



Agenda

(Dress is business casual)

Friday, Aug. 18 – Saturday, Aug. 19

Atlanta, Georgia

All Times Displayed in Eastern Time Zone

Friday, Aug. 18

4-7:30 p.m. **Event registration**

Lumenis hands-on laser demonstration

5:30-7 p.m. **Cocktails & conversation (trivia with prizes!)**

Steven Reed, O.D., AOA President-elect

Bill Bickert, Lumenis

Advocacy is a Team Sport

Leaning on the experiences and resources of those around you is critical so that you can maximize your advocacy impact. Prepare to team up with your colleagues and friends to test your advocacy knowledge and win some tasty prizes in the process.

Dinner on your own

Saturday, Aug. 19

7:45-8:45 a.m. **Breakfast**

Lumenis hands-on laser demonstration**Event welcome and opening session**

Ron Benner, O.D., AOA President

Dr. Mandy Sallach, JJV

Joe Ellis, AOA PAC

Health Care Alliance for Patient Safety

8:45-9 a.m. **BREAK**

9-10 a.m. **Discussion I**

(Jerry Neidigh, O.D.; John Whitlow, O.D.; Bo Keeney;
Ryan Wally, O.D.; Del. Roxann Robinson)

Legislative Prep is Like Planting a Tree

There's a saying that the best time to plant a tree was 10 years ago, meaning it takes time to see your efforts come to fruition. You can't rush real preparation; the time to start is now and then keep after it, year after year. States often fall short in the legislature because a relationship wasn't as strong as they'd thought. Hear from others how to capitalize on these opportunities today.

10-10:15 a.m. **BREAK**

10:15-11:15 a.m. **Legislative workshop**

(Jerry Neidigh, O.D.; Steven T. Reed, O.D.; Ryan Wally,
O.D.; Johndra McNeely, O.D.; Terri Gossard, O.D.)

Checklist Basics

The AOA SGRC Checklist has been a guidepost for many of the states who've recently enacted advanced scope of practice legislation, but it works perfectly for every legislative effort. Be prepared to work through different parts of this list, to see where you really stand and how this can work to your benefit.



AMERICAN OPTOMETRIC ASSOCIATION

11:15-12:15 p.m. **Discussion II**

(Jerry Neidigh, O.D.; Terri Gossard, O.D.; John Whitlow, O.D.; Jeff Michaels, O.D.; Bo Keeney)

It's What You Say AND How You Say It

The opposition has a playbook of arguments they're going to use against you, but it's nothing we haven't heard or seen before. Don't go recreating the wheel, take the time to learn what the other side is going to say, and your best way to get out in front of it from those who have been there and done it before.

12:30-1:30 p.m. **Lunch**

Johndra McNeely, O.D., SGRC chair

Jim Sluck, SightSciences

Jim Brocato, Ocular Therapeutix

1:45-2:45 p.m. **Legislative workshop**

(Jerry Neidigh, O.D.; Jeff Michaels, O.D.; Steven T. Reed, O.D.; Terri Gossard, O.D.; Del. Roxann Robinson)

Give Me Your Best Shot

Your mission, should you choose to accept, is to map out an advocacy strategy and plan from start to finish. Your group/team will be given certain scenarios and criteria you'll have to work around to find success; be prepared to defend your decisions.

2:45-3:00 p.m. **Closing remarks**