



# GROW INTENTIONALLY

VISION QUEST 2015  
Chicago







# Welcome

**Vision Quest 2015 • June 14 - 18, 2015**  
*The Hilton • Chicago, Illinois*

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Greetings!

Welcome to Vision Quest 2015. As Chairman of the Board, I take great pleasure in welcoming you to, what I believe, will be one of the best meetings we have ever had.

In staying with our emphasis at TSO of providing the best patient experience, this year's education will be hands-on training for the Doctors of TSO and our staff on just how to provide this experience every time.

Our sponsors are one of the reasons why we are able to have this meeting every year. Please visit with them. Please support them.

Much thanks to everyone who has worked so hard to plan, organize, schedule and run this fantastic event!

Enjoy. Learn. Then share with your office when you return. Put into action all the new ideas you will have received.

TSO Chairman  
- *Dr. Doug Jackman*



# GROW INTENTIONALLY

This year's conference theme, Grow Intentionally, reminds us that progress, improvement and growth must be intentional. An optometric practice doesn't just grow by default. The capabilities of office associates do not improve through just years of experience. The doctor's skills as a practitioner or as a business owner do not just manifest themselves over time.

Growth, whether it be business or personal, must be the result of intentional and consistent effort. This year at Vision Quest, we are providing a fantastic line-up of learning opportunities so that you and your office associates can lay the foundation for ongoing growth throughout the remainder of 2015.

Take time during this conference to reflect on your practice and your own skills and capabilities. If you believe there is more potential in growth of either, then plan to intentionally do what is required, each day of each week to realize this potential. Let Vision Quest 2015 be the event that you say was the beginning of an amazing new start. Do it now. Live your life by design, not by default.

# Board Of Directors

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## Shareholder Members



Dr. Doug Jackman

*Chairman of the Board*



Dr. Roland Montemayor

*Chairman of Advertising & Marketing Committee*



Dr. Benny Peña

*Chairman of Professional Affairs Committee*



Dr. Michael Reade

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Dr. Cameron Smith

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Jack V. Gunion

*Chairman of Finance/Audit Committee*



John D. Marvin

# TSO Network Staff and Resources

## TSO Network Office

5858 Westheimer, Suite 105 • Houston, TX 77057  
713.953.7600 • [www.tsonetworkeupdate.com](http://www.tsonetworkeupdate.com)

## NETWORK STAFF

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*President*

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*Operations Manager*

[cindy@tso.com](mailto:cindy@tso.com)

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*Communications & Events Director*

[robin@tso.com](mailto:robin@tso.com)

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*Accountant*

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*Market Region Coordinator*

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[steve@tso.com](mailto:steve@tso.com)

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[rosie@tso.com](mailto:rosie@tso.com)

### **John C. Soper**

*Market Manager - Houston West*

[john@tso.com](mailto:john@tso.com)

## NETWORK RESOURCES

### **Love Advertising**

770 S. Post Oak Lane, Suite 101

Houston, TX 77056

713.552.1055

[www.loveadv.com](http://www.loveadv.com)

### **the EDGE: GPN**

7 Eckert Street

Huntington, NY 11746

631.626.9783

[www.gatewaypn.com](http://www.gatewaypn.com)

### **TSO Marketing**

Connie Marvin - *Graphic Designer*

[connie@tso.com](mailto:connie@tso.com)

### **Optometric Business Solutions**

10212 Chesterton Drive

Dallas, TX 75238

214.998.2723

[www.optometricbusinesssolutions.com](http://www.optometricbusinesssolutions.com)

### **EyeCarePro**

[support@eyecarepro.net](mailto:support@eyecarepro.net)

1.866.886.4442

[www.eyecarepro.net](http://www.eyecarepro.net)

# Platinum Practices

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A Platinum Practice has proven through their success that reaching an annual sales volume of one million dollars or more requires team work, effective management, a high performance team of professionals, dedication to problem solving and a total commitment to patient satisfaction.



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Stephenville, TX



**Mario Barrera, OD**  
Laredo, TX



**Brian Blount, OD**  
Beaumont, Texas



**Johnathan Brown, OD**  
Houston, TX



**Ayesha Butt, OD**  
Houston, TX



**Stanley Cavett, OD**  
Early, TX



**Douglas Clark, OD**  
Austin, TX



**Barry Davis, OD**  
Nederland, TX



**Barry Davis, OD**  
Port Arthur, TX



**Nathaniel Dolbee, OD**  
Kyle, TX



**Heidi Doucet, OD**  
Orange, TX



**Renee Dunlap, OD**  
San Antonio, TX



**Dixon Golden, OD**  
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**Bob Gracey, OD**  
Cleburne, TX



**Jeff Harrell, OD**  
Lewisville, TX



**Jon House, OD**  
Bryan, TX

# Platinum Practices

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**Jon House, OD**  
College Station, TX



