

SWSO President's Message

Dr. Larry Tadlock

It has been a privilege to serve as President of the SWSO this year. The team of volunteer leaders that does most of the work for our organization is among the finest anywhere. My job has been easy compared to the innumerable hours contributed by some of our members. These members have a passion for our profession that is unmatched, and a commitment that is tireless. Our Trustee, Gayle Glenn, continues to raise the bar for all of us. John Wooden, former UCLA basketball coach with 10 national championships said that winning was determined more by preparation than anything else. Gayle is the definition of preparation. Past President, Vann Greer is also one of those whose contribution to our organization is immeasurable and whose preparation to lead meetings is legendary. I want to thank both of you for preparing me for this year.

We are also well represented in the House of Delegates, led by Chair, Kirt Simmons. Our other delegates include: Clark Colville, Mark Felton, Devek Frech, and Steve Robirds. Alternate delegates include Vann Greer, Jeff Thompson, and myself. You can view the resolutions that will be discussed at the HOD by logging onto the AAO website and following the link that says "Read More," under "Main Feature: Get involved in shaping the AAO." The resolutions are divided into three categories: Bylaws, Policies, and Budgetary. One of the key resolutions to be discussed is the dues assessment for the national consumer awareness advertising campaign. Please look at the resolutions and feel free to give feedback. Thank you, Kirt for leading our delegation and working so hard at the AAO meeting.

Ft. Worth will be the location of the next SWSO Annual Session. The planning Chair, Devek Frech, has put together an outstanding program. The theme of the meeting is "Where Great Begins - Taking Your Practice from Good to Great." From the Welcome Breakfast through Sunday morning, the program promises substantive material to take each of us to the next level. We have an outstanding staff program as well. Debbie Best and Carol Eaton will present two days worth of ideas for you and your staff to offer customer service that is not just good but GREAT! And of course you can't come to Cowtown without going to Billy Bob's. We will have the entire place to ourselves for two hours Saturday night and after dinner will have tickets to the music entertainment. Here's a hint - it won't be Led Zeppelin. So bring your boots and hats if you have them and join us in Ft. Worth, Sept. 25-28 for a GREAT weekend. I look forward to seeing all of you and your staff there!