NEBRASKA OPTOMETRY’S
FALL CONVENTION
SEPTEMBER 27-29
YOUNES CONFERENCE CENTER – KEARNEY, NE

TWO WAYS TO REGISTER

Online at nebraska.aoa.org
Fill out a registration form and return it to NOA

- OD Registration is on page 8
- Para Registration is on pages 13 & 14

COPE Pending Activity
Register by Sept. 5th for early-bird pricing!
Greetings from Grant, Nebraska!

This is your invitation to join us for Nebraska’s largest gathering of the Optometric profession. It’s a chance to enhance clinical knowledge, from speakers as well as colleagues. To get insights and tips that will help your practice be more efficient and more profitable. To socialize and network. To help process and better understand some of the key issues that are influencing our marketplace and services.

And it’s an opportunity for your staff’s professional development, too. The Fall Convention offers education, information, and motivation that will energize your staff, increase their commitment to an eyecare career, and enhance their skill and knowledge.

We hope you’ll make the NOA Fall Convention the next stop on your Road To Excellence.

We look forward to seeing you in Kearney!
Navigating The Detours

The Road to Excellence faced some potential major detours with flooding late this summer in Kearney that impacted the entire Younes Center complex. The Younes Conference Center will still be intact and room reservations for all those who made reservations before the flooding will be honored, although it’s possible some reservations may need to be relocated to a different property.

As a result, you may encounter some delays in being able to make lodging reservations. But we have been assured that housing blocks for the Fall Convention will still be intact and room reservations for all those who made reservations before the flooding will be honored, although it’s possible some reservations may need to be relocated to a different property.

Hotel Reservation Information
Reservation Deadline: September 19

Fairfield Inn
410 Talmadge Rd, Kearney
308-236-4200
$118.00

LaQuinta Inn & Suites
108 3rd Avenue, Kearney
308-237-4400
$107.00

Comfort Inn
118 3rd Avenue, Kearney
308-236-3400
$107.00

Hampton Inn
507 W Talmadge Rd, Kearney
308-234-3400
$118.00

Continuing Education
ODs can earn up to 14 hours of CE credit, plus a bonus hour of online third party CE. In addition to featured lecturers Sue Cotter, OD and Aaron Bronner, OD, learn from a choice of interactive Learning Lounges on Saturday and from the always-popular Grand Rounds session featuring pertinent local cases presented by Nebraska doctors. And a breakfast seminar on Saturday offers a new learning format for this year’s meeting.

Paras can choose from three primary tracks of education, focusing especially on those with clinical roles and in contact lens/optical areas. But there’s general education, motivation, and personal development to suit any staff member. And, this year’s program offers an array of classes that will help your staff meet requirements of AOA or ABO certification or re-certification.

Intersection of Practice & Profession
NOA leaders will highlight key issues for the profession in an informal Fireside Chat format for doctors and paras on Friday. One of our Learning Lounge options will give you an opportunity to get insight on how to impact your third party reimbursement through certain provisions you can negotiate in contracts. And you can learn more about what the association is doing and resources that are available to you to enhance your career and improve your practice.

See To Learn 101 & 201
Pediatric vision care has long been a focal point of NOA consumer awareness efforts since it can start patients on a lifelong continuum of vision and eye health care. For more than 25 years, Nebraska ODs have been providing free vision assessments for 3-year olds through the award-winning See to Learn Program. And, at the same time, they've been growing patient bases by getting 3YOs and their parents into optometric offices. These workshops-designed for doctors and/or staff-will help you learn to incorporate STL as part of your practice, or how to expand the outreach and impact if you’ve already started promoting the program.

Friday afternoon, Todd Fleischer-Executive Director of the Kansas Optometric Association and EyeCare Council-and Neil Powell, the Program Consultant for the Nebraska Foundation for Children’s Vision, will share tips and resources to help your community and your practice benefit.

Networking Opportunities
Most people say they learn more at meetings from conversations with colleagues, and there will be plenty of opportunities to learn from each other. Interactive Learning Lounge discussions. The exhibit hall reception and vendor hospitality rooms on Friday evenings. A hospitality room Saturday night especially for Young ODs. A reception for new members and students, with a special Saturday morning session to help new doctors get established in practice. And, of course, an opportunity to watch the Husker football game on television Saturday with Friends.

Destination Motivation - Opening General Session
Dave Zimmer grew up in Hartington, Nebraska where he spent much of his youth working at his parent’s Drive Inn Restaurant. He graduated from the University of Nebraska at Kearney with a Bachelors Degree in Education and later went on to get his Masters Degree from Wayne State College in School Administration.

He’s been an educator in the Ponca Public School District, the Hartington Public School District and is currently employed by the Kearney Public School District. He’s twice been named to Who’s Who Among America’s Teachers, served on the Nebraska State Steering Committee on Character Education, and is the author of the book, “The Top Ten Ways to Lead a Significant Life.”

Dave resides in Kearney with his wife, Renae (and his very spoiled lab, Sadie). They have two children. His son, Nolan, is an elementary teacher in Omaha and his daughter, Kamryn, is attending college at Northwest Missouri State University.

