

Agenda

Thursday, January 16 – Saturday, January 18, 2025
San Antonio, TX

THURSDAY, JANUARY 16, 2025		
Time <i>(all times are Central)</i>	Item	Location
4:00 – 7:00pm	Registration Optional Regional Group Meetings Dinner on your own	Navarro foyer
FRIDAY, JANUARY 17, 2025		
6:45 – 8:00am	Registration Informal Breakfast	Navarro / Hidalgo
8:00-8:05am	TOA welcome & North Central States Announcement <i>Beth Robinson, O.D.</i> <i>President-elect, Texas Optometric Association</i> <i>Matthew Gerstberger, O.D., NCSOC President (KS)</i>	Navarro ballroom
8:05-8:25am	Opening Remarks / Agenda Review / Door Prizes <i>Chris Wroten, O.D., Moderator</i>	Navarro ballroom
8:25 – 9:25am	Leader-to-Leader & Empowering Doctors to Fight Vision Plan Abuses <i>Steven Reed, O.D., President, American Optometric Association</i> <i>Jason Ortman, O.D., AOA Third Party Center Committee Member</i> <i>Jon Pederson, O.D., AOA State Government Relations Committee Member</i> <i>Theresa M. DiGuglielmo, Senior Counsel Frier Levitt Attorneys at Law</i>	Navarro ballroom
9:25-9:45am	Networking Break & Refreshments AOA Liaison Trustee Connections & Visit with ART Participants	Lantana room
9:45-9:50am	AOAExcel Update <i>Sam Pierce, O.D., Chair, AOAExcel</i>	Navarro ballroom
9:50-10:55am	Keynote Address: “Impact and Importance of Associations” <i>Bob Harris, CAE</i>	Navarro ballroom
11:00 – 12:00pm	Breakout Session #1 <ul style="list-style-type: none"> Strategic Plans – The plan is the roadmap for leadership. What’s the best way to get a meaningful plan for the board table and to communicate association value to members – <i>Bob Harris, CAE</i> Making Membership Work - <i>Amber Dunn, O.D. and Austin Groothuis, Director, Strategic Membership and Data Insights, AOA</i> Maximizing Meeting Effectiveness – <i>Chris Wroten, O.D.</i> Federal Advocacy & Scope Matters – <i>Deanna Alexander, O.D. and John Whitlow, O.D., Chairs of AOA Federal Relations & Advocacy Action, & State Government Relations Committees</i> Reimbursement Coverage Fairness – <i>Steven Eiss, O.D., Chair, AOA Third Party Center</i> 	Navarro ballroom Hidalgo room Encino room (<i>lobby level</i>) Sabino room (<i>lobby level</i>) Carranza room
12:00pm	Networking Lunch	Hidalgo room

1:00-1:15pm	Afternoon Remarks / Agenda Review / Door Prizes <i>Chris Wroten, O.D., Moderator</i>	Navarro ballroom
1:20-2:20pm	Breakout Session #2 <ul style="list-style-type: none"> • Risk Aware and Avoidance – From who speaks for the association (confidentiality), addressing conflicts of interest, to social media posts, and fines associated with price fixing and boycotting – <i>Bob Harris, CAE</i> • Making Membership Work – <i>Amber Dunn, O.D. and Austin Groothuis, Director, Strategic Membership and Data Insights, AOA</i> • Maximizing Meeting Effectiveness – <i>Chris Wroten, O.D.</i> • Federal Advocacy & Scope Matters – <i>Deanna Alexander, O.D. and John Whitlow, O.D., Chairs of AOA Federal Relations & Advocacy Action, & State Government Relations Committees</i> • Reimbursement Coverage Fairness – <i>Steven Eiss, O.D., Chair, AOA Third Party Center</i> 	Navarro ballroom Hidalgo room Encino room <i>(lobby level)</i> Sabino room <i>(lobby level)</i> Carranza room
2:25 – 3:25	Role Specific Forums <ul style="list-style-type: none"> • Executive Directors & Staff Summit – <i>Dinah Bevington</i> • Presidents Forum: What I Learned as President/AOA Board Listening Session and Q&A (for Presidents) - <i>AOA Board of Trustees</i> • What to do Now to Prepare for Your Presidency (geared towards Presidents-Elect/VPs/etc., first-time attendees) - <i>Chris Wroten, O.D.</i> 	Hidalgo room Navarro ballroom Encino room <i>(lobby level)</i>
3:25 – 3:45pm	Networking Break AOA Liaison Trustee Connections & Visit with ART Participants	Lantana room
3:45 – 5:00pm	Leadership Team Huddle (best practices session) Group 1: AOSA , FL, CT, KS, KY , NC, OK, TN, TX , VT Group 2: AFOS, AK , CA, ID, OH, PA, SC, SD, RI, UT, WY Group 3: AL, CO, HI, MO, MD, ME, MI, MS, NY, NH, WV Group 4: AR , AZ, IL, DC, DE, IA, LA, ND, NE, NJ, WA, VA Group 5: GA, IN , MA, MN, MT, NM, NV, OR, WI	Navarro ballroom Madero room Carranza room Encino <i>(lobby level)</i> Sabino <i>(lobby level)</i>
5:15pm	Cocktail Reception at 5:15pm followed by Dinner at 6:00pm – 7:30pm <i>Enjoy the San Antonio Riverwalk after dinner</i> <i>Presidents Council, including the reception and dinner, is generously supported by the AOA Advocacy Roundtable, which includes MyEyeDr, Keplr Vision, and EyeCare Partners. Please thank them for their support of Presidents Council, the AOA, affiliates, membership and the profession.</i>	Navarro / Hidalgo
7:30pm	Enjoy San Antonio & the Riverwalk <i>On your own</i>	
SATURDAY, JANUARY 18, 2025		
7:00am	Breakfast	Hidalgo room
8:00am	Opening Remarks / Agenda review / Door prizes <i>Chris Wroten, O.D., Moderator</i>	Navarro ballroom
8:20 – 8:30am	Must Know Updates on State Government Relations Issues <i>John Whitlow, O.D., SGRC Chair</i>	Navarro ballroom

