



2 0 1 0 F A L L M E E T I N G

Verizon Wireless Center
&
Hilton Garden Inn

Mankato,
Minnesota

October 1 & 2

REGISTRATION BROCHURE

14 CES AVAILABLE



MEETING AT-A-GLANCE

FRIDAY, OCTOBER 1

8:00 a.m.	MOA Board of Trustees Meeting
11:30 a.m.	Registration Lunch (<i>on your own</i>)
Noon—2:00 p.m.	Neuroimaging: A Primer <i>Richard London, OD</i>
2:00—2:10 p.m.	Refreshment and Networking Break
2:10—3:10 p.m.	Binocular Vision and Pediatric Challenges for \$200 Please! <i>Richard London, OD</i>
3:20—4:20 p.m.	Healthy Sight Consulting <i>Peter Shaw-McMinn, OD</i>
4:20—4:30 p.m.	Refreshment and Networking Break
4:30—6:30 p.m.	Five Ways to Increase Profits <i>Peter Shaw-McMinn, OD</i>
Evening	On Your Own



MEETING AT-A-GLANCE

SATURDAY, OCTOBER 2

MOA 2010 FALL MEETING

- | | |
|-----------------------|---|
| 7:00 a.m. | Continental Breakfast |
| 8:00—9:00 a.m. | Genomics for Optometrists
<i>Leland Carr, OD</i> |
| 9:00—10:00 a.m. | Impact of Pregnancy on the Eyes and Vision
<i>Leland Carr, OD</i> |
| 10:00—10:10 a.m. | Refreshment and Networking Break |
| 10:10—11:10 a.m. | Physical Diagnosis: Insight Into Common Systemic Disorders
<i>Leland Carr, OD</i> |
| 11:10 a.m.—12:10 p.m. | Diabolical Type 2 Diabetes
<i>Leland Carr, OD</i> |
| 12:10—1:00 p.m. | Lunch and sponsor exhibits |
| 1:00—2:00 p.m. | Pediatric Retina Surgery
<i>Polly Quiram, MD, PhD</i> |
| 2:10—3:10 p.m. | Retina Surgery Update
<i>John Davies, MD</i> |
| 3:10—3:20 p.m. | Refreshment and Networking Break |
| 3:20—5:20 p.m. | Smart Medicine for Your Eyes: The Role of Nutrition in the Primary Eye Care Practice
<i>Jeffrey Anshel, OD, FAAO</i> |



EVENT DESCRIPTIONS

FRIDAY, OCTOBER 1

NOON—2:00 P.M.**NEUROIMAGING: A PRIMER****RICHARD LONDON, OD**

This course is intended to familiarize the clinician with the basic techniques currently used in neuroimaging. These include plain films, CT and CTA, MRI and MRA, functional MRI, among others. The purpose is to aid the clinician in understanding reports, foster better professional communications, and develop awareness of the abilities and limitations of each procedure. COPE 24077-NO

2:00—2:10 P.M.**REFRESHMENT AND NETWORKING BREAK****2:10—3:10 P.M.****BINOCULAR VISION AND PEDIATRIC CHALLENGES FOR \$200 PLEASE!****RICHARD LONDON, OD**

A review of important concepts in the binocular vision and pediatric vision care in a game show (Jeopardy) format that will encourage audience participation. Concepts such as fusion, emmetropization, vision therapy techniques and new findings regarding amblyopia will be covered. COPE 27612-FV

3:20—4:20 P.M.**HEALTHY SIGHT CONSULTING****PETER SHAW-McMINN, OD**

This education module introduces the integrated approach to eye care known as Healthy Sight Counseling (HSC). The course will familiarize the practitioner with the two major components of HSC: vision care and vision wear, and illustrate how understanding of these factors is necessary in providing patients with the best possible visual health care. Also, it reinforces the importance of taking all factors that effect vision into consideration when evaluating a patient's visual health, and outlines how to fully appreciate HSC in order to ideally determine visual well-being. COPE 18245-GO

*Sponsored by Transitions***4:20—4:30 P.M.****REFRESHMENT AND NETWORKING BREAK****4:30—6:30 P.M.****FIVE WAYS TO INCREASE PROFITS****PETER SHAW-McMINN, OD**

Many doctors and staff seem to be working harder and enjoying less profit. Come join us and learn 1) how to make your practice more efficient by controlling expenses, 2) how to increase revenue per patient, and 3) how to bring in more patients to build your practice. COPE 20114-PM

Sponsored by Transitions

EVENT DESCRIPTIONS

SATURDAY, OCTOBER 2

8:00—9:00 A.M.

