



FOR IMMEDIATE RELEASE:

October 19, 2017

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**SECO calls for Nominations to Recognize
Outstanding Optometry Professionals**

*Event features a full array of leading continuing education
to cultivate leaders in the profession*

ATLANTA, GA — October 19, 2017 — SECO International is pleased to announce that SECO, the world's leading annual conference providing the ophthalmic industry outstanding educational opportunities since 1924, issued a call for nominations for recognition of outstanding optometric professionals and announced the availability of MedPRO360 education opportunities designed to develop and support leaders in the profession. SECO 2018 stages February 28-March 4, 2018, in Atlanta, GA.

Each year SECO encourages the optometric profession to identify and recognize outstanding individuals for their contributions and dedication to Optometry. SECO International will accept award nominations for each of the three prestigious award categories: Optometrist of the South, Paraoptometric of the South, and Young Optometrist of the South. Nominations will be accepted through November 30, 2017. Selected honorees will be recognized during the SoCO House of Delegates meeting at SECO 2018, Friday, March 2, 2018.

"It's imperative that we recognize and celebrate professionals in our industry that are perfecting treatments, discovering therapies, lending insight into innovative technologies, or growing their business with dynamic strategies, outstanding patient care and unparalleled service and support to their patients," said Lynn Hammonds, O.D., "The show is the perfect setting to showcase these stellar professionals, as it is the one time of year we all gather to collaborate, share experiences, and grow our knowledge through robust education."

For specific nomination requirements and information about the nomination categories visit, secointernational.com. For questions, and to submit SECO 2018 award nominations contact Bonny Fripp atbfripp@secostaff.com.

In an effort to support the development of outstanding ophthalmic professionals, SECO features a full array of industry-leading Continuing Education geared to professionals in all areas: Optometrists; Ophthalmologists; Optometric Students/Residents; Opticians; Paraoptometrics; Ophthalmic Technicians; and

Optical Administrators. SECO 2018's offerings consist of more than 270 courses and nearly 400 hours of education, presented by over 100 specialists and experts you won't find elsewhere.

Building on the successful 2017 launch, MedPRO360 is a half-day business management program that brings together healthcare professionals from all specialties and areas of practice to learn ways to improve the profitability of optometry business.

MedPRO360's initial line up of speakers brings a creative and innovative approach to service driven professionals:

Jenn Lim

Jenn Lim is the CEO and CHO (Chief Happiness Officer) of Delivering Happiness (DH), a company she and Tony Hsieh (CEO of Zappos.com) co-founded to inspire science-based happiness, passion and purpose at work, home and in everyday life.

Donald Miller

Donald Miller is the CEO of StoryBrand and every year he helps more than 3,000 business leaders clarify their brand message. Combined, Don's books have spent more than a year on the New York Times Bestsellers list.

Vern Yip

Vern Yip has designed his way across America, during his four seasons on TLC's Trading Spaces and during his over ten years as one of HGTV's most recognizable designers.

Those registered to attend SECO 2018 will have the opportunity to select MedPRO360 courses. Visit www.attendseco.com for complete bios and sign up for more information.

Attend SECO 2018, the world's largest conference for optometrists and ophthalmic professionals. Learn from experts, draw from their experience and see for yourself what new technologies, treatments, strategies and innovations will keep your practice thriving.

Save the date, February 28 – March 4, 2017 in Atlanta, Georgia. Registration is now open.

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About SECO International

The annual SECO meeting is produced by SECO International, LLC, a wholly owned subsidiary of the Southern Council of Optometrists, Inc. A nonprofit association founded in 1923, SECO boasts an approximate global membership of 25,000. The annual SECO Congress regularly attracts more than 6,000 national and international eye care professionals, vendors, and allied ophthalmic personnel. SECO International is widely acknowledged as the largest optometric educational meeting in the world.

For more information: www.attendseco.com, www.secointernational.com.