**Doug Jackman, OD**  
Austin, TX



**Terence Jansen, OD**  
Austin, TX



**Nelson Juarez, OD**  
Texas City, TX



**Gregg Kamnetz, OD**  
Austin, TX



**Kevin Katz, OD**  
Galveston, TX



**Leigh Kimball, OD**  
Beaumont, Texas



**Vinh Le, OD**  
Houston, TX



**David Lopez, OD**  
Houston, TX



**John Mann, OD**  
Houston, TX



**Linda Matocha, OD**  
Houston, TX



**Wayne McClure, OD**  
Lake Charles, LA



**James Mikkelsen, OD**  
Pasadena, TX



**Roland Montemayor, OD**  
Houston, TX



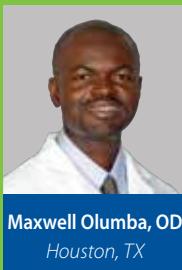
**Roland Montemayor, OD**  
Rosenberg, TX



**Ly Nguyen, OD**  
Cypress, TX

# Platinum Practices

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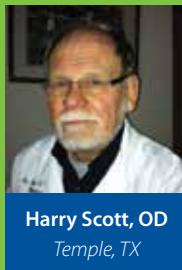
**Maxwell Olumba, OD**  
Houston, TX



**Don Reeves, OD**  
Nederland, TX



**Don Reeves, OD**  
Port Arthur, TX



**Harry Scott, OD**  
Temple, TX



**Jonathan Sher, OD**  
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**Cameron Smith, OD**  
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**Perry Soli, OD**  
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**Laura Stancik, OD**  
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San Marcos, TX



**Tony Tran, OD**  
Houston, TX



**Eric Underwood, OD**  
Houston, TX



**Melanie Vardeman, OD**  
Nacogdoches, TX



**Rose Virani, OD**  
Katy, TX



**L.C. Wakham, OD**  
Victoria, TX



**Linh T. Yee-Young, OD**  
The Woodlands, TX



**Simon Yeung, OD**  
Humble, TX

# Congratulations!

## 2014 Platinum Practices

Being recognized as a Platinum Practice means that a member doctor and their office associates are recognized as a superior team that works together to overcome challenges, provide care for patients and their families and have made their community better in the process. It is a recognition of the doctor owner's leadership and the leadership of office management. It is also recognition of the member's value to the TSO Network and their colleagues.



**Carlos Flores, OD**  
San Antonio, TX



**Nathan Garcia, OD** **Scott Snowberger, OD**  
Pflugerville, Texas



**Leigha Nielsen, OD**  
Schertz, TX



**Pam Solly, OD**  
Bastrop, TX

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# A Special Thanks!

Putting on a conference like Vision Quest each year requires the involvement and support from a large variety of suppliers and vendor partners. Each contribute to the success of the conference in their own special way.

We want to take the opportunity to recognize one partner in particular who has been faithful as our title sponsor for the past eight years contributing hundreds of thousands of dollars in support. Thank you ALCON for your steadfast commitment to the Doctors of Texas State Optical.



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See product instructions for complete contact lens wear, care, and safety information. ©2015 Novartis. 5/15. VCM1508055

# 2015 Schedule

**SUNDAY**  
June 14

|                     |   |
|---------------------|---|
| 12:00 PM to 4:00 PM | Check-in and Registration<br>(Front Lobby)                              |
| 4:00 PM to 6:00 PM  | Welcome Reception ( <i>Williford Room</i> )                             |
| 6:00 PM to 6:30 PM  | General Session ( <i>Waldorf Room</i> )<br>- Chairman's Remarks/Opening |
| 6:30 PM to 8:00 PM  | General Session - Keynote<br>- Mr. Bob Phibbs, The Retail Doctor        |

**MONDAY**  
June 15

|                      |  |
|----------------------|--|
| 7:00 AM to 8:30 AM   | Breakfast ( <i>Williford C Room</i> )  |
| 8:00 AM to 12:00 PM  | Exhibitor Set-Up <sup>†</sup> ( <i>Salon B</i> )   |
| 8:00 AM to 12:30 PM  | Continuing Education* ( <i>Waldorf Room</i> )<br>- Challenges and Obstacles<br>- The Consumer Connection |
| 11:00 AM to 12:00 PM | Exhibitor Lunch ( <i>Salon B</i> )   |
| 12:30 PM to 3:30 PM  | Lunch - Exhibit Hall <sup>†</sup><br>( <i>Salon B</i> )  |
| 3:00 PM to 4:00 PM   | Special Presentation ( <i>Williford B Room</i> )<br>- OBS: Preparing for ICD-10                          |
| 4:00 PM to 5:30 PM   | TSO Shareholder Meeting<br>( <i>Waldorf Room</i> )   |
| 6:00 PM to 8:00 PM   | Exhibitor Reception <sup>†</sup><br>( <i>Salon B</i> )   |

