



Central Regional Agenda

(Dress is Business Casual)

Friday, September 13-Saturday, September 14, 2024

*Westin Dallas Fort Worth Airport
4545 W John Carpenter Fwy.
Irving, TX 75063*

Friday, September 13

4:00-7:30 p.m.

Event Registration

Industry Laser Hands-On Demonstrations

5:30- 7:00 p.m.

Cocktails & Conversation

Welcome

AOA Board of Trustee, Paul Barney, O.D.

Sponsor Spotlight-Lumenis

What's Your Vision Plan?

(Panelists: Tommy Lucas, O.D., Jennifer Deakins, O.D.,

Representative Brad Buckley, DVM, Leigh Ann Vanausdoll, CAE)

SGRC has developed updated, aggressive model language for states considering vision plan legislation. A breakdown of the most recent state vision plan legislation efforts will be reviewed and the differences in the bill language for each state. Determining the best bill language for your own state is an important step in this process.

Dinner on Your Own

Saturday, September 14

7:30– 8:15 a.m.

Breakfast

Industry Hands-On Laser Demonstration

Opening Session

Welcome

AOA Board of Trustee, Belinda Starkey, O.D.

AOA PAC

Matt Jones, O.D.

Sponsor Spotlight-Sight Science

8:15– 8:30 a.m.

BREAK

8:30-9:45 a.m.

Deep dive into the new FPI package

(Panelists: Bill Reynolds, O.D., Johndra McNeely, O.D., Paul Barney, O.D., Lisa Gontarek, O.D.)

The Future Practice Initiative (FPI) was developed in 2019, designed to provide additional support and assistance for state affiliates pursuing scope expansion legislation. SGRC has a new, comprehensive and detailed package that provides a roadmap for affiliates to lay the foundation for success. This session will go in depth on this updated resource.

9:45-10:15 a.m.

BREAK/ATTENDEE TIME

This is a terrific opportunity to talk with other state leaders or panelists.

10:20 – 11:10 a.m.

Defending, and Protecting, Your Title

(Panelists: James Hardie, O.D., Bill Reynolds, O.D., Jennifer Deakins, O.D., Karen Wick)

Working defensively is different from working offensively. Let's talk about defeating legislation bad for optometry and our patients such as the revived "Not a Doctor" bills popping up in states across the country, creating early and strong relationships with legislators, and how to keep the membership connected during a legislative session.

11:20-12:10 p.m.

Survive & Advance

(Panelists: Belinda Starkey, O.D., Leigh Ann Vanausdoll, CAE, Lisa Gontarek, O.D., Tommy Lucas, O.D.)

Experienced advocates discuss handling tough questions from legislators, advancing and overcoming misinformation from the opposition, best practices and committee hearing basics.

12:30-1:30 p.m.

Lunch

Sponsor Spotlight -Johnson & Johnson Vision

Mandy Sallach, OD

1:40-2:30 p.m.

Pre-Game Analysis

(Panelists: Lisa Gontarek, O.D., Johndra McNeely, O.D., Belinda Starkey, O.D., Karen Wick)

Analyzing your team strategy, getting your players in shape, and knowing the opponent's playbook is a must for success. In this session, we will focus on getting involved from the campaign all the way to the winning (YES) vote...how to create a winning scope team and why it is necessary.

2:30- 3:00 p.m.

Final Comments