

The annual NCOS Fall Congress event will be Friday - Sunday, November 11 - 13, 2016 at the Omni Grove Park Inn in Asheville, NC. We have a great mix of programming planned and attendees have the opportunity to earn up to 18 hours of NC Certified/COPE approved credit *plus* 2 hours of NC General/COPE approved credit.

In addition, we will be hosting a NCOS-PAC event Saturday evening where you can socialize with colleagues while helping raise money in support of your profession. We hope that you will join us for an educational and fun weekend!

#### **Registration Instructions**

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Registering for Fall Congress has never been easier! Just click "Register" at the top or bottom of the page to begin. Plus, after registering you'll have access to your registration to make changes or to cancel if necessary.

**Be sure to review all registration fees and refund policies by viewing the Fees tab.**

#### **Details**

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##### **When**

Friday, November 11, 2016 - Sunday, November 13, 2016

8:00 AM - 12:15 PM

Eastern Time

##### **Where**

Omni Grove Park Inn

290 Macon Ave.

Asheville, North Carolina 28804

USA

(828) 252-2711

##### **Planner**

[North Carolina Optometric Society](#)

**O.D. Continuing Education**

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**NCOS Member**  
**\$669.00**

Discounted Price	If Registered By	Refund Policy
\$469.00	Saturday, October 1, 2016	<a href="#">Details</a>
\$499.00	Wednesday, November 2, 2016	<a href="#">Details</a>

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**Other State Affiliated/AOA Member**  
**\$669.00**

Discounted Price	If Registered By	Refund Policy
\$469.00	Saturday, October 1, 2016	<a href="#">Details</a>
\$499.00	Wednesday, November 2, 2016	<a href="#">Details</a>

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**O.D Non-Member**  
**\$889.00**

Discounted Price	If Registered By	Refund Policy
\$689.00	Saturday, October 1, 2016	<a href="#">Details</a>
\$719.00	Wednesday, November 2, 2016	<a href="#">Details</a>

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**Paraoptometric/Staff Program**

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**Paratoptometric/Staff**  
**\$165.00**[View Refund Policy](#)**Exhibit Hall Pass Only**

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**Exhibit Hall Pass**  
**\$200.00**[View Refund Policy](#)**Basic Life Support Course (CPR Certification)**

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**CPR Material Fee**  
**\$30.00****Basic Life Support Course (CPR Certification)**

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**CPR Material Fee**  
**\$30.00****Additional Badges - Exhibitor**

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**Additional Badges**  
**\$125.00****Additional Booth Space - Exhibitor**

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**Additional Booth Space**  
**\$899.00****Other Important Information**

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**Continuing Education Cancellation Policy (OD/Para)** - Cancellations received by 9/30/16 will be entitled to a full refund. Cancellations received by 10/31/16 will be entitled to a 50% refund. Cancellations received after 11/1/16 will not be entitled to a refund.

**Exhibitor Cancellation Policy** - Cancellations received by 9/15/16 will be entitled to a full refund. Cancellations received by 10/15/16 will be entitled to a 50% refund. Cancellations received after 10/15/16 will not be entitled to a refund.

**Other Registration Fees:**

**Optometrists** - there is no additional fee to attending any of the Paraoptometric/Staff programming

**Paraoptometrics/Staff** - two registrants = \$155 each; three or more registrants = \$145 each

**Students and Residents** - Free registration (NCOS members only. Email [heather@nceyes.org](mailto:heather@nceyes.org) to receive discount code)

**2016 NC Licensees** - Free registration (in order to receive free registration, you must attend the full New Licensee Seminar & Lunch on Saturday, 11/12 // email [heather@nceyes.org](mailto:heather@nceyes.org) to receive discount code)

**Military** - 50% off registration (email [heather@nceyes.org](mailto:heather@nceyes.org) to receive discount code)

**On-Site Registration Fees:****NCOS Member:** \$669.00**Other State Affiliated/AOA Member:** \$669.00**O.D Non-Member:** \$889.00**Paraoptometrics/Staff:** \$200**Exhibit Hall Pass Only:** \$235

Payments may be made at the time of registration via credit card or you may elect to pay by check. Please note that your registration is not final until payment is received. Checks must be received within 10 business days.

**Optometrists:** To register via the paper form - [click here](#).

**Para/Staff:** To register via the paper form - [click here](#).

***Please note, there is a \$10 processing fee for all paper registration forms.***

The agenda is currently being finalized. Please check back for the full agenda.

## Agenda

Thursday, November 10, 2016

5:00 PM - 8:00 PM **Registration Open**

Friday, November 11, 2016

7:00 AM - 8:00 AM **Continental Breakfast**

7:00 AM - 6:15 PM **Registration Open**

### General Session

8:00 AM - 10:00 AM **The Must Have Systemic Medications for Special Populations** (NC Certified/COPE 48571-PH)  
 The goal of this presentation is to review the pharmacology and clinical applications of systemic medications in the management of ocular disease. Indications, contraindications and proper dosing in special populations, will be presented. This will include treating children, the elderly and the pregnant patient.