Nebraska Optometry’s Meeting 3
**OD SCHEDULE - FRIDAY, SEPTEMBER 27**

<table>
<thead>
<tr>
<th>Time</th>
<th>Event</th>
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<tbody>
<tr>
<td>8:00 am - 5:00 pm</td>
<td>Registration Open</td>
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<tr>
<td>10:00 am - 12:00 pm</td>
<td>Hyperopia in Early Childhood: Perspectives &amp; Prescribing - Sue Cotter, OD (2 hrs CE - COPE Pending)</td>
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<tr>
<td></td>
<td>Clinical guidelines for evaluating and prescribing for hyperopia in infants and young children are presented by integrating the best available research with clinical expertise in the context of the likelihood of emmetropization, symptoms, patient age, and various patient characteristics such as magnitude of hyperopia, presence of amblyopia, eye alignment, accommodative amplitude and accuracy. AC/A ratio, visual acuity, stereoacuity, family history, and academic performance.</td>
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<tr>
<td>12:00 pm - 1:00 pm</td>
<td>OD Luncheon</td>
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<tr>
<td>1:00 pm - 2:45 pm</td>
<td>Opening General Session (ODs and Paras)</td>
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<td>With an ongoing drumbeat of news about changes, trends and issues impacting optometric practices, it can be hard to know what’s important and how to interpret the news. In an informal, fireside chat format, NOA officers will help you focus on what matters most for you to pay attention to, and share their perspectives about the impacts. Then, we’ll honor our 2019 Paraoptometric of the Year. And finally, Dave Zimmer will deliver his practical and thought-provoking message on “Ways to Lead a Significant Life.”</td>
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<tr>
<td>2:45 pm - 3:00 pm</td>
<td>Refueling break – networking &amp; refreshments</td>
</tr>
<tr>
<td>3:00 pm - 4:00 pm</td>
<td>Pediatric Potpourri: What Every OD Should Know - Sue Cotter, OD (1 hr CE - COPE Pending)</td>
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<td>Common clinical diagnosis and treatment conundrums pertaining to pediatric patients are discussed.</td>
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<tr>
<td>3:00 pm - 4:00 pm</td>
<td>See to Learn 101 - Todd Fleischer, CAE; Neil Powell</td>
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<td>A workshop for doctors and paras interested in implementing the See to Learn Program as a means of serving their community and growing a patient base.</td>
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<tr>
<td>4:00 pm - 5:00 pm</td>
<td>Amblyopia: An Evidence-based Treatment Strategy - Sue Cotter, OD (1 hr CE - COPE Pending)</td>
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<td>An updated evidence-based approach for amblyopia management, highlighting the results from recent Pediatric Eye Disease Investigator Group (PEDIG) randomized clinical trials and observational studies on amblyopia, is provided for the eye care professional. Guidelines for patching, atropine penalization, optical correction for unilateral and bilateral amblyopia, and treatment of older children are discussed.</td>
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<tr>
<td>4:00 pm - 5:00 pm</td>
<td>See to Learn 201 - Todd Fleischer, CAE; Neil Powell</td>
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<td>A workshop for practices that have implemented See to Learn but would like to learn more about how to expand and grow the program and its impact.</td>
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<tr>
<td>5:00 pm - 8:00 pm</td>
<td>Exhibit Hall Tour</td>
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<td>Your Road to Excellence includes an opportunity to tour our Exhibit Hall, stopping to visit vendors and colleagues who can enhance your practice. As a new feature this year, attendees will receive a Pit Stop PunchCard. If you get your card punched at all the pit stops indicated on the card, you can qualify for door prize drawings.</td>
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<tr>
<td>8:00 pm - 12:00 am</td>
<td>Hospitality Rooms</td>
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**FRIDAY-OD FACULTY**  
**Susan Cotter, O.D., M.S., F.A.A.O.**

Dr. Susan Cotter is a Professor of Optometry at the Southern California College of Optometry (SCCO) at Marshall B Ketchum University where she teaches in the classroom and clinic, works with the residents, and conducts clinical research. As a clinician scientist, Dr. Cotter’s primary research interests are related to clinical management strategies for strabismus, amblyopia, convergence insufficiency, and childhood refractive error. Dr. Cotter is the incoming Co-Chair of the Pediatric Eye Disease Investigator Group (PEDIG), a National Eye Institute (NEI)-funded clinical research network of 300+ pediatric ophthalmologists and optometrists who perform clinical investigations related to strabismus and pediatric eye conditions.