# 2015 Schedule

TUESDAY  
June 16

|                      |  |
|----------------------|--|
| 7:00 AM to 8:30 AM   | <b>Breakfast</b> ( <i>Williford C Room</i> )   |
| 8:00 AM to 12:30 PM  | <b>Continuing Education*</b> ( <i>Waldorf Room</i> )<br>- Understanding Your Profitability<br>- Destination Location |
| 11:00 AM to 12:00 PM | <b>Exhibitor Lunch</b> ( <i>Salon B</i> )  |
| 12:30 PM to 3:30 PM  | <b>Lunch - Exhibit Hall †</b><br>( <i>Salon B</i> )  |
| 3:00 PM to 4:00 PM   | <b>Special Presentation</b> ( <i>Williford B Room</i> )<br>- EyeCarePro: Using the Potential of Your Website         |
| 4:00 PM to 5:30 PM   | <b>General Session - Closing Keynote</b><br>- Mr. Tim McKenzie ( <i>Waldorf Room</i> )                               |
| 5:30 PM to 7:00 PM   | <b>Closing Reception</b> ( <i>Marquee Room</i> )   |

NOTE:

*All Activities earmarked with (\*) are required attendance by TSO Doctors and Staff.*

*All activities earmarked with a (†) are held in the Salon B.*

**IMPORTANT: All exhibitors will have from 3:30 PM until 5:30 PM on Tuesday, June 16, 2015 to evacuate the exhibit hall.**



# GROW INTENTIONALLY



2014  
*Platinum Practice*

Dr. Leigha Nielsen  
— Schertz, TX

*Member Since 2011*



TEXAS STATE OPTICAL



# Keynote Presenters

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## *You Can Compete!*

Sunday, June 14, 2015 • 6:30 PM - 8:00 PM



### **Bob Phibbs, The Retail Doctor**

With over thirty years experience beginning in the trenches of retail and extending to senior management positions, he has been a corporate officer, franchisor and entrepreneur. His presentations are designed to provide practical information in a fun and engaging way that leaves a lasting impression, earning raving fans along the way.

The Retail Doctor has motivated audiences around the world including Bahrain, Portugal and New Zealand with his message of hope and actionable tactics they can take to increase their sales.

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## *A New Trajectory*

Tuesday, June 16, 2015 • 4:00 PM - 5:30 PM



### **Tim McKenzie, Employer Flexible — VP Training and Development**

With a passion to inspire people to live more purposeful, fulfilling, and productive lives, Tim has spoken at a variety of organizations and conferences across the country over the past twenty-five years. He also focuses on developing strategies, people, and culture through a variety of services.

Whether you're launching a rocket or throwing a ball, small changes can make a big difference. Power, design, technique, and angle are all critically important when it comes to trajectory.

"Navigating the complexity of choices we face is becoming increasing challenging. I'm not sure what last year's trajectory looked like for you or your business, but I am certain that it can be better in the coming year."

# Continuing Education

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## **Jay Binkowitz, President** *Gateway Professional Network*

Over the last 30 years, Mr. Binkowitz has had extensive experience in retail operations, merchandising & marketing, manufacturing & distribution, technology development, national sales, and on site interactive consulting. Over the last ten years he has dedicated his time and resources to developing lectures and workshops at major industry events and has published numerous articles and videos for key industry publications. With the development of GPN he has created a unique support company to strengthen independent practitioners with new business management tools and processes. Mr. Binkowitz has and continues to develop critical information and philosophies to support and strengthen the goals of independents while working collaboratively with consultants, MBA's and leading business owners.

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## **Rebecca Johnson, Executive Director of Business Services** *Gateway Professional Network*

Rebecca Johnson is an enthusiastic and motivational ophthalmic staff trainer, a nationally recognized speaker, the Executive Director of Business Services for GPN and Founder of EyeTrain4You. She has been honored as a recipient of American Optometric Association Paraoptometric Special Service Award and Vision Monday's "Most Influential Women in Optical". Rebecca also is a regular columnist for Administrative Eyecare, Optometric Management, and INVISION Magazine.

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## **Mark Hinton, CEO** *eYeFacilitate*

Mark and the eYeFacilitate team deliver peer-proven consulting and coaching, which includes patient/consumer dialog development including strategic team-driven implementation. eYeFacilitate is well regarded as one of our professions leading ECP practice development expert companies. Mark provides education and workshops for such organizations as IDOC, PRIMA, Banzai, AOA, VEE and Transitions Academy! Mark is published in Review of Optometric Business, Optometric Management, as well as other industry periodicals.

# Continuing Education

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## **COURSES OFFERED BY MR. BINKOWITZ, MS. JOHNSON AND MR. HINTON:**

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**Monday, June 15, 2015**  
**8:00 AM - 12:00 PM**

### **Obstacles and Weaknesses**

Each new day brings new challenges, but a challenge only becomes an obstacle if you allow it. This workshop looks at challenges that we face in our business every day and provides solutions to these challenges that will prevent them from becoming obstacles.



### **The Consumer Connection**

Emotional connection plays a huge role in consumer satisfaction and purchasing. Learn how to make the special connection that will increase your revenue per exam.