**Speakers:** [Dr. Bruce Onofrey](#)

10:00 AM - 10:15 AM **Break**

### General Session

10:15 AM - 12:15 PM **My Doc Told Me to Get an Eye Exam Because** (NC Certified/COPE 50107-PH)  
 Many non-ophthalmic medications can produce visual side-effects. Some of these drugs have the potential to produce devastating loss of vision or ocular side-effects that can lead to loss of visual function. This lecture will discuss the most important of these drugs and what the clinician needs to know to prevent these visually dangerous side-effects.

**Speakers:** [Dr. Bruce Onofrey](#)

### Breakout Session - Pre-Registration Required

10:15 AM - 12:15 PM **How to Communicate When the Atmosphere is Negative** (NC General/COPE 50622-PM)  
 Communicating with the larger public is a skill-set that must be developed. Optometrists could be forced to communicate about a negative situation. Having the basic skills can make a substantial difference in how members of the community view the individual doctor, the profession, and even the medical value of optometry. Understanding what to say and when to say it can be critical to the success of a practice and sometimes to the health and safety of the public.

**Speakers:** [Greer Beaty](#)

### NCOS Function

12:30 PM - 1:30 PM **NCOS-PAC Board Meeting**  
 All NCOS members are welcome to attend.

### Partner Meal Function

12:30 PM - 1:30 PM **Alcon Lunch**  
 "Helping Presbyopes See, Look, & Feel Their Best: Introducing DAILIES TOTAL1 Multifocal Contact Lenses" Today's presbyopes want to maintain active and healthy lifestyles. Learn how Alcon's newest daily disposable multifocal contact lens - DAILIES TOTAL1 Multifocal, the world's first and only water gradient contact lens for presbyopes -- can help eye care professionals address patients' unique needs and help them see, look, and feel their best.

12:30 PM - 1:30 PM **Allergan Lunch**  
 Speaker: Chuck Aldridge Topic: RESTASIS: A Patient's Journey

**General Session**

2:00 PM - 4:00 PM

**Glaucoma, NOT Just IOP, Think DPP, OMG** (NC Certified/COPE 47865-GL)

POAG is a major cause of blindness. Its proper management requires a thorough understanding of the pathophysiology of the disease and the pharmacology of the drugs used to treat this condition. It is imperative that the clinician be familiar with the most recent studies that are used to determine the risk of developing the disease and the risk of progression of the disease. These issues will be covered in this evidence based presentation.

**Speakers:** [Dr. Bruce Onofrey](#)

**Breakout Session - Pre-Registration Required**

2:00 PM - 4:00 PM

**Basic Life Support Course (CPR Certification)** (NC Certified/COPE 50621-PB)

The goal of the Basic Life Support (BLS) is to train participants to save lives of victims in cardiac arrest through high quality cardiopulmonary resuscitation (CPR). The course was designed to teach healthcare professionals how to perform high quality CPR individually or part of a team. In this course you will learn hands on how to use an AED (Automated External Defibrillator), perform chest compression's, and deliver rescue breathing. BLS skills are applicable to all healthcare settings.

**Speakers:** [Zack Kemp](#)

4:00 PM - 4:15 PM

**Break****General Session**

4:15 PM - 6:15 PM

**Cornea Grand Rounds** (NC Certified/COPE 47697-AS)

Presented in a grand rounds format, this course is designed to present both common and challenging cornea anterior segment cases to the attendees. Differential diagnosis and treatment options will be discussed. Emphasis will be placed on the importance of co-management of these challenging cases as well as the surgical co-management of surgical cases.

**Speakers:** [Dr. Charlie Ficco](#)

**Breakout Session - Pre-Registration Required**

4:15 PM - 6:15 PM

**Basic Life Support Course (CPR Certification)** (NC Certified/COPE 50621-PB)

The goal of the Basic Life Support (BLS) is to train participants to save lives of victims in cardiac arrest through high quality cardiopulmonary resuscitation (CPR). The course was designed to teach healthcare professionals how to perform high quality CPR individually or part of a team. In this course you will learn hands on how to use an AED (Automated External Defibrillator), perform chest compression's, and deliver rescue breathing. BLS skills are applicable to all healthcare settings.

**Speakers:** [Zack Kemp](#)

**NCOS Function**

6:00 PM - 8:30 PM

**Exhibit Hall Opening Reception**

Join us in Grand Prefunction Area & Grand Ballroom B to mingle with our 70+ exhibitors while enjoying hors d'oeuvres and drinks! Families are welcome to attend.

