



## Eastern Regional Agenda

(Dress is Business Casual)

**Friday, August 9 – Saturday, August 10, 2024**

*Kimpton Tryon Park Hotel  
303 S Church St  
Charlotte, North Carolina*

### Friday, August 9

4-7:30 p.m.

**Event Registration**  
**Lumenis Laser Hands-On Demonstrations**

5:30– 7 p.m.

**Cocktails & Conversation**

AOA Board of Trustee (welcome)  
Lumenis (sponsor spotlight)

### **Best Days & Worst Days**

Hear the behind-the-scenes stories about advocating for optometry...situations that turned out the best – or worst -possible way, and what your colleagues learned from each. Panelists will share how to stay focused on relationships and why having strong grassroots networks are vital to legislative efforts.

**Dinner on Your Own**

**Saturday, August 10**

7:30– 8:15 a.m.

**Breakfast****Lumenis Hands-On Laser Demonstration****Event Welcome and Opening Session**

AOA Board of Trustee

AOA PAC

Health Care Alliance for Patient Safety

8:15– 8:30 a.m.

**BREAK**

8:30–9:30 a.m.

***Defending, and Protecting, Your Title***

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.

9:30–9:45 a.m.

**BREAK**

9:45 – 10:45 a.m.

***What's your vision plan?***

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.

10:45–11:00 a.m.

**BREAK**

## Saturday, August 10 Continued

11:00-12:15 p.m.

### ***Deep dive into the new FPI package***

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.

12:15–1:15 p.m.

### **Lunch**

SGRC Chair

Industry Speaker TBD

1:15–1:45 p.m.

### ***Pre-Game Analysis***

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.

1:45pm-2:45pm

### **Discussion**

SGRC will be reaching out to registered attendees prior to the meeting, requesting input on what you would like to hear more about, what questions you have and how to best prepare your state for successful advocacy efforts.

2:45– 3:00 p.m.

### **Closing Remarks**