



Attendee Registration

NOA Annual Convention

September 23-25, 2011

New Location!

Ramada Inn

Kearney, NE

Register by September 2 for the discounted early bird fee!

Two ways to register:

1. Online at

nebraska.aoa.org/fallconvention

2. Fill out the form on page 5 (ODs) or 13-14 (Paras) & return to NOA.

Top 5 Reasons to Attend

1

Education to help sharpen your clinical skills.

2

Learn from networking with your Nebraska optometric colleagues.

3

Knowledge from exhibitors and other vendors that can help you in your practice.

4

Practice management tips that will help your practice's efficiency and profitability.

5

An opportunity to relax and socialize with colleagues and friends.

NOA Annual Convention

September 23-25, 2011

Hotel Reservation Information:

**Deadline for NOA Convention Group Rate:
September 2, 2011**

Kearney Ramada Inn

301 Second Avenue
Kearney, NE 68847

Group Rate: \$69

308-237-3141 or 800-652-1909

*Reservations in the NOA Room Block must be made by phone.
Rooms in the block are not reserveable on the internet.*



**NOA Thanks Our Sponsor for the
Friday Evening Band - Exit 312**



NOA Platinum Partners in Professionalism



PECH OPTICAL CORP.

NOA Gold Partners in Professionalism



NOA Silver Partners in Professionalism



Fall Convention Promises to Be Exciting with New Location & Schedule Changes

New Location - Kearney Ramada Inn

The Fall Convention is moving across the street to the Kearney Ramada Inn this year. Going back to the Ramada will offer a sense of “nostalgia” for those who remember attending convention there years ago.

Join us as we alter the format and “flavor” of the Convention to add a few CE hours and better opportunities for networking. The Membership Meeting and Awards will be combined into a condensed Membership Brunch on Saturday. Hospitality suites around the pool, 80s cover band Exit 312 Friday evening (sponsored by Nebraska Laser Eye Associates) and the NOA Football Party Saturday evening all provide a chance to mingle with colleagues, meet new ones and relax.

OD Education

Doctors can get up to 14 hours of CE credits. We have also added two Third Party practice management sessions to the usual Third Party Primer and 2011 Update. Dr. Schneider will be presenting a new course - *Helping Your Bottom Line* - on Saturday morning before CE, and there will be *EHR Roundtables* late Saturday afternoon.

Paraoptometric Education

Staff members can choose from 26 courses to improve their knowledge, skills and their ability to help the practice and its patients. Para Exam reviews are offered for those planning on the CPO, CPOA or CPOT test. And, we are also offering a CPOT Practical Workshop this year. See course descriptions and speaker profiles inside this booklet.

Paras who are already CPOA or CPOT certified may attend OD classes with prior approval and signature of a sponsoring doctor and with payment of an additional \$26 per credit hour.

NOA Membership Meeting & Awards Brunch

The condensed membership meeting will still combine industry issues, association business and member recognition. At the Association's annual membership meeting, members will elect NOA's future leaders and learn about the latest issues affecting optometry. This year, the annual OD awards will be presented at the brunch too (as opposed to a Saturday evening banquet). With so much happening in this meeting - you won't want to miss it!

Vendors

The convention provides a great chance to renew or establish relationships with industry vendors. On Friday, both exhibit booths and hospitality rooms will be open from 5-8:30 pm, and some hospitality rooms will run until midnight. Come learn about products, services and equipment that will help your practice and patients.

New for 2011

New Member Discount Program

Sponsored by Carl Zeiss Vision

NOA Members licensed for 3 years or less receive \$100 discount on the full Fall Convention Registration (\$350 instead of \$450).

OR

Take advantage of the Saturday Only registration for New ODs for \$100 off the regular \$225 fee

Saturday Only Option - Just \$125 for New ODs!
Featuring Practice Management, Exciting Education, an Interactive “College Bowl,” and Fantastic Networking Events!

- Third Party - Helping Your Bottom Line (by Dr. Ed Schneider)
- Third Party Primer (by Dr. Ed Schneider) **OR** Grand Rounds (by NOA members)
- Membership Meeting/Brunch
- Physical Clues to Systemic Disease (by Melissa Cheatham, PA-C) **OR** Third Party Update (by Dr. Ed Schneider)
- “College Bowl”
 - Team up with fellow alumni to go head-to-head with other optometry schools in this interactive, rapid fire, educational session featuring Dr. Kyle Cheatham and Dr. Chris Wolfe on anterior segment and glaucoma topics.
- Electronic Health Records Roundtables
- New Member Reception - Get to know other new members, as well as longer-term members who can help you find ways to get the most out of your membership, and out of your first few years of practice.
- NOA Football Party - Network with colleagues, relax with a great meal and cheer on the Huskers in this casual celebration of NOA's past year.



CARL ZEISS VISION

Friday, September 23, 2011 - Registration - 11:00 am to 5:00 pm	
8:00 am - 12:30 pm	NOA/VSP Leadership Program Developing the Next Generation of Leaders- (NOA/VSP Leadership Program Candidates Only)
1:00 pm - 2:40 pm	CE: Modern Management of Presbyopic Contact Lens Patients - Dr. Tom Quinn (2 hrs, COPE 31810-CL)
2:40 pm - 3:00 pm	BREAK
3:00 pm - 3:15 pm	Introduction of NOA Board Candidates
3:15 pm - 4:55 pm	CE: Diagnosis and Management of the Odd Shaped Cornea - Dr. Tom Quinn (2 hrs, COPE 31205-CL)
5:00 pm - 6:00 pm	NOA Past Presidents' Hospitality Room
5:00 pm - 7:30 pm	NFCV Silent Auction
5:00 pm - 8:30 pm	Exhibit Hall & Buffet
5:00 pm - 12:00 am	Hospitality Rooms
8:30 pm - 9:00 pm	NFCV Live Auction
9:00 pm - 12:00 am	Exit 312 - 80s Cover Band Featuring NOA Member Dr. Jason Langford
Saturday, September 24, 2011 - Registration 7:30 am - 5:00 pm	
7:30 am - 5:00 pm	Registration
7:30 am - 8:30 pm	Third Party - Helping Your Bottom Line - Dr. Ed Schneider (1 hr) <i>(Practice Management. Does not qualify for CE in Nebraska)</i>
8:30 am - 10:20 am	Third Party Primer for New ODs & Staff - Dr. Ed Schneider (2 hrs) <i>(Practice Management)</i>
8:30 am - 10:20 am	CE: Grand Rounds - Real-Life Cases from Nebraska Optometrists - Speakers TBA (2 hrs)
10:30 am - 1:15 pm	NOA Membership Meeting & Awards Brunch
1:15 pm - 2:15 pm	Third Party 2011 Update - Dr. Ed Schneider <i>(Practice Management Course. Does not qualify for CE in Nebraska)</i>
1:15 pm - 2:55 pm	CE: Physical Clues to Systemic Disease - Melissa Cheatham, PA-C, MPAS (2 hrs)
3:00 pm - 3:15 pm	BREAK
3:15 pm - 5:05 pm	CE: NOA College Bowl - Dr. Chris Wolfe & Dr. Kyle Cheatham (2 hrs) - Anterior Segment Topics - Glaucoma <i>an interactive, game show style CE presentation pitting alumni of optometry schools against each other</i>
5:15 pm - 6:15 pm	Electronic Health Records Roundtables
5:30 pm - 9:00 pm	Pre-Game Reception; NOA Football Party with dinner buffet, cash bar, recognition of award winners (announced at the Membership Meeting), and more!
Sunday, September 25, 2011 - Registration 7:00 am - 8:30 am	
7:30 am - 8:30 am	Inspirational Breakfast
8:30 am - 10:10 am	CE: Diabetes: Treatment and Management - Dr. Steve Ferrucci (2 hrs)
10:10 am - 10:30 am	BREAK
10:30 am - 11:20 am	CE: New Technology in the Management of Age-Related Macular Degeneration - Dr. Steve Ferrucci (1 hr)
11:20 am - 12:10 pm	CE: Nutritional Options for ARMD - Dr. Steve Ferrucci (1 hr)
12:30 pm - 1:30 pm	NOA Board Meeting & Lunch

