

GREAT WESTERN COUNCIL OF OPTOMETRY • www.gwco.org

REGISTRATION BOOK



IGNITING OPTOMETRY



CONGRESS

gwco 2012

September 27–30

Oregon Convention Center
Portland, Oregon



Early Online Registration Opens May 1, 2012

The following supporters play a vital role in allowing us to bring the highest level of education to the Northwest's education destination: GWCO Congress 2012. We wish to express appreciation to all supporters for continuing support of Continued Education in Optometry.

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Greetings from the President of GWCO

On behalf of the Great Western Council of Optometry's Board of Directors and Congress Committees, I would like to invite you to the GWCO 2012 Congress in the majestic setting of the Pacific Northwest!

GWCO is a regional organization with 11 member states; Alaska, Arizona, California, Hawaii, Idaho, Montana, Nevada, Oregon, Utah, Washington and Wyoming. Your attendance supports state optometric associations with GWCO Congress profits returned to member state optometric associations based on their attendance. What an outstanding deal, you get first-class education and state associations get non-dues revenue. In fact, GWCO has distributed over 1.1 million dollars to its member states since 1997.

Each fall we offer cutting edge education presented by nationally recognized presenters. The Education Committee has, once again assembled an education schedule that is outstanding. The allied ophthalmic professionals

(AOP) schedule has expanded to include education tracts that cover a wide variety of topics. We know there are many options when it comes to professional continuing education and we thank you for choosing the GWCO 2012 Congress.

Congress is not all about education. Join your colleagues for relaxing, social events such as the Thursday Welcome Reception, the Saturday Incoming President's Reception, and the GWCO golf event on Thursday afternoon. State Optometric Associations will also be holding meetings and social events at Congress. Be sure to check the Social Highlights page for state events.

The expanded Exhibit Hall Marketplace on Friday and Saturday is the place to be for outstanding exhibits in a Las Vegas style setting. While you are there, please take a moment to thank our corporate supporters. GWCO 2012 Congress could not be successful without their generous support.

We look forward to seeing you September 27-30, 2012 in Portland!

SCOTT L. NEHRING, OD
President, GWCO
Oregon



GWCO Board | Back Row, Left to Right

Idaho Director | Randy Andregg, OD
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GWCO 2012 Congress Committee

Congress Committee
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Grants
Curtis Ono, OD, Chair
Brian Kubo, OD

TABLE OF CONTENTS

Welcome	1	Social Highlights	15
Incoming President's Reception/ Registration Information	4	Major Supporters	16
Hotel Reservations and Directions	6	OD Course Schedule	17-21
Registered Exhibitors	7	AOP Course Schedule	21-23
Meet the Speakers	8-11	OD Registration Form	24-25
Welcome Students	13	AOP Registration Form	26-27
Congress Schedule at a Glance	14	OCC Map	28
		Future Congress Dates	29

GWCO 2012 CONGRESS | OD/AOP SPEAKERS

OPENING KEYNOTE SPEAKER | Tom Sullivan

Jill Autry, OD, RPh
Melissa Barnett, OD, FAAO
Derek Cunningham, OD, FAAO
Juli Dewalt, ABOC
Ken Eakland, OD
Gary Gerber, OD
Laurie Guest, CSP
Dora Haupt
Landan Jones, OD, FAAO
Alan Kabat, OD, FAAO
Blair Lonsberry, MS, OD, MEd, FAAO
Jill Luebbert, CPOT, ABOC
Leonard Press, OD, FCOVD, FAAO
Kevin Roe, OD, FAAO
Eric Schmidt, OD, FAAO
Leo Semes, OD, FAAO
Thorman Sholey, OD
James Thimons, OD, FAAO
Judy White
Ken White, OD
Walter Whitley, OD, MBA, FAAO
Mark Wright, OD, FCOVD



GWCO 2012 CONGRESS

OPENING KEYNOTE SPEAKER

Tom Sullivan

THURSDAY, SEPTEMBER 27, 2012

SINGER
ACTOR
AUTHOR
PRODUCER



Allergan CEO on
Advancing Optometry

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SUBMIT

Calendar of Commitment

Las Vegas, NV
September 21-24, 2011

Great Western Council Optometry
Portland, OR
October 6-9, 2011

American Academy of Optometry



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Join us for the GWCO
Incoming President's Reception for

Dr. Doug Safley

Saturday, September 29 | 5:30 p.m.

Doubletree Hotel | Lloyd Center

REGISTRATION INFORMATION

GWCO has several ways to register. Take advantage of the best value and register before August 15.

Check out the registration options on page 17. GWCO offers full registration as well as one day registration, exhibit hall passes, Management and Business Academy (MBA) registration and more.

Register online at www.gwco.org, by fax or by mail. Pre-registration closes September 15, 2012

Great Western Council of Optometry
4404 SE King Road | Milwaukie, OR 97222 | Fax 503.659.4189



REGISTRATION HOURS

Wednesday, September 26 | 6:00 p.m. – 8:00 p.m. DT

Thursday, September 27 | 6:00 a.m. – 4:00 p.m. OCC

Friday, September 28 | 6:30 a.m. – 4:00 p.m. OCC

Saturday, September 29 | 6:30 a.m. – 4:00 p.m. OCC

Sunday, September 30 | 7:00 a.m. – 4:00 p.m. DT

OREGON CONVENTION CENTER (OCC) DOUBLETREE(DT)

EXHIBIT HALL HOURS

Friday, September 28 | 3:00 p.m. – 6:00 p.m.

Saturday, September 29 | Noon – 3:00 p.m.

REGISTER ONLINE @ WWW.GWCO.ORG

The Acclaimed Management & Business Academy™ (MBA) is Coming to the GWCO Congress 2012

Sunday, September 30, 2012

Portland, Oregon

Register now for the following MBA learning modules:



Essentials of Financial Management **Mark Wright, OD, FCOVD**

Learn the basics of budgeting and managing the financial aspects of your practice. Then set growth goals and devise a strategy and timetable to achieve them.



Essentials of Practice Marketing and Optical Merchandising **Gary Gerber OD**

Acquire the tools to differentiate and promote your practice to build your patient base. Then implement methods for merchandising optical products to optimize profitability in your dispensary.



TO REGISTER:
www.gwco.org

BONUS: Included in your registration fee is a customized **Practice Performance Analysis**, a 50-page report that ranks your practice against national norms, based on the MBA database over 1,700 optometric practices.

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MULTIFOCAL
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AQUA

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ReSTOR®
MULTIFOCAL IOL

TRAVATAN Z®
(travoprost ophthalmic
solution) 0.004%

TobraDex® ST
(tobramycin/dexamethasone
ophthalmic suspension)
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3% HYDROGEN PEROXIDE
Cleaning & Disinfecting Solution

Azopt® (brinzolamide
ophthalmic
suspension) 1%

Systane®
BALANCE
LUBRICANT EYE DROPS

Pataday™
(olopatadine hydrochloride
ophthalmic solution) 0.2%

I-Caps®
EYE VITAMIN
& MINERAL SUPPLEMENT

GWCO's Official Host Hotel | Reservations



The Great Western Council of Optometry (GWCO) has contracted for discounted room rates at our host facility, the Doubletree Hotel at Lloyd Center. The Doubletree will host a number of Congress activities. We encourage registrants to take advantage of the \$149

rate offered to GWCO attendees. This special rate is valid until September 2. Reserve your room by calling 1.800.996.0510 or log online at www.gwco.org for a link to the Doubletree. There is a 72-hour door, cancellation refund policy. The Doubletree includes amenities such as: a complimentary exercise facility, business center & complimentary internet in the main lobby, a seasonal outdoor pool, two restaurants and is just across the street from the fabulous Lloyd Center Mall, featuring over 200 stores, 18 movie theaters and an ice skating rink.

What to Wear

Business casual attire is encouraged at GWCO 2012, including educational sessions and all events.

Doubletree Lloyd Center

The hotel is just 15 minutes from the airport. If driving from the airport, exit the parking lot onto Airport Way. Follow Airport Way to I-205 South. Follow I-205 South to I-84 West. Follow I-84 West to Lloyd Boulevard exit (Exit #1). Go to second light, 11th Street, and turn right. The hotel is one block ahead on the left.

The MAX light rail system now picks up passengers from the airport baggage claim and drops you off directly across the street from the front door at the Doubletree Hotel at Lloyd Center (Lloyd center/11th MAX Station stop). The Lloyd Center is only nine miles from the airport. \$2.50 flat fare fee.

Southbound on I-5, take exit #302A, Rose Quarter: At the second light, Weidler Street, turn left, go to 9th Street, turn right. The hotel is ahead on the left.

Nothbound on I-5, take exit #302A, Rose Quarter. First light, turn right on Weidler Street, right on 9th Street. Hotel ahead on left.

Fly Alaska Airlines and SAVE 7% on Air Travel to Congress. See the link at www.gwco.org.

Helpful Weblinks

Great Western Council of Optometry (GWCO)
www.gwco.org

:: CONFERENCE SITE

Oregon Convention Center (OCC)
www.oregoncc.org

:: HOST HOTEL

Doubletree Lloyd Center
www.doubletreegreen.com

:: TRAVEL INFORMATION

Portland International Airport
www.flypdx.com

Travel Portland
www.travelportland.com

The MAX
www.trimet.org

GWCO ConneX

Are you searching for an
Optometric Position
or **Seeking an Associate?**

Come to **GWCO ConneX**
for your future opportunities!

You will find a
Job Rx Board
inside the Exhibit Hall Marketplace along with an area
available for you to make on-site **conneXions**
& conduct a brief interview.

For more information and immediate **conneXions**,
go to www.gwco.org

GWCO is here to help make **conneXions** easy!

EXHIBITORS

GWCO proudly announces the following pre-registered exhibitors for the GWCO Congress 2012 Exhibit Hall Marketplace! Registered as of 4/10/12.

ABB Concise
Alcon Lab Inc.
Allergan
Bausch & Lomb
Carl Zeiss Meditec
Carl Zeiss Vision
Compulink
CooperVision
Demand Force
Diopsys, Inc.
Essilor Instruments USA
Essilor of America
Essilor OOGP Contacts
Essilor USA - ELOA

Eyefinity
First Insight Corp.
Heidelberg Engineering
Hydrogel Vision
Konan Medical USA
LBI-AtlanticOpticalCompany
Lombart Instrument
Marco
My Vision Express
Oculus Inc.
Odyssey, Inc.
Ophthonix, Inc.
Optical Distribution Group
Optos, Inc.

Optovue, Inc.
Practice Director
Pure Encapsulations
Retina&MaculaSpecialists
Santinelli Int.
Silhouette
Solution Reach
Spectrum Ophthalmics
TLC Laser Eye Center
Veatch Ophthalmic Inst.
Vistakon, JJVisionCareInc.
Walman Optical
Websystem3
Younger Optics



Enjoy CE & the Beauty of the Arizona Climate!

Mark your calendars for these upcoming AZOA networking and COPE CE opportunities!

