



PRESIDENTS COUNCIL

Agenda

All times listed are in local Mountain Standard Time.

THURSDAY, JANUARY 11, 2024		
Time	Item	Location
4:00 - 7:00 PM	Registration <i>(Dinner on your own)</i>	Main Lobby

FRIDAY, JANUARY 12, 2024		
Time	Item	Location
6:45 AM- 7:55 AM	Registration Informal Breakfast	Palm Ballroom Foyer and Courtyard
8:00 AM	Welcome & North Central States Announcement <i>Danielle Remington O.D.</i> President, Arizona Optometric Association <i>Lee Ann Barrett, O.D.</i> , Executive Director Missouri Optometric Association North Central States Optometric Society	Palm Ballroom ABDE
8:05 AM	Opening Remarks <i>Chris Wroten, O.D.</i> , Moderator	
8:25 AM	President-to-President <i>Ron Benner, O.D.</i> President, American Optometric Association	
8:40 AM	The AOA Board Experience <i>Chris Wroten, O.D.</i> , Moderator <i>Ron Benner, O.D.</i> , AOA President <i>Bob Layman, O.D.</i> , AOA Immediate Past President	

FRIDAY, JANUARY 12, 2024

Time	Item	Location
8:50 AM	<p>AOA Trustee Candidate Forum <i>Lindsay Florkey, O.D., Ohio, Moderator</i></p> <p>AOA Trustee Candidates <i>Paul Barney, O.D., AOA Trustee, Alaska</i> <i>Tad Kosanovich, O.D., AOA Trustee, Florida</i> <i>Karoline Munson, O.D., Kentucky</i> <i>Bob Theaker, O.D., California</i></p>	Palm Ballroom ABDE
9:35 AM	<p>Networking Break AOA Liaison Trustee Connections Chat with ART Participants</p>	Palm Ballroom Foyer
9:55 AM- 11:05 AM	<p>Best Practices Brainstorming Session Group 1: CO, GA, IN, MA, MN, MT, NM, NV, OR, WI Group 2: AK, AZ, CT, DC, DE, MO, ND, NE, NJ, OK, WV Group 3: AL, HI, IA, MD, ME, MI, MS, NY, NH, VA, WA Group 4: AFOS, AR, CA, ID, OH, PA, SC, SD, RI, UT, WY Group 5: AOSA, FL, IL, KS, KY, LA, NC, TN, TX, VT (Bold indicates Moderator)</p>	Xavier Joshua Tree San Pedro Palm C Palm F
11:10 AM	<p>Leader Specific Breakouts</p> <ul style="list-style-type: none"> Executive Directors & Staff Summit – <i>Dinah Bevington, JD</i> Presidents Forum: What I Learned as President/AOA Board Listening Session and Q&A (for Presidents) What to do Now to Prepare for Your Presidency (for Presidents-Elect/VPs/etc.) - <i>Chris Wroten, O.D.</i> 	Xavier Joshua Tree Palm F
12:00 PM	Lunch	Courtyard
1:00 PM	<p>Afternoon Remarks <i>Chris Wroten, O.D., Moderator</i></p>	Palm Ballroom ABDE
1:15 PM	<p>Strategic Marketing in 2024 - What's Working Now to Grow Practices & Associations <i>Eugene Shatsman, Founder & Managing Partner</i> National Strategic Group, Euclid, OH</p>	Palm Ballroom ABDE
2:05 PM	<p>Artificial Intelligence: Friend or Foe? <i>Adam Parker, O.D.</i> Past President, Virginia Optometric Association</p>	Palm Ballroom ABDE

FRIDAY, JANUARY 12, 2024

Time	Item	Location
2:55 PM	Networking Break AOA Liaison Trustee Connections Chat with ART Participants	Palm Ballroom Foyer
3: 15 PM	<p>Topical Breakouts #1</p> <ul style="list-style-type: none"> • Building Your Unique Positioning To Stand Out In Today's Crowded Marketplace – <i>Eugene Shatsman</i> • Implementing AI – <i>Adam Parker, O.D.</i> • Essential Advocacy: Third Party, State, & Federal Issues You Can't Afford to Miss – <i>Steve Eiss, O.D.; Johndra McNeely, O.D.; Bob Theaker, O.D.</i> • Membership: Putting Your Membership Action Kit Into... ACTION! – <i>Nhung Brandenburg, O.D.</i> • Leading Effective Meetings – <i>Chris Wroten, O.D.</i> <p><i>Note: Each session only offered twice, so delegations may "divide and conquer" to maximize meeting experience.</i></p>	<p>Palm Ballroom ABDE</p> <p>Joshua Tree</p> <p>San Pedro</p> <p>Palm C</p> <p>Palm F</p>
4:10 PM	<p>Topical Breakouts #2</p> <ul style="list-style-type: none"> • Building Your Unique Positioning To Stand Out In Today's Crowded Marketplace – <i>Eugene Shatsman</i> • Implementing AI – <i>Adam Parker, O.D.</i> • Essential Advocacy: Third Party, State, & Federal Issues You Can't Afford to Miss – <i>Steve Eiss, O.D.; Johndra McNeely, O.D.; Bob Theaker, O.D.</i> • Membership: Putting Your Membership Action Kit Into... ACTION! – <i>Nhung Brandenburg, O.D.</i> • Leading Effective Meetings – <i>Chris Wroten, O.D.</i> <p><i>Note: Each session only offered twice, so delegations may "divide and conquer" to maximize meeting experience.</i></p>	<p>Palm Ballroom ABDE</p> <p>Joshua Tree</p> <p>San Pedro</p> <p>Palm C</p> <p>Palm F</p>