COPE Accreditation Pending

 = Practice Management Track (non CE)

OD Instructors & Courses

Melissa Cheatham, PA-C

Melissa Cheatham, PA-C graduated from the University of Nebraska, Lincoln, with a Bachelor of Science degree in Communication Studies before receiving her Master's in Physician's Assistant Studies from the University of Nebraska Medical Center. She has clinical experience in family practice and obstetrics and gynecology and now practices as a board certified physician assistant in cardiology with the Bryan Heart Institute in Lincoln, NE.

Physical Clues to Systemic Disease - Non-COPE (1 hr.)

This course will review your physical diagnostic skills to better evaluate the possibility of systemic and ocular disease in your patient population.

Steven G. Ferrucci, O.D., F.A.A.O.

Dr. Steven Ferrucci, a 1994 graduate of the New England College of Optometry, completed his Residency in Primary Care/Hospital Based/Geriatric Optometry at the Sepulveda VA Hospital in Sepulveda, CA. He is currently Chief of Optometry at the Sepulveda VA Ambulatory Care Center and Nursing Home. He is also the Residency Director at his site, and an Associate Professor at the Southern California College of Optometry. His emphasis includes therapeutic treatment of glaucoma, cataracts, diabetic retinopathy, and posterior segment disease. He also performs on-site fluorescein angiography, including injections and digital imaging.

Dr. Ferrucci has lectured in both the U.S. and Canada, with a special interest in Diabetes, Diabetic Eye Disease and Fluorescein Angiography. He has also published several articles in optometric journals, including *The New England Journal of Optometry*, *Optometry and Vision Science*, and *Optometry*. He is an active member in the American Optometric Association and the National VA Optometric Association, as well as a fellow in both the American Academy of Optometry and the Optometric Retinal Society. He is currently President-Elect and Director of Continuing Education for the San Fernando Valley Optometric Society, and a consultant for the Accreditation Council on Optometric Education. He is currently Secretary for the Optometric Retinal Society as well as the editor for the on-line newsletter

Diabetes: Treatment and Management - COPE: 30271-SD (2 hrs.)

This course provides an introduction to diabetes, with an emphasis on Type 2. The systemic medications used for the treatment of diabetes are reviewed, with some of the common side effects. The second part of the lecture is a review of the newest diabetic retinopathy classification and management recommendations.

New Technology in the Management of Age-Related Macular Degeneration - COPE 28684-PS (1 hr.)

This course discusses the latest testing and treatment options available to assist us in monitoring and treating our patients

NOA Member Panel - Grand Rounds

Non-COPE (2 hrs.)

A panel of NOA members will present unique and interesting cases in a Grand Rounds format. This interactive lecture will present case history, subjective and objective testing, assessment and treatment, with an opportunity for questions and answers.

with ARMD. The topics included are: preferential hyperacuity perimetry, macular pigment testing, second generation OCTs, and new treatment modalities

Nutritional Options for ARMD - COPE: 26046-PS (1 hr)

This course will enhance the practitioner's knowledge concerning nutritional management of age-related macular degeneration, as well as insight into which nutritional supplement is best for their patients.

Thomas G. Quinn, OD, MS, FAAO

Dr. Quinn is in group practice in Athens, Ohio. A graduate of The Ohio State University College of Optometry, he received his Masters of Science in Physiological Optics in 1981 and has served as a faculty member and research associate at the same institution. Dr. Quinn currently serves as Clinical Assistant Professor for The Ohio University College of Medicine and is an Area Manager for Vision Source.

Dr. Quinn is a Diplomate in the Section on Cornea, Contact Lenses & Refractive Technologies of the American Academy of Optometry and serves on the American Optometric Association's Cornea and Contact Lens Section council.

Dr. Quinn is a Contributing Editor for the journal Contact Lens Spectrum. He is a member of the RGP Lens Institute Advisory Committee and was presented with the 2001 RGP Lens Practitioner of the Year Award by the Contact Lens Manufacturers Association. He has served as an advisor, investigator, speaker or consultant to Allergan, AMO, Bausch & Lomb, Blanchard Labs, CIBA Vision, Coopervision, Paragon Vision Science, and Vistakon.

Modern Management of Presbyopic Contact Lens Patients - COPE: 31810-CL (2 hrs.)

Keep up to date with the rapid developments taking place in the presbyopic contact lens arena. Gain an understanding of how new multifocal designs function and how to maximize their performance.

Diagnosis and Management of the Odd Shaped Cornea - COPE: 31205-CL (2 hrs.)

Odd shaped corneas, whether regular or irregular, often are managed best with contact lens correction. This course will discuss practical tips in selecting, fitting and troubleshooting toric soft, GP and hybrid lens designs.

NOA College Bowl

2 hrs. CE

An interactive, game-show style continuing education presentation pitting alumni of optometry schools against each other. Take part yourself and see how you and your colleagues fair.

Recent research in the psychological literature suggests that interactive assessments markedly improve the long-term learning process. In this spirit, the course will combine multiple-choice questions with an electronic audience polling system and allow participants to think through practical example problems. The course will provide detailed explanations that link specific examples with general principles, and the audience polling system will provide the participant immediate feedback.

