



AMERICAN OPTOMETRIC ASSOCIATION



**SGRC REGIONAL  
ADVOCACY MEETINGS  
CENTRAL**

## Central Regional Agenda

(Dress is Business Casual)

**Friday, Sept. 15 – Saturday, Sept. 16**

*Palmer House*

*17 E. Monroe Street*

*Chicago, IL 60603*

### **Friday, Sept. 15**

4 - 7:30 p.m.

**Event Registration**

**Lumenis Laser Hands-On Demonstrations**

5:30 - 7 p.m.

**Cocktails & Conversation**

Teri K. Geist, O.D., AOA secretary-treasurer

Kevin Knaga, Lumenis

### ***Failure is the Greatest Mentor***

(Jerry Neidigh, O.D., Belinda Starkey, O.D., Bill Reynolds, O.D., Johndra McNeely, O.D., Lucas Hargraves)

*Learn battle tested strategies from colleagues that have been in the trenches already. A deep dive into what others have done wrong, and how they learned from their mistakes. This will start you one step ahead of the opposition and give you the instant advocacy wisdom to put your state on the right track.*

**Dinner on Your Own**



# AMERICAN OPTOMETRIC ASSOCIATION

## Saturday, Sept. 16

7:45 - 8:30 a.m.

### **Breakfast**

### **Lumenis Hands-On Laser Demonstration**

### **Event Welcome and Opening Session**

Jacquie M. Bowen, O.D., AOA vice president

Jeni Kohn, O.D., AOA-PAC

Charissa Lee, O.D., Johnson & Johnson Vision

8:30 - 9:45 a.m.

### **Discussion I**

(Jerry Neidigh, O.D.; Bill Reynolds, O.D.; Jon Pederson, O.D.; Belinda Starkey, O.D.; Lucas Hargraves)

### ***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.

9:45 - 9:55 a.m.

### **BREAK**

9:55 - 11:10 a.m.

### **Discussion II**

(Jerry Neidigh, O.D.; Jacquie Bowen, O.D.; Lisa Gontarek, O.D.; Matt Jones, O.D.; Leigh Ann Vanausdoll; Lucas Hargraves)

### ***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 re-creating 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've been there and done it before.



# AMERICAN OPTOMETRIC ASSOCIATION

11:10 - 11:20 a.m.

**BREAK**

11:20 - 12:35 p.m.

**Legislative Workshop**

(Jerry Neidigh, O.D.; Matt Jones, O.D.; Jon Pederson, O.D.; Leigh Ann Vanausdoll; Belinda Starkey, O.D.; John Buxie)

**Roundtable Discussions**

**We lost...now what?**

*Everybody loses eventually, it's what you do after that matters most.*

**Turning Apathy to Engagement.**

*Determining the power of your key person network the hard way.*

**Hope is not a plan.**

*Be realistic about your weaknesses and create a workaround for obstacles.*

**Trust but Verify**

*Don't get caught up in the conversation, if it's not a YES, then it's a NO. If you don't know, don't go.*

**Flying Solo**

*Stop trying to recreate the wheel, use ALL of the resources out there.*

12:35 - 1:20 p.m.

**Lunch**

Johndra McNeely, O.D., SGRC Chair

Jim Sluck, Sight Sciences

Jacque Bowen, O.D., Healthcare Alliance for Patient Safety



1:30 - 2:45 p.m.

### **Discussion III**

(Jerry Neidigh, O.D.; Rep. Theresa Mah; Teri Geist, O.D.;  
Lisa Gontarek, O.D; Bill Reynolds, O.D.; John Buxie)

#### ***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.

2:45 - 3 p.m.

### **Closing Remarks**