Fall Congress / December 7-9, 2012



Sedona Hilton Resort

Bronstein Contact Lens & Cornea Seminar

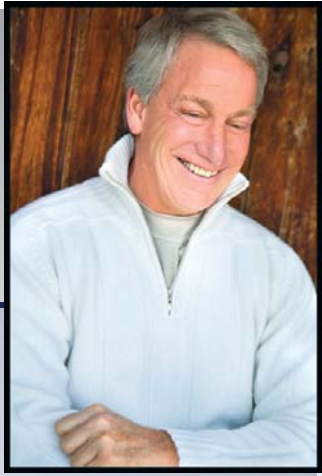
January 11-13, 2013



Doubletree Paradise Valley Resort

For information please visit: www.azoa.org; or contact us at: 602-279-0055 or kate@azoa.org

MEET THE SPEAKERS



DR. JILL AUTRY



DR. MELISSA BARNETT



DR. DEREK CUNNINGHAM



JULI DEWALT

OPENING KEY NOTE SPEAKER

Singer, Actor, Author, Producer, Tom Sullivan lives and works by "Sullivan's Rules." Invented by his dad, Porky Sullivan, so young

Tommy could play baseball with the neighborhood kids. "The rules" became the cornerstone by which the adult Tom Sullivan came to live his life; turning any negative into a positive, turning disadvantage into advantage, playing in every game. Born prematurely, Tom was given too much oxygen in an incubator, and though it saved his life it cost him his eyesight. The "inconvenience" of being blind has never kept Tom Sullivan from competing in a world where he realized that to be equal meant that he had to be better. Even though he's had to adapt the rules slightly, he has proven that one need not be limited by a handicap, whether it is playing neighborhood games as a youngster or teeing it up on Sunday with his golfing buddies as an adult. That's right! Tom is an excellent golfer. ("I've never seen a water hazard. I always have an open shot to the green.") He is a marathon runner, an avid snow skier and an Olympic-class wrestler who was inducted into the National Wrestling Hall of Fame in Stillwater, Oklahoma. Early in his career, Tom gained National prominence as a recording artist, along with over 50 appearances on Johnny Carson's Tonight Show. His performance of the National Anthem at the 1976 Super Bowl Bicentennial Celebration was an unforgettable experience for Tom and the millions of football fans watching that day. As a special correspondent for ABC's Good Morning America, Tom became a regular morning fixture in millions of American homes. From his insightful interviews with sports legends like Jack Nicklaus and Mohammed Ali to inspiring stories of human beings beating the odds, he made us believe in the strength of the human spirit.

Tom went on to write and star in numerous television sitcoms, such as Mork & Mindy, WKRP in Cincinnati and Designing Women, as well as working with Debbie Allen on Fame and the incomparable Michael Landon on episodes of Highway to Heaven. Currently, Tom is writing and producing films for television and major motion pictures. Tom has also created a series for ESPN, titled Superior Beings in association with Warren Miller Entertainment. The first special, profiling the amazing courage and accomplishment of some extraordinary individuals, has aired and is set to become a series in prime time. Tom has authored over a dozen books. If You Could See What I Hear, coauthored with Derek Gill, is an early biography of Tom's life, which was made into a highly successful major motion picture starring Marc Singer. In a recent title Adventures in Darkness, Tom takes readers through his monumental eleventh summer.

DR. JILL C. AUTRY

Jill C. Autry, OD, RPh received a bachelor's degree in pharmacy from the University of North Carolina, Chapel Hill. After graduation, she served as a clinical pharmacist at Cape Fear Valley Medical Center in Fayetteville, North Carolina. She relocated to Texas in 1996 and trained in Optometry at the University of Houston College of Optometry where she graduated Summa Cum Laude. In May 2000 she was elected Beta Sigma Kappa for her outstanding educational accomplishments and inducted into the Gold Key Leadership Society. Dr. Autry won numerous awards including the Texas State Optical Scholarship Award, the Deborah Adler-Grinberg Award for Research, Ciba Leadership Award and Varilux Optometric Scholarship Award. Dr. Autry lectures around the country on both pharmaceutical and ocular disease topics. In addition to her professional career, she is married and the proud mother of two boys.

DR. MELISSA BARNETT

Melissa Barnett, OD, FFAO is a principal optometrist at the UC Davis Medical Center in Sacramento, where she performs primary and medical eye examinations and fits contact lenses including specialty contact lenses in addition to teaching optics and contact lenses to ophthalmology residents. She lectures and has been published on topics including dry eye, anterior segment disease, contact lenses, corneal collagen cross-linking and creating a healthy balance between work and home life for women in optometry. She is also a spokesperson for the California Optometric Association and has appeared on several television shows. In her spare time she enjoys cooking, yoga and spending time with her husband, Todd Erickson, also an optometrist, and two sons, Alex (5) and Drew (3).

DR. DEREK CUNNINGHAM

Derek Cunningham, OD, FFAO is the Director of Optometry at Dell Laser Consultants in Austin, Texas. His research involves retinal drug treatments, glaucoma surgery techniques, ocular surface disease, and refractive surgery. Previously Dr. Cunningham was the resident education supervisor at the Division of Ophthalmology, Texas Tech School of Medicine at El Paso and clinic director for a surgery co-management center in Alabama. He has a special interest in sports vision, and he routinely lectures and presents at the National Athletic Trainers Association meeting and the American College of Sports Medicine meetings. He is also a council member for the American Optometric Association Sports Vision Section.

JULI DEWALT

Juli DeWalt is a licensed Optician with over 20 years of experience. She began her career in retail in Eugene, OR. Juli later took a job in a private Optometric practice that specialized in Pediatric care. Juli was later promoted to Optical manager, a position she held for 5 years. Juli began her career with Hoya Vision Care in October 2003 as a Territory Manager; last year she was promoted to Regional Training Manager. Juli has spoken to several groups across the Northwest and regularly conducts in-office trainings to help customers improve their staff education.



DR. KENNETH EAKLAND



DR. GARY GERBER



LAURIE GUEST



DORA HAUPT



DR. LANDON JONES



DR. ALAN KABAT

DR. KENNETH EAKLAND

Kenneth Eakland, OD has served as the Associate Dean for Clinical Programs at Pacific University College of Optometry since 1999. In this role, he oversees the management of the college's six community clinics located within the greater Portland area. In 2008, Dr. Eakland was instrumental in the development and successful implementation of a fully integrated electronic health records and clinical management system connecting all the university clinics. Dr. Eakland continues to facilitate numerous professional optometric courses throughout the United States and Canada. He is generally recognized as a major technology nerd!

DR. GARY GERBER

Gary Gerber, OD built a highly successful optometric practice before founding The Power Practice, an optometric consultancy. He speaks across the nation and internationally on a host of practice management topics. In his lecture, Dr. Gerber provides an overview of basic marketing techniques as they apply to the optometric practice in the digital age. In addition, he presents techniques of merchandising optical goods that can provide differentiation and increase dispensary revenues in the highly competitive retail environment. The lecture is followed by a one-hour workshop, where participants discuss techniques to implement marketing and merchandising techniques.

LAURIE GUEST

Laurie Guest, CSP is well-known for her imaginative ideas and entertaining style. She is a member of the National Speakers Association and is a Certified Speaking Professional, a designation held by less than 10% of speakers worldwide. During her eye care career she helped a multi-million dollar medical center become a regional leader of ophthalmic surgery. Her experience with direct patient care as well as marketing and management is what makes Laurie a favorite speaker among optometric audiences. Laurie has been published in *Ophthalmology Management*, *Optometry Today* and *American Society of Ophthalmic Administrator* magazines.

DORA HAUPT

Dora Haupt is one of four Field Specialists for Vision Care for Life (VSP) to the Doctor market, where she supports and facilitates mutually beneficial relationships through field seminars and in-office visits. She has successfully managed the seminars and their content pursuant to each region's needs for over eleven years. Prior to coming to VSP, Dora had worked in the medical field since 1985 in a variety of roles in multiple practices, including medical assistant, receptionist and medical insurance biller. With her experience as a provider advocate for VSP and other health insurance companies, Dora helps to bring the providers' point of view to the seminars.

DR. LANDON JONES

Landon Jones, OD, FAO practices at Northwest Eye Surgeons in Seattle and Renton and was most recently in private practice in Bothell, WA. He has practiced in a wide range of clinical modalities including, private practice, community-based low vision, and hospital eye care. These experiences along with humanitarian missions to Central America have provided him with an opportunity to treat a vast array of patients. Learning a second language of Spanish is also a priority to increase the number of patients he can serve. He has been a proctor for the National Board of Examiners in Optometry since 2006. This licensing board is responsible for ensuring that fourth year students are clinically competent before becoming licensed optometric physicians. Dr. Jones became a fellow of the American Academy of Optometry in 2008. In his spare time, Dr. Jones enjoys hiking, tennis, and playing music, trips to Iowa to visit family and working in the garden.

DR. ALAN KABAT

Alan Kabat, OD, FAO is an honors graduate of Rutgers University and the Pennsylvania College of Optometry. He completed his residency training in 1991 at John F. Kennedy Memorial Hospital in Philadelphia. He completed a research sabbatical in 2009 at Eye Surgery Associates in Pembroke Pines, Florida. Dr. Kabat currently holds the rank of Associate Professor at Nova Southeastern University College of Optometry in Fort Lauderdale, Florida. He serves as an instructor for several didactic courses, including Seminars in Laser and Surgical Ophthalmic Care; he is also an Attending Physician and Director of the Ocular Surface Disease Service at The Eye Care Institute. Dr. Kabat has published extensively in optometric literature, and serves in an editorial capacity for *Review of Optometry*, *Review of Cornea & Contact Lenses*, *Refractive Eye Care*, *Optometric Physician* and *Ophthalmic Office*. Additionally, Dr. Kabat lectures regularly on topics of ocular and ocularsystemic disease.

DR. BLAIR LONSBERRY

Blair Lonsberry, OD, MS, MEd, FAO obtained his Optometry degree from the University of Waterloo in 1996 after completing a bachelor's degree (Zoology) and a master's degree (Physiology) in science from the University of Manitoba. He completed a residency in Primary Care Optometry from the Illinois College of Optometry in 1997, then joined the faculty at Southern College of Optometry in Memphis, TN where he remained until the fall of 2005. During his tenure at SCO, he completed a master's in education degree with an emphasis in post-secondary education. Currently, Dr. Lonsberry is a full professor and the clinic director for the Portland Vision Center associated with Pacific University in Portland, Oregon. He supervises students during their primary care and ocular disease clinics and is the instructor of record for the clinical grand-rounds course. Dr. Lonsberry is a fellow of the American Academy of Optometry, the ORS (Optometric Retinal Society) and the OGS (Optometric Glaucoma Society), and is on the executive board of the OSS (Ocular Surface Society).

MEET THE SPEAKERS



DR. BLAIR LONSBERRY



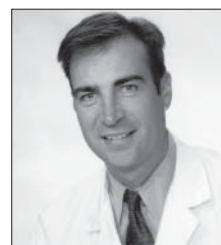
JILL LUEBBERT



DR. LEONARD PRESS



DR. KEVIN ROE



DR. ERIC SCHMIDT



DR. LEO SEMES

JILL LUEBBERT

Jill Luebbert, CPOT, ABOC has been involved in paraoptometry for over 20 years. She is a full-time practicing paraoptometric. Jill is an AOA certified paraoptometric technician and ABO certified optician. She has served in the Nebraska Paraoptometric Section through the board positions, the AOA Paraoptometric Section, serving through the Council positions including chair, several state and national committees including the InfantSEE Committee. She is Section Editor of Optometry – Journal of the American Optometric Association, a regular contributor to Vision Care Product News and Optometry Times. Jill speaks at state, regional and national meetings. Jill is also an independent ophthalmic consultant and instructor.

