

2024 Third Party/Practice Management Seminar Event Faculty
Salem Convention Center
February 23, 2024



Dr. Shaina 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.



Dr. Christopher Wolfe, OD, FAAO, Dipl. ABO is a graduate of Northeastern State University Oklahoma College of Optometry. While in school, he served as president of the [American Optometric Student Association](#), where he represented over 6,000 members.

He is a past chair and current member of the [American Optometric Association's](#) State Government Relations Committee and the Legislative Chair for the [Nebraska Optometric Association](#).

In 2013 and 2015 he was awarded Young Optometrist of the Year for the Nebraska Optometric Association. In 2016 he was awarded the Optometrist of the Year for the Nebraska Optometric Association and the Young Optometrist of the Year for the American Optometric Association. In 2014 he was awarded Political Keyperson of the Year for the Nebraska Optometric Association and Alumni of the Year from Skutt Catholic High School.

Dr. Wolfe has a passion for education. He is the founder of EyeCode Education, a company specializing in the clinical and billing education. Dr. Wolfe is a fellow in the [American Academy of Optometry](#) and a Diplomate of the American Board of Optometry. He also has special interests in therapeutic [scleral contact lenses](#) to correct visual distortions in patients with corneal diseases. Dr. Wolfe is an avid runner and most of all, he enjoys spending time with his wife Jaime, daughters Ryan, Paityn, Camryn, Logan, Maisyn and sons Lincoln, Deacon, Benton, and Bohden.



Dr. Joe W. DeLoach, OD, FAAO career includes private practice, medical director of one the nation's largest optometric referral centers, and former Clinical Professor at the University of Houston College of Optometry where he was director for medical eye care services at clinics serving over 8,000 indigent patients each year. He is noted lecturer on ocular disease, billing and coding, and health care compliance having presented over 3000 hours in education. Dr. DeLoach is President and CEO of Practice Compliance Solutions, a company providing medical compliance, insurance billing, record audits, and practice management services.



Andrew Bruce, LDO, ABOM, NCLE-AC is a licensed Washington State Dispensing Optician and contact lens fitting specialist with a Masters in Ophthalmic Optics and over 25 years of experience in the industry. He is a nationally recognized speaker (ABO/NCLE advanced level), industry consultant, and an internationally published technical writer and CE author. Andrew has served on the Washington State Dispensing Optician Examination Committee and the Board of Directors for the Contact Lens Society of America, in addition to their Education Committee.

He is also an Adjunct Instructor at Portland Community College in Portland, Oregon, for the Optician Assistant Program he personally developed. Most recently, he was named a 2023 Contact Lens Institute Visionary. 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.



Ronald Guerra, SPHR, SHRM-SCP 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 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.