Saturday, November 12, 2016

7:00 AM - 8:00 AM

**Continental Breakfast**

7:00 AM - 6:15 PM

**Registration Open****NCOS Function**

7:00 AM - 2:00 PM

**Exhibit Hall Open****Partner Meal Function**

7:00 AM - 8:00 AM

**Diopsy Breakfast**

Speaker: Dr. Chuck Aldridge Topic: Visual Electrophysiology

**General Session**

8:00 AM - 10:00 AM

**5 Things You Don't Know About Things You Know Well** (NC Certified/COPE 51086-NO)

Although eye care providers are familiar with giant cell arteritis and acute visual loss there are some interesting and unusual but nonetheless characteristic presentations of neuro-ophthalmic disease that represent some "things you don't know about things you know well". At the conclusion of the presentation the audience should be able to list the key and differentiating features of the major life and vision threatening conditions in neuro-ophthalmology.

**Speakers:** [Dr. Andrew Lee](#)

**Paraoptometrics/Staff Program**

8:00 AM - 8:50 AM

**A Quick Review of the Changing Face of Medicare Reimbursement - MIPS** (CPC Pending)

To ensure that all optometric staff understand the changes coming with the new Medicare Incentive Payment System and what is required so that each office has the opportunity to be successful

**Speakers:** [Dr. Rebecca Wartman](#)

8:00 AM - 8:50 AM

**The Ultimate Practice** (CPC PM-0135-15)

This course is designed to assist the attendees in understanding the requirements for a thriving practice. The course will cover the key and critical elements within a practice that are required for an efficient practice.

**Speakers:** [Lynn Lawrence](#)

9:00 AM - 9:50 AM

**Fall 2016 Coding Review for NCOS - Are you ready?** (CPC Pending)

To ensure that all NCOS optometric staff are well informed of any and all changes to proper coding for 2017

**Speakers:** [Dr. Rebecca Wartman](#)

9:00 AM - 9:50 AM

**Making the Sale** (CPC OP-0002-16)

This lecture will discuss the art of making a quality sale. We will discuss atmosphere, product, and how to make a sale and the potential make multiple sales. We will use scenarios and class participation to make the points.

**Speakers:** [Lynn Lawrence](#)

10:00 AM - 10:15 AM

**Break****Paraoptometrics/Staff Program**

10:00 AM - 10:50 AM

**The Lacrimal System** (CPC AP-0021-15)

This course is designed to provide attendee with a journey through the lacrimal system. A basic understanding for the importance, development and path of a tear will be given. The course will teach value of the tear in vision acuity and common ocular complaints associated with tears and possible solutions to tearing issues.

**Speakers:** [Lynn Lawrence](#)

10:00 AM - 10:50 AM

**Troubleshooting ICD-10-CM - A Review of the Changes to ICD-10-CM in the New Year (2017)** (CPC CW-0034-15)

A review of all the changes to the 2017 ICD-10-CM codes that impact optometry. To ensure that proper and current codes are being used in offices. To ensure all claims are processed in a timely manner.

**Speakers:** [Dr. Rebecca Wartman](#)

**General Session**

10:15 AM - 12:15 PM

**7 Easy Steps in Evaluating Unexplained Vision Loss** (NC Certified/COPE 51085-NO)

Unexplained visual loss is a common presenting symptom to the eye care provider. A careful seven step approach is recommended for these patients including defining the chief complaint, performing a complete exam, ordering a formal visual field, looking at the macula with high suspicion and high magnification, checking key findings personally, using adjunctive testing judiciously, and only labeling a patient as nonorganic once proven as such. The stepwise approach to unexplained visual loss will improve patient care, reduce unnecessary testing, and improve referrals to neuro-ophthalmology from general eye care providers.

**Speakers:** [Dr. Andrew Lee](#)

**Paraoptometrics/Staff Program**

11:00 AM - 11:50 AM

**Don't Let RXs Walk Out the Door** (CPC OP-0018-15)

Stop waving good-bye to profit as it walks out of your door! Attendees of this course will learn the importance of tracking capture rate along with methods of improving it by involving everyone on the team.

**Speakers:** [Rebecca Johnson](#)

11:00 AM - 11:50 AM

**How to Conduct a Staff Meeting** (CPC PM-0085-16)

This lecture is designed to assist office personnel in understanding the value of a staff meeting. The course identifies the "How To" on conducting effective staff meetings from planning, to set-up, and the execution of an effective staff meeting. THE COURSE IS INTERACTIVE and an outline for an office agenda will be provided.

**Speakers:** [Lynn Lawrence](#)

12:30 PM - 2:00 PM

**Boxed Lunch Provided by NCOS**

Enjoy a boxed lunch provided by NCOS while you visit the Exhibit Hall! Note: The boxed lunch is available to those attending the OD Program and the Para Program only.

**General Session**

2:00 PM - 4:00 PM

**Optic Atrophy is Not A Diagnosis** (NC Certified/COPE 51084-NO)

Although eye care providers are familiar with the ophthalmoscopic sign of optic atrophy, there are some important and interesting clinical features that should be sought in the evaluation of an etiologic diagnosis. These include performing a formal visual field, looking for evidence of old or new anterior or posterior uveitis, taking a complete but focused history, and performing directed laboratory and neuroimaging studies. The typical and characteristic presentations of neuro-ophthalmic diseases that produce optic atrophy will be described. At the conclusion of the presentation the audience should be able to list the key and differentiating features of the major, common, and potentially life and vision threatening conditions causing optic atrophy in neuro-ophthalmology.

