



Dr. Aarlan Aceto

Dr Aceto is currently the Program Coordinator and an Associate Professor of the Ophthalmic Design and Dispensing (Opticianry) program at CT State Community College-Middlesex in CT. Dr. Aceto has been a faculty and administrator at two Optometry programs (MCPHS College of Optometry in Worcester MA and MWU Chicago College of Optometry in Downers Grove, IL). He is a graduate of the New England College of Optometry, graduated magna cum laude from the University of Connecticut, and earned a degree in Ophthalmic Design and Dispensing program at Middlesex Community College. He is currently the Vice President of the United Opticians Association, and a member of the American Optometric Association and Connecticut Association of Optometrists. He has previously served as the President of the National Federation of Opticianry Schools, as board member of the Opticians Association of America, as the chair of the Ophthalmic Optics SIG for the Association of Schools and Colleges of Optometry and has been active in multiple state societies for opticianry and optometry in CT, MA and IL. He has also served in other volunteer organizations, including as the past president of the Downers Grove IL Lions Club.



Andrew S. Bruce, LDO, ABOM, NCLEM, FCLSA, FNAO

Andrew Bruce is Washington State Licensed Dispensing Optician and Contact Lens Fitting Specialist. He holds a Masters in both Ophthalmic Optics and Contact Lens Technology, and has over 25 years of experience in private practice and management.

Andrew loves to teach and is a nationally recognized speaker and industry consultant, and a prolific, internationally published technical writer and CE author, having published numerous papers in peer-reviewed journals. He is an ABO/NCLE advanced level speaker and approved by the American Optometric Association to provide CPC continuing education, as well as a COPE approved speaker.

Andrew was named a 2023 and 2024 Contact Lens Institute Visionary and, in 2023, became a Fellow of The Contact Lens Society of America. He has served on several ANSI Z80 sub-committees, the Washington State Dispensing Optician Examination Committee, and the Board of Directors for the Contact Lens Society of America (CLSA), for which he continues to serve as Technical Advisor and Education Consultant for their Eye Witness publication. In addition, he was a Contributing Author and Executive Editor for two academic textbooks published by the Contact Lens Society of America, as well as The Technical Advisor and Contributing Editor for The Optical Training Institute's online Contact Lens Dispensing Course.

Most recently, he was appointed to the Board of Directors for The National Academy of Opticianry. He is an Adjunct Instructor at Portland Community College in Portland, Oregon, for the Optician Assistant Training Program he developed. Also, Andrew finds great reward in serving as a volunteer instructor for the State of Oregon's Coffee Creek Women's Correctional Facility's Optical Training Program, as well as serving on the Board of Directors of The Oregon Vision Coalition: a volunteer-based, non-profit group committed to supporting a comprehensive approach to meeting the eye health needs of the state of Oregon.

In 2017, he established his company, ASB Opticianry Education Services, with a mission to provide consulting and learning experiences that cultivate independent growth, development, and success. His training programs have helped many gain their ABO/NCLE certification, and Washington State Dispensing Optician License.

Barb Malobabich



Professional Education Manager

I am an ABO-certified optician (1999) and an ABO-approved speaker of general and technical continuing education (2000). I joined IOT in 2018 as the Northeast and Midwest Regional Sales Manager. In this role, I dedicated myself to leveling the playing field for independent optical laboratories and creating new and innovative ways for them to succeed in this competitive industry. Recently, I accepted a new role within IOT as the Professional Education Manager for the US, Canada, and the English-speaking Caribbean. In this new and developing role, I will create educational content for our team, partner labs, partner key accounts, and continuing education courses for ABO/NCLE. In addition to developing content, I will continue to build on my established relationships with state optician associations, optometry societies, and groups throughout the US. Before joining IOT, I worked with several large optical companies (SOLA, Vision-Ease, Hoya) in sales and marketing roles, and I am also the Principal Owner of ECP Consulting. I speak extensively for POF (Professional Opticians of Florida), NYSSO (New York State Society of Opticians), and OANJ (Opticians Association of New Jersey). I have a BSBA in Marketing and Management from Robert Morris University in Pittsburgh, PA, where I reside with my husband, daughter, and resident “fat cat” Max. You can find me on a golf course or cheering on my daughter at her High School Volleyball or National Club team games when I am not speaking or writing courses.



Curtis Rappleye, MBA

Practice Administrator | Healthcare Operations Expert | Business Strategist

Curtis Rappleye is a seasoned healthcare administrator with a proven track record in business strategy, financial management, and operational efficiency. As the Practice Administrator for Alaska Eye Care Centers, he provides comprehensive oversight of business, financial, and clinical operations, working closely with the Board to drive strategic initiatives, revenue growth, and patient-centered care.

With a diverse background in the healthcare industry, Curtis has spent his career optimizing medical and optical practices, refining billing systems, ensuring compliance, and enhancing patient services. His expertise spans multi-specialty healthcare management, including risk mitigation, IT systems integration, insurance contract negotiations, and workforce leadership. His ability to analyze financial data and patient volume trends has led to strategic decision-making that improves profitability while maintaining high-quality care.