A graduate of the Illinois College of Optometry, Dr. Cotter completed a residency in Children’s Vision at SCCO and received an MS in Clinical & Biomedical Investigations from University of Southern California’s Keck School of Medicine. A recipient of numerous teaching awards, including Outstanding Faculty of the Year from 18 third-year optometry classes, Dr. Cotter is a Fellow of the College of Optometrists in Vision Development (COVD), a past COVD Skeffington awardee, and received the Alumna of the Year from the Illinois College of Optometry in 2010.
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| 8:00 am - 9:45 am  | **Breakfast Symposium - Managing Your Patient’s Glaucoma: From The Classic Case to the Conundrum - Justin Schweitzer, OD & Brandon Baartman, MD** (2 hrs CE - COPE 63487-GL)  
Glucoma is a spectrum of disorders, insidious in onset, but carrying significant morbidity. Due to the progressive nature of the condition, conscious and careful management is required to stave off vision loss, each stage of glaucoma requiring a tailored approach. In this talk, we’ll walk through real cases and discuss diagnostic tools, decision-making strategies, and medical and surgical management from early to end-stage glaucoma. Throughout the course, we’ll seek audience participation, and focus on recent advances in the field that shape how we think about and manage this common condition. Topics include utility of corneal hysteresis in glaucoma, compounded medication alternatives, new- and soon-to-market medications, and minimally-invasive glaucoma surgeries. |
| 9:45 am - 10:00 am | Rest Stop - Networking & refreshments                                |
| 10:00 am - 11:00 am| **Early Career Tips for New Nebraska ODs**  
This session will provide some practical information to help doctors early in their optometric careers. We’ll discuss enrolling in third party reimbursement plans and resources specifically designed for doctors getting started in practice in Nebraska. |
| 10:00 am - 11:40 am| **Continuing Education - Grand Rounds Panel** (2 hrs CE)  
Learn from practical cases presented by your Nebraska colleagues.  
- “The case of a swollen disc” - Dr. Brady Betten  
- “Ocular Ischemic Syndrome” - Dr. Laura Schindler  
- “CME - The Teen Years” - Dr. Jeff Klein  
- “Is it too messy for therapy? Aphakia, exotropia, Dyscoria, anisocoria” - Dr. Marie Bolin  
- “What Lies Beneath the Surface?” - Dr. Lynda Conner |
| 11:40 am - 2:30 pm | Luncheon/networking break/Football Watch Party                       |
| 2:30 pm - 3:20 pm  | **Learning Lounges** - (1 hr CE)  
This popular convention feature allows you to choose topics that best suit your interests and participate in interactive, small-group discussions with colleagues. These are facilitated, idea-sharing sessions, not lectures. Three of the topics qualify for CE credit and the sessions are repeated so you have two choices.  
- Insurance Contract Negotiation - Facilitator: Stephanie Sharp, J.D.  
- Peripheral Retina - Facilitator: Dr. Bob Vandervort (CE)  
- Getting the Most from Your Team - Facilitator: Acquios Advisors  
- Ocular Surface Disease - Facilitator: Dr. Kyle Klute (CE)  
- Myopia Control - Facilitator: Dr. Cheryl Chapman (CE) |
| 3:30 pm - 4:20 pm  | **Learning Lounges** - (1 hr CE) REPEAT of 2:30 options               |
| 4:30 pm - 5:45 pm  | **NOA Membership Meeting**  
The association’s annual membership meeting will include election of officers & directors and an update on several new NOA programs and services. |
| 6:00 pm - 8:15 pm  | **Nebraska Optometry’s Celebration of Excellence**  
Join us for a reception and dinner featuring awards for outstanding achievements by NOA members during the past year, along with a celebration of new and outgoing NOA leadership. |
| 8:30 pm - 10:30 pm | **Nightcaps & Networking: For Young ODs (and the Young at Heart)**  
Cap the evening with drinks, desserts and informal conversation at Cunninghams on the Lake, especially for Young ODs and those doctors interested in sharing their experience with their younger colleagues. |
Brandon Baartman, M.D.

Dr. Brandon Baartman is a board-certified ophthalmologist surgeon at Vance Thompson Vision in Omaha, NE practice. Dr. Baartman completed his ophthalmology training at the Cole Eye Institute, Cleveland Clinic in Cleveland, OH. While there, he served as the chief resident in ophthalmology during his last year and was recognized by the Cleveland Clinic with an "Excellence in Teaching" award. He joined Vance Thompson Vision in July 2017 for a one-year advanced anterior segment fellowship with Dr. Thompson, Dr. Tendler, and Dr. Berdahl. In his career, Dr. Baartman has participated in numerous clinical trials, published a number of peer-reviewed articles and book chapters, and has been awarded for his research presentations on a variety of topics in the field of ophthalmology.

Justin Schweitzer, O.D.

Dr. Justin Schweitzer is a fellowship-trained optometrist specializing in the treatment of glaucoma, anterior segment pathology and cataracts in Sioux Falls, SD. It was during his advanced anterior segment surgery care, pathology, and glaucoma residency at Vance Thompson Vision in 2013 when Dr. Schweitzer decided to practice full time at that facility. Now an adjunct clinical professor at The Illinois College of Optometry, Dr. Schweitzer is a national leader in the arenas of glaucoma, anterior segment surgery, anterior segment pathology and lectures to his colleagues nationwide. Dr. Schweitzer is a fellow of the American Academy of Optometry and a member of the American Optometric Association, Optometric Cornea, Cataract, and Refractive Society, Scleral Lens Education Society and the South Dakota Optometric Society. He is the immediate past president of the Intrepid Eye Society, a board member of the Optometric Glaucoma Society, and current Treasurer of the South Dakota Optometric Society. Dr. Schweitzer has multiple articles published in scientific journals and actively conducts research on minimally invasive glaucoma surgery, biomechanical properties of the cornea as it relates to glaucoma, cataract surgery care, and anterior segment pathology.
7:00 am - 12:00 pm Registration open

7:00 am - 7:45 am Inspirational breakfast - Kim Baxter, OD
NOA Past President Kim Baxter, OD experienced the tragic loss of his son in 2016. Hear how faith along with support from friends and colleagues carried he and his family through the darkest of times. Join us for this inspirational personal story from one of the members of our own Nebraska optometric community.

8:00 am - 9:45 am It’s The Thought That Counts: Management of Keratitis - Aaron Bronner, OD (2 hrs CE - COPE 61269-AS)
Infectious corneal ulcers are perhaps the most sight threatening acute clinical entity whose treatment remains entirely within the optometric scope of practice. This 2-hour course will follow one typical case from presentation through resolution, looking at the diagnostic and therapeutic challenges that come up along the way. Discussion points will include clinical differentiation among microbial etiologies, culturing protocol and how to implement your own culturing practice, how antibiotic resistance should influence initial treatment, the use of amniotic membrane and steroid in supplementing antimicrobial therapy and possible role of corneal crosslinking for these eyes.