**Speakers:** [Dr. Andrew Lee](#)

**Paraoptometrics/Staff Program**

2:00 PM - 2:50 PM

**Tour of the Eye** (CPC AP-0020-14)

Rebecca Johnson is your guide on this tour of the eye. Get on the bus at the tear film, travel through the layers of the cornea, take a nice swim in the aqueous, enjoy the beauty of the crystalline lens, have lunch in the posterior chamber, and end the hour with a hike through the visual pathway. Don't forget to wear your comfy shoes!

**Speakers:** [Rebecca Johnson](#)

2:00 PM - 2:50 PM

**Trust & Coordination of Care** (CPC PM-0107-15)

Efficiency in eye care means a number of professionals working together. As such, understanding everyone's role is critically important. Presenting a unique perspective on optimizing patient outcomes through a coordinated effort utilizing clinical presentations.

**Speakers:** [Tami Hagemeyer](#)

**Breakout Session - Pre-Registration Required**

2:00 PM - 4:00 PM

**How to Neutralize a Toxic Employee** (NC General/COPE 51332-PM)

This lecture identifies ways to neutralize a toxic employee. It defines a toxic employee and what cause an employee to become toxic in the work place. This course identifies if the problem exist due to the employee or the environment. It will cover the role of leadership and the benefits of proper documentation and performance feedback.

**Speakers:** [Lynn Lawrence](#)

**Paraoptometrics/Staff Program**

3:00 PM - 3:50 PM

**3 Steps to a More Profitable Practice** (CPC PM-0105-15)

An average percentage of optical practice profits are 60%-80% from eyewear sales. That is a huge statistic that should not be over looked. Boosting optical sales with sensitivity is a skill to be learned and constantly refined. Lens and frames style change repetitively, some may be broad, and require additional training that will allow an accurate recommendation to our patients. It is important that the prescribing doctors not recommend, but prescribe a specific lens or lens treatment. When a specific lens style is prescribed to avoid eyestrain, and fatigue it becomes important, and necessary to our patient.

**Speakers:** [Tami Hagemeyer](#)

3:00 PM - 3:50 PM

**The Technician's Role in Ocular Effects of Systemic Disease** (CPC ED-0061-13)

Systemic conditions play a very important role in the health of the eye. This course reviews the ocular effect of vascular, metabolic, infectious, autoimmune, nervous and malignant disease, along with the recommended treatment.

**Speakers:** [Rebecca Johnson](#)

4:00 PM - 4:50 PM

**Do We Stand a Chance Against Online Opticals?** (CPC PM-0095-15)

Working together, optometrists, opticians and technicians play a vital role in patient care. We utilize our professional relationship to strengthen our patient's confidence while displaying our trust in each other. The onslaught of online opticals and their seemingly limitless advertising capabilities, make an increased challenge to ophthalmic professionals. Competing with "cheap" prices can seem impossible, but we do have a clear advantage over the impersonal online services, it is our ability to provide face-to-face patient care. Never underestimate the power of personal service. Online optical will always be faceless. Our individual hands-on approach provides a feeling of being significant, and a reminder to each patient that they are essential to our practice. Enabling our patient's to experience the knowledge that their vision and eye care needs are our most important objective.

**Speakers:** [Tami Hagemeyer](#)

4:00 PM - 4:50 PM

**Handling Unhappy Patients in the Optometric Practice** (CPC PM-0026-15)

You will learn why patients become dissatisfied with an optometric practice. This course will discuss techniques to handle the unhappy patients.

**Speakers:** [Rebecca Johnson](#)

**General Session**

4:15 PM - 6:15 PM

**Challenges in Cataract Surgery Co-Management** (NC Certified/COPE 43747-PO)

Cataract surgery is the most common surgery performed in the U.S. Refractive IOLs are the fastest growing aspect of these surgeries. This course will provide the most up-to-date information on surgical techniques as well as co-management issues, including billing and managing post-operative complications.

**Speakers:** [Dr. Charlie Ficco](#)

**NCOS Function**

7:00 PM - 9:00 PM

**NCOS-PAC Social Event**

Spouses/significant others are encouraged to attend, but please no children.

Sunday, November 13, 2016

7:00 AM - 8:00 AM

**Continental Breakfast**

7:00 AM - 10:15 AM

**Registration Open**

**General Session**

8:00 AM - 10:00 AM

**Anterior Segment Grand Rounds** (NC Certified/COPE 46451-AS)

Presented in a Grand Rounds format, this course presents anterior segment and ocular surface disease cases. Cases will range from the very rare to the most common conditions seen in practice.

