

# GWCO

## CONGRESS

GREAT WESTERN COUNCIL OF OPTOMETRY

### Faculty Highlights

Kim Castleberry, OD  
Shaun Coombs, OD  
Juli DeWalt, ABOC  
Ken Eakland, OD  
Mark Everett, OD  
Randy Fuerst, OD  
Janice Gaub  
Lynn F. Hellerstein, OD, FCOVD, FAAO  
Milton M. Hom, OD, FAAO  
Alan Homestead, OD  
Scott A. Jens, OD, FAAO  
Kelly Kerksick, OD  
Steve Laukaitis, MD FACS  
Blair Lonsberry, MS, OD, MEd, FAAO  
David Masihdas, OD  
James E. Sheedy, OD, PhD  
Jerome Sherman, OD, FAAO  
Leonid Skorin Jr., OD, DO, FAAO, FAOCO  
David Stanfield, OD, FAAO  
Matthieu Tagnon  
Jon Torrey, BFA  
Scott M. Walters, OD  
Walter Whitley, OD, MBA, FAAO  
Robert P. Wooldridge, OD, FAAO

# 2010

September 30–October 3, 2010

Oregon Convention Center &  
Doubletree-Lloyd Center  
Portland, Oregon

[www.gwco.org](http://www.gwco.org)

PROGRAM AND AGENDA



## Greetings from the President of GWCO!



Aloha, and greetings from the 11-member states which comprise the Great Western Council of Optometry (GWCO, affectionately pronounced “GWEH-KO”)!

It is indeed my pleasure to invite you and your families to attend the 20th Annual GWCO Congress in Portland, Oregon. Listening to our attendees, we offer a spacious venue with outstanding education and easy access to fine shopping and truly excellent dining experiences in the beautiful setting of Portland, Oregon, ‘The City of Roses.’ This year’s Congress promises to offer an incredible agenda for doctors and allied professionals. We plan for outstanding courses offering the latest in technology, treatment and procedures. We are very fortunate to continue to offer popular breakfast seminars and education in the exhibit hall.

Our Education Committee, chaired by Dr. Paul Barney, has done an excellent job of providing a schedule with just the right mix of fun and education. For example, Thursday’s Congress lectures include a panel presentation on New Eyecare Technology, and lectures on Anterior Segment Ocular Emergencies, and some ‘neuro.’

On Friday evening, you can renew acquaintances with old friends and colleagues while enjoying GWCO’s Exhibit Hall. Saturday evening is open either to attend the GWCO Incoming President’s Reception (Utah’s Dr. David Masihdas) or simply to explore the sights around Portland (or maybe just relax!).

Our events will take place at the Oregon Convention Center and the Doubletree-Lloyd Center Hotel. The Doubletree, our official Congress hotel, is conveniently located next to Oregon’s largest shopping mall, only 15 minutes from the airport (easily accessible by the MAX). Both locations offer ample parking. Portland’s local transit service (the MAX light rail) is only steps away from the hotel, giving GWCO participants easy access to the larger metropolitan area. The Oregon Convention Center is an easy two stops from the hotel on the MAX.

Come to Portland! Come hear from nationally renowned speakers on topics that are vital to your practice. Come to the meeting where you can choose the lectures you want to attend. Come join your friends for the 2010 GWCO Congress!

We look forward to seeing you there! Mahalo (thank you)!

With warm regards,

EUGENE K.L. YOUNG, OD  
President, GWCO  
Board Member – Hawaii

## Enjoy the Sights & Sounds of Portland

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

Built on a European model, Portland is indeed a walker’s paradise. The city’s streets, which feature statues, fountains, and half-size city blocks, prompted Portland’s selection in 1998 as one of America’s best walking towns. For visitors wanting to cover a larger portion of the city, public transportation is both accessible and user-friendly. Light rail trains (MAX) will take you to **Washington Park**, the **Oregon Zoo**, the **World Forestry Center Museum**, the **Hoyt Arboretum** or the new **Children’s Museum**. The MAX also follows a 4.9-mile loop that travels through downtown, the airport, art gallery-filled Pearl District, and Nob Hill, known for its outstanding restaurants and upscale shopping.

The city boasts amazing displays of art and culture at the **Portland Art Museum**, the **Oregon History Center**, the historic **Old Town District**, and **Pittcock Mansion** while Portland’s cuisine will excite your taste buds. A natural outgrowth of the Northwest’s forests, rivers and wine valleys, Oregon yields superb game, salmon and sturgeon as well as some of the finest wines and beers in the world.



Shoppers beware! **The Lloyd Center Mall**, located next to the Doubletree-Lloyd Center Hotel, is Oregon’s largest shopping mall with more than 200 stores, 18 movie theaters and an ice skating rink. With no sales tax, shoppers enjoy a bigger bang for their buck.

How about activities for the younger participant? Children will be delighted with day trips to the **Oregon Zoo** or an opportunity to “Expand their Universe” at the **Oregon Museum of Science and Industry (OMSI)**. For other new and exciting ideas access Portland’s website at [www.travelportland.com](http://www.travelportland.com).

## GWCO Board

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Honolulu, HI 96813-2202  
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Salt Lake City, UT 84102  
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Tracy Oman, CAE  
Milwaukie, OR 97222  
Executive Director

## GWCO Committees

### Executive Committee

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David Masihdas, OD  
Scott Nehring, OD

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David Masihdas, OD

### Finance

Scott Nehring, OD, Chair  
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David Masihdas, OD

### Leadership Development

Mark Lee, OD  
Hilary Hawthorne, OD  
David Masihdas, OD  
Rand Siekert, OD  
Eugene Young, OD

### Nominating Committee

Ronald Benner, OD

### CONGRESS COMMITTEES

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### Education

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Sue Lowe, OD, FAAO, FCOVD  
Douglas Devries, OD  
Kenji Hamada, OD  
Carol Marusich, OD  
Dawn Miller, OD, FAAO

### Advertising/Exhibits

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Mark Lee, OD  
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### Sponsorship/

### Special Events/Grants

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Lori Youngman, Grants Chair  
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Douglas Devries, OD  
Mark Lee, OD  
Paul Barney, OD  
Hilary Hawthorne, OD

### International Affiliate

### Education Project Team

Kenji Hamada, OD, Chair  
Jennifer Smythe, OD  
David Masihdas, OD  
Paul Barney, OD

## TABLE OF CONTENTS

1	Welcome
3	Hotel Reservations
3	To Reach the Doubletree-Lloyd Center
4	Continuing Education Information
4	AOP* Definition
5	Congress Schedule at a Glance
6	OD Course Schedule
8	OD Course Descriptions
11	Meet the Speakers
14	AOP Course Schedule
15	AOP Course Descriptions
17	OD Registration Form
19	AOP Registration Form

\*Allied Ophthalmic Professionals



Don't miss the GWCO  
Incoming President's Reception  
for **DR. DAVID MASIHDAS**  
Saturday, October 2  
6:00 pm, Doubletree Hotel

Sponsored by Utah Optometric Association

## Thank you to our Sponsors

(For the most updated list of Sponsors, visit [www.gwco.org](http://www.gwco.org).)

Abbott Medical Optics – AMO  
Alcon  
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OOGP  
Optos  
Optovue  
Pacific Cataract & Laser Institute  
PECAA  
PUCO  
Revolution  
Teplick Custom Vision  
Transitions Optical  
Vistakon  
VSP

## Hotel Reservations

The Great Western Council of Optometry has contracted for discounted room rates at our host facility, the Doubletree Hotel at Lloyd Center. The Doubletree will host a number of Congress activities. We encourage registrants to take advantage of the \$145 rate (be sure to mention you are with GWCO, Room code GWC) offered to GWCO attendees. This special rate is valid until September 9. Reserve your room by calling 1.800.996.0510 or log online at [www.gwco.org](http://www.gwco.org) for a link to the Doubletree. The Doubletree offers a swimming pool and spa, complimentary exercise facility, two restaurants and is just across the street from the fabulous Lloyd Center Mall, featuring over 200 stores, 18 movie theaters and an ice skating rink.

## To Reach the Doubletree–Lloyd Center

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

**The MAX light rail system** now picks up passengers at the airport baggage claim and drops you off directly across the street from the front door of the Doubletree Hotel at Lloyd center (Lloyd Center/11th MAX Station stop). The Lloyd Center is only 9 miles from the airport.