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**Tuesday, June 16, 2015**  
**8:00 AM - 12:00 PM**

### **A Forensic Study To Assist You In Understanding Your Profitability**

This course provides owners and decision makers a detailed methodology in identifying the unique operational costs and profitability of their professional and dispensary businesses.

### **Destination Location**

Why would a patient drive 20 minutes out of their way to come to your practice? There is a difference between "being nice" and the ability to delight a patient. In this workshop, attendees will collaborate in groups to come up with reasons that make a practice the perfect destination location.

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# Special Presentation

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## *ICD-10: The Ghost is here! (and an update on all of the other boogiemen out there!)*

Monday, June 15, 2015  
3:00 PM - 4:00 PM



**Peter Cass, OD**  
*Managing Partner,  
Optometric Business  
Solutions (OBS)*



**Joe DeLoach, OD, FAAO**  
*President and CEO,  
Optometric Business  
Solutions (OBS)*

OBS provides consulting for insurance, billing, human resource management, health care compliance issues, electronic medical records and practice management consulting.

We are pleased to welcome back Optometric Business Solutions. Dr. Joe DeLoach and Dr. Peter Cass are known as two of the foremost experts on optometric regulation and issues related to billing and coding.

In this one hour presentation they will provide an overview of the serious changes planned for converting from ICD-9 to ICD-10, scheduled for October of this year. While the implementation of this new coding schedule has been delayed in the past, its a certainty that this year it will be made into a requirement for processing third-party claims.

You will want to make sure you have all of the information you need to successfully navigate this transition from ICD-9 to ICD-10. This presentation will set the stage for what you need to know.

# Special Presentation

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## *Connecting to Your Community: The Online Revolution*

Tuesday, June 16, 2015  
3:00 PM - 4:00 PM



**Ira Cohen**  
*Director - Customer Success,  
EyeCarePro*

The power of the internet has radically changed the way that we gather information, connect to our peers, and communicate with our surroundings. As business owners, we need to embrace the benefits that this platform provides to effectively market to the community that we serve.

Many of us are just catching our breath trying to understand and keep up with the amazing pace of technological advances. But, this sea change is just in its infancy. We're in the midst of even more rapid cultural shifts and generational changes that will effect the way that we manage our businesses for years to come. In this presentation, we will shed light on these trends and suggest strategies to enable your practice to stand out and flourish in this new business culture.

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**Important information for AIR OPTIX® COLORS SAVVYLIC® contact lenses:** For daily wear only for near/farsightedness. Contact lenses, even if worn for cosmetic reasons, are prescription medical devices that must only be worn under the prescription, direction, and supervision of an eye care professional. Serious eye health problems may occur as a result of sharing contact lenses. Although rare, serious eye problems can develop while wearing contact lenses. Side effects like discomfort, mild burning, or stinging may occur. To help avoid these problems, patients must follow the wear and replacement schedule and the lens care instructions provided by their eye doctor.

References: 1. Alcon data on file, 2012. 2. Alcon data on file, 2014.

See product instructions for complete contact lens wear, care, and safety information. ©2015 Novartis. S715. VCM1508055



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a Novartis company



# GROW INTENTIONALLY

2014

*Platinum Practice*

Dr. Pam Solly  
— Bastrop, TX

Member Since 2011



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TSO  
TEXAS STATE OPTICAL  
Dr. Pam Solly



# Sponsors & Exhibitors

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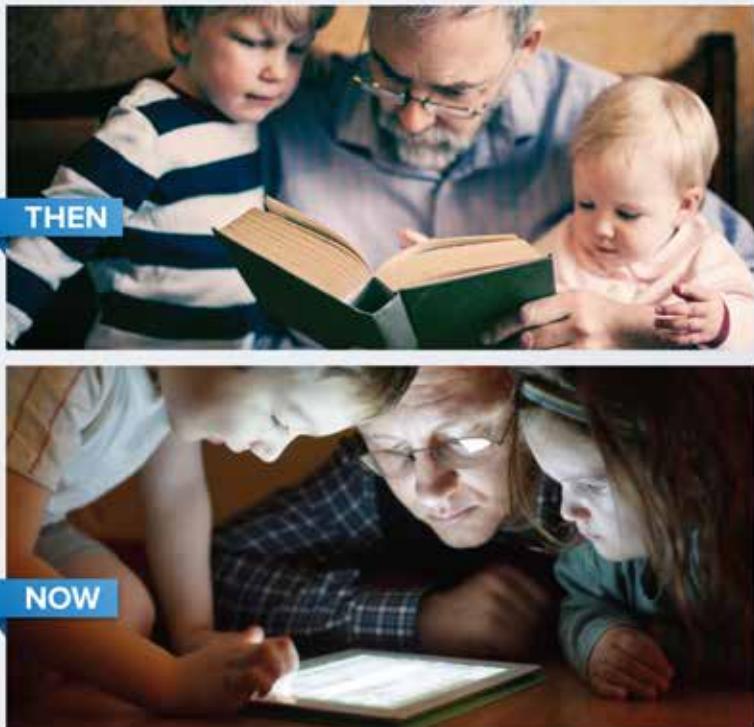
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\*Source: Nielsen, July 2012. ©2012 HOYA Corporation. All Rights Reserved.