FRIDAY, JANUARY 12, 2024		
Time	Item	Location
5:30 PM	<p><i>Utilize this time to meet as regional (or other) groups, as needed!</i></p> <p>Networking Reception & Dinner 5:30 – 6:30 PM – Reception 6:30 – 8:00 PM – Dinner</p> <p><i>Presidents Council, including the reception and dinner, is generously supported by the AOA Advocacy Roundtable, which includes MyEyeDr, Keplr Vision, EyeCare Partners and AOAAExcel. Please thank them for their support of Presidents Council, the AOA, affiliates, membership and the profession.</i></p>	Courtyard Palm Ballroom

SATURDAY, JANUARY 13, 2024		
Time	Item	Location
7:00 AM	Breakfast	Palm Ballroom Foyer and Courtyard
8:00 AM	Opening Remarks Session Summaries Open Forum <i>Chris Wroten, O.D., Moderator</i>	Palm Ballroom ABDE
8:20 AM	Idea Exchange: Leader-to-Leader Discussions with Q&A (Topics: Efforts on Reimbursement & Coverage Fairness; Future Practice Initiative & Support for Affiliate Advocacy; Telehealth Council & Telemedicine in Optometry Policy Statement; AOA Added Administrative Services Aiding Affiliates) Group 1: AOSA, CO, GA, IN, LA, MA, MN, MT, NM, NV, OR, TX, WI Group 2: AK, AZ, CT, DC, DE, FL, MO, ND, NE, NJ, OK, VT, WV Group 3: AL, HI, IA, IL, MD, ME, MI, MS, NC, NY, NH, VA, WA Group 4: AFOS, AR, CA, ID, KS, KY, OH, PA, SC, SD, RI, TN, UT, WY	Xavier Joshua Tree San Pedro Palm C

SATURDAY, JANUARY 13, 2024

Time	Item	Location
10:00 AM – 10:50AM	<p>Team Think Tank Session #1 <i>Choose one and come prepared as an entire delegation to work through challenges & solutions!</i></p> <ul style="list-style-type: none"> • Cultivating Grassroots • Leadership Development & Advancement • Scope of Practice Protection & Enhancement • 3rd Party Challenges & Holding Effective Mtgs • Growing Membership • Strategic Planning, Marketing, Public Relations 	Xavier Joshua Tree San Pedro Palm C Palm F Palm Ballroom ABDE
10:55 AM – 11:45AM	<p>Team Think Tank Session #2 <i>Choose one and come prepared as an entire delegation to work through challenges & solutions!</i></p> <ul style="list-style-type: none"> • Cultivating Grassroots • Leadership Development & Advancement • Scope of Practice Protection & Enhancement • 3rd Party Challenges & Holding Effective Mtgs • Growing Membership • Strategic Planning, Marketing, Public Relations 	Xavier Joshua Tree San Pedro Palm C Palm F Palm Ballroom ABDE
11:45 AM	<p>Open Forum Session Summaries Affiliate Brag Session Good & Welfare <i>Chris Wroten, O.D., Moderator</i></p>	Palm Ballroom ABDE
12:00 PM	<p>Closing Remarks <i>Chris Wroten, O.D., Moderator</i></p>	Palm Ballroom ABDE
12:15 PM	Adjournment	

2024 Presidents Council Planning Committee

Committee Members: Hayley Sprague, O.D. *Delaware*; Lindsay Florkey, O.D., *Ohio*; Amy Puerto, O.D., *Louisiana*; Stacy Hinkemeyer-Colatrella, O.D., *Minnesota*; Kristin Shimabukuro, O.D., *Hawaii*; Dinah Bevington, JD, *Kentucky*; Jennifer Frawley, CAE, AOA Staff, *Director, Affiliate Relations*; Chris Wroten, O.D., *Moderator, Louisiana*

Consultant Executive Directors: Rob Janot, O.D., *Louisiana*; Beth Coleman-Jensen, *Minnesota*; Charlotte Nekota, *Hawaii*; Stacey Meier, O.D., *Arizona*; Linen Pok, O.D. *Delaware* (Executive Director)

Staff Consultant: Brittany Nelson, *AOA Staff*, Meeting & Events Manager

Thank you to our supporters!

AOA ADVOCACY ROUNDTABLE 2024