9:45 am - 10:00 am Refueling break - networking & refreshments

10:00 am - 11:00 am Cataract Post-Op Management - Aaron Bronner, OD (1 hr CE - COPE 61210-PO)
A review of the wide range of normal and abnormal findings you may encounter in your cataract post-operative care. Emphasis is given to photographs of the different findings as a means of demonstrating them.

11:00 am - 12:00 pm And Now For Some Cases: Anterior Segment Grand Rounds - Aaron Bronner, OD (1 hr CE - COPE 61272-AS)
A grand rounds look at the range of pathology that winds up in a cornea clinic. Some pathologies need to be instantly recognized, others cannot be simply identified on presentation and need to be thought about carefully to arrive at the appropriate differential. This lecture will help the audience understand why it is critical to keep a mental differential of signs and symptoms of anterior segment disease.

12:00 pm Adjournment

SUNDAY-OD FACULTY  Aaron Bronner, O.D.
Aaron Bronner graduated with distinction in 2007 from Pacific University College of Optometry in 2007 and went on to perform a residency in surgical co-management and anterior segment disease at Davis Duehr Dean in Madison, WI. He currently works at Pacific Cataract and Laser Institute, a multicenter surgical co-management practice, at the Kennewick, WA office.

In addition to clinic responsibilities, Aaron is a columnist and contributing editor for Review of Cornea and Contact Lens and Review of Optometry, is adjunct faculty of PUCO through the Walla Walla VAMC residency program and is on the leadership committee for the AAO’s Anterior Segment Section. He has lectured extensively across the nation on topics of Anterior segment pathology and surgical co-management. Aaron enjoys spending his free time with his wonderful wife Becky and their kids Zoe and Liam.

2020 SAVE THE DATES
2019 Nebraska Optometry’s Fall Convention
Younes Conference Center | Kearney, NE | September 27-29, 2019

Name __________________________________________ Email _______________________________________
Practice __________________________________________ Cell Phone ________________________________
Address/City/State/Zip ______________________________

Please provide the following information in case of an emergency:
Emergency Contact Name ___________________________ Emergency Contact Phone __________________

Full Program Registration Fee Includes
● Admission to C.E. courses
● Friday night exhibit hall, hospitality suites
● All lunches

ATTENTION
Saturday Evening Celebration ticket is not included in registration fee. You must purchase a ticket separately.

Nebraska Optometry’s Celebration Evening Schedule
6:00-6:30 pm - Cash bar reception
6:30-8:30 pm - Dinner, officer installation and award presentation

Registration Fees for Fall Convention

Postmarked by 9/5/19 Postmarked after 9/5/19

| NOA/AOA Members | Full Program | $475 | $495 | $ |
| Friday/Saturday  | $375 | $395 | $ |
| Saturday/Sunday  | $350 | $370 | $ |

| Non-Members      | Full Program | $950 | $990 | $ |
| Friday/Saturday  | $750 | $790 | $ |
| Saturday/Sunday  | $700 | $740 | $ |

Student/New Grad. 2019 Mbr. Complimentary Complimentary

Tickets

Friday Lunch (guests) _____ @ $25.00 = ________
Saturday Lunch (guests) _____ @ $25.00 = ________
Saturday Evening Nebraska Optometry’s Celebration (TICKET REQUIRED. Not included with registration fee.) _____ @ $35.00 = ________
Sunday Inspirational Breakfast (Sign-up is required for this event, but there is not a fee for tickets) _____ @ FREE

REGISTRATION TOTAL $_____

Payment Methods
☐ Check - Print this form, fill it out, and send to NOA with a check made payable to NOA.
☐ Credit Card - Click here to register/pay online

Questions? Email: noa@assocoffice.net or Call: 402/474-7716
Send payment to:
NOA, 1633 Normandy Ct., Suite A, Lincoln, NE 68512
Email: noa@assocoffice.net | Fax: (402) 476-6547

Cancellation policy: A refund, less $25 administration fee, will be given for all written requests received by the NOA office through September 21, 2018. Refund requests received after September 21 will be reviewed by the NOA Board. All refunds will be mailed within 30 days after the convention.

When you provide a check as payment, you authorize us either to use information from your check to make a one-time electronic fund transfer from your account or to process the payment as a check transaction. When we use information from your check to make an electronic fund transfer, funds may be withdrawn from your account as soon as the same day we receive your payment, and you will not receive your check back from your financial institution.
## Para Schedule at a Glance - Friday, September 27

<table>
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<tr>
<th>TIME</th>
<th>Clinical</th>
<th>Optical/CL</th>
<th>General</th>
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<tbody>
<tr>
<td>12:00 pm - 5:00 pm</td>
<td>Registration Open</td>
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<tr>
<td><strong>1:00 pm</strong></td>
<td><strong>Opening General Session (With Doctors) (2 hrs) Non CE</strong>&lt;br&gt;Fireside Chat with NOA Leadership on key issues and challenges for the profession; Para Award presentation, and Motivational Speaker Dave Zimmer</td>
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<tr>
<td><strong>3:00 pm</strong></td>
<td><strong>Visual Fields and Tonometry (1 hr)</strong>&lt;br&gt;CPO, CPOA, CPOT&lt;br&gt;Dr. Justin Schweitzer</td>
<td><strong>Frame Inventory Management... How to Control Your Costs (1 hr)</strong>&lt;br&gt;CPO, CPOA, CPOT&lt;br&gt;Kirk Kastens</td>
<td><strong>INSPIRE Business Building Program (1 hr)</strong>&lt;br&gt;ABO&lt;br&gt;Ed Robson</td>
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<tr>
<td><strong>4:00 pm</strong></td>
<td><strong>Tales From Space - Managing Glaucoma Now &amp; In the Future (1 hr)</strong>&lt;br&gt;CPO, CPOA, CPOT, CPC&lt;br&gt;Dr. Justin Schweitzer</td>
<td><strong>Child’s Play Dispensing to Pediatrics (1 hr)</strong>&lt;br&gt;ABO&lt;br&gt;Ed Robson</td>
<td><strong>Human Resources for the Office Manager (1 hr)</strong>&lt;br&gt;CPO, CPOA, CPOT&lt;br&gt;Kirk Kastens</td>
</tr>
<tr>
<td><strong>5:00 pm - 8:00 pm</strong></td>
<td><strong>Exhibit Hall and Buffet</strong> 8:00 pm - 12:00 am <strong>Hospitality Rooms</strong></td>
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## Saturday, September 28