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*Platinum Practice*

Dr. Nathan Garcia  
Dr. Scott Snowberger  
— Pflugerville, TX

Members Since 2010



TEXAS STATE OPTICAL





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Clinical measurement of visual comfort and wear comfort. 1-DAY ACUVUE® Aquacomfort Plus® vs. long-wearing contact-lens comfort.

**EXCELLENT SAFETY PROFILE<sup>†</sup>**

Conforms to an international, peer-reviewed, observational study of 150 women –  
the center of the first quadrant in a ring of subjects including 1-DAY ACUVUE® Plus.

**UV PROTECTION<sup>‡</sup>**

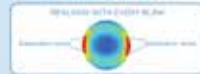
Blocks 99.9% of UVA & 99.9% of UVB. 1-DAY ACUVUE® MOIST<sup>®</sup> is the first lens to meet ANSI Z80.5-2012 standards for UV blocking.

**1-DAY ACUVUE® MOIST<sup>®</sup> Brand Contact Lenses for ASTIGMATISM**

**SAME COMFORT, SAFETY, AND UV PROTECTION WITH ENHANCED STABILITY**

– 99.9% UV-A & UV-B coverage and a new enhanced lens for front  
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Michael Ryan

MR-215



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*Platinum Practice*

Dr. Carlos E. Flores  
— San Antonio, TX

Member Since 1995



TEXAS STATE OPTICAL





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# BAUSCH + LOMB

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2015

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# Local Attractions



## Navy Pier

The Navy Pier originally opened in 1916 as an amusement area and shipping facility but is now one of Chicago's most popular tourist attractions. Today, the Navy Pier is made up of 50 acres of gardens, attractions, shops, restaurants, concert venues, and parks. There is a 150 ft Ferris wheel and an historic carousel in Navy Pier Park. Visitors can also watch a film at the 3D Imax Theater, watch actors perform the classics at the Chicago Shakespeare Theater, or visit Crystal Gardens, a one-acre, six-story, indoor botanical garden. Also located here is the Chicago Children's Museum. The Pier hosts year-round festivities, including the Chicago Festival in August. Cruise ships leave from here on various sightseeing excursions.

600 East Grand Avenue  
Chicago  
[www.navypier.com](http://www.navypier.com)



## Willis Tower

Until 1996, when the Petronas Towers were built in Kuala Lumpur, the 110 story Sears Tower, now Willis Tower, was the world's tallest office block. While there are now several taller buildings, the view from here is incredible. On a clear day you can see 40 to 50 miles over four states, and gain a bird's eye view of Chicago's impressive architecture.

The Willis Tower took three years to build and was opened to the public in 1974. The building is 1,453 feet tall with an observation area, called the SkyDeck, on the 103rd floor, 1,353 feet above the ground. A glass box with a glass floor, known as the Ledge, juts out from the SkyDeck, where visitors can stand and look directly down at the city below.

233 South Wacker Drive  
Chicago  
[www.theskydeck.com](http://www.theskydeck.com)

# Local Attractions



## Shedd Aquarium

Like no other aquarium in the world Shedd combines the best of early 20th-century “age of aquariums” characteristics—a diverse, global animal collection surrounded by eye-popping architecture—with 21st-century advances in animal care, environments and interpretation. Excellence and innovation are Shedd traditions, and they began with the founder.

Immerse yourself. Shedd’s exhibits connect you to incredible animals from around the world — and close to home. Dive deep into coral reefs and flooded rainforests, and stroll along the craggy Pacific Northwest coast.

Whether it’s the fresh, cool Great Lakes or warm waves of the Caribbean, Shedd’s many exhibits reveal the secrets of our planet’s waters. Get your feet wet! Come explore the exhibits: Amazon Rising, Caribbean Reef, Abbott Oceanarium, Polar Play Zone, Waters of the World, At Home on the Great Lakes and Wild Reef.

[www.sheddaquarium.org](http://www.sheddaquarium.org)

## Field Museum of Natural History

Originally called the Columbian Museum of Chicago, the Field Museum of Natural History was founded in 1893 to showcase the biological and anthropological collections gathered for the World Columbian Exposition. The name changed in 1905 to honor Marshall Field, the department store owner, art patron, and major benefactor of the museum. The permanent collection features approximately 20 million artifacts and specimens covering a variety of disciplines including geology, botany, zoology and anthropology. Of special note are the permanent displays on Ancient Egypt and the cultures of North, Central and South America and “Sue,” the world’s largest, most complete *Tyrannosaurus rex* skeleton. Special rotating exhibits take place on a regular basis throughout the year.