Join your colleagues for this fun and informal, rapid-fire educational session. Which school will come out on top?

Includes 2 hours of continuing education with the following courses:

Interactive Review for Anterior Segment Topics & Glaucoma - COPE: 30645-AS (1 hr.) & 31426-GL (1 hr.)

An interactive review for concepts related to the anterior segment, including episclera/sclera/uvea, lacrimal system, ocular adnexa/lids/lashes, orbit, cornea, conjunctiva, and trauma, as well as concepts related to glaucoma for the optometrist.

Presented by: Kyle Cheatham, O.D., F.A.A.O & Christopher Wolfe, O.D.

Kyle Cheatham, O.D., F.A.A.O. graduated from Centre College (KY) with a B.S. in Biology and completed optometry school at Indiana University School of Optometry before accepting a prestigious residency at the Kansas City VA Hospital. Dr. Cheatham practices at Heartland Eye Consultants, a secondary eyecare center in Omaha, Nebraska. He specializes in ocular disease and low vision.

Christopher Wolfe, O.D. graduated from the University of Nebraska at Omaha with a B.S. in Biotechnology and completed optometry school at Northeastern State University Oklahoma College of Optometry. While in school he served as president of the American Optometric Student Association. Dr. Wolfe practices at Exclusively Eyecare in Omaha, Nebraska. He specializes in contact lenses for patients with corneal diseases.

Third Party Practice Management Courses

(Do not qualify for CE in Nebraska)

Third Party Primer for New Optometrists & Staff

A fast-paced presentation on becoming a 3rd party provider, evaluating 3rd party plans, insurance claim coding, and other basic 3rd party concepts. A rapid, compressed information overview--especially important for new licensees and new paras. Third Party basics to answer the questions: Who are the insurers in Nebraska? How do I evaluate Third Party plans? Should I be a provider? How do I enroll? What exam procedures do insurers require? What services & materials do they pay for? What documentation is required? What is coding and how do I do it? How do I file a claim? Where can I go for help?

Third Party Update on 2011 Changes

A review of important changes in 3rd party reimbursement, over the last year regarding CMS, PQRI-PQRS, E-Rx, WPS (Medicare B), Noridian (DME), Medicaid, EHR, HIPAA, Coding and Potpourri.

Electronic Health Records (EHR) Roundtables

The EHR roundtables will include optometrists/practices who use various software answering questions about their personal experiences. A question and answer format designed to help other practices learn more about various EHR software programs, and how they work in the real world.

Helping Your Bottom Line

A series of four short presentations on how to evaluate Third Party Plans; EHR requirements for reimbursement; e-prescribing to avoid penalties on all Medicare reimbursement; and nursing home coding to avoid denials.

Ed Schneider, OD

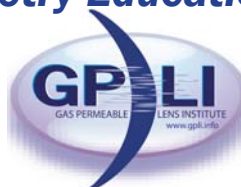
Ed Schneider, OD, a retired optometrist, has been NOA 3rd Party Consultant since 1999. He composes a monthly 3rd Party Newsletter, maintains a web page, responds to member queries, and speaks at optometric functions regarding insurance claims, medical records documentation, and quality of care. He has been involved in third party and licensing activities for almost 30 years.

Jeremy Baumfalk, OD (co-presenting in Helping Your Bottom Line)

Dr. Baumfalk received his Bachelor of Science and Bachelor of Arts degrees from the University of Nebraska-Lincoln in 1999. He graduated with honors from Southern College of Optometry in 2003. He then completed a Primary Care residency at Nova Southeastern College of Optometry in Florida. He joined the Lincoln Vision Clinic in 2004. Dr. Baumfalk is a member of the AOA, NOA, and Lions Club of Saunders County. He is a provider for the InfantSEE and See to Learn programs.

NOA Thanks Our Optometry Education Sponsors

BOARD CERTIFICATION REVIEW SERVICES
KMK



Contact Lens
Manufacturers
Association through
the GP Lens Institute

KMK Educational Services

Nebraska Optometric Association **2011 Fall Convention**

Ramada Inn | Kearney, NE | September 23-25, 2010

OD Name: _____

First Name for Badge: _____ ARBO Number: _____

Address: _____

Company: _____

City: _____ State: _____ Zip Code: _____

Phone: _____ Fax: _____ Cell: _____

Website: _____ E-mail: _____

Registration Fees

Early Bird Registration

(postmarked by September 2, 2011)

___ NOA/AOA Member \$450.00
 ___ Non-Member \$900.00

Standard Registration

(postmarked after September 2, 2011)

___ NOA/AOA Member \$480.00
 ___ Non-Member \$930.00

New OD Discounted Registration (sponsored by Carl Zeiss Vision)

must be in first 3 years of licensure & an NOA member

___ NOA/AOA Member	\$350.00	___ NOA/AOA Member	\$380.00
___ Saturday Only	\$125.00	___ Saturday Only	\$155.00
___ New OD Special		___ New OD Special	

Registration Fees Include:

- Admission to all 14 hours of continuing education,
- Third Party practice management courses
- Friday night exhibit hall, hospitality suites & band
- Saturday Membership Brunch
- Saturday night football party
- All breaks and meals

Total Registration Fees \$ _____

Student Member (in Optometry school & a Student NOA Member) _____ Complimentary

Newly licensed (2011) NOA Member _____ Complimentary

Additional Tickets

Friday Exhibit Hall & Buffet (guests)	_____ @ \$25.00
Saturday Breakfast (guests)	_____ @ \$17.00
Saturday Brunch (guests)	_____ @ \$22.00
Saturday Football Party (guests)	_____ @ \$32.00
Sunday Breakfast (guests)	_____ @ \$17.00

Additional Ticket Fees \$ _____

Total \$ _____

Payment Method: <input type="checkbox"/> Visa <input type="checkbox"/> Mastercard <input type="checkbox"/> Check (Payable to NOA)		
Name as it appears on credit card _____		
Account # _____	Expiration Date ____ / ____	
Signature _____		

Send payment to: NOA, 1633 Normandy Ct., Suite A, Lincoln, NE 68512
 or fax to: (402) 476-6547 (Credit Card payment only)

Cancellation policy: A refund, less \$25 administration fee, will be given for all written requests received by the NOA office through September 16, 2011. Refund requests received after September 16 will be reviewed by the NOA Board. All refunds will be mailed within 30 days after the convention.