DR. LEONARD PRESS

Leonard Press, OD, FCOVD, FAAO completed a Residency in Pediatric Optometry at the Eye Institute of the Pennsylvania College of Optometry and subsequently served as Chief of its Pediatric Unit. He was recruited to be Chief of Vision Therapy Services at the State University of New York's College of Optometry, where he served for 15 years before entering practice full time as Optometric Director of the Vision and Learning Center in Fair Lawn, New Jersey. Dr. Press is a Diplomat in Binocular Vision and Perception of the American Academy of Optometry and a Board Certified Fellow of the College of Optometrists in Vision Development. He is a former President of COVD and currently serves on its Exam Board. Dr. Press has served as President of the New Jersey Society of Optometric Physicians and has twice been honored with their Scientific Achievement of the Year Award. A consultant on Visual Disabilities to the National Board of Medical Examiners, Dr. Press has co-authored the AOA's Practice Guideline on Learning-Related Vision Problems, as well as the Guideline on Amblyopia. Dr. Press is author of three widely acclaimed textbooks and over 100 articles.

DR. KEVIN ROE

Kevin Roe, OD, FAAO is a 1981 honors graduate of the Illinois College of Optometry, where he also served on the clinic faculty through 1984. Dr. Roe practiced optometry for 23 years, the last 16 at Dreyer Medical Clinic in Aurora, IL, where he served as Head of the Department of Optometry and Contact Lenses. Dr. Roe left optometric practice in October of 2003 to join CIBA Vision, where he served as Director of Professional Relations, North America through 2011, when he joined Alcon Laboratories as Director, Professional Affairs, Optometry and Professional Organizations, U.S. Vision Care. Dr. Roe is a Fellow of the American Academy of optometry and a frequent lecturer at the national level on numerous topics relating to contact lenses and lens care, contact lens related complications, and practice management.

DR. ERIC E. SCHMIDT

Eric E. Schmidt, OD, FAAO is the President of Omni Eye Specialists, a multi-specialty practice headquartered in Wilmington, NC. Dr. Schmidt completed his undergraduate degree from the University of Illinois and his O.D. degree from the Pennsylvania College of Optometry. He completed a residency in Ocular Disease from The Eye Institute in Philadelphia and a fellowship in Glaucoma. Dr. Schmidt is an adjunct professor at many schools and colleges of Optometry and lectures internationally on eye disease. He is the author of the textbook Clinical Procedures of the Lid and Nasolacrimal System and authors the monthly column "Clinical Challenges" in Optometric Management. He specializes in treating patients with glaucoma and neuro-ophthalmic diseases.

DR. LEO SEMES

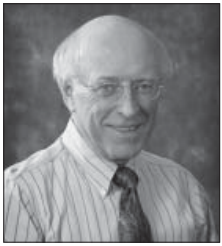
Leo P. Semes, OD, FAAO, FACMO is Professor of Optometry at UAB. He earned his OD from PCO and completed residency at The Eye Institute of PCO. Dr. Semes has authored over 220 scientific articles, book chapters and posters. He is a fellow of the American Academy of Optometry, as well as an active member of the AOA, chairing the Nutrition and Health Committee. Dr. Semes is a founding member of the Optometric Glaucoma Society and a founding fellow of the Optometric Retina Society.

DR. THORMAN E. SHOLEY

Thorman E. Sholey, OD graduated in 1977 from Pacific University with a BS in Psychology and an OD in Optometry. He was the past president of the Wyoming Optometric Assoc. in 1984 and staff advisor in the clinic during his 4 years in Optometry school responsible for frame selection and fitting as well as adjustments and dispensing for patients of the 3rd and 4th year students. Dr. Sholey had several years' experience in the ophthalmic field before entering undergraduate school also at Pacific University. He was in private practice in Jackson Hole, Wyoming for 27 years and is now semi-retired and residing in Sheridan, Wyoming seeing patients 1-2 times a month in Worland Wyoming at Clear Image Vision Care.

DR. JAMES THIMONS

James Thimons, OD, FAAO is a 1978 graduate of Ohio State University College of Optometry. He completed his hospital residency at the Chillicothe, VA Medical Center in 1979 and then served as Chief, Optometry Service until 1985. He served as Center Director at Omni Eye Services, Fairfax, VA until 1989 when he became Chairman, Department of Clinical Sciences. While at SUNY he developed The Glaucoma Institute at the State University of New York, a glaucoma clinical research center in Optometry. From 1998 to 2002 he served as Executive Director of TLC. In 2002 he founded Ophthalmic Consultants of Connecticut. A



DR. THORMAN SHOLEY



DR. JAMES THIMONS



JUDY WHITE



DR. KEN WHITE



DR. WALTER WHITLEY



DR. MARK WRIGHT

multidisciplinary referral practice providing secondary and tertiary level care. Dr. Thimons has received numerous awards for his service to the profession and has published extensively and is a nationally and internationally acclaimed speaker. In 1999, he was awarded Optometry's Top Educator and was selected as one of the Top Ten ODs of the decade by Optometric Management. In 2002 he founded the National Glaucoma Society, a NFP with Executive offices in Andover, MA, that provides educational and clinical development services to primary care clinicians worldwide in the area of glaucoma. In 2005, he was inducted into the Optometry Hall of Fame and has recently served as President, Connecticut Association of Optometrists.

JUDY WHITE

Judy White was office manager for 10 years in Dr. White's former practice. She currently responds and assists providers in need of billing and coding issues and presents seminars on Medicare and other third party billing issues.

DR. KEN WHITE

Ken White, OD is currently retired from private practice, and a former president of the Optometric Physicians of Washington. He has acted as the OPW Insurance Liaison for over ten years, educating OPW members regarding billing, coding and appropriate record documentation through newsletters, website development and seminars. Dr. White also educated third party payers regarding the profession of optometry, and negotiated with third party payers to include optometry as direct providers. He represented optometry at various state and federal advocacy meetings and is assisting OPW members with all state and federal third party issues.

DR. WALTER WHITLEY

Walter Whitley, OD, MBA, FFAO is a graduate of Pacific University College of Optometry. Dr. Whitley serves as Director of Optometric Services at internationally recognized Virginia Eye Consultants in Norfolk, Virginia where his practice encompasses ocular surface disease, glaucoma, surgical co-management, clinical research and the supervision of an extensive referral network. He completed an optometric residency in ocular disease, refractive and ocular surgery at Eye Care Associates of Nevada. Dr. Whitley is an adjunct assistant clinical professor for several optometry schools including Pacific University, Salus University and the Southern California College of Optometry. In addition to eye care, Dr. Whitley has a strong interest in the business aspects of health care and completed his MBA in 2009.

DR. MARK WRIGHT

Mark Wright, OD, FCOVD is faculty chair of the practice management curriculum at The Ohio State University School of Optometry. He built a ten OD independent practice before devoting his career to education and practice consulting. He serves as professional editor of Review of Optometric Business. In his lecture, Dr. Wright presents the essential methods of financial management that enable ODs to control expenses, evaluate investments and monitor performance. He explains the key metrics that best reveal the health of an optometric practice, and he provides productivity benchmarks from the extensive MBA database that are useful in goal-setting. The lecture is followed by a one-hour implementation workshop, where participants engage in an interactive discussion of practice building strategies and challenges.

Register Now!

Register online opens May 1 @ www.gwco.org.

For your convenience you may also fill out the registration form on page 25-28 and fax or email to the GWCO Office.

Did you know GWCO offers AOP group rates?

Special pricing is offered when more than one staff member registers.

- Groups must all register at one time for the group rate to apply.
- Individual email accounts are required during registration to receive registration confirmation, payments, modifications and agendas.
- Early registration rates through August 15, 2012.

TOTAL OD (CE) HOURS AVAILABLE: 59
27 Credits possible

TOTAL AOP HOURS AVAILABLE: 40
18 Credits possible

CE hours are FREE with registration.

Additional fees apply to CPR Recertification, Management and Business Academy, and the 1st Annual Golf Tournament.

Allied Ophthalmic Professionals (AOP)

GWCO defines staff, paraoptometrics and opticians under one heading: Allied Ophthalmic Professionals. AOP course material is designed for all three professional groups.

Register online @ www.gwco.org

Schedule is preliminary and subject to change

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Welcome Students

NEW STUDENT PRACTITIONER PROGRAM

Find out about membership benefits, requirements and activities.

Saturday, September 29

7:30 a.m. – Noon

(Includes a Continental Breakfast sponsored by NW Eye Surgeons, Exhibit Hall A)



NORTHWEST EYE SURGEONS

Lunch 12:00 -1:30 pm

(Lunch included. Exhibit Hall A
Please pre-register)

CONNECT WITH YOUR MEMBER STATE

Learn what the political environment is currently within the state, what laws govern the practice of optometry, and the scope of optometry.

Saturday, September 29

1:00 p.m. – 3:00 p.m.

SOCIAL HIGHLIGHTS

(see page 15)

We invite you to attend the Welcome Reception, Incoming President's Reception, and all the fun that will be going on in the Exhibit Hall Marketplace!

CONNECT FOR JOB OPPORTUNITIES!

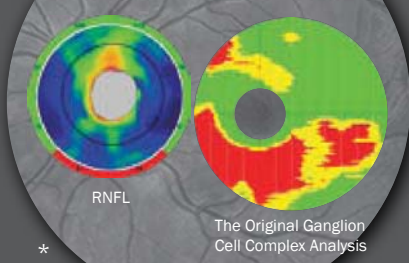
Find the GWCO Connex opportunity board inside the Exhibit Hall Marketplace. Check at the Registration Desk for more information.

STUDENT REGISTRATION

Opens May 1 online
at www.gwco.org

Does your SD-OCT do this?

Glaucoma Analysis

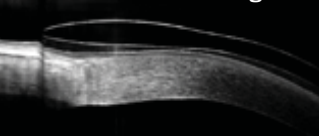


iWellness *Exam*

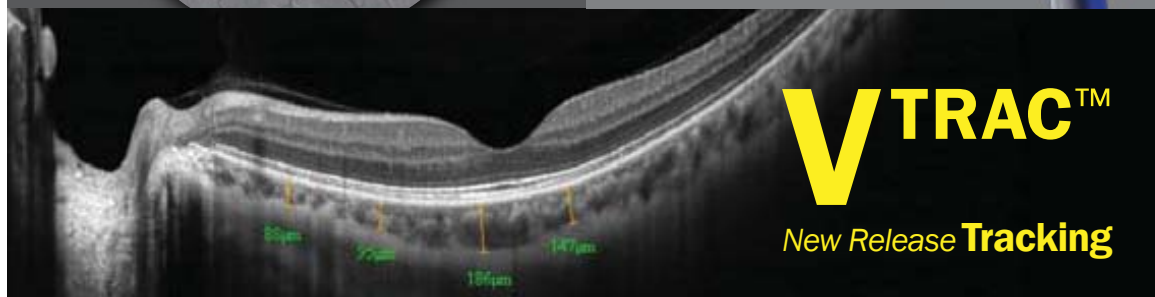
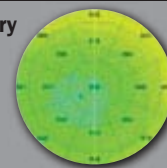
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Pachymetry Mapping



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By
Optovue**

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*Overlay of ONH and GCC maps on sample fundus image. This image is for illustration purposes only and is not to scale.