1400 South Lake Shore Drive  
Chicago  
[www.fieldmuseum.org](http://www.fieldmuseum.org)

# Local Attractions



## Wrigley Field

Wrigley Field is a stadium located in Chicago, Illinois and the home ballpark of the Chicago Cubs. It was built in 1914 as Weeghman Park for the Chicago Federal League baseball team, the Chicago Whales. The Cubs played their first game at Weeghman Park on April 20, 1916, defeating the Cincinnati Reds 7–6 in eleven innings. In November 1918, Weeghman resigned as team president. Chewing gum magnate William Wrigley, Jr. acquired complete control of the Cubs by 1921. It was called Cubs Park from 1920 through 1926, before officially becoming Wrigley Field for the 1927 season.

Wrigley Field is nicknamed The Friendly Confines, a phrase popularized by "Mr. Cub", Hall of Famer Ernie Banks. The current capacity is 40,929, making Wrigley Field the 10th-smallest actively used ballpark. It is the oldest National League ballpark, the second-oldest active major league ballpark (after Fenway Park on April 20, 1912), and the only remaining Federal League park.



## Lincoln Park Zoo

Lincoln Park Zoo is a free 35-acre zoo located in Lincoln Park in Chicago, Illinois. The zoo was founded in 1868, making it one of the oldest zoos in the U.S. It is also one of a few free admission zoos in the United States. The zoo is an accredited member of the Association of Zoos and Aquariums (AZA).

Lincoln Park Zoo is home to a wide variety of animals. The zoo's exhibits include big cats, polar bears, penguins, gorillas, reptiles, monkeys, and other species totalling about 1,100 animals from some 200 species. Also located in Lincoln Park Zoo is a burr oak tree which dates to 1830, three years before the city was founded.

[www.lpzoo.org](http://www.lpzoo.org)

# Local Attractions



## Grant Park

Grant Park is a large urban park (319 acres) in the Loop community area of Chicago. Located in Chicago's central business district, the park's most notable features are Millennium Park, Buckingham Fountain, the Art Institute of Chicago and the Museum Campus. Originally known as Lake Park, and dating from the city's founding, it was renamed in 1901 to honor Ulysses S. Grant. The park's area has been expanded several times through land reclamation, and was the focus of several disputes in the late 1800s and early 1900s over open space use. It is bordered on the north by Randolph Street, on the south by Roosevelt Road and McFetridge Drive, on the west by Michigan Avenue and on the east by Lake Michigan. The park contains performance venues, gardens, art work, sporting, and harbor facilities. It hosts public gatherings, and several large annual events.

The park is often called "Chicago's front yard". It is governed by the Chicago Park District.



## The Chicago Theatre

The Chicago Theatre, originally known as the Balaban and Katz Chicago Theatre, is a landmark theater located on North State Street in the Loop area of Chicago, Illinois. Built in 1921, the Chicago Theatre was the flagship for the Balaban and Katz (B&K) group of theaters run by A. J. Balaban, his brother Barney Balaban and partner Sam Katz. Along with the other B&K theaters, from 1925 to 1945 the Chicago Theatre was a dominant movie theater enterprise. Currently, Madison Square Garden, Inc. owns and operates the Chicago Theatre as a performing arts venue for stage plays, magic shows, comedy, speeches, and popular music concerts.

The building was added to the National Register of Historic Places June 6, 1979, and was listed as a Chicago Landmark January 28, 1983. The distinctive Chicago Theatre marquee, "an unofficial emblem of the city", appears frequently in film, television, artwork, and photography.

[www.thechicagetheatre.com](http://www.thechicagetheatre.com)

# Local Attractions

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## Art Institute of Chicago

The Art Institute of Chicago is a world class museum with hundreds of thousands of artworks. The diverse collection spans thousands of years and includes pieces from a variety of media including painting, prints, photography, sculpture, decorative arts, textiles, architectural drawings and more. The Institute is known for its collection of impressionist and post-Impressionist paintings including Georges Seurat's 1884 "A Sunday Afternoon on La Grand Jatte," Renoir's 1879 "Acrobats at the Cirque Fernando" and numerous paintings by Claude Monet.

The main building, designed by Shepley, Rutan, and Coolidge in beaux-arts style, was built for the 1893 World's Columbian Exposition. Several other buildings have been added on over the years and today the complex measures 400,000 square feet.

111 South Michigan Avenue  
Chicago  
[www.artic.edu](http://www.artic.edu)

## Museum of Science and Industry

At the north end of Jackson Park is the Museum of Science and Industry, founded in 1933, and arguably the most impressive museum in Chicago. It is devoted to the application of natural laws in technological and industrial development. The museum is thought to be the first in the U.S. to incorporate the idea of "hands-on" exhibits. Visitors are encouraged to interact with hundreds of exhibits. The MSI features permanent and changing exhibits, as well as an OMNIMAX theater.

5700 South Lakeshore Drive  
Chicago  
[www.msichicago.org](http://www.msichicago.org)

# Chicago Style Pizza Second to None: Like our Sports Teams!

Asking Chicagoans for their favorite pizza place is like asking them for their favorite baseball team. Nearly everyone has an opinion and they are hardcore about what they like and where they go to get it.