GENOMICS FOR OPTOMETRISTS

LELAND CARR, OD

This course introduces the concept of Genomics as a new form of science. It reviews the key definitions and concepts needed to place genomics in perspective, then goes on to describe recent breakthroughs and discoveries resulting from applied research in the field. The Recommended Core Curriculum in Genomics for Optometry is reviewed, and references for further information are provided. COPE 20316-SD

Sponsored by Walman Optical

9:00—10:00 A.M.

IMPACT OF PREGNANCY ON THE EYE AND VISION

LELAND CARR, OD

This course describes the common and uncommon ocular and visual side-effects encountered in pregnant patients. It provides an understanding of the delicate interaction between emotional aspects and physiologic changes induced, and their impact on the visual system. It offers recommendations and insights regarding both therapeutic and non-therapeutic management of these patients. It highlights "when and what to prescribe".

COPE 18506-PD

Sponsored by Walman Optical

10:00—10:10 A.M.

REFRESHMENT AND NETWORKING BREAK

10:10—11:10 A.M.

PHYSICAL DIAGNOSIS: INSIGHT INTO COMMON SYSTEMIC DISORDERS

LELAND CARR, OD

This course provides diagnostic insights with regard to the identification of systemic disorders commonly encountered in optometric settings.

COPE 21724-SD

Sponsored by Walman Optical

11:10 A.M.—12:10 P.M.

DIABOLICAL TYPE 2 DIABETES

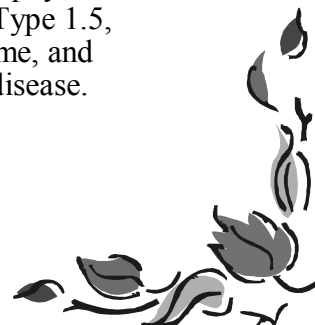
LELAND CARR, OD

This course provides updated information regarding the complex pathophysiology of Type 2 diabetes. It also describes the newly defined subtypes, Type 1.5, Type 2-s, and Type 2-d. It provides insight into the Metabolic Syndrome, and describes the means and importance of properly "typing" a diabetic's disease.

COPE 24019-SD

Sponsored by Walman Optical

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EVENT DESCRIPTIONS

12:10—1:00 P.M.

LUNCH AND SPONSOR EXHIBITS

1:00—2:00 P.M.

PEDIATRIC RETINA SURGERY

POLLY QUIRAM, MD, PhD

Sponsored by VitreoRetinal Surgery, PA

2:10—3:10 P.M.

RETINA SURGERY UPDATE

JOHN DAVIES, MD

Sponsored by VitreoRetinal Surgery, PA

3:10—3:20 A.M.

REFRESHMENT AND NETWORKING BREAK

3:20 A.M.—5:20 P.M.

SMART MEDICINE FOR YOUR EYES: THE ROLE OF NUTRITION IN THE PRIMARY EYE CARE PRATICE

JEFF ANSHEL, OD, FAAO

Recent studies show that over 158 million consumers use nutritional supplements. We must not overlook this major trend in our society. This is a course on the latest research into the nutritional effects of foods and supplements on the most common chronic eye diseases. This course will review the role of nutraceuticals in the care and prevention of many of the eye conditions that present to your office on a daily basis.

COPE 26624-SD

Sponsored by Advanced Vision Research



EDUCATOR BIOGRAPHIES

JEFFREY ANSHEL, OD, FAAO

Dr. Jeffrey Anshel, a native of Chicago, graduated from the Illinois College of Optometry. A former U.S. Navy lieutenant, Dr. Anshel opened his first optometry practice for Holistic Optometry at the Center For Total Health in Solana Beach, California. Dr. Anshel's latest venture, called Corporate Vision Consulting, addresses the high stress area of vision demands in relation to working with computers. A well-published optometrist, his on-site lectures and worksite inspections incorporating personal advice allow people who work with computers daily to avoid eye and vision problems.