With easy access from the Doubletree, Thursday, Friday and Saturday education, as well as the exhibit hall, will be held at the Oregon Convention Center. Sunday education will be held at the Doubletree.

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

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

Register on-line @  
**[WWW.GWCO.ORG](http://WWW.GWCO.ORG)**

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## Continuing Education

All continuing education courses must be attended for the duration of each course in order for credit to be awarded.

Please present your class ticket for a CE form from the monitor upon entering each class. Complete the form upon conclusion of the class and have your form stamped by the monitor and give your ticket to the monitor. You will receive one copy of the CE form for your records.

It is the responsibility of the registrant to check with the appropriate state board(s) of optometry to verify that credit will be awarded from a course offered at the GWCO Congress.

## Oregon Convention Center (OCC)

The Oregon Convention Center (OCC) is the largest convention center in the Pacific Northwest. Located in beautiful and lively downtown Portland, OR, the OCC is the ideal location for the GWCO Congress 2010.

Oregon Convention Center  
777 NE Martin Luther King Jr. Blvd.  
Portland, OR

## Special Recognition

GWCO thanks the following sponsors for their generous support of our Congress. Their generosity and willingness to support our "Education Day" and theater programs make this conference possible.

### EDUCATION DAYS

Pacific Cataract & Laser Institute – Friday  
Vision Service Plan – Sunday

### THEATER PROGRAMS

Transitions Optical – Thursday Breakfast Seminar  
PCLI – Friday Breakfast Seminar  
Bausch & Lomb – Friday Luncheon Seminar  
CooperVision – Saturday Breakfast Seminar  
CIBA Vision – Saturday Exhibit Hall Lunch

## Ways to Register

GWCO has "Single-Day Registrations" available for Thursday and Friday CE for ODs. (All registrations are at the same low price as last year!) In addition to the CE, the single-day registration includes a complimentary pass for entry into the exhibit hall. Guest exhibit hall passes are available for separate purchase. Please see the registration form or call for more information.

### COMPARATIVE VALUE

- **Full Registration:** as low as \$18.75/credit hour; 21 hours possible (also includes exhibit hall pass and Saturday exhibit hall lunch).
- **Thursday Only Registration:** as low as \$28.50/credit hour; 7 hours available.
- **Friday Only Registration:** as low as \$40/credit hour; 5 hours available.
- **Saturday/Sunday Only Registration:** as low as \$33/credit hour; 9 hours available

## Exhibit Hall Hours

- **Friday**, October 1: 3:00 pm – 6:00 pm
- **Saturday**, October 2: 12:00 pm – 3:00 pm

## On-site Registration Hours

- **Thursday**, September 30: 6:30 am – 5:00 pm  
**Oregon Convention Center (OCC)**
- **Friday**, October 1: 8:00 am – 5:00 pm, OCC
- **Saturday**, October 2: 7:00 am – 4:00 pm, OCC
- **Sunday**, October 3: 7:30 am – 10:00 am, Doubletree Hotel

## Allied Ophthalmic Professionals (AOP)

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

## Social Event Ticket Returns for Students

If you do not plan to use your social event tickets, please return them to the GWCO Registration Desk and they will be given to a student.

## What to Wear

Business casual attire is encouraged at GWCO 2010, including educational sessions and all events.

Register on-line @  
**WWW.GWCO.ORG**

## Congress Schedule at a Glance \*\*

Doubletree= Doubletree Hotel, OCC = Oregon Convention Center,  
Red Lion=Red Lion Hotel

### WEDNESDAY | SEPTEMBER 29

GWCO Board Meeting, Doubletree	1:00 – 4:00 pm
OOPA Legislative Committee Meeting, Red Lion	3:00 – 5:00 pm
OOPA Board Meeting, Red Lion	6:00 – 9:00 pm

### THURSDAY | SEPTEMBER 30

Registration Desk Open, OCC	6:30 am – 5:00 pm
OD Education Breakfast Seminar*, OCC	7:00 – 8:20 am
Breakfast service begins at 7:00 am, Education at 7:20 am	
<b>Sponsored by Transitions Optical</b>	
Opening General Session, OCC	8:30 – 9:00 am
Opening Symposium: OD Education, OCC	9:00 am – 12 noon
OPW Executive Board Meeting, Doubletree	12 noon – 1:30 pm
PUCO Lunch Reception, OCC	12 noon – 1:30 pm
OD Education, OCC	1:30 – 5:45 pm
President's Council: Strategic Plan Input Session, OCC	1:30 – 5:30 pm
OOPA Membership Meeting, Red Lion	6:00 – 7:30 pm
OPW Annual Membership Meeting, Doubletree	6:00 – 10:00 pm

### FRIDAY | OCTOBER 1

OD Education Breakfast Seminar*, OCC	7:00 – 8:20 am
<b>Sponsored by PCLI</b>	
Registration Desk Open, OCC	8:00 am – 5:00 pm
OD & AOP Education, OCC	9:00 am – 12 noon
Luncheon Seminar OCC	11:40 am – 1:00 pm
<b>Sponsored by Bausch &amp; Lomb</b>	
OD & AOP Education, OCC	1:00 – 3:00 pm
GWCO President's Council OCC	1:15 – 2:50 pm
OPW Board Meeting, Doubletree	3:00 – 5:00 pm
OD Exhibit Hall Education, OCC	3:30 – 4:30 pm
Exhibit Hall Opening, OCC	3:00 – 6:00 pm
OOPA Past-President's Reception & Awards Dinner, Red Lion	6:00 – 9:00 pm
OOPA President's Celebration, Red Lion	9:00 – 11:00 pm

### SATURDAY | OCTOBER 2

Registration Desk Open, OCC	7:00 am – 4:00 pm
OD Education Breakfast Seminar*, OCC	7:30 – 9:00 am
<b>Sponsored by CooperVision</b>	
Student New Practitioner Program, OCC	8:30 am – 12 noon
OD & AOP Education, OCC	9:00 am – 12 noon
CPR Recertification*, OCC	9:00 am – 12 noon
Exhibit Hall Open, OCC	12 noon – 3:00 pm
CPR Recertification*, OCC	2:30 – 5:30 pm
Exhibit Hall Luncheon	12 noon – 1:30 pm
<b>Sponsored by CIBA Vision</b>	
OD & AOP Education, OCC	3:15 – 5:15 pm
GWCO President's Council Meeting, OCC	3:30 – 5:00 pm
GWCO Incoming President's Reception, Doubletree	6:00 – 8:00 pm
<b>For Dr. David Masihdas</b>	
OPW: Member Appreciation Party, Kennedy School	6:00 – 10:00 pm

### SUNDAY | OCTOBER 3

Registration Desk Open, Doubletree	7:30 – 10:00 am
OD & AOP Education, Doubletree	8:00 am – 4:00 pm
GWCO Board Meeting, Doubletree	8:30 – 10:30 am

\*Must be preregistered to attend

\*\*Schedule is PRELIMINARY: Subject to Change

GWCO Congress 2010  
wishes to express appreciation  
to the following

## MAJOR SPONSORS:

(For the most updated list of sponsors, visit [www.gwco.org](http://www.gwco.org).)