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<th>TIME</th>
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<th>General</th>
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<tr>
<td>7:00 am - 5:00 pm</td>
<td>Registration Open</td>
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<tr>
<td><strong>8:00 am</strong></td>
<td><strong>Patient Care Needs &amp; Opportunities in a Near Vision Culture: How You Can Contribute to the Success of Your Practice (2 hrs) Non CE</strong>&lt;br&gt;Panel Discussion - includes paras, an O.D., and vendors (See description on page 12)</td>
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<tr>
<td><strong>10:10 am</strong></td>
<td><strong>Networking Break</strong></td>
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<tr>
<td><strong>10:15 am</strong></td>
<td><strong>Pediatric Optometric Care: The Essentials (1 hr)</strong>&lt;br&gt;CPO, CPOA, CPOT&lt;br&gt;Dr. Rachel Smith</td>
<td><strong>Optical Case Studies (1 hr)</strong>&lt;br&gt;ABO/NCLE&lt;br&gt;Phernell Walker</td>
<td><strong>Developing the Leader in You (1 hr)</strong>&lt;br&gt;CPO, CPOA, CPOT&lt;br&gt;Kirk Kastens</td>
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<tr>
<td><strong>11:15 am - 12:30 pm</strong></td>
<td><strong>Para Business Meeting/Luncheon Luncheon</strong></td>
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<tr>
<td><strong>12:30 pm</strong></td>
<td><strong>Vision Therapy - What is it good for? (1 hr)</strong>&lt;br&gt;CPO, CPOA, CPOT&lt;br&gt;Dr. Will Ferguson</td>
<td><strong>The Latest in Sunwear Technology: Kaleidoscope of Lens Treatments (1 hr)</strong>&lt;br&gt;ABO/NCLE&lt;br&gt;Phernell Walker</td>
<td><strong>Rx Retention, Lifestyle Needs and Multiple Pairs (2 hrs)</strong>&lt;br&gt;ABO&lt;br&gt;Kirk Kastens</td>
</tr>
<tr>
<td><strong>1:30 pm</strong></td>
<td><strong>Prism: Everything you need to know (1 hr)</strong>&lt;br&gt;ABO/NCLE&lt;br&gt;Phernell Walker</td>
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<tr>
<td><strong>2:30 pm</strong></td>
<td><strong>Neurological Emergencies (2 hrs)</strong>&lt;br&gt;CPO, CPOA, CPOT&lt;br&gt;Dr. John Liu</td>
<td><strong>Don’t Fall Off Balance With Aniseikonia (1 hr)</strong>&lt;br&gt;ABO&lt;br&gt;Phernell Walker</td>
<td><strong>Coding: Decoded (1 hr)</strong>&lt;br&gt;CPO, CPOA, CPOT&lt;br&gt;Dr. Janet Fett</td>
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<tr>
<td><strong>3:30 pm</strong></td>
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<td><strong>Leading and Managing by Numbers (1 hr)</strong>&lt;br&gt;ABO&lt;br&gt;Phernell Walker</td>
<td><strong>Insurance Contracts (1 hr) Non CE</strong>&lt;br&gt;OD Learning Lounge - Paras may attend</td>
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<tr>
<td><strong>6:00 - 8:30 pm</strong></td>
<td><strong>Nebraska Optometry’s Celebration (including cocktail reception and dinner)</strong></td>
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## Sunday, September 29

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<th>TIME</th>
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<tr>
<td>7:00 - 7:45 am</td>
<td><strong>Inspirational Breakfast - Dr. Kim Baxter</strong></td>
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</table>
Fireside Chat with NOA Leadership: Key Challenges & Opportunities Facing Nebraska Optometry (General Session with ODs)
With an ongoing drumbeat of news about changes, trends, and issues impacting optometric practices, it can be hard to know what’s important and how to interpret the news. In an informal, fireside chat format, NOA officers will help you focus on what matters most for you to pay attention to, and share their perspectives about the impacts. Then, we’ll honor our 2019 Paraoptometric of the Year. And finally, Dave Zimmer will deliver his practical and thought-provoking message on Ways to Lead a Significant Life, which will cause you to think about what truly matters in life.

Kirk Kastens
Kirk has worked in the optical industry since 1998, holding positions in private care practice as an office coordinator, and then as a consultant to private care optometric practices. He has spent the last 10 years consulting with practices in the United States and Canada, sharing his expertise in Human Resources, Marketing, Operations and Financial Management with private care practice owners and paraoptometrics, in multi-practice training sessions, and through phone consultations. In his advising, Kirk covers the broad spectrum of practice development, from putting together a business plan for a doctor that is looking to open to helping a staff member improve his or her ability to improve the ‘patient experience.’