**Speakers:** [Dr. Charlie Ficco](#)

10:00 AM - 10:15 AM

**Break**

**General Session**

10:15 AM - 12:15 PM

**A Review of MACRA, MIPS and Other Bonus Programs** (NC General/COPE 50671-PM)

This course provide an in depth review of the new Merit Based Incentive Payment System and other payment reforms. What does an optometrist and an office need to do to participate. How does MIPS impact the way I document and code each patient visit. How private insurers and Medicare Replacement plans implemented reforms.

**Speakers:** [Dr. Harvey Richman](#),  
[Dr. Rebecca Wartman](#)

## New Licensee Seminar

Saturday, November 12, 2016  
Omni Grove Park Inn, Asheville, NC

### During this seminar you will have an opportunity to:

- Meet North Carolina Optometric Society and North Carolina State Board of Examiners in Optometry members.
- Get acquainted with leadership.
- Understand the function of our society.
- Hear the history of optometry in NC and legislative influence in optometry.
- Understand how the society can help you in your practice.
- Start the process of becoming a valuable asset to optometry in your district and community.
- Learn how to become a member and get involved in the North Carolina Optometric Society.
- Q&A from you!

### Schedule

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#### 10:15 AM – 12:15 PM – New Licensee Seminar

Location: Taft MN, Vanderbilt Wing

- Presentation of licenses by the North Carolina State Board of Examiners in Optometry
- "Practicing in North Carolina" discussion

#### 12:15 PM – 2:00 PM – Lunch (sorry no guests)

Location: Wilson OP, Vanderbilt Wing

- Join us for a casual lunch with students and young ODs. Great opportunity to network!

#### 2:00 PM – 2:10 PM – Formal Introduction of New Licensees to North Carolina Optometrists

Location: Grand Ballroom A, Vanderbilt Wing

- Be personally recognized by your new colleagues in front of our General Session

#### 2:10 PM - 6:15 PM - Free Time; attend CE

#### 6:15 PM - 7:00 PM - Happy Hour with North Carolina Optometric Society and North Carolina State Board of Examiners in Optometry leadership

Location: Heritage Ballroom, Sammons Wing

- Great opportunity to meet and mingle with our leadership

#### 7:00 PM – 9:00 PM – NCOS-PAC Social Event

Location: Heritage Ballroom, Sammons Wing

- Enjoy a fun evening while supporting NCOS-PAC (no cost to attend)

### FAQs

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**How much does it cost to attend?** Registration is **FREE** to all 2016 NC New Licensees!

**How do I get free registration?** Email Heather Mehler, Membership Coordinator, at [heather@nceyes.org](mailto:heather@nceyes.org) to receive a special discount code that you will enter at checkout. **You must attend the full New Licensee Seminar & Lunch in order to receive free registration.**

**When do I need to register by?** You must register by 10/31/16.

**Do I need to RSVP to attend the New Licensee Seminar?** Yes, to RSVP [click here](#).

**Do I need CE hours?** Yes - if you graduated prior to this year, follow [North Carolina State Board requirements](#). No - if you graduated in 2016, no CE is required

**Is family welcome?** Yes, family is welcome to attend the Presentation of Licenses from 10:15 AM - 10:45 AM and/or the Formal Introduction of New Licensees to NC Optometrists at 2:00 PM. Spouses/Significant others are welcome to attend the Happy Hour at 6:15 PM and NCOS-PAC Fundraiser at 7:00 PM, but please no children.

**Where can I stay in Asheville?** View the available [Group Room Block here!](#)

**Do I have to be a member of the NCOS to attend?** No. This seminar is open to all 2016 NC New Licensees, however we would love for you to join the NCOS! [Click here](#) to fill out our online membership application.

**What if I have additional questions?** Please contact Paul Kranze at [paul@nceyes.org](mailto:paul@nceyes.org).

## **Continuing Education Tracking**

### **North Carolina CE Credit Slip Validation**

All CE credit slips that need to be filed with the NC State Board of Optometry should be turned in when leaving the CE course.

### **Out-of-State CE Credit Slip Validation**

Take one slip for each state in which you hold a license. It is your responsibility to file your slips with any state other than North Carolina.

Take out-of-state slips to the NCOS registration desk immediately following the end of each course for validation.

DO NOT turn in out-of-state slips at the door when course is completed. Only North Carolina CE slips should be turned in at the door upon completion of the course.

## 2016 Fall Congress Room Block

### Reserve Your Room Today!

For your convenience, a room block is available at the Omni Grove Park Inn and the Renaissance Asheville Hotel.

#### Omni Grove Park Inn

--- Room rates start at \$234/night. The group rate will be available while rooms are available or until 10/10/16, whichever occurs first.

--- Reservation information, including an attendee code, will be provided in the event registration confirmation email.

*Update: The room block is 100% filled. If you would like to be put on our room block waitlist in the event that a reservation is cancelled please email [heather@nceyes.org](mailto:heather@nceyes.org).*

#### Renaissance Asheville Hotel

--- Room rates start at \$229/night. The group rate will be available while rooms are available or until 10/11/16, whichever occurs first.

