

Third Party / Practice Management Seminar February 18, 2022

Event Faculty



Dr. Laura Armstrong has been passionate about eye care since her first introduction to the profession in 9th grade. After graduating from high school in her hometown on the Oregon Coast, Laura attended Linfield College in McMinnville, Oregon.

Dr. Armstrong received her doctorate in optometry from Pacific University in Forest Grove, Oregon. She completed externships at the Portland VA Hospital, Madigan Army Medical Center, Pacific Cataract and Lasik Institute, and a vision therapy and brain injury rehabilitation clinic. Dr. Armstrong also completed her Master's in Education with emphasis in vision and functional learning from Pacific University, a tool she plans to use to educate teachers and students about the need for routine eye health care and eye safety. Dr. Armstrong has also received her fellowship from the Academy of Optometry.

Dr. Armstrong and her husband James have two young children, Clark and Sauvie. They live in NE Portland and enjoy taking advantage of the local parks, restaurants, and being part of the local community.



Dr. Harvey Richman is a graduate of the New England College of Optometry where his education emphasized the evaluation of children with behavioral and perceptual difficulties. After several years of pediatric practice and research, Dr. Harvey Richman became achieved the credentials of Fellow of the College of Optometrists in Vision Development, followed by earning his Fellow of the American Academy of Optometry. Dr. Richman continued with his credentials by being one of the first Diplomate of the American Board of Optometrists.

He has highlighted presentations on pediatrics, attention deficit disorder, vision therapy, autism, low vision rehabilitation, medical marijuana and billing and coding. His dedication to helping the visual welfare of children and the needy has rewarded him with the 1997 Young Optometrist of the Year in New Jersey. October 2007 marked Dr. Richman being awarded the Optometrist of the Year in New Jersey. Most recently, Dr. Richman was recognized with the NJSOP Lifetime Achievement Award.

In 2006, Dr. Richman was asked to join the American Optometric Association's Third Party Executive Committee to work on the Coding Committee. As one of the AOA Ask the Coding Experts, he acts as the alternate delegate to the American Medical Association's Current Procedural Terminology (CPT) Advisor Panel. He also participates on the Physical Medicine & Rehabilitation Workgroup. He has published work on Coding for Vision Therapy and Vision Rehabilitation for the AOA and COVD.

Dr. Richman enjoys riding bicycles and traveling with his wife, Dr. Maria Richman.



Dr. Kris Kerestan Garbig, OD graduated from The Ohio State University College of Optometry and moved to Northern KY immediately following her marriage to Dr. Garbig in Aug. 1990. She has been in private practice with Dr. Garbig as co-owner of Family Life Vision Care and Garbig Family Eye Care.

Dr. Kerestan has spent her entire career providing comprehensive primary optometric care, fitting contact lenses of all types and treating all forms of ocular disease. She specializes in the diagnosis and treatment of learning-related vision problems in children and young adults.

Dr. Kerestan is a member of the American Optometric Association, the Kentucky Optometric Association and has served on the KOA Board of Trustees for 6 years. She also is a member of the AOA and Alcon Vision Care Speakers Alliance and lectures to eye care professionals at the state, regional and national levels.



David Schmeltzer, Director of Education at Abyde, is an experienced educator on HIPAA compliance. David's background has allowed him to gain detailed insights on the challenges of achieving and maintaining compliance as an independent provider, including the difficulties and common mistakes in meeting government-mandated HIPAA requirements.



Cheryl Dorman, VP - Private & Healthcare Banking Relationship Manager. As vice president, Cheryl Dorman works alongside Columbia Bank's Private Banking and Healthcare Banking teams to provide tailored solutions to clients throughout Oregon and Southwest Washington.

With more than 30 years of banking experience, including an exceptional background in customer service, relationship management and bank and branch operations, Cheryl works closely with high-net-worth individuals to incorporate investments, borrowings and assets into personalized banking solutions. She is an expert at strategically calling on a strong network of referral sources within the community and finding ways to partner with her customers to determine the best course of action for each individual's business situation. Based in Portland, Cheryl previously served as a vice president, branch manager, for Columbia Bank's Tualatin and Wilsonville branches, opening the Tualatin branch in 2004 and managing it for 10 years. She is a graduate of Portland State University with a degree in business and human resource management.

In her spare time, Cheryl is committed to serving her local community in the Portland area, currently serving as a board member of Portland State University's business outreach program, board member and past president of the Tualatin Rotary Club and the Wilsonville Development Review Board. She also

volunteers for Reach the Beach, Hood to Coast and Kiwanis Camp. Previously she served as the past president of the Tualatin Chamber of Commerce.



Dr. Bob Mans, OD graduated from Pacific University College of Optometry in 1994 where he was honored by the Oregon Optometric Association as “Student of the Year”. After graduation, he moved to Florence, Oregon and joined the Siuslaw Eye Center. Since then he has been active in practice and his profession. He is a member of the American Optometric Association and the Oregon Optometric Physician’s Association. He served on the Oregon Optometric Physician’s Association Board for over 10 years.

After his tenure on the Oregon Optometric Physician’s Board, he was appointed to the Oregon Board of Optometry by the Office of the Governor where he served 8 years. He has used his experience on the Board to lecture on Oregon Law and Ethics to other Doctors of Optometry at State and Local meetings. He was recognized as The Oregon Optometric Physician of the Year in 2015 by the Oregon Optometric Physician’s Association.

Dr. Robert Mans continues to support local charities and school athletics. Many patients refer to Dr. Mans as Dr. Bob and have seen him running along the streets of Florence. His passion for running includes many road races and relays including the Hood to Coast Relay.



Dr. Doug Walker, OD grew up in St. Albert, Alberta, Canada. He received his Bachelor of Science in Medical Laboratory Science and his Diplomate in Health Services Administration and Community Medicine from the University of Alberta. He then received his Doctorate of Optometry from Pacific University in 1999. He is a member of the Oregon Optometric Physicians Association, American Optometric Association and the Brookings-Harbor Rotary Club. He is currently serving as a President and Board member for the Oregon Board of Optometry. He has served as President of the Oregon Optometric Physicians Association, President of the Brookings-Harbor Rotary Club, and Chairman of the Brookings-Harbor Chamber of Commerce.

Dr. Walker owns a progressive private practice in Brookings, OR for the past 19 years. He and his wife Lana have two children Zack and Abby.



Shelley Sneed is an enrolled member of the Confederated Tribes of Grand Ronde and a graduate of Willamette University’s Atkinson Graduate School of Management. Shelley’s 30+ year professional career has included grant writing and business planning, consulting, accounting and finance, budgeting, personnel management and governance.

Prior to joining the Oregon Board of Optometry in March 2015, Shelley was the Administrator of the Landscape Contractors Board. Shelley has a passion for open, accountable government and prides herself on open communication and providing technological upgrades upon joining a new Board. In her spare time Shelley enjoys camping, reading, and

spending time with family. Together Shelley and her husband Mitch have four children and several grandchildren.

Shelley also has a passion for community service. She previously served as a Board member and then Chairperson of the Salem Area Mass Transit District. She currently is the Secretary of the CASA of Marion County Board.