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

Para Schedule

Friday September 23, 2011 - Registration - 11:00 am to 5:00 pm

1:00 - 1:50pm	Strengths Based Leadership Part I - Laurie Baedke - (1 hr) <i>(Intermediate)</i>				
2:00 - 2:50pm	Strengths Based Leadership Part II - Laurie Baedke - (1 hr) <i>(Intermediate)</i>	CPO Review - (RV-0004-10) Jill Luebbert (3 hrs); 2:00-5:00 pm <i>(Intermediate)</i>		CPOA Review- Dr. Joe Shetler (3 hrs) 2:00-5:00 pm <i>(Intermediate)</i>	CPOT Review - Dr. Darren Wright (4 hrs) 2:00-6:00 pm <i>(Advanced)</i>
2:50 - 3:00 pm	BREAK				
3:00 - 3:50pm	Think Like a Patient - Laurie Baedke (1 hr) <i>(Basic)</i>	Pediatric & Special Needs Patients - Dr. Ellen Weiss (1 hr) <i>(Basic)</i>			
4:00 - 4:50 pm	Transforming the Patient Experience - Laurie Baedke (1 hr) <i>(Basic)</i>	When & Why to Refer to NCBVI - Angie Hoff & Deanna Jesse (1 hr) <i>(Basic)</i>			
5:00 - 8:30 pm	<i>Exhibit hall, hospitality rooms and buffet; NFCV silent auction</i>				
9:00 pm - 12:00 am	<i>Exit 312 - 80s Cover Band; Some hospitality rooms open</i>				

Saturday September 24, 2011 - Registration 7:30 am - 5:00pm

7:30 - 8:30 am	Third Party - Helping Your Bottom Line - Ed Schneider, O.D. (1 hr)				
8:30 - 10:20 am	Beginning Paraoptometry - Dr. Cherie Lodl (1 hr) <i>(Basic)</i>	Advanced Basic Procedures - Dr. Krystle Kennedy (2 hrs) <i>(Intermediate)</i>	Ocular Anatomy via Cow Eye Dissection - Dr. Corey Langford (2 hrs) <i>limited to 25 people (Basic)</i>	The Aging Eye - Dr. Desinee Drakulich (2 hrs) <i>(Intermediate)</i>	Third Party Primer for New ODs & Staff - Dr. Ed Schneider (2 hrs) <i>(Basic)</i>
	Basic Optics -Lynn Lawrence (1 hr) <i>(Basic)</i>				
10:20 - 10:30 am	BREAK				
10:30 - 11:20 am	How to Neutralize a Toxic Employee - Lynn Lawrence (1 hr) <i>(Basic)</i>	Open Optical Forum - Fred Smith (1 hr) <i>(Basic)</i>	The Diagnosis and Treatment of Visual Fatigue Syndrome - Dr. Kris Kerestan (ABO) (1 hr) <i>(Intermediate)</i>	Technician's Role in Medicare Compliance - (PM-0073-10) Jill Luebbert (1 hr) <i>(Basic)</i>	
11:30 am -1:00 pm	<i>Annual Business Meeting & Luncheon - Para of the Year will be Awarded During this Meeting</i>				
1:10 - 2:00 pm	CPOT Practical Workshop - Lynn Lawrence & Tami Franklin (4 hrs) (ABO) <i>(Advanced)</i>	What is With All These Soft Contacts? - Dr. Krystle Kennedy (1 hr) <i>(Basic)</i>	Contact Lenses for All Generations - Dr. Kris Kerestan (1 hr) <i>(Intermediate)</i>	The Paras Guide to Glaucoma - Dr. Desinee Drakulich (1 hr) <i>(Basic)</i>	Third Party 2011 Update - Dr. Ed Schneider <i>(Basic)</i>
2:00 - 3:00 pm		High on Drugs - Dr. Joseph Shetler (2 hrs) <i>(Intermediate)</i>	Red Eye Emergencies - Dr. Kris Kerestan (2 hrs) <i>(Intermediate)</i>	The Eyeball Unraveled - Dr. Jeremy Baumfalk (1 hr) <i>(Basic)</i>	
3:00 - 4:00 pm				Performing Reliable Visual Fields - (SP-0012-10) Jill Luebbert (1 hr) <i>(Intermediate)</i>	
4:00 - 5:00 pm					
5:15 - 6:15 pm	Electronic Health Records Roundtables				
5:30 - 9:00 pm	Pre-Game Reception; NOA Football Party with dinner buffet, cash bar, recognition of award winners (announced at the Membership Meeting), and more!				

Sunday, September 25, 2011

7:30 - 8:30 am	Inspirational Breakfast				
8:30-10:30 am	It's My Profession - Lynn Lawrence (2 hrs) <i>(Basic)</i>				
11:00 am	Para Board of Directors				

Paraoptometric Instructors & Courses

Laurie Baedke

A sought-after speaker, coach and consultant, Laurie Baedke works with individuals and teams from early careerists to C-Suite executives. She consults with physician groups and hospitals throughout the Midwest, and her executive coaching clients have access to the world-renowned Gallup StrengthsFinder™ talent assessment tool.

Laurie holds a bachelor's degree in human services and business administration and a master's degree in healthcare administration. At age 26, she became the youngest individual to achieve board certification as a Fellow of the American College of Healthcare Executives (ACHE). She is also a board certified Diplomate of the American College of Medical Practice Executives (ACMPE), and a member of the Medical Group Management Association (MGMA). Laurie is also one of only five independent consultants globally to hold certification by The Gallup Organization as a Strengths Performance Coach. Immediately prior to forming LIFEworks, Laurie was the Vice President of Clinic Operations for MCH Health System in Blair, Nebraska.

Laurie is the recipient of numerous awards, serves as an adjunct faculty member at Creighton University, Methodist College, Bellevue University and Clarkson College, and sits on a number of civic and professional boards, including ACHE's Early Careerist and Products, Programming, and Services and Committees.

Laurie lives just outside of Omaha, NE.

Keynote

**Strengths Based Leadership - Part I - 1:00 - 1:50 pm;
Part II - 2:00 - 2:50 pm**

How can leaders tap in to the true potential of their organization's greatest asset, their employees? Today, a company's market value depends less on its tangible assets and more on its human capital. Great leaders and great organizations must not only accommodate the fact that each employee is different, they must capitalize on these differences. They must watch for clues to each employee's natural talents and then position and develop each employee so that his or her talents are transformed into bona fide strengths. By changing the way healthcare organizations select, measure, develop, and channel the careers of their people, they can build an entire culture around the strengths of each individual.

Think Like a Patient

Too often, medical groups focus on internal customer service training efforts and fail to identify the most powerful perspective; that of the patient. When you understand patient needs, and design an organizational culture that encourages performance around patient centered objectives, the outcome is an extraordinary competitive advantage.