CONGRESS SCHEDULE at a GLANCE

WEDNESDAY, SEPTEMBER 26, 2012

Registration Desk Opens	DT	6:00 pm-8:00 pm
GWCO Board Meeting	DT	1:00 pm-4:00 pm
OOPA Advocacy Meeting	DT	3:00 pm-5:00 pm
OOPA Board Meeting/Dinner	DT	5:30 pm-9:30 pm

THURSDAY, SEPTEMBER 27, 2012

Registration Desk Opens	OCC	6:00 am-4:00 pm
Opening OD CE Panel Session	OCC	7:30 am-9:20 am
GWCO Opening Ceremony		
Special Speaker Tom Sullivan	OCC	9:30 am-10:50 am
OD Education	OCC	11:00 am-5:05 pm
OPW Executive Board Meeting/Lunch	DT	11:30 am-1:30 pm
OD Non CE Lunch	OCC	12:00 pm-1:15 pm
Sponsored by Allergan		
1st Annual GWCO Golf Tournament	GGC	12:00 pm-6:00 pm
Presidents' Council	OCC	1:30 pm-5:30 pm
GWCO Welcome Reception	DT	5:45 pm-7:00 pm
OPW Annual membership Meeting	DT	6:30 pm-10:00 pm

FRIDAY, SEPTEMBER 28, 2012

Registration Desk Opens	OCC	6:30 am-4:00 pm
OD CE Panel Session	OCC	8:00 am-9:50 am
AOP Education	OCC	9:00 am-2:50 pm
OD Education	OCC	10:00 am-2:50 pm
OD Non CE Lunch	OCC	11:50 am-1:00 pm
Sponsored by Carl Zeiss Meditec		
Presidents' Council	OCC	1:00 pm-2:50 pm
Exhibit Hall Marketplace Opening	OCC	3:00 pm-6:00 pm
OPW Board Meeting	DT	3:00 pm-5:00 pm
OPW Member Appreciation Party	DT	6:00 pm-10:00 pm
OOPA Dinner and Casino Night	DT	6:00 pm-11:30 pm

SATURDAY, SEPTEMBER 29, 2012

Registration Desk Opens	OCC	6:30 am-4:00 pm
GWCO Optometric Student Program	OCC	7:30 am-3:00 pm
OD CE Panel Session	OCC	8:00 am-9:50 am
CRP Recertification	OCC	9:00 am-5:30 pm
AOP Education	OCC	9:00 am-11:50 am
OD Education	OCC	10:00am-11:50pm
Exhibit Hall Marketplace/Lunch	OCC	12:00 pm-3:00 pm
OD Education	OCC	3:00 pm-4:50 pm
Presidents' Council	OCC	3:00 pm-4:50 pm
AOP Education	OCC	3:00 pm-4:50 pm
GWCO Board Meeting	OCC	3:30 pm-5:30 pm
GWCO Incoming President's Reception	DT	5:30 pm-7:00 pm

SUNDAY, SEPTEMBER 30, 2012

Registration Desk Opens	DT	7:00 am-10:00 am
OD/AOP Education	DT	8:00 am-2:50 pm
Management and Business Academy	DT	8:00 am-5:00 pm

DT = Doubletree Hotel
OCC = Oregon Convention Center
GGC = Glendoveer Golf Course



Social Highlights

GWCO Events

Welcome Reception Sponsored by



Alumni Night

Thursday, September 27 | Doubletree Lloyd Center
Enjoy food, drinks & reminisce with friends and alumni from
Optometry Schools in the great western United States!

GWCO Incoming President's Reception

Saturday, September 30 | DoubleTree Lloyd Center
Join us for food and drinks as we welcome
Dr. Doug Safley of Havre, Montana - Incoming GWCO President!

State Events

Oregon Optometric Physicians Association

Advocacy Meeting

Doubletree Lloyd Center | Hawthorne Ballroom
Wednesday, September 26, 3:00 p.m.–5:00 p.m.

Board Meeting and Dinner

Doubletree Lloyd Center | Hawthorne Ballroom
Wednesday, September 26, 5:30 p.m.–9:30 p.m.

Membership Meeting, Dinner and Casino Night

Doubletree Lloyd Center | Holladay/Broadway/Weidler Ballroom
Friday, September 28, 6:00 p.m.–11:30 p.m.

Optometric Physicians of Washington

Executive Board Meeting and Lunch

Doubletree Lloyd Center | Jackson Ballrooms
Thursday, September 27, 11:30 a.m. –1:30 p.m.

Annual Membership Meeting

Doubletree Lloyd Center | Hood/Helen Ballroom
Thursday, September 27, 6:30 p.m.– 10:00 p.m.

Board Meeting

Doubletree Lloyd Center | Jackson Ballroom
Friday, Sept. 28, 3:00–5:00PM

Member Appreciation Party

Doubletree Lloyd Center | Hood/Helens
Friday, Sept. 28, 6:00– 10:00PM



Don't miss this great opportunity
to be a part of the
**1st Annual GWCO
Golf Tournament**
Glendoveer Golf Course
Thursday, September 27, 2012
12:00-6:00 p.m.
Limited availability - register early
(additional \$75 fee)



Be sure to visit the
EXHIBIT HALL MARKETPLACE
Fun Vegas Style theme and decor! Let's get this party started!

- ❖ Enjoy food, beverages & casino games in the Vegas inspired setting!
- ❖ Visit vendors to hear about their latest & greatest products!
- ❖ Stop by the "Frame Boutique" for a unique shopping experience!
- ❖ Participate in casino games for great drawings!
- ❖ Enjoy a complimentary 5–7 minute neck massage!

The following supporters play a vital role in allowing us to bring the highest level of education to the Northwest's education destination: GWCO Congress 2012. We wish to express appreciation to all supporters for continuing support of Continued Education in Optometry.

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OD COURSE SCHEDULE | THURSDAY, SEPTEMBER 27, 2012

TIME	LOCATION	COURSE TITLE/SPEAKER/DESCRIPTION	COPE #	COURSE #
7:30 -9:20 am	OCC	Top 10 Therapeutics CE Panel Session Speakers: James Thimons, OD, FAAO Eric Schmidt, OD, FAAO Leo Semes, OD, FAAO This course will discuss the top 10 therapeutics used in optometric practice reviewing the pharmacology and clinical applications of the medications in the management of ocular disease.	34542 GO	100
9:30-10:50 am	OCC	GWCO Opening Ceremony Special Speaker: Tom Sullivan The "inconvenience" of being blind has never kept Tom from competing in a world where he realized that to be equal, for him, meant that he must be better. He learned at an early age that "any negative could be turned positive. Tom shares his life experiences with the message of hope and possibility.	N/A	101
11:00-11:50 am	OCC	Surgical Therapy in Glaucoma Speaker: James Thimons, OD, FAAO From clinical trials to the operating room this course will review the latest surgical interventions to treat glaucoma.	32915 GL	102
11:00-11:50 am	OCC	Vascular Disease and AMD Speaker: Leo Semes, OD, FAAO This course will review the relevant anatomy related to the pathogenesis of AMD from drusen formation to neovascularization. Modifications at the molecular level to mitigate the effects will be presented. Correlations with the risks for heart disease will be offered.	31004 SD	103
11:00- 11:50 am	OCC	Not So Fast: Some Cases That Might Fool You Speaker: Eric Schmidt, OD, FAAO This will be an interactive case presentation course highlighting the principle of differential diagnosis in handling tough cases where the diagnosis or etiology may not be readily apparent. Fast paced clinical cases will be used to illustrate this focus.	32617 PD	104
12:00-1:15 pm	OCC	Lunch Sponsored by Allergan 	Register Onsite Limited Availability	
12:00-1:15 pm	OCC	Lunch Sponsored by Marco 	Register Onsite Limited Availability	
12:00-6:00 pm	Glendoveer	GWCO Golf Tournament		G-100
1:15-2:05 pm	OCC	Rapid Fire Current Topics in Anterior Segment Speaker: James Thimons, OD, FAAO	27160 AS	105

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Allied Ophthalmic Professionals (AOP)

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Schedule is preliminary and subject to change

OD COURSE SCHEDULE | THURSDAY, SEPTEMBER 27, 2012 cont.

TIME	LOCATION	COURSE TITLE/SPEAKER/DESCRIPTION	COPE #	COURSE #
1:15-2:05 pm	OCC	What You Don't Have on OCT Speaker: Leo Semes, OD, FAAO This course will discuss data acquisition in OCT and use case examples to show clinical correlates from OCT to the stereoscopic examination of the macula, vitreoretinal interface, optic nerve head and retinal nerve fiber layer.	33317 PS	106
1:15-2:00 pm	OCC	Prescribing Oral Steroids Glaucoma Pharmacology Speaker: Eric Schmidt, OD, FAAO Prescribing oral steroids is now a privilege of many optometrists. This course will delineate the pharmacology of steroids and the proper prescribing methods for steroids. Side effects and contraindications will also be discussed.	29431 PH	107
1:30-5:30 pm	OCC	Presidents' Council (by invitation only)		PC-100
2:15-4:05 pm	OCC	What You Don't Know Really Can Hurt You Speaker: James Thimons, OD, FAAO New developments in eye care and medicine can challenge even the most advanced clinician. This course looks at the recent advances in ophthalmic and medical care that impact our practices and how we manage patients.	30290 GO	108
2:15-4:05 pm	OCC	Is This Glaucoma? Speaker: Leo Semes, OD, FAAO Using a series of cases, the audience will be challenged to make a diagnosis and/or alter a treatment plan. Based on contemporary guidelines, the speakers will offer guidance for comprehensive glaucoma management.	30757 GL	109
2:15-4:05 pm	OCC	Glaucoma Pharmacology Speaker: Eric Schmidt, OD, FAAO An intricate knowledge of the drugs used to treat glaucoma is necessary for successful treatment of your glaucoma patients. This course will provide details of the various classes of the drugs. Pharmacology of each as well as clinical actions and side effects will be detailed. Interaction between each of the classes of drugs will be discussed.	29454 PH	110
4:15-5:05 pm	OCC	Glaucoma Grand Rounds Speaker: James Thimons, OD, FAAO This course will present several challenging and interesting glaucoma cases. The format is directed toward interactive exchange regarding diagnosis and treatment.	31476 GL	111
4:15-5:05 pm	OCC	Retina Mysteries Revealed Speaker: Leo Semes, OD, FAAO Using a series of unusual and classic presentations, this course will offer the attendee a challenge for diagnosis and management. In addition, the differential and diagnostic strategies will be discussed.	34544 PS	112
4:15-5:05 pm	OCC	Iritis, Iritis, Iritis Speaker: Eric Schmidt, OD, FAAO Iritis is a condition that has many different clinical presentations and can take on a protracted clinical course. This course will deal with the common and uncommon presentations of iritis. Special attention will be paid to the need for laboratory testing and accompanying systemic diseases. Both short term and long term therapy will be detailed.	25307 AS	113



HAWTHORNE BRIDGE and DOWNTOWN PORTLAND

PORTLAND has long been known as a clean, green and friendly metropolis with lots to do, and even more to see.