Frame Inventory Management...How to Control Your Cost (1 hr) CPO, CPOA, CPOT
In this session, we will be discussing the importance of partnering with your vendors and working together for the success of your practice and patients. We will discuss guiding your patients through the options available in the optical.

Human Resources for the Office Manager (1 hr) CPO, CPOA, CPOT
During this course, we will review the tools necessary for a well-run office. These tools will help with things such as the employee selection process all the way to the coaching and counseling steps to help improve your culture and a culture of accountability.

Developing the Leader in You (1 hr) CPO, CPOA, CPOT
In this class we will talk about how ‘you’ can be a better team member and how you can work to develop your value on your team no matter your role in the office.

Rx Retention, Lifestyle Needs and Multiple Pairs (2 hrs) ABO
The class will focus on improving the revenue per patient in the optical. There is something that can be done by every team member throughout the entire production cycle and even before the patient comes into the office.

Justin Schweitzer, O.D.
Dr. Justin Schweitzer is a fellowship-trained optometrist specializing in the treatment of glaucoma, anterior segment pathology and cataracts in Sioux Falls, SD. It was during his advanced anterior segment surgery care, pathology, and glaucoma residency at Vance Thompson Vision in 2013 when Dr. Schweitzer decided to practice full time at our facility. Now an adjunct clinical professor at The Illinois College of Optometry, Dr. Schweitzer is a national leader in the arenas of glaucoma, anterior segment surgery, anterior segment pathology and lectures to his colleagues nationwide. Dr. Schweitzer is a fellow of the American Academy of Optometry and a member of the American Optometric Association, Optometric Cornea, Cataract, and Refractive Society, Scleral Lens Education Society and the South Dakota Optometric Society. He is the immediate past president of the Intrepid Eye Society, a board member of the Optometric Glaucoma Society, and current Treasurer of the South Dakota Optometric Society. Dr. Schweitzer has multiple articles published in scientific journals and actively conducts research on minimally invasive glaucoma surgery, biomechanical properties of the cornea as it relates to glaucoma, cataract surgery care, and anterior segment pathology.

Visual Field & Tonometry (1 hr) CPO, CPOA, CPOT
This course will prepare attendees to better perform and understand the diagnostics critical to patient care as it relates to the detection of glaucoma. This course will review the definition of a visual field (perimetry) to include the why behind conducting a visual field test and an explanation on how to conduct the test. This course will also review ocular tonometry to include a definition and detection.

Tales From Space-Managing Glaucoma Now And In The Future (1 hr) CPO, CPOA, CPOT, CPOC
This course covers the basics of glaucoma - the disease state, diagnostic tests administered to diagnose it, and treatment options available to patients suffering from it. On completion of this course, attendees will have a better understanding of what glaucoma is, how it presents in patients they see in their practice, the tests used to diagnose it, and the treatment options available to treat or manage it.

Todd Fleischer & Neil Powell - See to Learn
Todd Fleischer-Executive Director of the Kansas Optometric Association and EyeCare Council-and Neil Powell, the Program Consultant for the Nebraska Foundation for Children’s Vision
Janet Fett, O.D.
Dr. Janet Fett is a 1987 graduate of Ohio State University College of Optometry where she earned her Doctor of Optometry degree as well as a MS in Physiological Optics with research on corneal endothelium. She is a native of South Dakota. After graduation, she completed a medical fellowship at the Omaha Eye Institute, and since 1989 has been in private practice in South Sioux City, with Drs. David Kincaid, Sharon Tharp and Dan Kincaid.

Dr. Fett has been active in the NOA in various roles over the years. She was NOA liaison for the E&M training in the mid 1990’s. She served on the NOA Board for several years and served as President in 2001. Currently, she serves on the NOA PAC Board and is a consultant for the NOA regarding Third Party issues and topics.

Coding: Decoded (1 hr) CPO, CPOA, CPOT, CPOC
It takes more than an OD degree and a great staff to run an optometric practice. This course will review some of the key components needed to be in compliance with various federal, state and private programs and payers, including HIPAA, Fraud, Waste and Abuse, OSHA and security analysis.

It is designed for any office team member, but especially for those who have responsibilities in examination, charting, coding, billing, human resources, privacy and security.

Will Ferguson, O.D.
Dr. Ferguson received his Doctor of Optometry degree from Southern College of Optometry in Memphis, Tennessee. He states “There is a growing population of children suffering from learning-related visual disorders. It becomes difficult for these individuals to obtain information through their visual system and it puts them at a significant disadvantage when compared to their peers. Children in these situations lose one of the most powerful tools needed to be successful in life…opportunity. Developmental vision care is rewarding to me because it offers people the ability to overcome their visual inadequacies and open the door to a future full of possibility.”

Vision Therapy – What is it good for? (1 hr) CPO, CPOA, CPOT
Vision Therapy is an often-overlooked subspecialty of optometry. It is difficult to understand and even more difficult to implement as a service provided within a practice. This course is designed to help shed light on what vision therapy is, how it impacts your patients, and how to give an informed answer to the basic question of “What is vision therapy?” so that you may adequately inform your patients.

Rachel Smith, O.D.
Originally from York, NE, Dr. Smith earned a Doctor of Optometry degree from Indiana University School of Optometry in May of 2013. Following graduation, she completed an additional year of comprehensive binocular vision and pediatric specialty training at a referral based optometric practice in Omaha, Nebraska. Dr. Smith became a Fellow in the College of Optometrists in Vision Development in 2018.

She currently practices at Children's Hospital & Medical Center in Omaha, where she diagnosis and treats children with vision disorders that impact their school, work, and athletic performance. She thrives on helping each patient overcome visual hurdles to reach their maximum potential.