Transforming the Patient Experience

What do best organizations do differently that separates them from their competition? Successful medical groups build patient loyalty by creating a remarkable patient experience through a service culture that is focused on meeting and exceeding expectations. Organizations must (1) focus their vision, values, and strategic objectives on developing and maintaining long-term relationships with patients and other customers and (2) ensure that their systems (such as performance management and selection), processes (such as registration and diagnostic testing), and people at all levels of the organization are aligned and integrated to support this patient-centric approach.

Jeremy Baumfalk, OD

Dr. Baumfalk received his Bachelor of Science and Bachelor of Arts degrees from the University of Nebraska-Lincoln in 1999. He graduated with honors from Southern College of Optometry in 2003. He then completed a Primary Care residency at Nova Southeastern College of Optometry in Florida. He joined the Lincoln Vision Clinic in 2004. Dr. Baumfalk is a member of the AOA, NOA, and Lions Club of Saunders County. He is a provider for the InfantSEE and See to Learn programs.

The Eyeball Unraveled

This class will cover the anatomical structures of both the anterior and posterior segments of the eye. Each structure will be presented in detail along with common disorders that affect each structure. Documentation of anatomical structures on the medical record will also be discussed. Attendees will have a deeper understanding of ocular anatomy which will facilitate communication with patients, co-workers, and staff doctors.

Desinee Drakulich, OD

Dr. Drakulich earned her Optometric degree with honors from Pennsylvania College of Optometry. She received her Bachelors of Science in Chemistry from the University of Nebraska at Omaha and continued her education at the University of Nebraska Medical Center in Neuropharmacology. Dr. Drakulich has special interests in disease treatment and specialty contact lens fitting. She is a member of the AOA, the NOA and the American Academy of Optometry. Dr. Drakulich is past-president of the Pennsylvania College of Optometry Lions Club.

The Aging Eye

A comprehensive overview of the anatomical and physiological changes that occur in the eye as we age. Each participant will gain a better understanding of the aging process and how it effects the human eye.

The Para's Guide to Glaucoma

A basic introduction to Glaucoma with emphasis on diagnosis, management and treatment. Includes a review of types of glaucoma, testing equipment and medical and surgical treatment.

Angie Hoff & Deanna Jesse

Angie Hoff is a Certified Vocational Rehabilitation Counselor for the Blind with the Nebraska Commission for the Blind and Visually Impaired. She holds degrees from Chadron State College in Humanities and Psychology, working towards a Master's Degree in Vocational Rehabilitation. Angie is based in the North Platte District (Scottsbluff office) and serves the 11 counties of the Panhandle as a field counselor providing NCBVI services to clients in their homes, schools and work places. She is the director of the FYI (For Your Independence) program which specializes in hands on, in-depth training for the older blind to aid those individuals in remaining independent. She has served clients in the Panhandle for over 15 years, providing instruction in non-visual techniques of daily living, computer technology, braille, support for all age students and aiding individuals in job searches or job retention. She provides frequent in-services and trainings for schools, retirement facilities, businesses or medical practices that are interested in learning more about how vision loss affects daily routines and how non-visual and low vision techniques can benefit clients, customers or patients experiencing significant vision loss.

Deanna Jesse is Program Specialist for Older Blind Services with the NE Commission for the Visually Impaired (NCBVI). She is a Certified Vocational Rehabilitation Counselor for the Blind and has worked with NCBVI for 23 years in the positions of Orientation Counselor and Vocational Rehabilitation Counselor. She is a graduate of Kearney State College with a Bachelors in Psychology and from the University of Nebraska at Kearney with a Masters in Education, emphasis in Agency Counseling. As a Program Specialist she meets with agencies across the state to insure an awareness of services available for blind and visually impaired people in Nebraska. She meets with State Legislators to keep them informed of the incidence of vision loss in their Legislative Districts and the impact of services to their constituents. She is based in the Kearney office and provides services to older blind in a 16 county area. She chaired the organization of a statewide conference in 2010, Standing Tall and Taking Charge, to bring together blind and visually impaired Nebraskans (age 55 and older), their families and service providers. She has served as Production Coordinator for a new training video series, Pathways to Independence.

When and Why to Refer to NCBVI (1 hour)

Nebraska Commission for the Blind and Visually Impaired (NCBVI) is a state agency. Hear information on the wide variety of services available to those experiencing vision loss. The services are available at no charge to the individual. Hands on activities showing non-visual and low vision skills that might be taught to an individual will be provided. Most importantly, why would you refer someone to NCBVI? When would you refer them and how?

Krystle Kennedy, OD

Dr. Krystle Kennedy grew up in Omaha. She earned her Bachelor of Science in Biology from Creighton University and a Bachelor of Science in Vision Science from Pennsylvania College of Optometry at Salus University. She also earned

her Doctor of Optometry degree from Pennsylvania College of Optometry at Salus University in Philadelphia. She provides primary eyecare service with an interest in disease and contact lenses. Dr. Kennedy is a member of the NOA and the AOA.

Advanced Basic Procedures

Sometimes we run across instruments or assist doctors in tests we have never come across. In this course, we will learn hands-on how to perform these tests and why we perform them. After this course, you will be able to understand tests, explain to a patient, and perform the test without difficulty.

What is With All These Soft Contacts?

Why are there so many contact lenses and are they really different? In this class we will learn the difference of the soft contacts on the market. Each person will have their own set of multiple lenses to experience the real differences with their own hands

Kris Kerestan, OD

Dr. Kris Kerestan graduated from The Ohio State University College of Optometry in 1990 and is co-owner and partner of FamilyLife Vision Care with her husband, Dr. Doug Garbig, in Highland Heights, KY. She provides comprehensive Primary Optometric Care including the diagnosis and treatment of Dry Eye, Red Eye, Cataracts, Glaucoma, Diabetes and Age-Related Macular Degeneration. Dr. Kerestan fits all types of contact lenses including Daily Disposables, 2-Week Disposables, 1-Month Replacement, Continuous Wear, Toric and Multifocals. She has had a career-long passion and dedication to the Vision Care of Children and Young Adults, giving special attention to the diagnosis and treatment of Learning-Related Vision Problems including Accommodative and Binocular disorders, Oculomotor deficiencies and Visual Perceptual dysfunction. Dr. Kerestan is an active member of the American Optometric Association, the AOA Paraoptometric Speakers Bureau, the Kentucky Optometric Association and has served on the KOA Board of Trustees for the past six years.

The Diagnosis and Treatment of Visual Fatigue Syndrome (ABO)

This course will address the escalation and major causes of Visual Fatigue Syndrome in our highly technological society. Attendees will learn how to assist the doctors in the identification, diagnosis, treatment and management of this growing condition.