Built on a European model, Portland is indeed a walker's paradise. The city's streets, which feature statues, fountains, and half-size city blocks, prompted

Portland's selection in 1998 as one of America's best walking towns. For visitors wanting to cover a large portion of the city, public transportation is both accessible and user-friendly. Light rail trains (MAX) will take you to Washington Park, the Oregon Zoo, the World Forestry Center Museum, Hoyt Arboretum or the Children's Museum. The MAX also follows a 4.9 mile loop that travels through downtown, the airport, art gallery filled Pearl

District, and Nob Hill, known for its outstanding upscale shopping.

The city boasts amazing display of art and culture at the Portland Art Museum, the Oregon History Center, the historic Old Town District, and Pittock Mansion while Portland's cuisine will excite your taste buds. A natural outgrowth of the Northwest's forests, rivers and wine valleys, Oregon yields superb game, salmon, and sturgeon as well as some of the finest wine and beer in the world. Shoppers beware! The Lloyd Center Mall, located next to the Doubletree - Lloyd Center Hotel, is Oregon's largest shopping mall with more than 200 stores, 18 movie theaters and an ice skating rink. With no sales tax, shoppers enjoy a bigger bang for their buck. How about activities for the younger participant? Children will be delighted with the day trips to the Oregon Zoo or an opportunity to "Expand their Universe" at the Oregon Museum of Science and Industry (OMSI). For other new and exciting ideas access Portland's website at www.travelportland.com.

OD COURSE SCHEDULE | FRIDAY, SEPTEMBER 28, 2012

TIME	LOCATION	COURSE TITLE/SPEAKER/DESCRIPTION	COPE #	COURSE #
8:00 -9:50 am	OCC	OSD: CL & Co-Management CE Panel Session Speakers: Melissa Barnett, OD, FAAO Walter Whitley, OD, MBA, FAAO , Blair Lonsberry MS, OD, Med, FAAO The following interactive presentation examines the importance of ocular surface disease in optometric practice: in particular our contact lens wear/patients and in the surgical pre/post co-management patient. Particular emphasis is placed on current diagnostic criteria and the latest treatment/management for patients suffering from OSD.	34979 AS	200
10:00-10:50 am	OCC	The Latest In Corneal Degenerations Speaker: Blair Lonsberry MS, OD, Med, FAAO The ever-expanding scope of therapeutic privileges for optometrists has made the diagnosis and treatment of anterior segment diseases a crucial aspect of clinical practice. This interactive course will examine the various forms of corneal dystrophies and degenerations focusing on patient symptoms, diagnostic criteria, effects on vision, and the most current management and treatment options.	31954 AS	201
	OCC	Corneal Collagen Cross-Linking Speaker: Melissa Barnett, OD, FAAO In patients with progressive keratoconus and corneal ectasia, Corneal Collagen Crosslinking (CXL) is a treatment that uses riboflavin and ultra-violet light to strengthen the cornea. This course offers a comprehensive overview of CXL for the eye care practitioner.	30790 RS	202
	OCC	The Impact of Femtosecond Lasers on Modern Cataract Surgery Speaker Walter Whitley, OD, MBA,FAAO This grand-rounds course will discuss the impact that femtosecond lasers will have on our current and future cataract patients. Attendees will have the opportunity to observe live surgery. Topics to be discussed include indication for the femtosecond laser, patient selection, implementation in surgery, and post-operative care.	32842 PO	203
11:00-11:50 am	OCC	Clinical Ocular Grand Rounds Speaker: Blair Lonsberry MS, OD, Med, FAAO This course will review unique cases in a grand rounds format from a variety of ocular disciplines and will focus on the patient presentation, differential diagnoses, and treatment/management options.	25349 SD	204
	OCC	Scleral Contact Lenses – Indications and Complications Speaker: Melissa Barnett, OD, FAAO The use of scleral contact lenses has grown tremendously in the last few years. Scleral lenses are large-diameter rigid gas permeable lenses.	31489 CL	205
	OCC	Glaucoma Co-Management: Surgical Considerations Speaker: Walter Whitley, OD, MBA, FAAO This course will review the traditional medical and surgical treatments of glaucoma, as well as advances in glaucoma surgical options. Attendees will be equipped to educate their patients on glaucoma surgical options when indicated.	31367 GL	206
11:50-1:00 pm	OCC	Lunch Sponsored by Carl Zeiss Meditec  Register Onsite - Limited Availability		
11:50-1:00 pm	OCC	Lunch TBD Register Onsite - Limited Availability		
1:00-2:50 pm	OCC	Diagnosing and Managing Ocular Urgencies and Emergencies Speaker: Blair Lonsberry MS, OD, Med, FAAO Utilizing the latest in interactive technology, this course will review the various presentations of ocular urgencies and emergencies; focusing on triaging, case history and key points in diagnosing various emergent conditions. Appropriate treatment and management plans will be discussed in detail, focusing on current therapeutic intervention.	33291 SD	207
	OCC	Conquering the Steep Cornea – Contact Lenses in Keratoconus Speaker: Melissa Barnett, OD, FAAO The course reviews different types of contact lenses in the management of keratoconus. Fitting goals, advantages and disadvantages are reviewed for each type of lens. Lenses included are small diameter gas permeable, intra-limbal, scleral, hybrid, piggyback, and custom soft lenses. Patient cases are incorporated throughout the course.	27054 CL	208
	OCC	The Good, The Bad and The Orals Speaker: Walter Whitley, OD, MBA, FAAO Using case examples, this course will review commonly prescribed oral medications used for various ocular infections, inflammatory conditions and pain. Common side effects of oral medications will be discussed.	31815 OP	209
1:00-2:50 pm	OCC	Presidents' Council (by invitation only)		PC-200

OD COURSE SCHEDULE | SATURDAY, SEPTEMBER 29, 2012

TIME	LOCATION	COURSE TITLE/SPEAKER/DESCRIPTION	COPE #	COURSE #
7:30-12:00 pm	OCC	GWCO Optometric Student Program Sponsored in Part by NWES 	N/A	ST300
8:00 -9:50 am	OCC	Update on Surgical Techniques in Co-Management – Treatment Prior to Referral CE Panel Session Speakers: Derek Cunningham, OD, FAAO Jill Autry, OD, RPh, FAAO Alan Kabat, OD, FAAO This course will review the latest surgical techniques that optometric physicians need to know when co-managing patients.	34223 PO	300
9:00 -12:00 pm	OCC	CPR Heart to Heart (Pre-registration Required-Additional \$75 fee)	Pending	CPR300
10:00-10:50 am	OCC	From Print to Practice: Current Therapeutic Approaches to Blepharitis Management Speaker: Alan Kabat, OD, FAAO This course reviews the latest thoughts, theories and management strategies for blepharitis and meibomian gland dysfunction as described in the most recent literature of the day, including the TFOS MGD Workshop.	32072 AS	301
	OCC	High Risk Refractive Surgery: Do You Feel Lucky? Speaker: Derek Cunningham, OD, FAAO This course will review what is traditionally considered risk factors for corneal surgery. These risk factors will be evaluated through published studies, scientific literature and reports.	32210 RS	302
	OCC	Pearls from a Referral Center Speaker: Jill Autry, OD, RPh, FAAO Comprehensive ocular disease seminars can leave the optometrist searching for relevant diagnostic criteria to implement in their practice. In this course, a referral center optometrist will highlight clinical and therapeutic ocular disease pearls for use in the practice.	26353 AS	303
11:00-11:50 am	OCC	Re-Thinking Dry Eye Speaker: Alan Kabat, OD, FAAO This course reviews the latest thoughts, theories and management strategies for blepharitis and meibomian gland dysfunction as described in the most recent literature of the day, including the TFOS MGD Workshop.	32082 AS	304
	OCC	The Pain Game – Exploring Ocular Pain and Inflammation Speaker: Derek Cunningham, OD, FAAO This course will review current understandings of ocular pain and inflammation. Topical therapies of on and off-label medications will be reviewed for primary care and post-surgical applications.	30847 PH	305
	OCC	Flashes and Floaters and Curtains, Oh My! Speaker: Jill Autry, OD, RPh, FAAO A patient's chief complaint of flashes, floaters, and a curtain of visual field loss often leads to a diagnosis of retinal detachment. There are many other conditions, however, which can produce these same symptoms alone or in various combinations which should be in our differential diagnoses. In this lecture, a referral center optometrist will guide you down the yellow brick road for examining a patient with flashes, floaters, and/or segmental vision loss.	30704 PD	306
12:00-1:30 pm	OCC	Student Lunch		L-ST300
12:00-1:30 pm	OCC	Exhibit Hall Marketplace Lunch (Included with Registration)		
2:30-5:30 pm	OCC	CPR Heart to Heart (Pre-registration Required-Additional \$75 fee)		CPR300
3:00-4:50 pm	OCC	Presidents' Council (by invitation only)		PC300
3:00-4:50 pm	OCC	How to Prevent the Allergic Eruption Speaker: Alan Kabat, OD, FAAO Allergies are one of the most common conditions treated by optometry. In fact optometry prescribes more topical ophthalmic allergy drops than any other eye care provider. But in the last few years there have been numerous developments, new medications and new understanding into allergic eye disease. This lecture will provide practical clinical pearls to the effective management of allergic eye diseases.	31730 AS	307
3:00-4:50 pm	OCC	Cataract Surgery and IOL's 2012: Don't Wait to Update Speaker: Derek Cunningham, OD, FAAO This course will review the latest developments in cataract surgery and IOL technology. You will learn about technologies new to market and major innovations in development.	32062 RS	308
3:00-4:50 pm	OCC	Ocular Inflammation: The Enemy Within Speaker: Jill Autry, OD, RPh, FAAO From contact dermatitis to optic neuritis, the majority of ocular pathologies and their destructive sequelae are inflammatory in nature. In this lecture, a pharmacist/optometrist will detail both anterior and posterior segment ocular inflammatory conditions with an emphasis on pathophysiology, diagnosis, and appropriate pharmacological treatments. The judicious use of topical and oral steroid and non-steroidal agents will be detailed.	29647 PD	309

OD/AOP COURSE | DR. LEONARD PRESS | SUNDAY, SEPTEMBER 30, 2012

TIME	LOCATION	COURSE TITLE/SPEAKER/DESCRIPTION	COPE #	COURSE #
8:00 -9:50 am	DoubleTree	Applying Research in Amblyopia Therapy to Clinical Practice Speaker: Dr. Leonard Press Description: Amblyopia has been defined during the past 15 years as a developmental disorder of spatial vision, taking it beyond the realm of visual acuity. This course examines the results of PEDIG clinical trials, as well as research on amblyopia from vision scientists, to derive useful procedures for clinical practice.	28505-FV	400
10:00-11:50 am	Doubletree	3D Media: Visual Problems from New Technology Speaker Dr. Leonard Press 3D movies and home entertainment devices such as TV and video games have presented new challenges to our visual system. This course will address these issues and will discuss their management.	32219-PD	401
1:00-2:50 pm	Doubletree	Masquerade Syndromes: Binocular Vision vs. Pathology Speaker Dr. Leonard Press Binocular vision disorders can present with signs or symptoms suggestive of eye or systemic disease. Conversely, eye or systemic disease can masquerade as BV disorders. This course blends a functional vision and disease approach through illustrative cases.	21717-NO	402

