help implement our strategic plan, which will serve as a road map for the future and help us achieve our long-term goals.
- Ensure that the structure of the organization and our Annual Meeting content continue to meet the needs of our diverse membership.
- Continue to grow our membership by building student, practitioner, educator and vision scientist awareness of the Academy.
- Continue to develop the leadership skills of all volunteers in the organization.
- Continue to work with the stakeholders of the profession on issues that affect both the profession and the Academy.

Dr. Eger thanked the following people for their support during his tenure as President; the Academy Board of Directors, the Foundation Board of Directors, Executive Director and the rest of the Academy staff, Section Leaders, Committee Chairs and Members and the Membership in general.

**VIII. Report of the Secretary-Treasurer**

2010 Business Meeting
November 18 & 19, 2010
San Francisco, CA
Dr. Dolan reported that there are currently 5,657 members of which 3,952 are Fellows. Of the 3,952 Fellows, 474 are Emeritus Fellows, and 37 are Senior Fellows. There are 1,045 student members and 660 Candidates for Fellowship.

Dr. Dolan asked those present to rise for a moment of silence as he presented the Necrology report for the year as follows:

- Dr. Guy S. Cole - Savannah, GA
- Dr. Velma Dobson - Tucson, AZ
- Dr. Dennis M. Escol - Broomfield, CO
- Dr. Merton C. Flom - Tucson, AZ
- Dr. David L. Jordan - Pittsford, NY
- Dr. Elwin Marg - Berkeley, CA
- Dr. Robert W. Bowen - Alliance, NE
- Dr. James R. Clark - Sullivan, IN
- Dr. Bernard Maslovitz - Houston, TX
- Dr. Richard C. Newth - Great Falls, MT
- Dr. Charles M. Roberts - San Juan Capistrano, CA
- Dr. Charles A. Schaible - Topeka, KS
- Dr. Robert L. Shoemaker - Carmel, IN
- Dr. Paul G. Slaton - Hopkins, MN
- Dr. Herbert Solomon - Glencoe, IL
- Dr. Jack Solomon - Boca Raton, FL
- Ms. Karen Houser – Washington, DC

Dr. Dolan reported that the FY 2010 audited financial statements were completed by LarsonAllen LLP and presented to the Board of Directors in November. The management letter was clean and presented no material weaknesses. It did make recommendations for “opportunities to improve operational efficiency and effectiveness,” and those recommendations have been implemented.

As of June 30, 2010, the Academy and its affiliate, the American Optometric Foundation, had total net assets of $7,394,930. The change in total net assets for the Academy, including all funds, was a gain of $677,785. The change in unrestricted net assets for FY2010 for the Academy was a gain of $575,432. Change in total net assets for the Foundation, including all funds, was a gain of $226,006.

IX. Announcement of Board of Directors for 2011 & 2012 Term
Dr. Flom announced the new Board of Directors for the 2011 & 2012 term:

- Dr. – President
- Dr. Mark Eger – Immediate Past-President
X. **Old Business**

A. **Update on Maintenance of Fellowship**

Dr. Brett Bence reported to the membership about the Maintenance of Fellowship program. He reviewed the progress and the plan of continued development of the program. The committee was approved and will consist of three members. Dr. Bence reviewed the points system with the membership. Diplomate renewal will be every six years and qualify as maintaining Fellowship. Dr. Bence reviewed the current request for proposal for the Maintenance Of Fellowship database system.

B. **Update on Sections and SIGs**

Dr. Zadnik reported on Sections and SIGs and reminded those in attendance that the new policy goes into effect on January 1st, 2011. All sections will be required to have an active diplomate program.

XI. **New Business**

1. Dr. James Auvil informed the membership, through prepared written remarks, about what he perceived as an ethics violation. After the remarks he put forth a motion from the floor to create an ethics committee.

**MOTION 10-11-08 MSD (32 yea to 68 nay) Before 1 January 2011, the American Academy of Optometry will form an Ethics Committee composed of five members from the general membership who will serve on the committee for a period of two years. Ethics Committee members can not hold any Academy leadership position for a period of two years prior and one year after serving on the committee. Committee members can hold no office in the American Optometric Association, a state association, or any other optometry professional association while serving on the committee. The purpose of the Ethics Committee is to evaluate formal allegations of violations of the Academy Standards of Conduct contained in the Academy bylaws. Parties to alleged violations of Academy Standards of conduct have the right to a hearing before the Ethics Committee, and the hearing panel can ask questions and seek additional information it deems pertinent to the case. The Ethics Committee will publish the results of each formal complaint, including a written decision explaining its findings of fact and its conclusion by applying the AAO Standards of Conduct to the facts of the case. These findings will be publicly available and accessible. The Ethics Committee will provide a recommended course of action to the Academy Board of Directors, which retains the decision.**
responsibility to enforce the Academy bylaws. The Board of Directors must accept, reject, or modify the recommended course of action with a written public explanation whenever the Board rejects or modifies the Ethics Committee recommendation.

Dr. Eger noted that the Board takes ethics and ethics violations seriously and will address the creation of a committee at a later date.

2. Dr. Michael Harris thanked the Fellow members of the Academy for electing him to the Board.
3. Dr. Mark Bullimore requested that the question of an Ethics Committee be revisited by the membership.
4. Dr. Bullimore reported that the Foundation had received $95,000 in contributions as of the second business meeting.

XII. Adjourn
The meeting was adjourned at 6:50pm.