8:30am	<p>Why I Ran for the AOA Board & Why You Can Too <i>Chris Wroten, O.D., Moderator</i> <i>Steven Reed, O.D., AOA President</i> <i>Jacque Bowen, O.D., AOA President-elect</i> <i>Bill Reynolds, O.D., AOA Past President</i></p>	Navarro ballroom
8:40am	<p>AOA Trustee Candidate Forum <i>Laura Suppa, O.D., Moderator</i> <i>President, West Virginia Association of Optometric Physicians</i> AOA Trustee Candidates <i>Belinda Starkey, O.D., AOA Trustee, Arkansas</i> <i>Marrie Read, O.D., AOA Trustee, AFOS</i> <i>Jon Pederson, O.D., Colorado</i></p>	Navarro ballroom
9:10am	<p>Leadership Development Workshops #1</p> <ul style="list-style-type: none"> • The Art & Science of Public Speaking – <i>Chris Wroten, O.D.</i> • Real World Advice: Dealing with the Media & Testifying in Committee – <i>Bill Reynolds, O.D., AOA/KOA Past President, & Paul Barney, AOA Trustee, Alaska Past President</i> • Harnessing GPT Models (Artificial Intelligence) for Associations & Members - <i>Derek Bryant, AOSA President</i> • Delegation Debrief & Strategy Session (entire delegation attends to brainstorm & plan action items from Presidents Council) • Budgets, Balance Sheets, P&Ls & Legal Considerations for Associations – <i>Ryan Hayes, Chief Financial Officer, AOA and Michael Stokes, General Counsel, AOA</i> 	<p>Navarro ballroom Encino room <i>(lobby level)</i></p> <p>Carranza room</p> <p>Madero room</p> <p>Hildago room</p>
9:55am	<p>Networking Break AOA Liaison Trustee Connections & Visit with ART Participants</p>	Lantana room
10:15 – 10:55am	<p>Leadership Development Workshops #2</p> <ul style="list-style-type: none"> • The Art of Public Speaking – <i>Chris Wroten, O.D.</i> • Real World Advice: Dealing with the Media & Testifying in Committee – <i>Bill Reynolds, O.D., AOA/KOA Past. Pres., & Paul Barney, AOA Trustee, Alaska Past President</i> • Harnessing GPT Models (Artificial Intelligence) for Associations & Members – <i>Derek Bryant, AOSA President</i> • Delegation Debrief & Strategy Session (entire delegation attends to brainstorm & plan action items from Pres. Council) • Budgets, Balance Sheets, P&Ls & Legal Considerations for Associations – <i>Ryan Hayes, Chief Financial Officer, AOA and Michael Stokes, General Counsel, AOA</i> 	<p>Navarro ballroom Encino room <i>(lobby level)</i></p> <p>Carranza room</p> <p>Madero room</p> <p>Hildago room</p>
10:55-11:15am	<p>Federal & Third Party Issues Must Knows <i>Deanna Alexander, O.D., Chair, Federal Relations Advocacy Action Committee</i> <i>Steven Eiss, O.D., Chair, Third Party Center</i></p>	Navarro ballroom
11:15am	<p>ACOE Update <i>Tim Petito, OD, ACOE Chair</i></p>	Navarro ballroom
11:25am	<p>Membership Bylaws Workgroup Update <i>Ryan Hayes, Chief Financial Officer, AOA</i></p>	Navarro ballroom

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11:35am	AOA PAC Update <i>Jeni Kohn, O.D., AOA PAC Chair</i>	Navarro ballroom
11:45am	Session Summaries / Door Prizes / Closing Remarks <i>Chris Wroten, O.D., Moderator</i>	Navarro ballroom
12:15pm	Adjournment	Navarro ballroom

2025 Presidents Council Planning Committee

Committee Members: Dinah Bevington (IAOE/Kentucky), Derek Bryant (AOSA), Damien Delzer, O.D. (Alaska), Julie Dolven, O.D. (Arkansas), Jeffrey Perotti, O.D. (Indiana), Laura Suppa, O.D. (West Virginia), Chris Wroten, O.D. (Moderator/Louisiana)

Consultants: Tabitha Arnett (Indiana), Sherry Balance (Texas), Matt Burns (Arkansas), Jennifer Frawley (AOSA), Kumar Patel, O.D. (Texas), Chad Robinson (West Virginia), Elizabeth Stevens (Alaska)

AOA Staff: Brittney Nelson, Stacey Struckhoff

Save the dates!

June 25, 2025: Optometry's Meeting® | Minneapolis
January 15 - 17, 2026: Presidents Council | Orlando, Florida

Thank you to our 2025 supporters!

**AOA ADVOCACY
ROUNDTABLE**
2025