OD/AOP COURSE | MANAGEMENT AND BUSINESS ACADEMY | SUNDAY, SEPTEMBER 30, 2012

SPONSORED BY ALCON AND ESSILOR



TIME	LOCATION	COURSE TITLE/SPEAKER/DESCRIPTION	*ADDITIONAL FEE REQUIRED	COPE #	COURSE #
8:15-9:00 am	Doubletree	What You Measure Improves: A Review of the Custom Practice Profile Report Each participant will complete a detailed questionnaire on 2011 practice performance prior to the event and data will be compiled and given to each attendee. This report compares your practice to a nationwide report with over 50 performance attributes. This unique report enables a practice to quickly assess areas of strength and weakness and to prioritize areas that need improvement.			403
9:00-10:15am	Doubletree	The Essentials of Financial Management, Segment 1 Speaker: Mark Wright, OD, FCOVD Attendees will learn a simple budgeting structure ideal for optometric practices, strategies to optimize fees and device pricing while minimizing patient defection, how to interpret key financial metrics and strategies to optimize practice equity for ultimate sale.		33589-PM	403
10:30-11:20am	Doubletree	The Essentials of Financial Management, Segment 2 Speaker: Mark Wright, OD, FCOVD Attendees will learn a simple budgeting structure ideal for optometric practices, strategies to optimize fees and device pricing while minimizing patient defection, how to interpret key financial metrics and strategies to optimize practice equity for ultimate sale.		33589-PM	403
11:20-12:10pm	Doubletree	Financial Management Implementation Breakout Q&A Speaker: Mark Wright, OD, FCOVD		33589-PM	403
12:10-1:00pm	Doubletree	Lunch			403
1:00-2:15pm	Doubletree	Essentials of Practice Marketing and Optical Merchandising, Segment 1 Speaker: Gary Gerber, OD Attendees will learn best practices in patient recall methodology, strategies to update the product mix to increase revenue per patient, marketing plan basics, and simple techniques to monitor patient satisfaction.		Pending	403
2:30-3:20pm	Doubletree	Essentials of Practice Marketing and Optical Merchandising, Segment 2 Speaker: Gary Gerber, OD Attendees will learn best practices in patient recall methodology, strategies to update the product mix to increase revenue per patient, marketing plan basics, and simple techniques to monitor patient satisfaction.		Pending	403
3:20-4:10 pm	Doubletree	Marketing Implementation Breakout Q&A Speaker: Gary Gerber, OD			403
4:10-5:00 pm	Doubletree	Wrap Up			403

AOP COURSE SCHEDULE | FRIDAY, SEPTEMBER 28, 2012

ABO NCLE AOA-Para

TIME	LOCATION	COURSE TITLE/SPEAKER/DESCRIPTION	ACCREDITATION	COURSE #
9:00-10:50 am	OCC	Under Construction—The Journey Towards Personal Success and Fulfillment Speaker: Kevin Roe, OD Does it seem as if your life has hit a “plateau”? Are there times when your job seems like just that - a job? What happened to the dreams? When is “someday” going to finally arrive? Intended for both doctors and staff, this presentation will challenge you to examine where you are, where you are going, and most importantly, why? Whether attending as part of a team, or as an individual, this presentation is sure to inspire you to make the most of your GWCO experience - and your life!	Pending	A200
11:00-11:50 am	OCC	The Hither and Tither of Optics Speaker: Jill Luebbert Understanding how the prescription will look in the eye wear is an important skill for the optician. The patient relies on your guidance for the best option. What difference will astigmatism make? Who thick will the lenses be? We will look at how the final numbers in the written prescription affect the final product.	ABO/AOA	A201
11:00-11:50 am	OCC	Top 10 Medical Diseases You Will See in the Optometric Office Speaker: Landon Jones, OD Overview of 10 common ocular pathologies. Signs, symptoms, and etiology will be discussed as well as appropriate treatment plans.	Pending	A202
11:00-11:50 am	OCC	Riding the Wave: Scheduling and Time Management Solutions Speaker: Laurie Guest Are there days when your patient flow feels more like crashing waves of chaos? Get control of your schedule and time by learning Laurie’s technique for “riding the wave.” This program is focused on distribution of tasks and creative approach to patient management. It is not on electronic appointment keeping or master calendar programming.	ABO/NCLE	A203
12:00-1:00 pm		Lunch on your own		
1:00-1:50 pm	OCC	The Integrated Optometric Practice: Enhancing Patient Care Through the Use of Technology. Speaker: Ken Eakland, OD This course has been developed to provide clinically relevant and detailed information on the uses of technology and computer automation to enhance patient management, and increase the quality of care within an optometric office.	Pending	A204
1:00-1:50 pm	OCC	Progressive Lens Technology: Yesterday, Today and Tomorrow Speaker: Juli Dewalt Progressive Addition Lenses (PAL) designs have evolved over the last 30 years and with all of the technological advances available today, we have a plethora of lenses to choose from. Where did the technology begin and how far can we take it? This course looks at the PAL designs of yesterday, where the technology has taken us today and what the future holds for tomorrow. We hear a great deal about Free Form technology today, and this course delves into how these custom lenses are made and why the patient benefits from this futuristic technology. Upon completion of the course the participant should be able to: identify ten progressive addition lens technologies; understand how FreeForm technology is generated; evaluate the performance of the lens; select and recommend the progressive lens design that is best suited for the patient.	ABO	A205
1:00-2:50 pm	OCC	Game Show Mania! Edu-tainment at its Finest! CPO Review Speakers: Laurie Guest and Jill Luebbert, CPOT, ABOC This unique course helps participants review for the CPO test. The “edu-tainment” gameshow takes the boring out of studying and puts the joy back into learning. Even if you aren’t preparing for a test, this unique session helps teach technical information in an easy-to-learn format.	Pending	A206
2:00-2:50 pm	OCC	Meaningful Use: What Is It and How Do We Do It? Speaker: Ken Eakland, OD The participant will understand the history and background of the development of the meaningful use objectives for compliance with the ARRA/HITECH rule and regulations, the requirements and specific reporting required to participant in the Federal incentive programs, and they will receive specific suggested mechanisms to integrate policies and procedures within the optometric practice.	Pending	A207
2:00-2:50 pm	OCC	Trivex: The Tri-Performance Lens Material Speaker: Juli Dewalt Ophthalmic lens technology has made major advancements over the past 20 years. This course gives an overview of the development, features, benefits and properties of Trivex material and how it is used in ophthalmic lenses. Upon completion of this course, the participant should be able to: give an overview of the development of Trivex material; summarize the features and properties of Trivex; explain the features and benefits of Trivex; list some of the uses of Trivex; give an overview of how to work with Trivex in the lab; list some dispensing tip.	ABO	A208

AOP COURSE SCHEDULE | SATURDAY, SEPTEMBER 29, 2012

ABO NCLE AOA-Para

TIME	LOCATION	COURSE TITLE/SPEAKER/DESCRIPTION	ACCREDITATION	COURSE #
9:00-9:50 am	OCC	Is Online On Your Mind? Speaker: Dora Haupt There is an internet explosion with a multitude of online optical retailers. Learn how to leverage this new market trend and grow your practice	Pending	A300
9:00-11:50 am	OCC	Game Show Mania! Edu-tainment at its Finest! CPOA Review Speaker: Laurie Guest and Jill Luebbert, CPOT, ABOC This unique course helps participants review for the CPOA test. The "edu-tainment" gameshow takes the boring out of studying and puts the joy back into learning. Even if you aren't preparing for a test, this unique session helps teach technical information in an easy-to-learn format.	Pending	A301
9:00-11:50 am	OCC	Coding & Billing Speaker: Ken White, OD, Judy White An overview of current billing, coding and appropriate recording of chart information, including some troublesome specific billing items.	Pending	A302
9:00-12:00 pm	OCC	CPR Heart to Heart (Pre-registration Required-Additional \$75 fee)		CPR300
10:00-11:50 am	OCC	Get it Right the 1st Time: Minimize Re-dos, Maximize Doctors Rx Speaker: Thorman E. Sholey, OD This course will help with precise styling and selection of frame design doctors Rx pre fitting prior to lens measurement, vertex distance verses distometer distance, proper frame adjustments when Rx is dispensed and the possible consequences when the protocol is not followed.	Pending	A304
12:00-1:30 pm	Exhibit Hall A	Exhibit Hall Marketplace Lunch (Included with Registration)		
2:30-5:30 pm	OCC	CPR Heart to Heart (Pre-registration Required-Additional \$75 fee)		CPR 300
3:00-3:50 pm	OCC	Making a \$1000 Sale Speaker: Juli Dewalt When glasses are a necessity and you have little or no insurance coverage, \$1000 may seem like a fortune to pay for something you could get for as little as \$99. Nevertheless, it is our role as professionals to transform what may seem a superfluous spending for a medical device into an important investment in good health, well-being and self-confidence.	ABO/AOA	A305
3:00-3:50 pm	OCC	Ocular Urgencies and Emergencies Speaker: Landon Jones Discuss various urgent/emergent eye conditions that may present to the office: What the symptoms are and what the clinical findings could be. Would aid in helping to distinguish between an urgency and emergency in the office or over a phone triage. Incorporates some common clinical cases and discusses appropriate action and treatment.	Pending	A306
3:00-4:50 pm	OCC	Front Desk Follies: Friend or Foe? Speaker: Dora Haupt First impressions can grow your practice or slow it. Learn tips on how to maximize every patient encounter from the first phone call and turn common mishaps into fruitful relationships	Pending	A307
4:00-4:50 pm	OCC	Retinal Imaging with an emphasis on OCT Speaker: Landon Jones This presentation will first review retinal imaging options. It will then highlight specifically how OCT works along with general principles of interpretation. A wide variety of retinal pathology will be demonstrated to show exactly how it looks when scanned with OCT.	Pending	A308
4:00-4:50 pm	OCC	Using Managed Vision Care to Increase Profitability and Satisfy Patients Speaker: Juli Dewalt In today's competitive managed care climate it is important to consider every opportunity to capitalize on those plans that make financial and administrative sense. Managed vision care can be very profitable for the ophthalmic practice that approaches it with quality patient care and service combined with a successful approach to presenting premium products. In this course we will see how we can leverage our abilities to lay the groundwork for a more successful practice through increased profits. Upon completion of this course, the participant should be able to: describe the basic operational and administrative requirements for becoming a managed care provider; describe the flow of payments from patient to doctor and from insurance provider to the doctor; describe the presentation style or philosophy that when used in the optical dispensary provides both the best possible education and variety of choices to the patient and maximizes profitability potential for the practice.	ABO /AOA	A308

OD REGISTRATION FORM☐ OD ☐ MD ☐ DO ☐ Other

Name _____ Nickname for badge _____
 Address _____ Phone _____
 City _____ State _____ Zip _____ Cell _____
 Email _____ Fax _____

Registration Fees: Registration will not be accepted by phone. Registration includes general education, exhibit hall and special events. After Sept. 15, register on-site. Limited space. No waitlists.