Contact Lenses for All Generations (ABO Pending)

This course will teach attendees the extremely important role of fitting patients of all ages in contact lenses. We will identify the best candidates, the specific visual requirements and the best treatment options for patients in all age groups.

Red Eye Emergencies - What Do YOU Do? (NCLE)

This course will teach the imperative role of the front office staff and optometric assistant in managing Red Eye "Emergencies," as well as the most common presenting signs, symptoms, causes and treatment options of such emergencies in an Optometric practice.

Lynn E. Lawrence, CMSgt (ret), CPOT, ABOC

Lynn Lawrence is a national lecturer, instructor for a local tech training program and technician, and recently retired from the USAF after 30 years of service. The Air Force promoted him to the top 1% of the enlisted ranks where he was assigned as the Optical Program Manager (overseeing quality control for 133 optical stores) at the Army/Air Force Exchange Service Headquarters, Dallas, Texas and was appointed by the Air Force Surgeon General as the Career Field Manager for over 540 Optometry/Ophthalmology technicians in over 90 locations throughout the Air Force, Air Guard and Air Reserves worldwide.

A native of Saint Louis, Missouri, Lynn graduated from Ritenour Senior High School, St. John, Missouri. He joined the Air Force's delayed entry program in January 1979. He entered Basic Military Training School at Lackland AFB, Texas in August 1979. He is the Air Force Liaison to the American Optometric Association Paraoptometric Section.

How to Neutralize a Toxic Employee

This lecture identifies ways to neutralize a toxic employee. It defines a toxic employee and how employees become toxic to a work place. It will cover the role of leadership and the benefit of proper documentation and performance feedback.

Basic Optics

This course is designed to teach an understanding of the eye and how it works. The course is designed to identify how the eye works from the source to the brain. This includes all the structures, muscles and their cranial nerves, a tear film breakdown, and the visual pathway to the brain.

It's My Profession

This lecture is designed to encourage and enlighten paraoptometrics on the value of being a professional and working in a profession. It will define a professional, a profession, and identify what an individual needs to do to aid in development of his or her profession. The course will require audience participation.

CPOT Practical Workshop (ABO) (with Tami Franklin, CPOT, VSBA)

The focus of this course is to identify 10 Pre-Screening techniques performed in a routine examination. A discussion will take place on the purpose behind each test and how to perform it. There will be a demonstration and practical evaluation for attendees.

Tami Franklin, CPOT, VSBA (co-presenting the CPOT Practical Workshop)

Ms. Franklin graduated from Mid-Plains Community College for Optometric Assisting in North Platte, NE with a CPOT degree in Certified Paraoptometry in 1988. She received a VSBA degree in Optometric Business Management from Vision Source, Inc. of Kingwood, TX, in 2007. She has been affiliated with Alliance Vision Source, PC since December, 1990, serving as the office administrator for both the Alliance and Bridgeport offices. She is currently serving with the American Optometric Association

Commission for Paraoptometric Certification and is the Certified Paraoptometric Technician Practical Examination Administrator for "national testing". She is active on both the state and national levels of paraoptometry.

Corey Langford, OD

Dr. Corey Langford graduated Summa Cum Laude from the Pennsylvania College of Optometry in Philadelphia. After graduation, he completed an optional year of training with ophthalmologic specialists in Philadelphia. He moved to Omaha in 2002 and purchased Graves Vision Clinic, which became Omaha Eye Care. In 2008 Dr. Langford merged his practice with Omaha Primary Eye Care. Dr. Langford has published in various optometric journals, and is a candidate for fellowship in the American Academy of Optometry. A native of Beatrice, NE and alumnus of the University of Nebraska at Kearney, he is President-Elect of the NOA.

Eye Dissection (1 hour)

Attendance limited to 25 participants

This course allows the participant the opportunity to have a hands-on look at eyeball anatomy through dissection. Small groups of participants will each have an eyeball at their table and be able to have hands-on instruction.

Dr. Cherie Lodi

Dr. Cherie Lodi earned her Bachelor of Science from the University of Houston and Doctor of Optometry from the University of Houston College of Optometry. Dr. Lodi began practicing optometry in Omaha in 1993 as an employed OD in a corporate setting. She opened her private practice (For Your Eyes Only) in 2002, with Dr. Karen Culbertson joining her in 2004. She provides primary eye care services within the scope of therapeutically licensed optometrists in Nebraska. She is currently in her second term as an NOA Board of Directors member. Dr. Lodi is an InfantSEE, See To Learn and Hope for Vision provider of free screenings and exams. She is a volunteer for Special Olympics Opening Eyes and VOSH (Volunteer Optometric Services to Humanity). Most recently, Dr. Lodi helped coordinate the volunteers for the Special Olympics National Games Opening Eyes in Lincoln. In addition to her membership in the AOA, NOA and Eastern Nebraska Optometric Society, Dr. Lodi is also a Lion's Club volunteer provider.

Beginning Paraoptometry (1 hour)

A class in basics for anyone starting in any position in an Optometry practice. Optometry serves patients by helping them acquire better vision through prescribing glasses or contact lenses. We will start with a list of optometric terms and definitions, and then answer the following questions: What do prescriptions mean? How much power does an eye have? Which lens power is needed to treat each refractive error? What does a plus lens or a minus lens do? How does basic "coding" tie into optical products? What does diagnostic code 367.4 mean on an insurance form? Do I care, I'm just here to answer the phone?

Jill Luebbert, CPOT, ABOC

Jill Luebbert is a full-time practicing certified paraoptometric from northeast Nebraska. She is an AOA Certified Paraoptometric Technician (CPOT) and ABO certified dispensing optician (ABOC). Jill has served as president of both the NOA and AOA Paraoptometric Sections. She has been involved in Paraoptometric education for several years, speaking at many state, regional and national meetings. She is a regular contributing editor to *Vision Care Product News and Section Editor to Optometry, AOA Journal*, a member of Quantum Learning Group Speakers Bureau, committee member on Vision Awareness Network and liaison to InfantSEE.

CPO Certification Review & Preparation (3 hours)

If you are planning to take the test for CPO Certification, this course is for you. While work experience plays an important role in the certification process, a foundation of the basic didactic and clinical aspects of optometry as it applies to assistants is necessary for successful completion of the written examination. This course will review much of the material included on the CPO examination. Attendees should be familiar with the content of the examination outlines and reference materials listed in the handbook.

Technicians Role in Medicare Compliance

We all know that "if it isn't recorded, it didn't happen." This course will guide us through the steps of accurate recording to justify billing. Whether you perform the tests or chairside scribe for the doctor, this course will help you become proficient in the necessary aspects of proper charting.