### Platinum Sponsors



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# OD

## COURSE SCHEDULE

OD and AOP Courses ■  
 Student Course ■  
 All other courses are OD only

# THU 9.30

## 7:00 AM – 8:20 AM

**Breakfast Presentation** (Breakfast served at 7:00 am)  
 (Limited space; must be preregistered to attend)  
 Sponsored by Transitions Optical

## 9:00 AM – 12:00 NOON

**New Eye Care Technology**  
 Cope # 28779-PS  
 Rob Wooldridge, OD; Leo Skorin, OD, DO; Scott Walters, OD

## 12:00 NOON – 1:30 PM

**PUCO Lunch Reception**

## 1:30 PM – 3:30 PM

**Ocular Clues in Neurologic Disease**  
 COPE #26790-NO  
 Leo Skorin OD, DO

**Acquired Macular Disease**  
 Cope # 27745-PS  
 Robert Wooldridge, OD, FAAO

**Retinal Grand Rounds Utilizing EMR & Ophthalmic Imaging**  
 COPE # Pending  
 Scott Walters, OD

## 1:30 PM – 5:30 PM

**President's Council GWC0 Strategic Plan Input Session**

## 3:45 PM – 4:45 PM

**Ocular Emergencies of the Anterior Segment**  
 COPE #26805-AS  
 Leo Skorin, OD, DO

**Glaucoma or Neurologic Disease? You Make the Call**  
 COPE # Pending  
 Robert Wooldridge, OD, FAAO

**Toric or Not to Toric: Surgical Treatment for Astigmatism**  
 COPE #27219-PO  
 Walt Whitley, OD, MBA, FAAO

# FRI 10.01

## 7:00 AM – 8:20 AM

**Breakfast Presentation** (Breakfast served at 7:00 am)  
 (Limited space; must be preregistered to attend)  
 Sponsored by PCLI

## 8:30 AM – 11:30 AM

**Advancements in Cataract and Refractive Surgery:  
 Pearls for the Trenches**  
 COPE # 28698-PO  
 Shaun Coombs, OD; Mark Everett, OD; David Stanfield, OD, FAAO;  
 Walter Whitley, OD, MBA, FAAO

## 9:00 AM – 11:00 AM

**eCommerce Solution For Optometry**  
 Matthieu Tagnon

## 11:00 AM – 12:00 NOON

**Vision Fatigue Syndrome**  
 Jon Torrey

## 11:40 AM – 1:00 PM

**Non-CE Luncheon Seminar**  
 Sponsored by Bausch & Lomb  
 Presentation by B & L

## 1:00 PM – 3:00 PM

**EHR: What You Really Need to Know!**  
 COPE # Pending  
 Scott Jens, OD, FAAO; Kim Castleberry, OD

**Advanced Technologies for Fundus Examination  
 and Diagnosis**  
 COPE # 22251-GO  
 Jerome Sherman, OD, FAAO

**Cosmetic Rejuvenation of the Periorbital Region and Face**  
 COPE # 24221-AS  
 Steve Laukaitis, MD, FACS

## 1:15 PM – 2:50 PM

**GWC0 President's Council**

## 3:00 PM – 6:00 PM

**EXHIBIT HALL OPEN**

## 3:30 PM – 4:30 PM

**Exhibit Hall CE**



# EVERGREEN EYE CENTER



# SAT 10.02

## 7:30 AM – 9:00 AM

**Breakfast Presentation** (Breakfast served at 7:00 am)  
(Limited space; must be preregistered to attend)  
Sponsored by Cooper Vision

## 8:30 AM – 12:00 NOON

### ■ Student – New Practitioner Program

## 9:00 AM – 12:00 NOON

### Contact Lenses & Ocular Surface Conditions

COPE # Pending  
Milton Hom, OD, FAAO; Kelly Kerkicksick, OD;  
Blair Lonsberry, OD, MS, MEd, FAAO

### ■ CPR Recertification for the Health Care Provider

## 12:00 NOON – 1:30 PM

**Exhibit Hall Lunch**  
Sponsored by CIBA Vision

## 12:00 NOON – 3:00 PM

### EXHIBIT HALL OPEN

## 2:30 PM – 5:30 PM

### ■ CPR Recertification for the Health Care Provider

## 3:15 PM – 4:15 PM

### Clinical Ocular Grand Rounds

COPE #25349-SD  
Blair Lonsberry, MS, OD, MEd, FAAO

## 3:15 PM – 5:15 PM

### Ocular Drugs for the New Economy

COPE #27163-PH  
Milton Hom, OD, FAAO

### Grand Rounds in SiHy: Vision, Comfort and Ocular Health

COPE# 21158-CL  
Kelly Kerkicksick, OD

## 3:30 PM – 5:00 PM

### GWCO President's Council

## 4:15 PM – 5:15 PM

### The Latest in Corneal Dystrophies & Degenerations

COPE #22858-AS  
Blair Lonsberry, MS, OD, MEd, FAAO

# SUN 10.03

## 8:00 AM – 10:00 AM

### Vision Therapy Grand Rounds

COPE # 21802-FV  
Lynn Fishman Hellerstein, OD, FCOVD, FAAO

## 8:00 AM – 12:00 NOON

### AOA Practice Transitions

American Optometric Association Speakers

## 10:00 AM – 12:00 NOON

### Visions Transformation...The Power of Visualization

COPE # 25671-FV  
Lynn Fishman Hellerstein, OD, FCOVD, FAAO

# OD COURSE SCHEDULE

■ OD and AOP Courses

■ Student Course

All other courses are OD only

# OD Course Descriptions

## THURSDAY | SEPTEMBER 30

### New Eye Care Technology

9:00 am – 12:00 pm

Leo Skorin Jr, OD, DO;  
Scott Walters, OD; Rob Wooldridge, OD

The clinical and practice management benefits along with the practical and IT challenges of incorporating electronic medical records (EMR) into today's optometric practices will be reviewed. Networking high tech diagnostic equipment to more effectively and efficiently care for patients will be discussed.

### Ocular Clues in Neurologic Disease

1:30 – 3:30 pm

Leo Skorin Jr, OD, DO; COPE # 26790-NO

This course will review neuro-ophthalmic diseases as ischemic optic neuropathy, including emphasis on temporal arteritis and pseudotumor cerebri. Diagnosis, treatment and the latest study data will be presented.

### Acquired Macular Disease

1:30 – 3:30 pm

Robert P Wooldridge, OD, FAAO COPE # 27745-PS

This course reviews the essentials of acquired macular diseases and problems commonly seen in young and middle-aged adults. Diagnosis and management of entities such as central serous retinopathy, epiretinal membranes (macular pucker), myopic degeneration, macular holes and macular edema are discussed. OCT and fluorescein angiograms along with medical and surgical treatment are covered.

### Retinal Grand Rounds Utilizing EMR and Ophthalmic Imaging

Scott M Walters, OD COPE # Pending

Utilizing various forms of ophthalmic imaging, a variety of retinal conditions will be reviewed. Use of imaging in both the diagnosis and management of these cases along with interfacing and documentation using electronic medical records.

### Ocular Emergencies of the Anterior Segment

3:45 – 4:45 pm

Leo Skorin Jr, OD, DO COPE #25805-AS

Trauma to the eye is commonly seen in optometric practice. This course will review the necessary examination and testing for ocular trauma. It will cover foreign bodies, blunt trauma, orbital fractures and other injuries.

### Glaucoma or Neurologic Disease? You Make the Call

3:45 – 4:45 pm

Robert P Wooldridge, OD, FAAO COPE # Pending

Do you frequently see patients with optic nerves that look abnormal but you are not sure if they have glaucoma, neuro-ophthalmic disease or just "funny looking nerves"? How can I tell which patients have normal tension glaucoma and which ones need to see a neurologist or have a MRI scan? Should I refer this one or just follow it? In this course we will review many such patients in an interactive fashion.

### Toric or Not to Toric: Surgical Treatments for Astigmatism

3:45 – 4:45 pm

Walt Whitley, OD, MBA, FAAO COPE #27219-PO

Premium IOLs are the current buzz around optometry and ophthalmology. With the increase in the baby boomer population, there is a great opportunity for eye care providers to offer patient's premium implantable lenses in the toric IOL used to treat corneal astigmatism. This course will review the different surgical treatment options for astigmatism.

# OD Course Descriptions

## FRIDAY | OCTOBER 01

### Advancements in Cataract and Refractive Surgery: Pearls for the Trenches

8:30 – 11:30 am

Shaun Coombs, OD; Mark Everett, OD; COPE # 28698-PO  
David Stanfield, OD, FAAO; Walter Whitley, OD, MBA, FAAO

Optometrists play a critical role in the diagnosis, treatment and management of patients in need of cataract and refractive surgery. Each year there are over 2.7 million cataract surgeries performed in the United States. Additionally, increased patient demand and premium elective refractive technologies are spawning a renewed interest in refractive procedures. With the increase in the number of surgeries, there are greater patient expectations and patients demand great outcomes. Premium technologies offer patients an opportunity to increase both their quality of life and quantity of vision. This course will serve as a tool to educate optometrists on their role in the co-management of premium IOL and ICL surgery.