--- Reservation information will be provided in the event registration confirmation email.

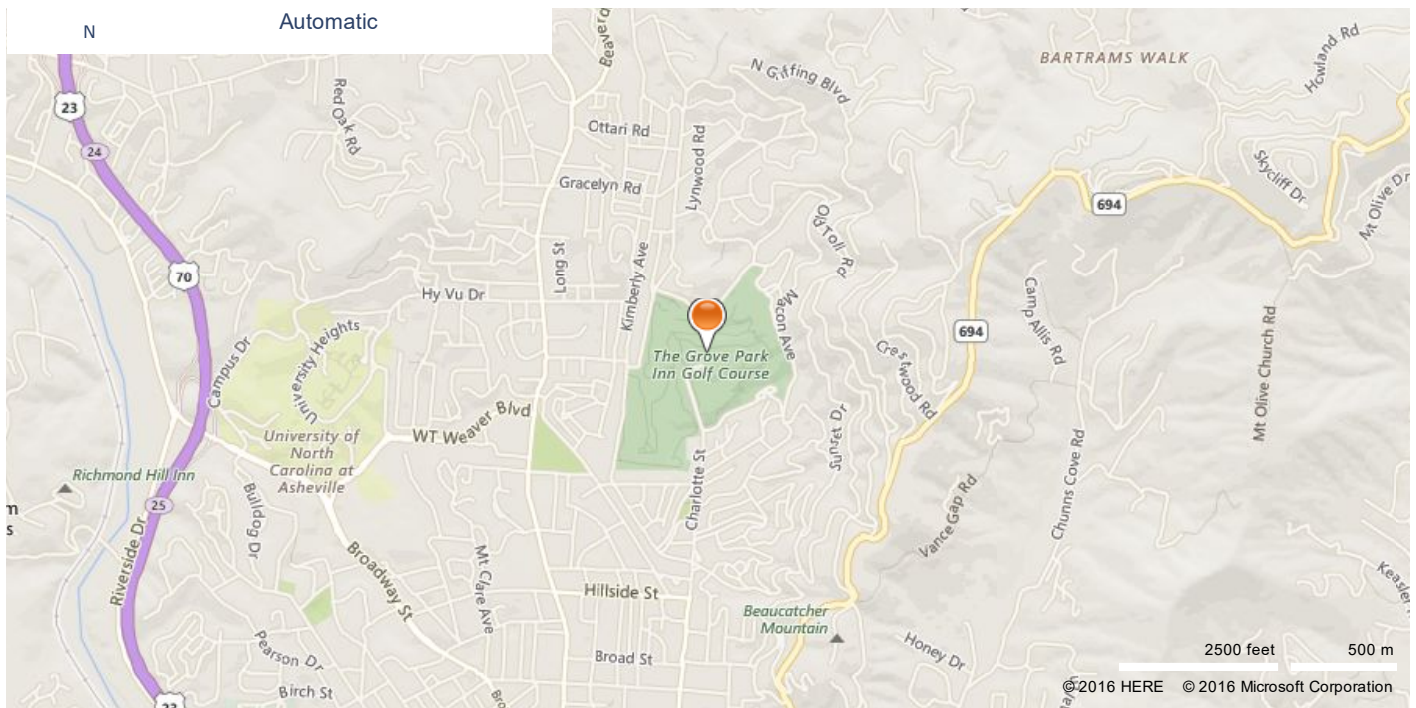
Questions? Please contact the NCOS Office at 919-977-6964.

#### Location Map

##### Omni Grove Park Inn

290 Macon Ave.

Asheville, North Carolina 28804 USA





### **Greer Beaty**

Greer Beaty has developed and implemented communications strategies for organizations of all sizes. A graduate of East Carolina University with a B.S. in Communication with over 25 years of experience, she is a skilled writer, who has a unique ability to “translate” complex ideas into language that is easy to understand and communicate.

Greer has proven experience in identifying the most effective communication tools to reach target audiences. She is a trained and proven facilitator and has conducted outreach and engagement efforts at the local and statewide levels.

Currently, her team work with public, private and nonprofit companies and organizations. One recent project was the Dix Park effort. Greer worked with nonprofit “Dix Visionaries” to develop a strategy to encourage the State of North Carolina to sell the 308 acres of Dix Hospital to the City of Raleigh. July 24, 2015 the sale was completed.

As the former communications director for North Carolina Department of Transportation (NCDOT), she was tasked with restoring the public trust in the agency. Her team launched the first toll road in NC. Marketing efforts exceeded expectations with transponder sales more than triple anticipated levels before the facility opened to traffic. She managed the efforts to utilize new communications tools such as Facebook, Twitter, video and internet-based communications and marketing efforts resulting in national recognition.

