



**Fred Farias III, OD, FAAO** of McAllen, Texas has served on the Texas Higher Education Coordinating Board since 2015. He currently serves as Vice Chairman of the board and Chairman of the Academic and Workforce Success Committee. He also serves on the Texas Higher Education Foundation.

Dr. Farias, a Rio Grande Valley native, graduated from the University of Texas at Austin before graduating a Doctor of Optometry from the Southern College of Optometry in Memphis, Tennessee.

He is CEO of 20/20 Vision Care in McAllen, has served as president of the Texas Optometric Association and is a former president of the Rio Grande Valley Optometric Society. He has served on the American Optometric Association Board of Trustees and is a Fellow of the American Academy of Optometry.

Dr. Farias is a past gubernatorial appointee of the Texas Optometry Board where he chaired the Licensing and Administration Committee. He is a Lifetime Member of the University of Texas System Chancellor's Executive Committee and the University of Texas at Austin Development Board.

Dr. Farias also serves on the University of Texas Longhorn Foundation Athletic Advisory Council.

In 2016, Dr. Farias received the National American Optometric Association Optometrist of the Year Award and the 2015 Texas Optometrist of the Year Award.

He is a past recipient of the Outstanding Young Alumnus from the University of Texas at Austin and in 2017 was the recipient of the Lifetime Achievement Distinguished Alumnus Award from the Southern College of Optometry.

This year, Dr. Farias has been named the 2019 University of Texas at Austin Moody College of Communication Outstanding Alumnus.

Dr. Farias is also active in the McAllen community, serving as chair of the McAllen Chamber of Commerce Government Affairs Council and Leadership McAllen. He is a charter member of the Optometry Cares – The AOA Foundation. He previously has served on several boards including those of the Vannie E. Cook Cancer Center and the Rio Grande Valley Arthritis Foundation.