While there isn't just one type of Chicago-style pizza since several types were developed in Chicago, it is best known for its deep-dish pizza which typically has a crust up to three inches tall at the edge, slightly higher than the ingredients, and includes large amounts of cheese and chunky tomato sauce.

While old school pizza restaurants are becoming few and far between in many parts of the United States, Chicago is lucky in that we have several options to enjoy. Just like our sports teams.

Below are the top 9 Best Pizza Places according to [www.10Best.com](http://www.10Best.com)

1. **Pizzeria Uno**
2. **Lou Malnati's Pizzeria - River North**
3. **Pizzeria Due**
4. **Pequod's**
5. **Piece Pizzeria & Brewery**
6. **The Art of Pizza**
7. **Coalfire Pizza**
8. **Burt's Place**
9. **Spacca Napoli**



## **Pizzeria Uno**

The place for Chicago-style pizza. The original Pizzeria Uno, while quintessentially American in theme and cuisine, deserves particular recognition for its fabulous thin-crust and deep-dish pizza pies, which send lunchtime crowds away full and happy. On the go? Check out their fabulous "Priority Lunches" which include everything from Chicken Spinoccoli (baked chicken and broccoli in pesto cream sauce) and classic Chicago pies to fish-and-chips and sirloin tips. If pizza isn't your bag, they also serve tasty sandwiches, burgers and pastas. Since deep dish pizza can take up to 45 minutes to be ready, waiters take your order outside while you're waiting for a table so it will be ready for you once you're seated.

## **Pizzeria Uno**

29 E Ohio  
Chicago, IL 60611  
312-321-1000  
[www.unos.com](http://www.unos.com)

# ZAGAT: The Best Places to Eat in Chicago!

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## Avec Restaurant

You'll want to "try everything" at Paul Kahan's "always-packed" West Loop Mediterranean, a "foodie-worthy" "best in Chicago", earning Top Food honors with "absolutely delicious" and "inventive" small plates including "life-changing" stuffed dates; the "minimalist" digs have communal seats ("prepare to sit with strangers"), and no reservations often mean "long waits", but it remains a "standard go-to" when you want "to impress."

## Avec Restaurant

615 W Randolph St.  
Chicago, Illinois 60661  
312-377-2002  
[www.avecrestaurant.com](http://www.avecrestaurant.com)

## Alinea

"Always an adventure", Grant Achatz's Lincoln Park New American is one for the "bucket list", delivering an "over-the-top" multicourse tasting menu highlighted by "performance art"—like presentations and "innovative" dishes of the "highest level"; the staff "pays attention to every detail" (winning Top Service honors) in the dark, contemporary setting, and while the bill may "approach the car payment", foodies argue it's an "experience not to be missed."

## Alinea

1723 N Halsted St  
Chicago, Illinois 60614  
312-867-0110  
[www.alinea-restaurant.com](http://www.alinea-restaurant.com)

# ZAGAT: The Best Places to Eat in Chicago!

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## **Frontera Grill**

Rick Bayless is at his “finest” at this River North Mexican that’s “still clicking on all cylinders” after 25-plus years, turning out “top-notch” dishes “full of rich flavors” and “original” touches plus “not-to-be-missed” margaritas and other “incredible” drinks; colorful folk art decorates the “lively” space, and while scoring a seat often involves a “very, very long wait”, it’s a “destination” for a reason.

*“The place to savor authentic and scrumptious regional dishes and stellar margaritas.” — Chicago Magazine*

## **Frontera Grill**

445 North Clark Street  
Chicago, Illinois 60654  
312-661-1434  
[www.rickbayless.com/restaurants/  
frontera-grill/](http://www.rickbayless.com/restaurants/frontera-grill/)



## **Joe's Seafood, Prime Steak & Stone Crab**

“You can’t go wrong” at this “bustling” River North surf’n’turfer say fans citing “consistently high-quality” steaks and seafood including “finger-licking good” stone crab all “prepared to perfection”; a “tremendous” wine list and “go-out-of-their-way” staff are further pluses, though “expensive” tabs have some saving it for “big occasions.”

## **Joe's Seafood, Prime Steak & Stone Crab**

60 East Grand Avenue  
Chicago, Illinois 60611  
312-379-5637  
[www.joes.net](http://www.joes.net)

# ZAGAT: The Best Places to Eat in Chicago!

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## **Katsu Japanese Restaurant**

"Amazing-quality" fish and a "great attention to detail" result in "simply the best" sushi at chef-owner Katsu Imamura's minimalist West Rogers Japanese that "has not wavered" after 25-plus years; the "authentic" offerings (no Westernized maki rolls) don't come cheap, but since "everything is delicious", most "can't wait to return."