### EHR: What You Really Need to Know

1:00 – 3:00 pm

Scott Jens, OD, FAAO; Kim Castleberry, OD COPE # Pending

Optometrists need to understand the details of the HITECH EHR adoption stimulus plan, including quality reporting, e-prescribing, and enhanced patient data management. In addition, this course will include details about best-practices for optometric care documentation via EHR. Whether you have attended the AOA's EHR Program or not, this is a must-attend.

### Advanced Technologies for Fundus Examination and Diagnosis

1:00 – 3:00 pm

Jerome Sherman, OD, FAAO COPE #22251-GO

This course compares techniques and new technologies for the ophthalmoscopic examination of the fundus. You will learn the advantages and limitations of each technique one relative to another. All examination comparisons are demonstrated with high-resolution digital images.

### Cosmetic Rejuvenation of the Periorbital Region and Face

1:00 – 3:00 pm

Steve Laukaitis, MD, FACS COPE #24222-AS

Clinicians encounter numerous eyelid lesions that can be potentially harmful to ocular function. This presentation will review common eyelid lesions, their clinical behavior and the alternatives to treatment.

## SATURDAY | OCTOBER 02

### Contact Lenses & Ocular Surface Conditions

9:00 am – 12:00 pm

Milton Hom, OD, FAAO; Kelly Kersick, OD; COPE # Pending  
Blair Lonsberry, OD, MS, MEd, FAAO

Innovation and research has brought much attention on ocular surface conditions. We will talk about integrating these new developments into everyday clinical practice.

### Clinical Ocular Grand Rounds

3:15 – 4:15 pm

Blair Lonsberry, MS, OD, MEd, FAAO COPE #25349-SD

Critical to a clinician's practice is the ability to diagnose and manage unique and interesting presentations of "typical" ocular conditions, or to be able to diagnose a previously un-encountered condition. The following lecture will utilize the latest in interactive technology to engage the audience while presenting patient cases with unique presentations of ocular conditions. The course will focus on the clinician's ability to analyze and interpret the unique case presentation and provide appropriate management and treatment options.

## OD Course Descriptions

### SATURDAY, cont.

#### Ocular Drugs for New Economy

Milton Hom, OD, FAAO

3:15 – 5:15 pm

COPE #27163-PH

The newer drugs are stronger, faster, better and safer. But in this new economy, patients are demanding lower cost alternatives. We will look at cost effective glaucoma therapy, poor man's approach to dry eyes, OTC allergy meds and high performance "legacy" antibiotics.

#### SiHy: Vision Comfort and Ocular Health

Kelly Kerksick, OD

3:15 – 5:15 pm

COPE # 21158-CL

The combinations of different silicone hydrogel materials, new lens designs and fitting parameters, and optimized spherical aberration correction has revolutionized the way contact lenses are perceived, fit and worn. This course will provide examples of fitting analysis and application of specialty SiHy lenses through a variety of case presentations, confirming the value of this overwhelming change in the world of contact wear.

#### The Latest in Corneal Dystrophies & Degenerations

Blair Lonsberry, MS, OD, MEd, FAAO

4:15 – 5:15 pm

COPE #22858-AS

The ever-expanding scope of therapeutic privileges for optometrists has made the diagnosis and treatment of anterior segment diseases a crucial aspect of clinical practice. This interactive course will examine the various forms of corneal dystrophies and degenerations focusing on patient symptoms, diagnostic criteria, affects on vision, and the most current management and treatment options. Video of the latest corneal surgeries will highlight current surgical treatment for patients.

## OD Course Descriptions

### SUNDAY | OCTOBER 03

#### Vision Therapy Grand Rounds

Lynn Fishman Hellerstein, OD, FCOVD, FAAO

8:00 – 10:00 am

COPE #21802

Do you have patients with learning disabilities, attention problems, or special needs? These patients often need more than glasses or routine vision care. Patients with a variety of binocular, ocular motor and visual information processing deficits are presented. Videos, pre-post optometric findings and specific treatment strategies are utilized in this interactive workshop. Co-management of patients with complex visual issues is emphasized.

#### AOA Practice Transitions

American Optometric Association Speakers

8:00 am – 4:00 pm

Great moves are rarely coincidental. The keys to success are preparation and planning. Whether you're considering selling a practice or buying one, base your decisions on knowledge and fact. AOA Practice Transitions is a comprehensive one-day course covering the fundamental steps to successful change management.

#### Vision Transformation...The Power of Visualization 10:00 am – 12:00 pm

Lynn Fishman Hellerstein, OD, FCOVD, FAAO

COPE #25671-FV

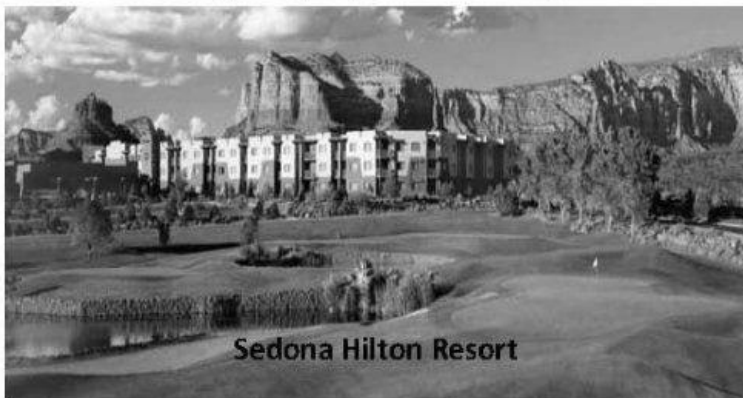
Explore your creative power in this enlightening and interactive workshop. Through breathing, relaxation and visualization, you will have fun while dissolving internal blocks and allowing greater success, fulfillment and peace of mind. Learn specific strategies to enhance VT patient outcomes. This workshop will inspire and transform you and your patients!



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Bronstein Contact Lens & Cornea Seminar

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Sept 30<sup>th</sup>: 9am "New Eye Care Technology"

2pm "Acquired Macular Disease"

4pm "Glaucoma or Neurologic Disease?"

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# Meet the Speakers

## Kim Castleberry, OD

Dr. Castleberry is in private group practice in Plano, TX. He serves as consultant, speaker and researcher for numerous equipment, contact lens, pharmaceutical, insurance and software companies. He is past president of the Texas Optometric Association. He currently serves on the medical review staff for Medicare and has performed hundreds of Medicare audits.

Dr. Castleberry has authored many articles on practice automation and the technology integrated practice, a speaker at over 1000 speaking engagements and currently engaged in EHR software design for eye care. His practice has been paperless with EHR since 1991.



## Shaun Coombs, OD

Dr. Coombs is a graduate of Pacific University College of Optometry. Following his time in the Pacific Northwest he pursued his residency training in ocular disease at Triad Eye Medical Clinic in Tulsa, Oklahoma and Northeastern State University College of Optometry in Tahlequah, Oklahoma. Immediately after his residency he accepted a fellowship position at Pacific Cataract and Laser Institute in Chehalis, Washington. He is currently on staff at Pacific Cataract and Laser Institute in Olympia where his practice is dedicated to ocular disease management and surgical perioperative care.



## Juli DeWalt, ABOC

Juli DeWalt is a licensed Optician with over 18 years of experience. She began her career in retail in Eugene, OR. Juli later took a job in a private Optometric practice that specialized in Pediatric care. Juli was later promoted to Optical manager, a position she held for 5 years. Juli began her career with Hoya Vision Care in October 2003. Juli has spoken to several groups across the Northwest and regularly conducts in-office trainings to help customers improve their staff education.



## Ken Eakland, OD

Dr Eakland has served as the Associate Dean for Clinical Programs at the College of Optometry since 1999 and served as Interim Dean in 2006. In his current role, he oversees the management of the College's network of five community clinics within the greater Portland area. He serves as the Externship Director where he is responsible for curriculum and development of over 100 external sites for College of Optometry students. He also serves as the Residency Director for the nine residency programs affiliated with Pacific University College of Optometry. He was honored by the OOPA as Optometrist of the Year for 2005. Dr. Eakland is well known for his interest in cutting edge technology.