During her tenure at the public relations firm French/West/Vaughan, she was the Director of Public and Community Affairs, developing and managing various campaigns for nonprofit and local government entities including the NC Biotechnology Center, North Carolina State University, Campbell University Law School, Camden County North Carolina, as well as corporate clients that were raising awareness in North Carolina communities. She has extensive media and community relationships across North Carolina.

She is the former public relations director for the North Carolina Division of Tourism, Film and Sports Development where she oversaw all domestic and international communications and marketing efforts. During her tenure, the “Discover the State Your In” campaign was launched and it is still being utilized today. During her time with the NC Department of Commerce, she headed up communications efforts following Hurricane Floyd and launched the housing recovery efforts, worked with local governments and business leaders on economic development.



### **Dr. Charlie Ficco**

Dr. Charlie Ficco is on staff at Milan Eye Center, a cornea / refractive surgery practice in Cumming, GA. His practice revolves around treating ocular surface disease and the co-management of cataract and refractive surgery patients. Prior to joining Milan, he served as the clinic director, externship coordinator and residency supervisor at Clayton Eye Center in Morrow, GA. Prior to moving to GA he spent two years at Bascom Palmer Eye Institute where he completed his residency in ocular disease under the guidance of Mark Dunbar, O.D. Subsequently, he joined the optometric staff there, where he supervised the externship program. He lectures nationally on topics related to ocular surface disease and surgical co-management. And, he is a member of The AOA, The GOA and The Ocular Surface Society of Optometry.



### **Tami Hagemeyer**

TAMI L. HAGEMEYER, A.B.O.C.

Tami Hagemeyer is the lead optician at Premier Vision Group in Bowling Green, Ohio. She is responsible for all phases of optometric and medical eye care, frame styling, purchasing, and inventory management. Encouraging positivity and team building through inter-office training.

Tami began lecturing nationally in 2013, she welcomes the opportunity to share her extensive ophthalmic experiences by teaching technical skills, and inspiring personal and professional growth.

Tami’s published articles include, “L.O.V.E Your Optical Career,” “It’s Not Just A Job,” and co-authored “Do We Stand A Chance Against Online Optical?”

Tami enjoys the opportunity to speak at public and parochial schools for the Ohio Optometric Association sponsored “Realeyes,” a program designed to introduce children to the importance of eye care and eye safety.

In 1978, Tami began her optical career as an optometric assistant; she earned certification by the American Board of Opticianry in 1993.

Tami is a Para-optometric member of the American Optometric Association, the Opticians’ Association of Ohio, and the National Academy of Opticianry.



### **Rebecca Johnson**

Rebecca Johnson has been passionate about the eye care industry for over 30 years. She has presented in 49 states in the US and throughout Canada. Rebecca was awarded the AOA Paraoptometric Association Special Service Award for being the 3rd edition editor of the “Self-Study Guide for Paraoptometric Certification” and is a past honoree of Vision Monday’s “Most Influential Women in Optical.”

Rebecca uses her love of writing and story-telling as a regular columnist for both INVISION and Optometric Management magazines.

When she is not traveling, Rebecca enjoys time at home in the Blue Ridge Mountains with her husband, Gary, Duke the Wonder Dog and five grandchildren.



### **Zack Kemp**

Zack is a passionate social entrepreneur and educator. He works with forward thinking companies across the nation who are implementing worksite wellness programs and advocates for comprehensive AED, CPR, and Safety preparedness. He is an international lecturer and holds a Master's of Physical Therapy, a Bachelor's of Management and Business Administration along with many specialty certifications.



### **Lynn Lawrence**

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

Lynn E. Lawrence is currently a national lecturer and an ophthalmic technician for Mills Eye and Facial Plastic Surgery. He is an approved speaker for the American Optometric Association, American Board of Opticianry, and Joint Commission for Allied Healthcare Personnel in Ophthalmology. He retired after 30 years of service in the United States Air Force. During his military career he was promoted to Chief Master Sergeant and worked directly for the Air Force Surgeon General's Office. It was then that he was appointed by the Air Force Surgeon General as the Ophthalmic Career Field Manager for 540 Optometry/ Ophthalmology technicians at 90 locations and overseeing quality control for 133 optical stores world-wide. He develops training, compliance, and staff development materials because of his passion to see others grow in their professions and advance in certification. Lynn has been a COPE approved speaker since 2008 and has had the opportunity to speak to student optometrists at the Pacific University.



### **Dr. Andrew Lee**

Andrew G. Lee, M.D. is chair of the Blanton Eye Institute, Department of Ophthalmology at Houston Methodist Hospital (HMH) in Houston, Texas. He is a Professor of Ophthalmology, Neurology, and Neurosurgery at Weill Cornell Medical College. He additionally carries appointments as Adjunct Professor of Ophthalmology at the University of Iowa and at Baylor College of Medicine; and Clinical Professor at The University of Texas Medical Branch (UTMB) in Galveston, Texas, and The University of Texas MD Anderson Cancer Center (UTMDACC). He is the Program Associate Director of the newly (2014) integrated UTMB/HMH ophthalmology residency program.