	Postmarked on/or before Aug. 15	Postmarked Aug. 15-Sept. 15	On Site	Total
<input type="checkbox"/> AOA Member # _____	\$420	\$440	\$500	\$ _____
<input type="checkbox"/> Non-Member	\$570	\$670	\$720	\$ _____
<input type="checkbox"/> GWCO Board Member (present or served 5+ years)	\$0	\$0	\$0	
<input type="checkbox"/> State Executive	\$135	\$185	\$235	\$ _____
<input type="checkbox"/> Optometric Student/Resident (includes GWCO Optometric Student Program and events)	\$0	\$10	\$10	\$ _____

Additional Registration Options

<input type="checkbox"/> Spouse/Guest (includes Exhibit Hall, Events, No Education) Name of Guest(s) _____	\$125	\$150	\$200	\$ _____
<input type="checkbox"/> One-day AOA Member # _____	\$220	\$270	\$300	\$ _____
<input type="checkbox"/> One-day non-Member	\$320	\$370	\$400	\$ _____
<input type="checkbox"/> CPR Certification only	\$75	\$75	\$75	\$ _____
<input type="checkbox"/> Sunday Management & Business Academy (MBA) (Includes materials and lunch. Attendees will be emailed a survey to fill out and return by Aug. 15)	\$275	\$300	\$325	\$ _____
<input type="checkbox"/> Glendoveer Golf Tournament, Thurs. Sept. 27, 2012 (Includes cart/green fees/box lunch)	\$75	\$75	\$75	\$ _____
<input type="checkbox"/> Add'l Exhibit Hall Marketplace Pass	\$45	\$45	\$45	\$ _____

TOTAL ENCLOSED \$ _____**PLEASE ANSWER THE FOLLOWING QUESTIONS:**

*I will be attending the Welcome Reception? ☐ Yes ☐ No Guest/Spouse (fees apply) ☐ Yes ☐ No

*I will be attending the President's Reception? ☐ Yes ☐ No Guest/Spouse (fees apply) Yes ☐ No

*Dietary Needs: ☐ Diabetic ☐ Gluten Free ☐ Lactose Free ☐ Vegetarian ☐ Vegan ☐ Kosher

*ADA Needs: ☐ I require special services in accordance with the American Disability Act to fully participate.

*How did you hear about this event? ☐ Internet ☐ Direct Mail ☐ Magazine ☐ Word of Mouth ☐ Other

*Is this the first time you have attended this event? ☐ Yes ☐ No

*Which Optometry school do/did you attend? _____

Emergency Contact Name _____ **Phone** _____

PAYMENT INFORMATION

☐ Visa ☐ Mastercard ☐ Discover ☐ American Express ☐ Check Enclosed (make payable to GWCO)

Account # _____ Exp. Date _____ CCV _____

Cardholder Name (please print) _____

Authorized Signature _____

Please Mail, Fax or Email your completed Registration Form to: GWCO, 4404 SE King Rd., Milwaukie, OR. 97222 Fax: 503-659-4189 Email: gwco@gwco.org.
 Registration is not complete until payment has been received.

Cancellation Policy: Refund of registration fees less \$50/person administration cost will be granted if written request is received 6 weeks prior to Congress.

The Great Western Council of Optometry (GWCO) cannot be held liable for events beyonds its control, such as acts of God, government regulations, disasters or weather related hazards, civil unrest, terrorism acts, or any other emergency making it inadvisable or impossible to hold the convention. GWCO will make every effort to inform the participants as soon possible should such an event occur to enable the participants to cancel hotel and flight arrangements.

GWCO will charge a \$25 badge replacement fee to ALL categories of registrants

For GWCO Use Only

Check # _____
 Date Rec'd _____
 Amount Pd _____

OD THURSDAY, SEPTEMBER 27, 2012

□100	Top 10 Therapeutics/CE Panel	OCC	7:30 -9:10 am
101	GWCO Opening Ceremony with Tom Sullivan	OCC	9:30-10:45 am
□102	Surgical Therapy in Glaucoma	OCC	11:00-11:50 am
□103	Vascular Disease and AMD	OCC	11:00-11:50 am
□104	Not So Fast: Some Cases That Might Fool You	OCC	11:00-11:50 am
	Lunch Sponsored by Allergan (Register onsite)	OCC	12:00-1:15 pm
	Lunch Sponsored by Marco (Register onsite)	OCC	12:00-1:15 pm
□G-100	GWCO Golf Tournament	GGC	12:00-6:00 pm
□105	Rapid Fire Current Topics in Anterior Segment	OCC	1:15-2:05 pm
□106	What You don't Have on OCT	OCC	1:15-2:05 pm
□107	Prescribing Oral Steroids	OCC	1:15-2:05 pm
PC-100	Presidents' Council	OCC	1:30-5:30 pm
□108	What You Don't Know Really Can Hurt You	OCC	2:15-4:05 pm
□109	Is This Glaucoma?	OCC	2:15-4:05 pm
□110	Glaucoma Pharmacology	OCC	2:15-4:05 pm
□111	Glaucoma Grand Rounds	OCC	4:15-5:05 pm
□112	Retina Mysteries Revealed	OCC	4:15-5:05 pm
□113	Iritis, Iritis, Iritis	OCC	4:15-5:05 pm

OD FRIDAY, SEPTEMBER 28, 2012

□200	Ocular Surface Disease/CE Panel	OCC	8:00 -9:50 am
□201	The Latest In Corneal Degenerations	OCC	10:00-10:50 am
□202	Corneal Collagen Cross-Linking	OCC	10:00-10:50 am
□203	The Impact of Femtosecond Lasers on Modern Cataract Surgery	OCC	10:00-10:50 am
□204	Clinical Ocular Grand Rounds	OCC	11:00-11:50 am
□205	Scleral Contact Lenses – Indications and Complications	OCC	11:00-11:50 am
□206	Glaucoma Co-Management: Surgical Considerations	OCC	11:00-11:50 am
	Lunch Sponsored by Zeiss Meditech (Register onsite)	OCC	11:50 - 1:00 pm
	Lunch (TBD)	OCC	11:50 - 1:00 pm
□207	Diagnosing and Managing Ocular Urgencies and Emergencies	OCC	1:00-2:50 pm
□208	Conquering the Steep Cornea – Contact Lenses in Keratoconus	OCC	1:00-2:50 pm
□209	The Good, The Bad and The Orals	OCC	1:00-2:50 pm
PC-200	Presidents' Council	OCC	1:00-2:50 pm

OD SATURDAY, SEPTEMBER 29, 2012

□ST300	GWCO Optometric Student Program Sponsored in part by NWES	OCC	7:30 - 12:00 pm
□300	Update on Surgical Techniques in Co-Management – Treatment Prior to Referral/CE Panel	OCC	8:00 -9:50 am
□CPR300	CPR Heart to Heart (additional \$75 fee)	OCC	9:00 - 5:30 pm
□301	From Print to Practice: Current Therapeutic Approaches to Blepharitis Management	OCC	10:00-10:50am
□302	High Risk Refractive Surgery: Do You Feel Lucky?	OCC	10:00-10:50 am
□303	Pearls from a Referral Center	OCC	10:00-10:50 am
□304	Re-Thinking Dry Eye	OCC	11:00-11:50 am
□305	The Pain Game – Exploring Ocular Pain and Inflammation	OCC	11:00-11:50 am
□306	Flashes and Floaters and Curtains, Oh My!	OCC	11:00-11:50 am
□L-ST300	Student Lunch	EHA	12:00 - 1:30 pm
L-300	Exhibit Hall Marketplace Lunch (included in registration)	EHA	12:00 - 1:30 pm
PC-300	Presidents' Council		3:00-4:50 pm
□307	How to Prevent the Allergic Eruption	OCC	3:00-4:50 pm
□308	Cataract Surgery and IOL's 2012: Don't Wait to Update	OCC	3:00-4:50 pm
□309	Ocular Inflammation: The Enemy Within	OCC	3:00-4:50 pm

OD SUNDAY, SEPTEMBER 30, 2012 LEONARD PRESS, OD

□400	Applying Research in Amblyopia Therapy to Clinical Practice	DT	8:00 -9:50 am
□401	3D Media: Visual Problems from New Technology	DT	10:00-11:50 am
□402	Masquerade Syndromes: Binocular Vision vs. Pathology	DT	1:00-2:50 pm

OD SUNDAY, SEPTEMBER 30, 2012 MANAGEMENT AND BUSINESS ACADEMY (MBA)

□403	Management and Business Academy (additional fee required)	DT	8:00-5:00 pm
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OCC = Oregon Convention Center DT = Doubletree Hotel
EHA = Exhibit Hall A GGC = Glendoveer Golf Course

AOP REGISTRATION FORM☐ Optician ☐ Paraoptometric ☐ Other**1st Registrant/Contact Person**

Name _____ Nickname for badge _____
 Address _____ Phone _____
 City _____ State _____ Zip _____ Cell _____
 Email _____ Fax _____
 Practice or doctor _____

REGISTRATION FEES: Registrants must be employed by same practice or doctor and register at the same time to receive discount rates. Individual email addresses are required at time of registration. Registration will not be accepted by phone. Registration includes education sessions, exhibit hall pass and special events. After Sept. 15, register on-site. Limited space. No waitlists.

	1st Registrant	2nd Registrant	3rd or subsequent Registrant	Total
<input type="checkbox"/> Early registration (received by Aug. 15)	\$250	\$210	\$190	\$ _____
<input type="checkbox"/> Registration (received Aug. 15-Sept. 15)	\$285	\$245	\$225	\$ _____
<input type="checkbox"/> On-site registration (received after Sept. 15)	\$330	\$290	\$270	\$ _____
<input type="checkbox"/> Spouse/Guest pass (Exhibit Hall, Special Events, No Education)	\$125	\$150	\$200	\$ _____

Name of spouse/guest(s) _____

ADDITIONAL REGISTRATION OPTIONS

<input type="checkbox"/> One-day education registration	\$175	\$135	\$115	\$ _____
<input type="checkbox"/> CPR Certification	\$75	\$75	\$75	\$ _____
<input type="checkbox"/> Sunday - Management & Business Academy (MBA) (Includes materials and lunch. Students will be emailed a survey to fill out and return by Aug. 15, 2012).	\$275	\$275	\$275	\$ _____
<input type="checkbox"/> Additional Exhibit Hall Marketplace Pass	\$45	\$45	\$45	\$ _____
TOTAL ENCLOSED				\$ _____

ADDITIONAL OFFICE REGISTRANTS

☐ 2nd registrant name _____ Nickname for badge _____
 Cell _____ Email _____
☐ 3rd registrant name _____ Nickname for badge _____
 Cell _____ Email _____

Use a separate sheet of paper for any additional registrants from the same office. Individual email address required.