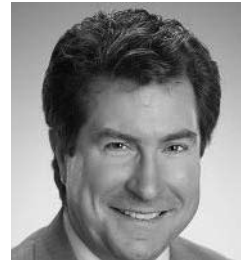
## Mark Everett, OD

Dr. Mark Everett is a native of New York and practices at Pacific Cataract and Laser Institute's office in Spokane, Washington. Dr. Everett earned his optometry degree from University of Houston College of Optometry in Houston, Texas. After completing a residency at Omni Eye Services in Baltimore, Maryland, he practiced there one year before joining Pacific Cataract and Laser Institute (PCLI) in 1993. He practiced 3 years at PCLI in Kennewick prior to opening PCLI Spokane in 1996.



## Randy Fuerst, OD

Dr. Fuerst is currently serving on the Sacramento Valley Optometric Society board of directors, and the American Optometric Association's Contact Lens and Cornea council board of directors. He is a fellow, American Academy of Optometry, and president of Vision of Hope, a 501(c)(3) charity providing vision care to underprivileged children. Dr. Fuerst is president, Ocugenics, LLC, a research company recently awarded a \$5.5M grant to work with Walter Reed Army Medical Center in corneal wound repair.



## Janice Gaub

Janice Gaub is senior director of Marketing, Internet and Social Media at CooperVision where she is dedicated to assisting optometrists build their practice. She has also served as the Vice President of Consumer Marketing at Shutterfly and served as chief marketing officer for Kodak Professional, where she oversaw the worldwide marketing team. Janice earned a BA in international affairs and foreign language from the University of Puget Sound and her MBA from Seattle University.



## Lynn F. Hellerstein, OD, FCOVD, FAAO

For more than 30 years, Dr. Hellerstein has utilized vision therapy for children and adults with learning related vision problems, vision perception deficits or brain injuries. An author and international speaker, Dr. Hellerstein has published extensively on vision related topics. Her award-winning book, *See It. Say It. Do It!: The Parent's & Teacher's Action Guide to Creating Successful Students & Confident Kids* (HiClear Publishing LLC, 2010) is a remarkable resource for parents, educators and therapists. A Fellow of the College of Optometrists in Vision Development (COVD) and American Academy of Optometry, Dr. Hellerstein is Past-President of COVD. She is an adjunct faculty member at Illinois College of Optometry, Pacific University, Southern College of Optometry and University of Houston.





# Meet the Speakers

## Milton M. Hom, OD, FAAO

Dr. Hom practices in Azusa, California. He is a Diplomat in Cornea and Contact Lenses. He has written over 150 publications. He serves on several editorial boards including Review of Optometry, Optometric Management, Primary Care Optometry News, Review of Cornea and Contact Lenses and Optometry Times. He has over 25 published abstracts and peer-reviewed papers. Dr. Hom's latest books are Mosby's Ocular Drug Consult and Manual of Contact Lens Prescribing and Fitting Third Edition (Elsevier). Dr. Hom is the AOA CLCS 2010 Luminary Award recipient.



## Alan Homestead, OD

Dr. Homestead is an optometric physician practicing in Seattle Washington, his home town. He graduated from Pacific University College of Optometry in 1980. He served two years in the Indian Health Service in San Carlos, Arizona where he was district optometrist for the Apache tribe. Dr. Homestead is active in the Optometric Physicians of Washington, serving on the board of trustees, as president of the local society, and on various committees. In the community, Dr. Homestead has been on the board of directors for the Fauntleroy YMCA, and for the Chamber of Commerce. He volunteers for the Millionaire's Club and Lion's Club vision screenings. Aside from his practice, Dr. Homestead is the author of AccuFee, a software program created for eye doctors, now the nation's leading reimbursement software. He has recently started a pharmaceutical company.



## Scott A. Jens, OD, FAAO

Dr. Scott Jens received his OD degree with honors from Illinois College of Optometry and performed his undergraduate work at the University of Wisconsin—Madison. He has been in group private optometric practice since 1991 and has been a lifelong optometric association volunteer in Wisconsin and for the AOA, including serving as the initial chair of the AOA InfantSEE Committee for nearly five years. Following his consulting work in helping ODs with optometric care documentation, he co-founded RevolutionEHR – optometry's first and most notable webbased EHR and Practice Management software solution. Today he serves as CEO of RevolutionEHR and lectures on the topic of EHR adoption and the importance of excellence in optometric care documentation.



## Kelly Kerksick, OD

Dr. Kerksick has lectured internationally on contact lens science and is a frequent lecturer throughout the United States on contact lens care, practice management, electronic health records and information technology, as well as clinical communication. Dr. Kerksick is an active member in the Illinois Optometric Association and American Optometric Association, and is a charter member of Women of Vision. Dr. Kerksick is the Director of Professional Services for Vision Source.



## Steve Laukaitis, MD, FACS

Dr. Laukaitis is the Medical Director of Allure Laser Center & MediSpa. Since 1980, Dr. Laukaitis has provided patients with the rare combination of medical excellence, aesthetic surgical skills and advanced cosmetic treatments. Dr. Laukaitis was educated and trained at St. Louis University School of Medicine, Stanford University, and Texas Tech University. He also completed a post-fellowship study in orbital diseases at Moorsfield Eye Hospital in London, England. Along with his extensive involvement in research and professional affiliations he is a frequent presenter and author of numerous papers on plastic surgery. Dr. Laukaitis spent over 10 years traveling the world teaching and providing his skills to both patients and physicians through his humanitarian efforts.



## Blair Lonsberry, MS, OD, MEd, FAAO

Dr. Lonsberry obtained his Optometry degree from the University of Waterloo in 1996. He joined the faculty at Southern College of Optometry in Memphis, TN where he remained until the fall of 2005. During his tenure at SCO, he divided his time between the Primary Care and Advanced Care Ocular Disease clinics, instructed classes in the Diagnosis and Treatment of Anterior Segment Disease, completed a Masters in Education degree with an emphasis in Post-Secondary Education and became a Fellow of the American Academy of Optometry. Currently, Dr. Lonsberry is an Associate Professor and the Clinic Director for the Portland Vision Center. He supervises students during their Primary Care and Ocular Disease clinics and is the instructor of record for the Clinical Grand Rounds course. Dr. Lonsberry is a fellow of the American Academy of Optometry, the ORS (Optometric Retinal Society) and the OGS (Optometric Glaucoma Society), and is on the executive board of the OSS (Ocular Surface Society).



## David Masihdas

David Masihdas, OD received his Doctor of Optometry degree from the University of Houston, College of Optometry in 1981. He started his practice, Utah Eye Associates, in Salt Lake City that same year. In 2005 he founded the Diabetic Eye Center. Dr. Masihdas specializes in medical and general eyecare. He is involved in providing secondary eyecare for diabetic and dry eye patients. He also provides corneal eye services. Dr. Masihdas is also on staff at numerous Nursing Care Facilities in the Salt Lake City area, providing eyecare to the residents. He is a Past President of the Utah Optometric Association and is currently the President-Elect for GWCO.



## James E. Sheedy, OD, PhD

Dr. Sheedy received his optometry degree and his doctorate in physiological optics from Ohio State University. He was a Clinical Professor at the University of California at Berkeley School of Optometry where he founded the first VDT Eye Clinic in 1985. He also established the Center for Ophthalmic Optics Research at Ohio State University. He has twice received the Garland Clay Award for the best clinical research published in the journal of the American Academy of Optometry and received the William Feinbloom award for his work in vision ergonomics. He has received the



## Meet the Speakers

Distinguished Service Award from Prevent Blindness America for his work with ultraviolet. He has over 140 published articles and has participated in the development of numerous ANSI and ISO standards and regulations. Dr. Sheedy's reputation as the expert in vision problems at computers has led to research into configurations of computer displays. Currently Dr. Sheedy is the head of the Vision Performance Institute and professor of optometry at Pacific University.

### Jerome Sherman, OD, FAAO

Jerome Sherman graduated from Pennsylvania College of Optometry and presently holds the position of Distinguished Teaching Professor at State University of New York College of Optometry and the Schnurmacher Institute of Vision Research. Concurrently, he maintains a private practice, The Eye Institute and Laser Center, in New York City.



