

SECO International Announces SECO 2010 Dates

SECO 2010 TO BE HELD FEBRUARY 10-14, 2010, IN ATLANTA, GEORGIA

ATLANTA (September 7, 2009) – SECO International has announced its 2010 dates. SECO 2010 will take place February 10-14, 2010, in Atlanta, Georgia. SECO International anticipates more than 7,000 eye care professionals -- including optometrists, opticians, ophthalmic technicians, paraoptometric, and administrative staff – to attend the 87th SECO International Meeting. SECO 2010 will be held in building A of the [Georgia World Congress Center](#) in Atlanta, Georgia. The SECO meeting also will host social and affiliate functions in the Marriott Atlanta Marquis hotel. SECO 2010 attendees may stay in the newly- renovated [Marriott Atlanta Marquis](#) Hotel, which is the SECO headquarters hotel, or the Omni Hotel at CNN Center. Both affiliated hotels will offer special SECO rates and service.

SECO 2010 will take place February 10-14, 2010, which is historically early for this annual event. SECO 2010 pre-registration begins on November 2, 2009. Registrants also may reserve hotel accommodations for SECO 2010 beginning on November 2, 2009.

SECO 2010 IS “EMBRACING THE GENERATIONS”

SECO 2010 is “Embracing the Generations.” Each generation of patient brings different treatment challenges for optometric practitioners. From customizing infant eye exams to providing glaucoma treatment options for baby boomers to cataract surgery for the elderly, optometric practices are faced with providing eye care for each generation of patient. Optometric practitioners also experience generational challenges to remain informed of new clinical treatments, diagnostic equipment, fashions trends, and practice management techniques in order to maximize office productivity and provide quality patient care. SECO 2010 is themed to address the needs of every generation of practitioner and to help prepare optometric practices to provide the best possible eye care to all patients from infants to the aging.

EDUCATION, EXHIBITS, EVENTS

SECO 2010 will focus on providing attendees access to education, exhibits, and events. The meeting will balance a wide variety of continuing education courses with more than seven hours of time [unopposed by education courses] to browse Optometry’s Marketplace™, SECO’s 70,000-square-foot exhibit hall. SECO 2010 also will host more than 50 social and affiliate events to provide ample opportunity for attendees to network and socialize with other attendees.

“SECO 2010 is *The Education Destination*® for optometrists and has one goal – to take any optometrist, paraoptometric, optician or staff member, at any level, from any background, and with any type of practice, and help them achieve a higher level of expertise and performance,” said Dr. Jonathan Shrewsbury, President of SECO.

This year's meeting will offer almost 350 hours of continuing education, including special sessions, hourly lectures, hands-on workshops, certification reviews and joint education for the entire optometry office. Many of these courses will focus on generational patient care topics in keeping with the "Embracing the Generations" theme.

THE SECO TRADITION

SECO International is produced annually by SECO International, LLC, a wholly owned subsidiary of the Southern Council of Optometrists, Inc. SECO International, headquartered in Atlanta, Georgia, is a not-for-profit membership association founded in 1923, and counts as its members practitioners in the 12 southeastern states of Alabama, Arkansas, Florida, Georgia, Kentucky, Louisiana, Mississippi, North Carolina, South Carolina, Tennessee, Virginia and West Virginia. The annual SECO Congress regularly attracts more than 7,000 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.

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