Curtis' leadership extends beyond day-to-day operations—he has successfully navigated complex industry changes. His commitment to continuous improvement and long-term sustainability ensures that Alaska Eye Care Centers remain at the forefront of the industry.

In addition to his work in clinical practice, Curtis is the founder of SHOTFM, a business firm specializing in Strategy, HR, Operations, Technology, Finance, and Marketing for businesses across various industries. His direct, results-driven approach to leadership and business development makes him a sought-after advisor and speaker in the field of healthcare administration.

Beyond his professional roles, Curtis is a dedicated father, a leader in his church, and an advocate for community engagement. Whether mentoring teams, optimizing workflows, or driving strategic growth, he is passionate about helping organizations thrive through strong leadership, clear communication, and a forward-thinking approach.



James M. Morris, Esq.

Chief Executive Officer & General Counsel

United Opticians Association

Jim started his career in opticianry as legal counsel for the ABO & NCLE in 2010 when he handled several legal matters, and assisted in returning ABO & NCLE to prominence, becoming ABO & NCLE's Executive Director and General Counsel starting in late 2011 and continuing through June, 2024. In addition, Jim has volunteered to act as Executive Director and General Counsel for the Contact Lens Society of America from 2020 through 2022, rebuilding the brand, as well as successfully defending it against numerous legal disputes by its former management company. In late 2023 through the first half of 2024, Jim was asked, and volunteered, to provide legal and managerial assistance to the Opticians Association of America. Finally, from 2021 through 2024, Jim helped spearhead an extensive negotiation process that led to the bringing together of several national spectacle and contact lens opticianry-related organizations, ultimately resulting in the establishment of the United Opticians Association. In addition, throughout his fifteen year tenure with ABO & NCLE, and UOA, Jim has handled extensive Opticianry-oriented lobbying and legislative matters, and has spoken at dozens of conferences throughout the United States on the critical importance of Opticians to vision patient care outcomes.



Karla Maxson, ABOC

Karla Maxson is WEST Regional Sales Manager for IOT, she joined IOT in 2014 and 2024 marks 10 years working with IOT's dynamic and innovative US sales and marketing team. Karla has almost two decades years of experience in the optical industry serving in various roles and loves coaching and working with eye care professionals across the US. She is also an ABO Certified Optician, ABO technical level 2 approved speaker, and holds a Bachelor of Science degree in Entrepreneurship & Small Business Management.



Kimberly Charlton

Kimberly Charlton has over 30 years sales and marketing management experience. She began her career in eye care as a Regional Marketing Manager for a national LASIK company. From there she worked in the lens manufacturing segment of the industry supporting Eye Care Professionals in the Pacific Northwest. She has been with Essilor over 21 years in a variety of positions from Brand to Laboratory. In her current role as a District Sales Manager, she supports a team throughout the PNW including Alaska and Hawaii managing a team of 9 Sales Consultants. Kimberly is ABO Certified and regularly teaches classes nationally. In her personal time enjoys traveling with her husband and spending time with her many grandchildren.



Peter Camp: Speaker Bio

- Joined the optical industry 15 years ago
- Managed both corporate and private optical dispensaries
- Part of EssilorLuxottica for the last 8 years
- One of the 8 original EssilorLuxottica National Brand Specialists
- ABO Certified
- ABO Tech II Certified Speaker

Applied Skills / Job Role

In my time with EssilorLuxottica I have interacted with more than a thousand accounts, hosted and/or participated in training sessions with anywhere from 1 to 200+ attendees, and built relationships by conversing with doctors, opticians, and office management.

My role is dedicated to assist in not only education on product design and technologies, but also advising doctors, owners, and management on best practices of how to run a successful business through sales strategy and employee training.

As the Brand Specialist role has increased in head count, I was recognized as a leader among my peers, and used as an additional resource for a deeper understanding of products and education to support their own territories. As such, I was promoted to Senior Brand Specialist in 2024, one of 3 in the nation.



SAMANTHA TOTH, ABOC

Samantha is a professional speaker and President of Innereactive, located in Grand Rapids, Michigan. She grew up in an optical practice with multiple family members in the industry. An ABO-certified optician, Samantha worked as a dispensing optician for eight years and managed an independent optometric practice. In 2003, she started Innereactive, a full-service marketing company specializing in the optical industry. Her experience as a certified optician and her formal marketing education has given her a unique perspective on company culture, marketing, design, social media, and website solutions for the optical industry.

In addition to consulting, Samantha lectures internationally, teaching business owners proven marketing and company culture strategies that lead to more remarkable consumer experiences. Her niche expertise led her to be named one of the "Most Influential Women in Optical," by Vision Monday, and her company was awarded Michigan's "50 Companies to Watch" award for remarkable company growth, the "Good for Grand Rapids" award and the "Good for Employees" honorable mention for outstanding company culture. She and her team work with laboratories, frame and lens manufacturers, and eye care practices across North America.