### Leonid Skorin, Jr., OD, DO, FAAO, FAOC

Dr. Skorin is the senior staff ophthalmologist, Director of Continuing Medical Education and the Chair of the Institutional Review Board at Albert Lea Medical Center – Mayo Health System and Assistant Professor of Ophthalmology, Mayo Clinic College of Medicine. In addition to serving on the editorial review board for several medical and optometry journals, he has over 300 publications – articles, book chapters & textbooks. Dr. Skorin is the President-Elect of the Minnesota Osteopathic Medical Society. He has received the Presidential Achievement Certificate for his medical & surgical work from the American Osteopathic College of Ophthalmology. Currently, Dr. Skorin is completing his MBA and earning a Master's degree in Medical Education Leadership.



### David Stanfield, OD, FAAO

Dr. Stanfield is a graduate of the University of Alabama/ Birmingham School of Optometry and has also completed a residency with the Vancouver Veterans Administration Medical Center. He has worked as a staff Optometrist and has been the coordinator of the optometric externship program at Bascom Palmer Eye Institute. He has served as the clinic director of the Chehalis Pacific Cataract and Laser Institute since 1988. He has been involved with state legislative activities and has served on various committees within the OPW. He has worked as a consultant to the National Board of Examiners in Optometry and has co-authored the book primary Care of the Cataract Patient. He has lectured extensively on topics related to ocular disease and cataract surgical co-management.



### Matthieu Tagnon

Matthieu Tagnon has been with Essilor for the 16 years, originally employed in the UK and residing in the US since 1999. Involved in various sales and marketing roles, Matthieu has primarily worked in a supporting role to ECPs through the creation and implementation of new services and new technologies. He currently leads the Internet Marketing initiative at Essilor of America.



### Jon Torrey, BFA

Jonathon Torrey is the Vice President at Essilor of America and the Vice President of Multi-Pair, Xperio and Visual Fatigue. He served as the President and CEO of PRIO Corporation from 1993 to 2006. Jon has decades of experience in management, marketing program and product development experience from a broad range of companies in the high-technology arena. Jon Torrey co-invented the PRIO Computer Vision Tester, and co-founded PRIO in 1986.



### Scott M. Walters, OD

After receiving his Doctor of Optometry degree from the Pacific University College of Optometry in 1988, Dr. Walters returned home to Grants Pass, Oregon and joined the group practice founded by his mentors Drs. Kenji Hamada and C. Richard Matti. Dr. Walters is now a senior partner in that practice which has grown to include six optometric physicians and an ophthalmologist. Professionally, Dr. Walters has served as President of the Oregon Optometric Physicians Association and the Oregon Board of Optometry. He currently is the AOA Keyperson Coordinator for Oregon, the OOPA Senior Past President and Sight and Hearing Chairman for the Grants Pass Lions.



### Walter Whitley, OD, MBA, FAAO

Dr. Whitley is a graduate of Pacific University College of Optometry. Dr. Whitley serves as Director of Optometric Services at internationally recognized Virginia Eye Consultants in Norfolk, Virginia where his practice encompasses ocular surface disease, glaucoma, surgical co-management, clinical research and the supervision of an extensive referral network. He completed an optometric residency in ocular disease, refractive and ocular surgery at Eye Care Associates of Nevada. Dr. Whitley is involved with our optometric education program and oversees fourth year students from Pacific University, Salus University and the Southern California College of Optometry. In addition to eye care, Dr. Whitley has a strong interest in the business aspects of health care and completed his MBA in 2009 from the University of Nevada.



### Robert P. Wooldridge, OD, FAAO

Dr. Wooldridge is the Clinical Director of The Eye Foundation of Utah, an optometric co-management center in Salt Lake City, Utah. A graduate of the Indiana School of Optometry, he formerly served on the staff of the Bascom Palmer Eye Institute, University of Miami School of Medicine. Dr. Wooldridge is an Adjunct Clinical Professor at several schools and colleges of optometry and a Fellow in the American Academy of Optometry. He has served as President of the Utah Optometric Association and the Mountain West Council of Optometrists and as Director of the Great Western Council of Optometry. A founding member of the Optometric Glaucoma Society, he is a past recipient of the Optometrist of the Year, an honor awarded by the Utah Optometric Association.





# AOP

Staff, Paraoptometrics & Opticians

## COURSE SCHEDULE

OD and AOP Courses 

All other courses are AOP only

# FRI 10.01

PACIFIC CATARACT & LASER INSTITUTE  
EDUCATION DAY

**9:00 AM – 11:00 AM**

**eCommerce Solution for Optometry**

ABO Pending  
Matthieu Tagnon

**9:00 AM – 11:00 AM**

**Eye Care Coding & Billing**

ABO Pending  
Allan Homestead, OD

**11:00 AM – 12:00 NOON**

**Vision Fatigue Syndrome**

ABO Pending  
Jon Torrey

**11:00 AM – 12:00 NOON**

**Facial Cosmetics**

ABO Pending  
Steve Laukaitis, MD

**12:00 NOON – 12:50 PM**

**Lunch on your own**

**1:00 PM – 3:00 PM**

**EHR: What you need to know!**

ABO Pending  
Scott Jens, OD  
Scott Walters, OD

**1:00 PM – 3:00 PM**

**Co-Management**

ABO Pending  
Walt Whitley, OD

**3:00 PM – 6:00 PM**

**EXHIBIT HALL OPENING**

# SAT 10.02

**9:00 AM – 10:00 AM**

**AR in the 21st Century**

ABO Pending  
Juli DeWalt, ABOC

**9:00 AM – 11:00 AM**

**Latest & Greatest in Contact Lenses**

ABO Pending  
Randy Fuerst, OD

**9:00 AM – 12:00 NOON**

 **CPR Recertification for the Health Care Provider**

**10:00 AM – 11:00 AM**

**Communicating with your Patient**

ABO Pending  
Juli DeWalt, ABOC

**11:00 AM – 12:00 NOON**

**Geriatric Eyecare for the Primary Care Practice**

ABO Pending  
David Mashidas, OD

**11:00 AM – 12:00 NOON**

**Integrating Social Media**

ABO Pending  
Janice Gaub

**12:00 NOON – 3:00 PM**

**EXHIBIT HALL OPEN**

Lunch Sponsored by CIBA

**2:30 PM – 5:30 PM**

 **CPR Recertification for the Health Care Provider**

**3:15 PM – 4:15 PM**

**Occupational Progressive Lenses**

ABO Pending  
James Sheedy, OD, Ph.D

**4:15 PM – 5:15 PM**

**Free-Form Lenses**

ABO Pending  
James Sheedy, OD, Ph.D

# AOP Course Descriptions

## FRIDAY | OCTOBER 01

### eCommerce Solution for Optometry

9:00 – 11:00 am

Matthieu Tagnon

ABO Pending

This course will address the growing impact of the internet on the optical industry (e-Commerce solutions offered to patients, virtual try-on technologies, new consumer behaviors) and how independent eye care professionals can participate.

### Eye Care Coding & Billing

9:00 – 11:00 am

Allan Homestead, OD

ABO Pending

Your source for all of the latest information on eye care coding and billing.

### Vision Fatigue Syndrome

11:00 am – 12:00 pm

Jon Torrey

ABO Pending

This course provides an update on the intermediate and near vision needs of today's patient, a template on how to diagnose and treat various patient types, and recommendations on the successful use of current "computer" lenses available.

### Facial Cosmetics

11:00 am – 12:00 pm

Steve Laukaitis, MD, FACS

COPE #24221-AS

The number of patients undergoing cosmetic procedures of the face and periorbital region has catapulted in the last ten years. This presentation will address the common surgical and medical modalities that can influence ocular health.

### EHR: What You Need to Know!

1:00 – 3:00 pm

Scott Jens, OD; Scott Walters, OD

ABO Pending

Optometrists need to understand the details of the HITECH EHR adoption stimulus plan, including quality reporting, e-prescribing, and enhanced patient data management. In addition, this course will include details about best-practices for optometric care documentation via EHR.

### Advancements in Cataract Surgery & Surgical Co-Management

1:00 – 3:00 PM

Walt Whitley, OD

ABO Pending

Learn what is now available to our cataract patients in multifocal and toric IOLs. From the front desk to the back office and the optical department, understanding new technology helps us instill confidence in our patients and guide them in the decision-making process.

## SATURDAY | OCTOBER 02

### AR in the 21st Century

9:00 – 10:00 am

Juli DeWalt, ABOC

ABO Pending

Well-educated dispensers will be knowledgeable on new and improved Antireflective (AR) coatings and feel more confident in dispensing AR to a greater percentage of patients. In this presentation we will show how AR improves vision, fills a market need and contributes to a business' growth.