LELAND CARR, OD

Dr. Leland Carr is Assistant Dean and Professor of Optometry at Northeastern State University in Tahlequah, Muskogee, and Broken Arrow, Oklahoma. He has been affiliated with the institution since 2006. Dr. Carr's academic career began in 1982 when he began working as a part-time clinical faculty member at Ferris State. He has taught courses in anterior segment ocular pathology, posterior segment ocular pathology, pediatric optometry, general pharmacology, ocular pharmacology, neuro-optometry, advanced clinical methods, and advanced diagnosis and treatment of ocular disease. Dr. Carr was named Oregon Optometrist of the Year in 2000, and received the Oregon Optometric Physicians Association Award of Special Merit in 2001. He has served as consultant to the Accreditation Council on Optometric Education, and he became president of the Association of Schools and Colleges of Optometry (ASCO) in June 2003.

JOHN DAVIES, MD

Dr. John Davies graduated magna cum laude from the University of Rochester in Rochester, NY, and received his Doctor of Medicine degree cum laude from Emory University in Atlanta, GA. He pursued his Residency in Ophthalmology at the Emory Eye Center and served as Chief Resident in his final year. Dr. Davies completed a Fellowship in Vitreoretinal Surgery and Disease at Barnes Retina Institute and Washington University School of Medicine in St. Louis, MO. Dr. Davies joined VitreoRetinal Surgery in August 2009 and is a member of the American Academy of Ophthalmology and the American Society of Retina Specialists.



EDUCATOR BIOGRAPHIES

RICHARD LONDON, OD

Dr. Richard London received his Master of Arts from Brandeis University in 1974 while obtaining his doctor of optometry degree from New England College of Optometry in 1978. Dr. London completed a residency in Children's Vision at the Southern California College of Optometry and is a professor of optometry at Pacific University College of Optometry. His areas of expertise and interest include binocular vision, rehabilitative optometry, vision therapy, and pediatric optometry. Dr. London was the editor-in-chief of Mosby's Optometric Problem Solving series and is currently working under a National Eye Institute grant for a series of multi-center studies on amblyopia. Dr. London is a Fellow and Diplomate of the American Academy of Optometry.

POLLY QUIRAM, MD, PhD

Dr. Polly Quiram is a magna cum laude graduate of the University of Wisconsin-La Crosse. She received both a Ph.D. in Molecular Neuroscience and her Doctor of Medicine degree from the Mayo Clinic in Rochester, MN. She completed her residency in Ophthalmology at the University of California-Los Angeles and her Vitreoretinal Fellowship at Associated Retinal Consultants at William Beaumont Hospital in Royal Oak, MI. Dr. Quiram joined VitreoRetinal Surgery in 2007, and is a member of the American Academy of Ophthalmology and the Association for Research in Vision and Ophthalmology.

PETER SHAW-McMINN, OD

Dr. Peter Shaw-McMinn is a graduate of the Southern California College of Optometry where he is presently an Assistant Professor. He is also the chairman of the ASCO special interest group, the Association of Practice Management Educators and the AOA Practice Management Committee. He is a member of the AOA Membership Services Executive Committee, the AOA Practice Management University Task Force, and serves on the Board of Directors of the Vision West Inc. Buying group. He is one of three optometrists appointed to the Better Vision Institute's Advisory Committee. He is the senior partner of Sun City Vision Center, a group practice in Riverside County, California. He writes and lectures extensively on practice management topics. Dr. Shaw-McMinn is a consulting editor to the AOA News Practice Strategies.



LOCAL ATTRACTIONS

AREA RESTAURANTS AND BARS

- Arby's
- Buffalo Wild Wings
- Chopper's
- Contessa
- Ebert and Gerbert's
- KFC
- Mettler's Bar & Restaurant
- Olive's Restaurant (inside the Hilton)
- Pagliai's Pizza
- Pub 500
- Wagon Wheel Cafe

AREA ATTRACTIONS

- August Schell Brewing Company
- Blue Earth Cty Heritage Center
- Carnegie Art Center
- Good Counsel
- Grand Champions Sports Complex
- Greater Mankato's Trail System
- Guns of the Pioneers Gun Museum
- Judge Lorin P. Cray Mansion
- Minneopa State Park
- Morgan Creek Vineyards
- Mount Kato Bike and Ski
- PumpkinLand
- R.D. Hubbard House
- Riverboat Bingo
- Sibley Park
- Victory Bowl
- Williams Nature Center
- WOW Zone
- shops, orchards, antiques and more...