## **Katsu Japanese Restaurant**

2651 West Peterson Avenue  
Chicago, Illinois 60659  
773-784-3383

## **Les Nomades**

A "true Parisian first-class restaurant", this expensive Streeterville French draws applause for Roland Liccioni's "knockout" prix fixe meals featuring "decadent" "updates" of "classic" dishes; "gracious" hospitality, "incredible" wines and a "refined" townhouse setting with "gorgeous" floral arrangements further explain why it's a "special-occasion" pick; P.S. jackets required.

## **Les Nomades**

222 East Ontario Street  
Chicago, Illinois 60611  
312-649-9010  
[www.lesnomades.net](http://www.lesnomades.net)

# ZAGAT: The Best Places to Eat in Chicago!

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## **MK**

Michael Kornick “knocks it out of the park” at his River North New American, delivering a “meal fit for foodies” with “consistently excellent” dishes including “new takes on old standards”; a “first-class” team mans the “stylish”, contemporary space, and pricey bills are in keeping with its “special-occasion” status.

## **MK**

868 North Franklin Street  
Chicago, Illinois 60610  
312-482-9179  
[www.mkchicago.com](http://www.mkchicago.com)



## **Longman & Eagle**

A “heavy emphasis” on “high-quality” local ingredients is reflected in “exciting”, “complex” dishes with “well-balanced flavors” at this “vibrant” Logan Square New American where a beer list “to drool over” and “killer whiskey selection” further up its “hip” factor; there’s often a “long wait” (no reservations), so either “get there early” or check out its “excellent” brunch.

## **Longman & Eagle**

2657 North Kedzie Avenue  
Chicago, Illinois 60647  
773-276-7110  
[www.longmanandeagle.com](http://www.longmanandeagle.com)

# ZAGAT: The Best Places to Eat in Chicago!

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## **Grace**

A notable addition to Chicago's "high-end" dining scene, this West Loop New American from chef Curtis Duffy delivers "top-notch" tasting menus featuring "refined" dishes with "stunning flavors and presentations"; the "beautifully decorated" setting, including an adjoining cocktail lounge, has a "tranquil" vibe, which comes in handy when the bill comes ("bring bags of money").

## **Grace**

652 West Randolph Street  
Chicago, Illinois 60661  
312-234-9494  
[www.grace-restaurant.com](http://www.grace-restaurant.com)



## **Arami**

This East Village Japanese "always delivers" with some of the "best sushi" and sashimi around plus "excellent" cooked fare like noodles and robata grilled items; the drink list includes imported beers, specialty cocktails and loads of sake, and large windows give the simple brick-and-wood surrounds an airy feel.

## **Arami**

1829 W Chicago Ave  
Chicago, Illinois 60622  
312-243-1535  
[www.aramichicago.com](http://www.aramichicago.com)

# ZAGAT: The Best Places to Eat in Chicago!

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## **Spiaggia**

After a massive renovation, Tony Mantuano's "special-occasion" Mag Mile Italian "still has the touch", offering a "true dining experience" "unlike any other", from "simply sublime", "soulful" dishes to "top-notch" staffers who make you "feel important"; the more modern room is "beautiful" with "spectacular" lake views, and an added cocktail lounge helps make it "more accessible" – though prices are still up there.

## **Spiaggia**

980 North Michigan Avenue  
Chicago, Illinois 60611  
312-280-2750  
[www.spiaggiarestaurant.com](http://www.spiaggiarestaurant.com)

## **Topolobampo**

"Prepare to be dazzled" by Rick Bayless' "high-end" River North Mexican where a "skilled" crew turns out "interesting" tasting menus featuring "perfectly executed", "innovative" dishes; "knowledgeable" sommeliers and other "welcoming" staffers watch over the art-enhanced space, and if it's "expensive", well it's still "easier than flying to Mexico."

## **Topolobampo**

445 North Clark St  
Chicago, Illinois 60654  
312-661-1434  
[www.rickbayless.com/restaurants/  
topolobampo](http://www.rickbayless.com/restaurants/topolobampo)

# ZAGAT: The Best Places to Eat in Chicago!

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## **Tanta**

“Must-try” ceviches and “one of the best pisco sours in town” are highlights on the “extraordinary” Peruvian menu at chef Gastón Acurio’s “popular” River North hot spot, where the “inventive”, “well-prepared” dishes will “leave your taste buds tingling”; the sleek, modern space is “date”-friendly, though you’ll need to plan ahead since it’s “always busy.”

## **Tanta**

118 West Grand Avenue  
Chicago, Illinois 60654  
312-222-9700

[www.tantachicago.com](http://www.tantachicago.com)



## **Naha**

Carrie Nahabedian’s “innovative” New American–Mediterranean menu yields “well-made”, “beautifully plated” dishes with “delicate” flavors at this River North “favorite”; service is “courteous” and the “minimalist” dining room works equally well for “office dinners and date nights” – just be prepared for “pricey” tabs.

## **Naha**

500 N Clark St  
Chicago, Illinois 60654  
312-321-6242  
[www.naha-chicago.com](http://www.naha-chicago.com)

## Notes

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