Pediatric Optometric Care: The Essentials (1 hr) CPO, CPOA, CPOT
Pediatric patients can be a challenge to assess. They are frequently unreliable, have short attention, and an inability to hold fixation long enough to capture clinical information. Add to this they rarely report when they are struggling to see. This course is designed to provide the standard of care for examination components in pediatric patients, along with tips to sharpen observational skills and better obtain accurate information in this patient population. Common refractive, binocular vision, and disease conditions in these patients will be provided.

Ed Robson is an Account Manager with Walman Optical. Based in Omaha, Nebraska, Ed consults with optical teams across the state, working with them to make their business more profitable. With over 25 years of experience in the healthcare industry, including 8 years in optical, Ed’s approach is relationship-based and he loves to share expertise that will grow his clients’ business. Ed has facilitated many training sessions with the Nebraska Society of Dispensing Opticians, and is a first year presenter at the NOA conference. Ed holds a Bachelor’s of Science from the University of Nebraska-Kearney and a MBA from Drake University.

Child’s Play Dispensing to Pediatrics - (1 hr) ABO
This course walks opticians through the basics of pediatric dispensing. From knowing the best materials to dispense for safety and RX, to actively measuring decent ration for a smaller PD, opticians will learn the foundations to dispensing for a younger age group. While it may take a little more patience, the reward is greater.

INSPIRE Business Building Program - (1 hr) ABO
This course provides insight on practice management to assist independent eye care practices in improving their business and staying competitive. We will analyze the competition and changes in consumer purchasing habits to give an enhanced understanding of how to better position your office and products. We will inspire your entire office to try harder, be positive, and encourage greater levels of service and contribution.
Phernell Walker, II, MBA, ABOM

Mr. Walker is an internationally recognized educator and author of the text-book Pure Optics. He is a Master in Ophthalmic Optics, earned an MBA from Marylhurst University (Portland, OR), is National Contact Lens Certified (NCLC) and a graduate of Hillsborough Community College with an Associate of Science Degree in Ophthalmic Optics. Mr. Walker has received multiple awards for his work in optics; Joseph Bruneni Award in Ophthalmic Optics from the Association of Schools and Colleges of Optometry, National Academy of Opticianry’s Educator of the Year 2017, Beverly Meyers Achievement Award in Ophthalmic Optics (2011) and International Vision Expo’s Visionary 2016. Mr. Walker serves on the Board of Directors for the American Board of Opticianry, National Academy of Opticianry, Vision Expo and the Commission Opticianry Accreditation.

Optical Case Studies - (1 hr) ABO/NCLE
Opticians and technicians must be able to identify, compare, and contrast eyewear and contact lens challenges. This fun and interactive course will review and apply CC/HPI, SOAP to problem solve case studies in the optical. Put on your critical thinking caps and join Phernell Walker, master optician as we explore optical case studies.

Prism: Everything You Need To Know - (1 hr) ABO/NCLE
Prism is not a four-letter word but can be frustrating for some. This fun and interactive course makes understanding and calculating prism easy. We will explore both prescribed and accidental prism. Students will learn about Prentice Rule Made Easy, decentration, prism distribution methods, verifying prescribed prism, and prism thinning.

The Latest In Sunwear Technology: Kaleidoscope of Lens Treatments - (1 hr) ABO/NCLE
It’s no secret that sunwear always leads eyewear fashion and function over the prescription eyewear market. That is because sunwear can be bold and daring in its styling. In recent years, sunwear has ushered in a kaleidoscope of ophthalmic lens technology delivering high performance of lens colors and treatments that offer the wearer improved visual function and comfort.

Don’t Fall Off Balance With Aniseikonia - (1 hr) ABO
Aniseikonia is more common than once suspected. These problematic prescriptions can create challenges even for the experienced optician and optometric technician. This course will explore the various methods of properly balancing aniseikonia the first time and every time. Topics include: aniseikonia determination, classic symptoms of aniseikonia, calculating spectacle magnification, discussion of the factors effecting retinal image size disparity, and designing how to design iseikonic lenses.

Leading and Managing by Numbers - (1 hr) ABO
Leading your optometric practice requires vision and strategic thinking and performance. Optometric owners, practice administrators, and optical managers must understand these tools to thrive in 21st century. Join Phernell as he dives deep into the fundamentals of operating a successful optometric practice.

Sao J “John” Liu, M.D.
Dr. John Liu is one of Nebraska’s most experienced eye surgeons, having performed thousands of laser surgeries and microsurgerys. Dr. John Specializes in cataract surgery, iLasik correction, and glaucoma surgery. Dr. John Liu is a Phi Beta Kappa graduate of Purdue university and served as a major in the United States Army while completing his internship and ophthalmology residency. In 1989, he completed his fellowship in glaucoma at the University of Illinois eye center. Dr. John Liu was honorably discharged from the Army in 1990. Dr. Liu became board certified in ophthalmology in 1987 and participates in continuing education programs around the country. Today he is one of the few fellowship-trained glaucoma specialists in private practice in Nebraska. Dr. Liu was raised in the common wealth of Puerto Rico, and is also fluent in Spanish and Chinese.

Neurological Emergencies - (2 hrs) CPO, CPOA, CPOT
A technical level of information to gain a higher understanding of major neuro ocular emergencies. Dr. Liu will discuss sudden vision loss, binocular diplopia, anisocoria, headache with papilledema, and traumas may present as to our patients and what might be the cause.

