Central Regional Agenda

(Dress is Business Casual)
Friday, Sept. 15 – Saturday, Sept. 16

Palmer House
17 E. Monroe Street
Chicago, IL 60603

Friday, September 15

4-7:30 p.m.  
Event Registration
Lumenis Laser Hands-On Demonstrations

5:30-7 p.m.  
Cocktails & Conversation (Trivia with Prizes!)

AOA Board of Trustee
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, September 16

7:45-8:45 a.m.  Breakfast
Lumenis Hands-On Laser Demonstration

Event Welcome and Opening Session
AOA Board of Trustee
Industry Speaker TBD
AOA PAC Representative TBD
Health Care Alliance for Patient Safety

8:45-9 a.m.  BREAK

9-10 a.m.  Legislative Workshop

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.

10-10:15 a.m.  BREAK

10:15-11:15 a.m.  (Jerry Neidigh, 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.
11:15-2:15 p.m.  

**Legislative Workshop**  
(Jerry Neidigh, O.D.; Matt Jones, O.D; Jon Pederson, O.D.; Leigh Ann Vanausdoll; Belinda Starkey, O.D)  

**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.

12:30-1:30 p.m.  

**Lunch**  
Johndra McNeely, O.D., SGRC Chair  
Industry Speaker TBD  
Industry Speaker TBD

1:45-2:45 p.m.  

**Discussion II**  
(Jerry Neidigh, O.D.; Representative Theresa Mah; O.D.; Lisa Gontarek, O.D; Bill Reynolds, O.D.; Lucas Hargraves)  

**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**