PLEASE ANSWER THE FOLLOWING QUESTIONS:

*How many from your office will be attending: Thurs. Welcome Reception _____ Fri. President's Reception _____
 *Dietary Needs: ☐ Diabetic ☐ Gluten Free ☐ Lactose Free ☐ Vegetarian ☐ Vegan ☐ Kosher
 *ADA Needs: ☐ I require special services in accordance with the American Disability Act to fully participate.
 *How did you hear about this event? ☐ Internet ☐ Direct Mail ☐ Magazine ☐ Word of Mouth ☐ Email ☐ Other
 *Is this the first time you have attended this event? ☐ Yes ☐ No
 Emergency Contact Name _____ Phone _____

PAYMENT INFORMATION

☐ Visa ☐ Mastercard ☐ Discover ☐ American Express ☐ Check Enclosed (make payable to GWCO)

Account # _____ Exp. Date _____ CCV _____

Cardholder Name (please print) _____

Authorized Signature _____

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Check # _____
 Date Rec'd _____
 Amount Pd _____

AOP FRIDAY, SEPTEMBER 28, 2012

<input type="checkbox"/> A200	Under Construction - The Journey Towards Personal Success and Fulfillment	OCC	9:00-10:50 am
<input type="checkbox"/> A201	The Hither and Tither of Optics	OCC	11:00-11:50 am
<input type="checkbox"/> A202	Top 10 Medical Diseases You Will See in the Optometric Office	OCC	11:00-11:50 am
<input type="checkbox"/> A203	Riding the Wave: Scheduling and Time Management Solutions	OCC	11:00-11:50 am
	Lunch On Your Own	OCC	12:00-1:00 pm
<input type="checkbox"/> A204	Integrated Optometric Practice: Enhancing Patient Care Through the Use of Technology	OCC	1:00-1:50 pm
<input type="checkbox"/> A205	Progressive Lens Technology: Yesterday, Today and Tomorrow	OCC	1:00-1:50 pm
<input type="checkbox"/> A206	Game Show Mania! Edu-tainment at its Finist! (Review for the CPO Test)	OCC	1:00-2:50 pm
<input type="checkbox"/> A207	Meaningful Use: What is it and how do we do it...	OCC	2:00-2:50 pm
<input type="checkbox"/> A208	Trivex: The Tri-Performance Lens Material	OCC	2:00-2:50 pm

AOP SATURDAY, SEPTEMBER 29, 2012

<input type="checkbox"/> A300	Is Online On Your Mind?	OCC	9:00-9:50 am
<input type="checkbox"/> A301	Game Show Mania! Edu-tainment at its Finest! (Review for the CPOA Test)	OCC	9:00-11:50 am
<input type="checkbox"/> A302	Coding & Billing	OCC	9:00-11:50 am
<input type="checkbox"/> CPR 300	CPR Heart to Heart (\$75 additional fee)	OCC	9:00 - 12:00 pm
<input type="checkbox"/> A304	Getting it Right the First Time (Minimize the Redos - Mazimize the Doctors Rx	OCC	10:00-11:50 am
	Exhibit Hall Lunch (Included with Registration)	OCC	12:00-3:00 pm
<input type="checkbox"/> CPR 300	CPR Heart to Heart (\$75 additional fee)	OCC	2:30-5:50 pm
<input type="checkbox"/> A305	Making a \$1000 Sale	OCC	3:00-3:50 pm
<input type="checkbox"/> A306	Ocular Urgencies and Emergencies	OCC	3:00-3:50 pm
<input type="checkbox"/> A307	Front Desk Follies: Friend or Foe	OCC	3:00-4:50 pm
<input type="checkbox"/> A308	Retinal Imaging with an emphasis on OCT	OCC	4:00-4:50 pm

AOP SUNDAY, SEPTEMBER 30, 2012 LEONARD PRESS, OD

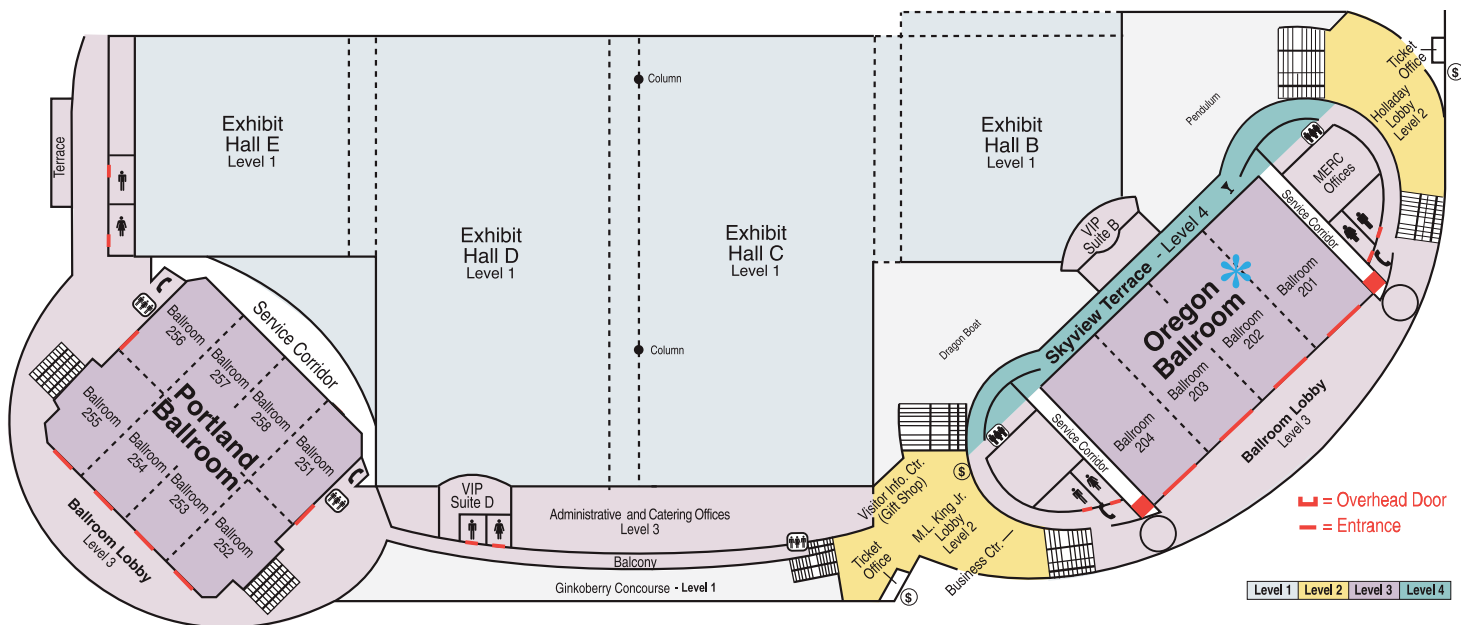
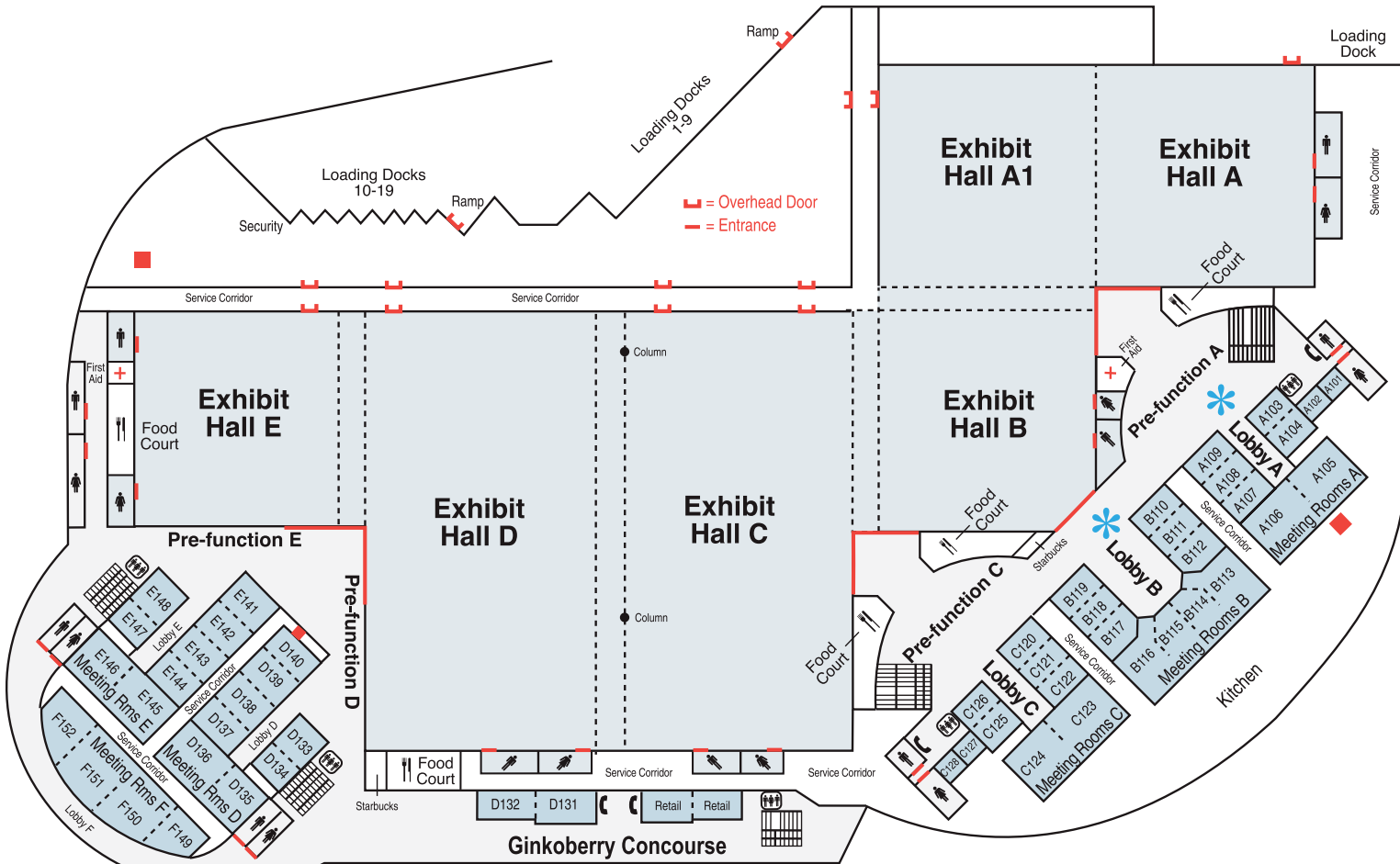
<input type="checkbox"/> 400	Applying Research in Amblyopia Therapy to Clinical Practice	DoubleTree	8:00 -9:50 am
<input type="checkbox"/> 401	3D Media: Visual Problems from New Technology	Doubletree	10:00-11:50 am
<input type="checkbox"/> 402	Masquerade Syndromes: Binocular Vision vs. Pathology	Doubletree	1:00-2:50 pm

AOP SUNDAY, SEPTEMBER 30, 2012 MANAGEMENT AND BUSINESS ACADEMY (MBA)

<input type="checkbox"/> 403	Management and Business Academy (additional fee required)	DoubleTree	8:00-5:00 pm
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Oregon Convention Center

* GWCO Meeting Rooms





Future
GWCO Congress
October 9-12, 2014

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the **DATES**

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17 LOCATIONS SERVING

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Idaho
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New Mexico
Oregon
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*It is always a privilege
to be invited to participate
in the care of your patients.*



PACIFIC CATARACT AND LASER INSTITUTE

W O R L D C L A S S C A R E