### Latest & Greatest in Contact Lenses

9:00 – 11:00 am

Randy Fuerst, OD

ABO Pending

What you need to know about the latest and greatest contact lenses on the market.

### Communicating with your Patient

10:00 – 11:00 am

Juli DeWalt, ABOC

ABO Pending

Communicating with your patients is more important than most people realize. Do your patients feel comfortable at your office? Do they understand the technology you recommend? And will they come back? Communicating with your patients in a way they can easily understand is key. This course is great for novice Eyecare Professionals and will serve as a great refresher for the more seasoned ones.

### Geriatric Eyecare for the Primary Care Practice

11:00 am – 12:00 pm

David Mashidas, OD

ABO Pending

With the "graying of America," it is essential that optometry address the eye health and vision care needs of a rapidly growing and expanding older population. This presentation will discuss how to understand and manage the geriatric patient.

### Integrating Social Media

11:00 am – 12:00 pm

Janice Gaub

ABO Pending

This presentation will speak to how social media can help transform practices and improve the relationships between eye care practitioners (ECPs) and their patients, and provide suggestions for how practices can get started.

### Occupational Progressive Lenses

3:15 – 4:15 pm

James Sheedy, OD, PhD

ABO Pending

Occupational Progressive Lenses (OPL) are best known as a treatment for computer users; they also have many other patient applications. This course discusses the features and benefits of OPLs, how they can be effectively prescribed, and how they can be integrated with workplace ergonomic recommendations.

### Free-Form Lenses

4:15 – 5:15 pm

James Sheedy, OD, PhD

ABO Pending

Free form manufacturing enables individualized design of spectacle lenses and the promise of better vision. Learn the specific aspects of lenses that can be improved, the potential magnitude of such improvements, how to identify patients most likely to benefit from this technology, and how this will likely influence future delivery of care.

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for attending  
congress 2010

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**WWW.GWCO.ORG**

# OD Registration Form Register on-line @ [WWW.GWCO.ORG](http://WWW.GWCO.ORG)

Name \_\_\_\_\_ Nickname for badge \_\_\_\_\_  
 Practice Name \_\_\_\_\_  
 OE Tracker # \_\_\_\_\_ ☐ OD ☐ MD ☐ DO ☐ Other \_\_\_\_\_  
 Address \_\_\_\_\_  
 City | State | Zip \_\_\_\_\_  
 Telephone \_\_\_\_\_ Cell Phone \_\_\_\_\_ Fax \_\_\_\_\_  
 Email \_\_\_\_\_

## REGISTRATION FEES

Registration will not be accepted by phone. Registration includes education sessions, exhibit hall and special functions. Registration after Sept. 17 will only be accepted on-site.

Full Registration	Early Registration received by Aug. 30	Registration received Aug. 31 – Sept. 17	Registration received Sept. 18	Total
<input type="checkbox"/> AOA Member, Member # _____	\$390 .....	\$440 .....	\$470 .....	\$ .....
<input type="checkbox"/> Non-member	\$490 .....	\$590 .....	\$640 .....	\$ .....
<input type="checkbox"/> State executive/Non-OD staff of school or association	\$135 .....	\$185 .....	\$235 .....	\$ .....
<b>One-day Registration</b> (includes Exhibit Hall pass)				
<input type="checkbox"/> Thursday only—AOA Member, Member # _____	\$199 .....	\$249 .....	\$279 .....	\$ .....
<input type="checkbox"/> Thursday only—Non-member	\$299 .....	\$349 .....	\$379 .....	\$ .....
<input type="checkbox"/> Friday only—AOA Member, Member # _____	\$199 .....	\$249 .....	\$279 .....	\$ .....
<input type="checkbox"/> Friday only—Non-member	\$299 .....	\$349 .....	\$379 .....	\$ .....
<b>Saturday / Sunday Registration Only</b>				
<input type="checkbox"/> AOA Member, Member # _____	\$290 .....	\$340 .....	\$370 .....	\$ .....
<input type="checkbox"/> Non-member	\$390 .....	\$440 .....	\$470 .....	\$ .....

## Additional Fee Courses

<input type="checkbox"/> CPR Recertification Course (Space is limited. Register Early)	\$75 additional course fee (must be a part of registration) .....	\$100 .....	\$ .....
<input type="checkbox"/> CPR Recertification Course (Space is limited. Register Early)	\$150 for AOA Members / \$295 for Non-Members .....	.....	\$ .....

## ALL REGISTRANTS (For ticket, mark check box next to event)

<input type="checkbox"/> Thursday PUCO Luncheon (Space is Limited. Register Early) .....	\$ .....	FREE
<input type="checkbox"/> Friday Exhibit Hall Opening—free with full registration .....	\$ .....	FREE
<input type="checkbox"/> I require special services in accordance with the American Disabilities Act to fully participate. I request that GWCO contact me to make arrangements.		

## ADDITIONAL TICKETS (Guest registration does **NOT** include CE sessions)

<input type="checkbox"/> Saturday Only Guest Exhibit Hall Pass .....	ticket(s) @ \$25 each	\$ .....
<input type="checkbox"/> Friday and Saturday Guest Exhibit Hall Pass .....	ticket(s) @ \$35 each	\$ .....

**GWCO** will charge a \$25 badge and CE slip replacement fee to ALL categories of registrants

**TOTAL ENCLOSED \$** \_\_\_\_\_

## PAYMENT INFORMATION

☐ Visa ☐ Mastercard ☐ American Express ☐ Discover ☐ Check made payable to GWCO 2010

Cardholder's Name \_\_\_\_\_

Billing Address \_\_\_\_\_

Validation Code \_\_\_\_\_ Exp. Date \_\_\_\_\_ Authorizing Signature \_\_\_\_\_

**Cancellation Policy:** Refund of registration fees less \$50/person administration cost will be granted if written request is received by **Monday August 30, 2010**. No other refunds will be made to cancellations after this date.

## PLEASE MAIL OR FAX your completed REGISTRATION FORM, PAYMENT and CLASS SCHEDULE to:

GWCO2010 • 4404 SE King Rd. • Milwaukie, OR • 97222 • Fax 503.659.4189, ATTN: GWCO2010

For questions related to the status of registration, please e-mail [gwco@gwco.org](mailto:gwco@gwco.org)

## For GWCO Use Only

Check # _____
Date Rec'd _____
Amount Paid _____
Date Billed _____
Amount Due _____

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

# OD Class Schedule

Name \_\_\_\_\_

To be assured a space, indicate which courses you will be attending and fax or mail with your registration form. Please keep a copy.

## THURSDAY | SEPTEMBER 30

Doubletree = Doubletree Hotel; OCC = Oregon Convention Center

	Course #	Course Title	Location	Time
<input type="checkbox"/>	100	Breakfast Seminar (Breakfast served at 7:00 am; <b>limited space; preregistration required</b> )	OCC	7:00 – 8:20 am
<input type="checkbox"/>	110	New Eye Care Technology	OCC	9:00 am – Noon
<input type="checkbox"/>	120	PUCO Lunch Reception; <b>limited space; preregistration required</b>	OCC	Noon – 1:30 pm
<input type="checkbox"/>	130	Ocular Clues in Neurologic Disease	OCC	1:30 – 3:30 pm
<input type="checkbox"/>	140	Acquired Macular Disease	OCC	1:30 – 3:30 pm
<input type="checkbox"/>	150	Retinal Grand Rounds Utilizing EMR & Ophthalmic Imaging	OCC	1:30 – 3:30 pm
<input type="checkbox"/>	160	Ocular Emergencies of the Anterior Segment	OCC	3:45 – 4:45 pm
<input type="checkbox"/>	170	Glaucoma or Neurologic Disease? You Make the Call	OCC	3:45 – 4:45 pm
<input type="checkbox"/>	180	Toric or Not to Toric: Surgical Treatment for Astigmatism	OCC	3:45 – 4:45 pm