Dr Lee has served on the national and international Editorial Board of over 20 journals including the American Journal of Ophthalmology, JAMA Ophthalmology, the Japanese Journal of Ophthalmology, the Journal of Neuro-ophthalmology, and Eye. He is the Editor in Chief of the Journal of Clinical and Academic Ophthalmology. In 2011 he was named by Becker's ASC Review as one of the 135 leading ophthalmologists in America and was included in the US News and World Report's list of Top Doctors. He was awarded the Senior Achievement Award and the Secretariat Award (twice) by the American Academy of Ophthalmology. He has also received the teaching award seven times at five different academic institutions.

Dr Lee has published over 400 peer-reviewed publications, 40 book chapters, and nine full textbooks in ophthalmology. He has been the invited speaker at over 500 national and international eye meetings and has delivered 14 named lectures.



### **Dr. Bruce Onofrey**

Bruce E. Onofrey, OD, RPH is a 1982 graduate of the Illinois College of Optometry and residency at the Albuquerque Veterans Administration Medical Center. He also has degrees in chemistry and Pharmacy. He recently retired from the Lovelace Medical Center Eye Dept after 25 years where he served as the Chief of Optometry and Vice-chairman of eye services. His most current position is as a clinical professor at the University of Houston and the Exec. Director of continuing education programs. His special interests include lectures in general and ocular pharmacology and clinical drug research.

Dr. Onofrey is a frequent contributor to ophthalmic literature. He is the current editor of "Clinical Optometric Pharmacology and Therapeutics", and the author of "The Ocular Therapeutics Handbook-A Clinical Manual", both published by Lippincott. He also serves as a contributing editor to "Primary Care Optometry News". He is an internationally recognized lecturer on the management of ocular disease and the use of pharmaceutical agents.



### **Dr. Harvey Richman**

Dr. Harvey Richman is a graduate of the New England College of Optometry where his education emphasized the evaluation of children with behavioral and perceptual difficulties. After several years of pediatric practice and research, Dr. Harvey Richman achieved the credentials of Fellow of the College of Optometrists in Vision Development. This was immediately followed by earning the credentials of Fellow of the American Academy of Optometry. In 2011, Dr. Richman became one

of the first Diplomates of the American Board of Optometry.

His dedication to helping the visual welfare of children and the needy has rewarded him with the 1997 Young Optometrist of the Year in New Jersey. In 1999 he also received the Special Recognition Award for his work with Visually Impaired Children from the NJ Society of Optometric Physicians. In 2006 he was again recognized with an award for his work with Infant Eye Care. October 2007 marked Dr. Richman being awarded the Optometrist of the Year in New Jersey. He was president of the NJSOP from 2008-2009. This year, he was recognized with the EC Nurock Award for lifetime achievement.

In 2006, Dr. Richman was asked to join the American Optometric Associations Third Party Executive Committee to work on the Coding Committee due to his work for the state of New Jersey. Dr. Richman has lectured nationally on billing and coding, electronic health records, and PQRS. He has published work on Coding for Vision Therapy and Vision Rehabilitation for the AOA and COVD..

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**Dr. Rebecca Wartman**

Dr. Rebecca Wartman attended The University of the South (B.A. Psychology) and University of Missouri St Louis School of Optometry. She is in private practice caring for nursing facility patients in western North Carolina.

Dr. Wartman is a Past President of the North Carolina Optometric Society and currently serves on the NCOS Third Party Committee and American Optometric Association Third Party Center Executive Committee. She is the American Optometric Association advisor to CPT® Editorial Panel.

She writes and lectures on insurance and coding issues as well as Long Term Care Eye Care. She serves as National Director of Clinical Operations- Optometry for Trident Mobile Clinical Services. Dr. Wartman is married with two adult sons and one grandchild.

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### **Exhibitor Contract**

Please review the the [exhibitor contract regulations](#) so you are aware of all rules and regulations.

To secure booth space, please click the "register" button below or complete the [exhibit hall booth contract](#).

### **Exhibit Hall Hours**

**Install:** Friday, November 11 | 8:00 AM - 5:00 PM

**Exhibit Hall Hours:** Friday, November 11 | 6:00 PM - 8:30 PM

Saturday, November 12 | 7:00 AM - 2:00 PM

**Dismantle:** Saturday, November 12 | 2:00 PM - 6:00 PM

### **Shipping, Electric & Ordering**

All shipping will be handled by Convention Makers. Their shipping and order forms are below.

All internet and electric will be handled by the Grove Park Inn. Their order forms are below.

### **Booth Assignments**

Booth assignments will be sent out by 10/15/16. Please call the NCOS office at 919-977-6964 by 10/1/16 if there are any special requests you have regarding placement near or away from other exhibitors.

### **Room Block**

[Room Block Information Available Here](#)

#### **Important Documents**

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