Para General Session (8:00 am Saturday)
Patient Care Needs & Opportunities in a Near Vision Culture: How You Can Contribute to the Success of Your Practice - (2 hrs)
Today’s world is increasingly geared to near vision needs and demands of patients. What are the clinical implications for your practice? What are the implications and opportunities related to eyewear? In this new feature, paras, an O.D., and vendors will share perspectives and ideas on how you can help patients and doctors meet your patients’ needs and identify opportunities for enhancing and growing the practice, no matter what your job description may be.
Name: ____________________________

Please check the classes you would like to attend.

**Friday, September 27, 2019**

1:00 pm - 3:00 pm
- Fireside Chat (General Session with ODs) (Non CE)

3:00 pm - 4:00 pm
- Frame Inventory Management - Kirk Kastens (CPO, CPOA, CPOT)
- INSPIRE Business Building Practice - Ed Robson (ABO)
- Visual Field & Tonometry - Dr. Justin Schweitzer (CPO, CPOA, CPOT)
- See to Learn 101 (Non CE) (See page 3)

4:00 pm - 5:00 pm
- Child's Play Dispensing to Pediatrics - Ed Robson (ABO)
- Human Resources for the Office Manager - Kirk Kastens (CPO, CPOA, CPOT)
- Tales From Space-Managing Glaucoma Now & In the Future - Dr. Justin Schweitzer (CPO, CPOA, CPOT, CPOC)
- See to Learn 201 (Non CE) (See page 3)

5:00 - 8:00 pm
- Exhibit Hall

**Saturday, September 28, 2019**

8:00 am - 10:00 am
- Patient Care Needs & Opportunities in a Near Vision Culture: How You Can Contribute to the Success of Your Practice - Panel Discussion (CE Pending)

10:15 am - 11:15 am
- Optical Case Studies - Phernell Walker (ABO/NCLE)
- Pediatric Optometric Care: The Essentials - Rachel Smith, OD (CPO, CPOA, CPOT)
- Developing the Leader in You - Kirk Kastens (CPO, CPOA, CPOT)

11:15 am – 12:30 pm
- Para Business Meeting/Luncheon

12:30 pm - 1:30 pm
- The Latest In Sunwear Technology: Kaleidoscope Of Lens Treatments - Phernell Walker (ABO/NCLE)
- Vision Therapy - Will Ferguson, OD (CPO, CPOA, CPOT)

12:30 pm - 2:30 pm
- Rx Retention, Lifestyle Needs and Multiple Pairs - Kirk Kastens (ABO)
- Prism: Everything You Need To Know - Phernell Walker (ABO/NCLE)

1:30 pm - 2:30 pm
- Don't Fall Off Balance With Aniseikonia - Phernell Walker (ABO)
- Coding: Decoded - Janet Fett, OD (CPO, CPOA, CPOT, CPOC)

2:30 pm - 4:30 pm
- Neurological Emergencies - John Liu, OD (CPO, CPOA, CPOT)
- Leading and Managing by Numbers - Phernell Walker (ABO)
- Insurance Contracts - OD Learning Lounge (Non CE)

6:00 – 9:30 pm
- Nebraska Optometry's Celebration (including cocktail reception and dinner) - Price NOT included in registration. Separate ticket required.

**Sunday, September 29, 2019**

7:00 - 7:45 am
- Inspirational Breakfast - Kim Baxter, OD

Para: Please fill out both pages 13 & 14 when sending in your registration.
2019 Nebraska Optometry’s Fall Convention
Younes Conference Center | Kearney, NE | September 27-29, 2019

Title: □ Paraoptometric □ Guest □ Optician (check one)

Name: ___________________________________________ First Name for Badge: ____________________________

Practice: __________________________________________________________________________________________

Address: __________________________________________________________________________________________

City: __________________________________ State: ___ Zip Code: __________________ Work Phone: ____________

Cell: __________________________________ Email: ______________________________________________________

Please provide the following information in case of an emergency:

Emergency Contact Name ___________________________ ___________________________ Emergency Contact Phone ___________________________

Certificates Needed for: □ CPC □ ABO/NCLE

Is this your first year attending NOA Convention? □ Yes □ No Would you like to be a door monitor? □ Yes □ No

Registration Fees for Fall Convention

Postmarked by Postmarked after
9/5/19 9/5/19

NOA Para Members Registration $120 $135 $__________

Non-Members Registration $140 $155 $__________

Registration Total $__________

Tickets

Friday Lunch (guests) ______ @ $25.00 = __________

Saturday Lunch (guests) ______ @ $25.00 = __________

Saturday Evening Nebraska Optometry’s Celebration (TICKET REQUIRED. Not included with registration fee.) ______ @ $35.00 = __________

Additional Ticket Fees $__________

TOTAL FEES $__________

Payment Methods

☐ Check - Print this form, fill it out, and send to NOA with a check made payable to NOA.

☐ Credit Card - Click here to register/pay online

Questions? Email: noa@assocoffice.net or Call: 402/474-7716

Send payment to:
NOA, 1633 Normandy Ct., Suite A
Lincoln, NE 68512
Email: noa@assocoffice.net | Fax: (402) 476-6547

Cancellation policy: A refund, less $25 administration fee, will be given for all written requests received by the NOA office through September 21, 2019. Refund requests received after September 21 will be reviewed by the NOA Board. All refunds will be mailed within 30 days after the convention.

When you provide a check as payment, you authorize us either to use information from your check to make a one-time electronic fund transfer from your account or to process the payment as a check transaction. When we use information from your check to make an electronic fund transfer, funds may be withdrawn from your account as soon as the same day we receive your payment and you will not receive your check back from your financial institution.