## FRIDAY | OCTOBER 1

	Course #	Course Title	Location	Time
<input type="checkbox"/>	200	Breakfast Seminar (Breakfast served at 7:00 am; <b>limited space; preregistration required</b> )	OCC	7:00 – 8:20 am
<input type="checkbox"/>	210	Advancements in Cataract & Refractive Surgery: Pearls for the Trenches	OCC	8:30 – 11:30 am
<input type="checkbox"/>	220	eCommerce Solution for Optometry	OCC	9:00 – 11:00 am
<input type="checkbox"/>	230	Vision Fatigue Syndrome	OCC	11:00 – noon
<input type="checkbox"/>	240	Lunch Seminar (Lunch served at 11:40 am; <b>limited space; preregistration required</b> )	OCC	11:40 am – 1:00 pm
<input type="checkbox"/>	250	EHR: What You Really Need to Know!	OCC	1:00 – 3:00 pm
<input type="checkbox"/>	260	Advanced Technologies for Fundus Examination and Diagnosis	OCC	1:00 – 3:00 pm
<input type="checkbox"/>	270	Cosmetic Rejuvenation of the Periorbital Region & Face	OCC	1:00 – 3:00 pm

## SATURDAY | OCTOBER 2

	Course #	Course Title	Location	Time
<input type="checkbox"/>	300	Breakfast Seminar (Breakfast served at 7:00 am; <b>limited space; preregistration required</b> )	OCC	7:30 -9:00 am
<input type="checkbox"/>	310	Student – New Practitioner Program	OCC	8:30 am – Noon
<input type="checkbox"/>	320	Contact Lenses & Ocular Surface Conditions	OCC	9:00 am – Noon
<input type="checkbox"/>	330	CPR Recertification for the Health Care Provider (Additional \$75 fee; <b>limited space; preregistration required</b> )	OCC	9:00 am – Noon
<input type="checkbox"/>	340	CPR Recertification for the Health Care Provider (Additional \$75 fee; <b>limited space; preregistration required</b> )	OCC	2:30 pm – 5:30 pm
<input type="checkbox"/>	350	Clinical Ocular Grand Rounds	OCC	3:15 – 5:15 pm
<input type="checkbox"/>	360	Ocular Drugs for the New Economy	OCC	3:15 – 5:15 pm
<input type="checkbox"/>	370	SiHy: Vision Comfort and Ocular Health	OCC	3:15 – 5:15 pm
<input type="checkbox"/>	380	The Latest in Corneal Dystrophies & Degenerations	OCC	4:15 – 5:15 pm

## SUNDAY / OCTOBER 3

	Course #	Course Title	Location	Time
<input type="checkbox"/>	400	Vision Therapy Grand Rounds	Doubletree	8:00 – 10:00 am
<input type="checkbox"/>	410	AOA Practice Transitions (Additional fee; <b>limited space; preregistration required</b> )	Doubletree	8:00 am – Noon
<input type="checkbox"/>	420	Visions Transformations...The Power of Visualization	Doubletree	10:00 am – Noon

# AOP Registration Form (Staff, Paraoptometrics & Opticians) Register on-line @ [WWW.GWCO.ORG](http://WWW.GWCO.ORG)

Name \_\_\_\_\_ Nickname for badge \_\_\_\_\_  
 Practice Name or Doctor's Name \_\_\_\_\_ ☐ Optician ☐ CPO ☐ CPOA ☐ CPOT ☐ Other  
 Address \_\_\_\_\_  
 City | State | Zip \_\_\_\_\_  
 Telephone \_\_\_\_\_ Cell Phone \_\_\_\_\_ Fax \_\_\_\_\_  
 Email \_\_\_\_\_

## REGISTRATION FEES

Registrants must be employed by same practice or doctor to receive multiple registration rates. Registration after Sept. 17 will only be accepted on-site.

Full Registration	1st Registrant	2nd Registrant	3rd & Subsequent Registrants	Total
Early Registration received by August 30	\$230 .....	\$190 .....	\$170 .....	\$ .....
Registration received by August 31-September 17	\$265 .....	\$225 .....	\$205 .....	\$ .....
Registration received by September 18-On site	\$310 .....	\$270 .....	\$250 .....	\$ .....

Registration will not be accepted by phone. Registration includes education sessions, exhibit hall and special functions.

## Saturday, October 2

☐ CPR Recertification Course (Space is limited. Register Early) \$75 additional course fee; \$100 after Sept 17 (must be a part of registration) \$100 \$ .....

## ALL AOP REGISTRANTS (For ticket, mark check box next to event)

☐ Friday Exhibit Hall Opening \$ ..... FREE

☐ I require special services in accordance with the American Disabilities Act to fully participate.

I request that GWCO contact me to make arrangements.

## ADDITIONAL TICKETS (Guest registration does **NOT** include CE sessions)

☐ Saturday Only Guest Exhibit Hall Pass ..... tickets @ \$25 each \$ .....

☐ Friday and Saturday Guest Exhibit Hall Pass ..... tickets @ \$35 each \$ .....

**GWCO** will charge a \$25 badge and CE slip replacement fee to ALL categories of registrants

**TOTAL ENCLOSED** \$ .....

## PAYMENT INFORMATION

☐ Visa ☐ Mastercard ☐ American Express ☐ Discover ☐ Check made payable to GWCO 2010

Cardholder's Name \_\_\_\_\_

Billing Address \_\_\_\_\_

Validation Code \_\_\_\_\_ Exp. Date \_\_\_\_\_ Authorizing Signature \_\_\_\_\_

**Cancellation Policy:** Refund of registration fees less \$50/person administration cost will be granted if written request is received by **Monday August 30, 2010**. No other refunds will be made to cancellations after this date.

## PLEASE MAIL OR FAX your completed REGISTRATION FORM, PAYMENT and CLASS SCHEDULE to:

GWCO2010 • 4404 SE King Rd. • Milwaukie, OR • 97222 • Fax 503.659.4189, ATTN: GWCO2010

For questions related to the status of registration, please e-mail [gwco@gwco.org](mailto:gwco@gwco.org)

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

## For GWCO Use Only

Check # _____
Date Rec'd _____
Amount Paid _____
Date Billed _____
Amount Due _____

# AOP Class Schedule (Staff, Paraoptometrics & Opticians)

Name \_\_\_\_\_

Practice or Doctor's Name \_\_\_\_\_

To be assured a space, indicate which courses you will be attending and fax or mail with your registration form. Please keep a copy.

## FRIDAY | OCTOBER 01

Doubletree = Doubletree Hotel; OCC = Oregon Convention Center

	Course #	Course Title	Location	Time
<input type="checkbox"/>	A200	eCommerce Solution for Optometry	OCC	9:00 – 11:00 am
<input type="checkbox"/>	A210	Eye Care Coding & Billing	OCC	9:00 – 11:00 am
<input type="checkbox"/>	A220	Vision Fatigue Syndrome	OCC	11:00 am – Noon
<input type="checkbox"/>	A230	Facial Cosmeticceuticals	OCC	11:00 am – Noon
<input type="checkbox"/>	A240	EHR: What you need to know!	OCC	1:00 – 3:00 pm
<input type="checkbox"/>	A250	Co-Management	OCC	1:00 – 3:00 pm

## SATURDAY | OCTOBER 02

	Course #	Course Title	Location	Time
<input type="checkbox"/>	A300	AR in the 21st Century	OCC	9:00 – 10:00 am
<input type="checkbox"/>	A310	Latest & Greatest in Contact Lenses	OCC	9:00 – 11:00 am
<input type="checkbox"/>	A320	CPR Recertification for the Health Care Provider (Additional \$75 fee: <b>limited space; preregistration required</b> )	OCC	9:00 am – Noon
<input type="checkbox"/>	A330	Communicating with your Patient	OCC	10:00 – 11:00 am
<input type="checkbox"/>	A340	Geriatric Eyecare for the Primary Care Practice	OCC	11:00 am – Noon
<input type="checkbox"/>	A350	Integrating Social Media	OCC	11:00 am – Noon
<input type="checkbox"/>	A360	CPR Recertification for the Health Care Provider (Additional \$75 fee: <b>limited space; preregistration required</b> )	OCC	2:30 – 5:30 pm
<input type="checkbox"/>	A370	Occupational Progressive Lenses	OCC	3:15 – 4:15 pm
<input type="checkbox"/>	A380	Free-Form Lenses	OCC	4:15 – 5:15 pm

**AOPs are welcome to attend the OD courses on a space available basis. Please check with the GWCO registration desk during the conference.**



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