Performing Reliable Visual Fields - And How to Achieve a Reliable Visual Field

Visual field testing is an integral part of the vision assessment process. Performing the procedures accurately is critical. This course will guide the technician through the steps of performing accurate and repeatable visual fields.

Dr. Joseph Shetler

Dr. Shetler, an honor graduate of Indiana University, practices optometry in the panhandle of Nebraska. He served on the Navajo reservation as a Public Health Service Office directly after graduating from IU. Dr. Shetler has been recognized as NOA's Young Optometrist of the Year and as the NOA Optometrist of the Year and is an NOA Past President. He has also served his profession as a member of VOSH, and on the AOA endowment committee.

CPOA Certification Review & Preparation (3 hours)

Dr. Shetler will review material useful for the CPOA Certification test. Attendees should be familiar with the content of the examination outlines and reference materials listed in the handbook.

High on Drugs

This course is designed to assist the para in a better understanding of Ocular Pharmaceuticals. It explains the variety of ophthalmic drugs based on classification. The para also learns the actions of the drugs and what prevalent

diseases and circumstances would warrant certain medication. The second half of the course goes over common systemic medication to assist in preliminary questionnaires and offers a better understanding of the side effects of medications.

Ellen Weiss, OD

Dr. Ellen Weiss earned her Optometry degree from the University of Missouri - St. Louis School of Optometry and her Bachelor of Science in Biology from the University of Nebraska at Omaha. Dr. Weiss has a special interest and expertise in the areas of pediatrics and vision therapy. She is current president of the Heart of America Contact Lens Society, past-President of the Nebraska Optometric Association, and past-President of the Millard Lions Club. Dr. Weiss participates in VOSH mission trips yearly, traveling to under-developed countries and providing free eye exams and glasses for the needy. Dr. Weiss also served for seven years as the coordinator for the Special Olympics Opening Eyes, where Special Olympics athletes are provided an eye exam and glasses if needed.

Pediatric & Special Needs Patients

Want to improve your comfort level when working with pediatric patients with special needs? This course will demonstrate modifications of standard procedures and techniques specifically for examining special needs children. Tips for picking out the correct frame and adjusting glasses will be shared.

Dr. Darren Wright

Dr. Wright obtained his biology degree from Nebraska Wesleyan University and graduated from Illinois College of Optometry. He practices in Auburn, Nebraska where he enjoys the variety that a small town primary care practice provides. Dr. Wright was named NOA's Young Optometrist of the Year in 2004 .

CPOT Certification Review & Preparation (4 hours)

Dr. Wright will review material that may be included on the CPOT written exam. Attendees should be familiar with the content of the examination outlines and reference materials listed in the handbook.

The NOA Fall Convention Paraoptometric Program is pending review from the AOA Commission on Paraoptometric Certification (CPC) for continuing education credit.

The AOA Commission on Paraoptometric Certification (CPC) does not constitute an endorsement concerning review courses and study materials or any lecturer and does not imply a guarantee that candidates will be successful in passing the CPC Certification Examinations.

Name: _____

Please check the classes you would like to attend. *Please make a copy of this form and bring it with you to the convention for your reference.*

Friday, September 24, 2011

1:00 - 1:50 pm

___ Strengths Based Leadership Part I - Laurie Baedke - (1 hr) (Intermediate)

2:00 - 2:50 pm

___ Strengths Based Leadership Part II - Laurie Baedke - (1 hr) (Intermediate)

2:00 - 5:00 pm

___ CPO Review - Jill Luebbert (3 hrs) (Intermediate)

___ CPOA Review- Dr. Joe Shetler (3 hrs) (Intermediate)

2:00 - 6:00 pm

___ CPOT Review - Dr. Darren Wright (4 hrs) (Advanced)

3:00 - 3:50 pm

___ Think Like a Patient - Laurie Baedke (1 hr) (Basic)

___ Pediatric & Special Needs Patients - Dr. Ellen Weiss (1 hr) (Basic)

4:00 - 4:50 pm

___ Transforming the Patient Experience - Laurie Baedke (1 hr) (Basic)

___ When & Why to Refer to NCBVI - Angie Hoff & Deanna Jesse (1 hr) (Basic)

Saturday September 24, 2011

7:30 - 8:30 am

___ Helping Your Bottom Line - Ed Schneider, O.D. (1 hr)

8:30 - 9:20 am

___ Beginning Paraoptometry - Dr. Cherie Lodl (1 hr) (Basic)

8:30 - 10:20 am

___ Advanced Basic Procedures - Dr. Krystle Kennedy (2 hrs) (Intermediate)

___ Ocular Anatomy via Cow Eye Dissection - Dr. Corey Langford (2 hrs) (Basic) *Limited to 25 people. Please list 2nd choice if class is full.*

___ The Aging Eye - Dr. Desinee Drakulich (2 hrs) (Intermediate)

___ Third Party Primer for New ODs & Staff - Dr. Ed Schneider (2 hrs) (Basic)

9:30 - 10:20 am

___ Basic Optics -Lynn Lawrence (1 hr) (Basic)

10:30 - 11:20 am

___ How to Neutralize a Toxic Employee - Lynn Lawrence (1 hr) (Basic)

___ Open Optical Forum - Fred Smith(1 hr) (Basic)

___ The Diagnosis and Treatment of Visual Fatigue Syndrome - Dr. Kris Kerestan (1 hr) (Intermediate) (ABO)

___ Technicians Role in Medicare Compliance - (CPC-PM-0073-10) Jill Luebbert (1 hr) (Basic)

11:30 am - 1:00 pm

___ Annual Business Meeting & Lunch for Paraoptometrics *price included in your registration, please let us know if you are attending for meal count purposes*

1:10 - 2:00 pm

___ What is With All These Soft Contacts? - Dr. Krystle Kennedy (1 hr) (Basic)

___ Contact Lenses Through the Generations - Dr. Kris Kerestan (1 hr) (Intermediate)

___ The Paras Guide to Glaucoma - Dr. Desinee Drakulich (1 hr) (Basic)

___ Third Party Update - Dr. Ed Schneider (Basic)

1:10 - 4:50 pm

___ CPOT Practical Workshop - Lynn Lawrence & Tami Franklin (4 hrs) (Advanced)

2:00 - 2:50 pm

___ The Eyeball Unraveled - Dr. Jeremy Baumfalk (1 hr) (Basic)

2:00 - 3:50 pm

___ High on Drugs - Dr. Joseph Shetler (2 hrs) (Intermediate)

___ Red Eye Emergencies - Dr. Kris Kerestan (2 hrs) (Intermediate) (NCLE)

3:00 - 3:50 pm

___ Performing Reliable Visual Fields - (SP-0012-10) Jill Luebbert (1 hr) (Intermediate)

5:00 - 6:00 pm

___ EHR Roundtables

7:00 - 9:00 pm

___ NOA Football Party *price included in your registration, please let us know if you are attending for meal count purposes*

Sunday, September 25, 2011

7:30 - 8:30 am

___ Inspirational Breakfast

8:30 - 10:30 am

___ It's My Profession - Lynn Lawrence (2 hrs) (Basic)

Paras: Please fill out both pages 13-14 when sending in your registration.