To discover more about Mankato, and plan your weekend, log on to www.greatermankato.com.



EVENT HIGHLIGHTS

MEETING VENUE—VERIZON WIRELESS CENTER

The MOA 2010 Fall Meeting will be held at the Verizon Wireless Center, Mankato. The Verizon Wireless Center is located at 1 Civic Center Plaza, Mankato, MN 56001, and can be reached at 507-389-3000 or at www.verizonwirelesscentermn.com. The Verizon Wireless Center is connected by skyway to our host hotel, the Hilton Garden Inn Mankato. Parking is available at the Hilton Garden Inn and at various other locations within walking distance of the meeting venue.

HOST HOTEL—HILTON GARDEN INN MANKATO

The Hilton Garden Inn Mankato will host discounted sleeping rooms at a rate of \$99 single/double for the MOA 2010 Fall Meeting attendees who reserve their sleeping room *prior to September 9, 2010*. You can reach the Hilton Garden Inn at 507-344-1111 or at www.hiltongardeninn.com. Be sure to mention that you are with the Minnesota Optometric Association when making your reservation. Should the Hilton Garden Inn not meet your needs, please visit www.greatermankato.com for additional hotel options.

MEETING REGISTRATION

Registration includes access to all sessions, materials, breaks and meals indicated. Single day registrations include all of the above for the day attending. Space is limited and pre-registration is strongly advised. On-site registration is subject to space availability. Register for the Fall Meeting via mail or fax. MasterCard and Visa may be used for payment. Registration fees must be paid in U.S. dollars drawn on a U.S. bank. Payment must accompany registration. Payment vouchers or purchase orders will not be accepted as payment. Registrations received without proper payment will not be processed.

MEETING CANCELLATIONS

Please submit Fall Meeting cancellations in writing by mail to the MOA office on or before September 24, 2010. All meeting cancellations will be assessed a \$75 cancellation fee. Refunds will be processed after October 15, 2010. Cancellations received after September 24, 2010, may not be honored.

MEETING ATTIRE

The recommended attire for the 2010 Fall Meeting is casual.

PROGRAM CHANGES

All information is subject to change without notice.



MINNESOTA OPTOMETRIC ASSOCIATION EVENT REGISTRATION

MOA 2010 FALL MEETING

Please type or print neatly. 2010 MOA/AOA dues must be current through August 2010 to receive the member rate.
Questions about registration? Call 952-841-1122 or 800-678-8232.

Full Name _____
AOA/MOA ID Number _____
Company _____
Address _____
City _____
State _____ Zip _____ Phone _____
E-mail _____

(please note: confirmations will ONLY be distributed via e-mail once registration is rec'd/processed)

FULL MEETING REGISTRATION	On/Before Sept. 17	After Sept. 17	Onsite
AOA Member OD	<input type="checkbox"/> \$ 300.00(=\$21.43/ce)	<input type="checkbox"/> \$ 375.00	<input type="checkbox"/> \$ 425.00
Non-Member OD	<input type="checkbox"/> \$ 350.00	<input type="checkbox"/> \$ 425.00	<input type="checkbox"/> \$ 475.00
Life or Retired Member	<input type="checkbox"/> \$ 175.00	<input type="checkbox"/> \$ 250.00	<input type="checkbox"/> \$ 300.00
New or Student Member	<input type="checkbox"/> \$ Free	<input type="checkbox"/> \$ Free	<input type="checkbox"/> \$ 50.00

SINGLE DAY REGISTRATION	Member	Non-Member
Friday, October 1 (6 CEs)	<input type="checkbox"/> \$ 150.00	<input type="checkbox"/> \$ 225.00
Saturday, October 2 (8 CEs)	<input type="checkbox"/> \$ 225.00	<input type="checkbox"/> \$ 275.00

COURSE ATTENDANCE

I will be in attendance on the following days of classes:

- ☐ Friday
☐ Saturday
☐ Both Friday and Saturday

TOTAL AMOUNT DUE FROM ALL ITEMS ABOVE \$ _____

☐ Check enclosed Name on card _____
☐ VISA Card # _____
☐ MasterCard Exp. Date _____
Billing Zip Code _____ Security Code _____
Signature _____

Mail completed registration form and payment to:
Minnesota Optometric Association
3601 Minnesota Drive, Suite 800
Minneapolis, MN 55435
or fax to: 952-921-5801