Nebraska Optometric Association **2011 Fall Convention**

Ramada Inn | Kearney, NE | September 23-25, 2011

Title: Paraoptometric NFCV Guest Optician (check one)

Name: _____ First Name for Badge: _____

Company: _____

Address: _____

City: _____ State: _____ Zip Code: _____

Work Phone: _____ Fax: _____ Cell: _____

Email: _____

Designation for Badge: CPO CPOA CPOT ABO Years as a Para: _____

Is this your first year attending NOA Convention? Yes No

Employing OD(s): _____

Paroptometrics/Opticians

Please pay "Member" fees if your employing OD is a member of NOA; otherwise, pay the "Non-Member" fee. Complete the form below and indicate session choices on reverse. Registration includes all CE, breaks, breakfasts, Friday buffet, Saturday luncheon, reception and football party.

Discount Registration

(postmarked by September 2, 2011)

Member \$130.00 \$ _____

Non-Member \$150.00 \$ _____

Standard Registration

(postmarked after September 2, 2011)

Member \$145.00 \$ _____

Non-Member \$165.00 \$ _____

Additional Tickets

Friday Exhibit Hall & Buffet (guests) _____ @ \$25.00

Saturday Breakfast (guests) _____ @ \$17.00

Saturday Luncheon (guests) _____ @ \$22.00

Saturday Football Party (guests) _____ @ \$32.00

Sunday Breakfast (guests) _____ @ \$17.00

Additional Ticket Fees \$ _____

Total \$ _____

NFCV/Guest

NOTE: Registration includes all convention meal functions, including Saturday banquet. If you wish to take Para CE classes, you must register as a Paraoptometric and complete the back of this form. If not, complete the section below.

Discount Registration

(postmarked by September 2, 2011)

Member \$110.00 \$ _____

Standard Registration

(postmarked after September 2, 2011)

Member \$125.00 \$ _____

Additional Tickets

Friday Exhibit Hall & Buffet (guests) _____ @ \$25.00

Saturday Breakfast (guests) _____ @ \$17.00

Saturday Luncheon (guests) _____ @ \$22.00

Saturday Football Party (guests) _____ @ \$32.00

Sunday Breakfast (guests) _____ @ \$17.00

Additional Ticket Fees \$ _____

Total \$ _____

Payment Method: Visa Mastercard Check (Payable to NOA)

Name as it appears on credit card _____

Account # _____ Expiration Date ____ / ____

Signature _____

Send payment to: NOA, 1633 Normandy Ct., Suite A, Lincoln, NE 68512
or fax to: (402) 476-6547 (Credit Card payment only)

Cancellation policy: A refund, less \$25 administration fee, will be given for all written requests received by the NOA office through September 16, 2011. Refund requests received after September 16 will be reviewed by the NOA Board. All refunds will be mailed within 30 days after the convention.

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

Premiering at the 2011 Fall NOA Convention



An elite group of NOA members in their first 10 years of practice are currently going through a selection process for this new program. The inaugural class of the NOA & VSP Leadership Program will be introduced at the 2011 Fall Convention.

The Leadership Program will provide orientation, training, and education for recently-licensed optometrists in Nebraska that will enhance their abilities to be successful practitioners and leaders in the profession and the association.

**Introductory Session -
Developing the Next Generation of Leaders**

8:00 - 12:30 pm, Friday, Sept. 23

- **Strengths-Based Leadership: Leveraging Talent for Organizational Outcomes** by Laurie Baedke
Laurie will personalize this interactive workshop based on the results of each individual's StrengthsFinder assessment. Each participant will receive a StrengthsFinder book and complete the assessment prior to the course.
- **Networking Lunch, including:**
 - Historical perspective of Nebraska optometry
 - Challenges facing the profession
 - Overview of NOA and its core objectives & governance structure

Mark Your Calendars

2012 NOA Spring Conference

April 13-15, 2012

Embassy Suites Downtown/Old Market, Omaha

2012 NOA Fall Convention

**October 5-7, 2012
Ramada Inn, Kearney**



*Nebraska Foundation
for Children's Vision*

NFCV Auction

The Cause

The Nebraska Foundation for Children's Vision's mission is at the heart of what optometrists do - ensure that every child in Nebraska is visually prepared to learn.

Silent Auction:

Friday, Sept. 23 during exhibit hall hours

Live auction:

8:30 pm in the exhibit area Friday, Sept. 23

Donate

Return the form below ASAP or go to www.nechildrensvision.org and click "Donate to the Auction."

NFCV Auction Donation Form

_____ Yes! I/Our Company will donate the following gift for the Auction held during the NOA Annual Fall Convention.

Proceeds will benefit the Nebraska Foundation for Children's Vision. NOA members and guests will bid on these items. The NFCV is a 501(c)(3) charitable organization, which seeks to ensure that all children entering kindergarten are visually prepared to learn. Your contribution will make their goal one step closer to reality.

Gift Item and Brief Description for Catalog _____

Retail Value of Gift: \$ _____ (opening bid will start at 50% of the retail value - suggested minimum starting retail value of \$50)

Individual/Company _____

Address _____

Email _____

Phone _____

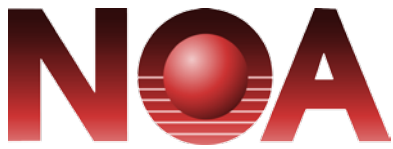
Please email this form to nfcv@assocoffice.net or fax it to NFCV office at 402-476-6547 by September 2.

Have questions? Contact Neil Powell (npowell002@neb.rr.com) or the NFCV office (nfcv@assocoffice.net).

NOTE: Contributions or gifts to the NFCV Auction are deductible as charitable contributions for federal or state income tax purposes.

NFCV's Mission:

*To ensure all Nebraska children are visually prepared to learn.
www.nechildrensvision.org*



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The Place to Be in September for Nebraska Optometry

Annual Convention

Attendee Registration

September 23-25, 2011

Kearney Ramada Inn

Register online at <http://nebraska.aoa.org/fall> convention or inside this brochure.