

First Class
Pre-Sort
U.S. Postage
PAID
Athens, Georgia
Permit No. 17



GOA Fall Education Conference — #82785
1197 South Lumpkin Street
Athens, Georgia 30602-3603

RETURN SERVICE REQUESTED

The University of Georgia is committed to principles of equal opportunity and affirmative action.
84692 0814

Georgia Optometric Association FALL EDUCATION CONFERENCE

October 17-19, 2014



Sponsored By The



In Cooperation With the



2014 TENTATIVE ITINERARY



GEORGIA OPTOMETRIC ASSOCIATION
FALL EDUCATION CONFERENCE
October 17-19, 2014

FRIDAY, OCTOBER 17, 2014

5:00PM-6:00PM **REGISTRATION**
6:00PM-10:00PM **CPR RECERTIFICATION**
INSTRUCTOR: JOE MICCOLI & STAFF,
MICCOLI & WEBB EDUCATIONAL SERVICES

**Note: Space is limited; you must register (fee paid) on or before 10/6/2014 to participate. No on-site registration is available. Additional fee is required.*

SATURDAY, OCTOBER 18, 2014

7:30AM- 4:00PM **REGISTRATION**
7:00AM-9:00AM **EXHIBITOR SET-UP**
7:30AM-8:30AM **COFFEE & PASTRIES (EXHIBIT AREA)**
7:50AM **WELCOME AND OPENING REMARKS**
JEFFREY HACKLEMAN, O.D., GOA PRESIDENT
8:00AM-9:40AM **“CREATING A 5 STAR PATIENT EXPERIENCE” (2HRS)**
LECTURER: MILE BRUJIC, O.D.
COPE #38331-PM
9:30AM **EXHIBITS OPEN (MAHLER AUDITORIUM)**
9:40AM-10:10AM **REFRESHMENT BREAK**
10:10AM-11:50AM **“PHARMACEUTICAL MANAGEMENT OF ANTERIOR SEGMENT DISEASE” (2HRS)**
LECTURER: MILE BRUJIC, O.D.
COPE #38655-PH
11:50AM-1:00PM **BOXED LUNCH (EXHIBIT AREA)**
12:00PM-1:00PM **PRESIDENT’S COUNCIL LUNCH (PAST PRESIDENTS)**
1:00PM-1:50PM **“OCT NOT JUST FOR SPECIALTY CLINICS ANYMORE” (1HR)**
LECTURER: MILE BRUJIC, O.D.
COPE #41169-PS
2:00PM-2:50PM **“CORNEAL COLLAGEN CROSSLINKING UPDATE” (1HR)**
LECTURER: TOM SPETALNICK, O.D.
COPE #40765-AS
2:50PM-3:20PM **REFRESHMENT BREAK (EXHIBIT AREA)**
3:20PM-5:00PM **“HOW DO YOU BILL THAT” (2HRS)**
LECTURERS: CARL SPEAR, O.D. & KATIE GILBERT SPEAR, O.D.
COPE APPROVAL PENDING
5:10PM-6:00PM **“CORNEAL CONTROVERSIES, CONTACTS AND COMPLICATIONS” (1HR)**
LECTURER: CARL SPEAR, O.D.
COPE #41000-AS
6:00PM-7:00PM **“THE BUSINESS OF YOUR PRACTICE” (INFORMATIONAL ONLY)**
LECTURER: MICHAEL BLOCK, PRESIDENT, BLOCK BUSINESS GROUP
9:00PM-10:30PM **GOA HOSPITALITY SUITE**

SUNDAY, OCTOBER 19, 2014

7:30AM - 4:00PM **REGISTRATION**
7:30AM - 8:00AM **COFFEE & PASTRIES (EXHIBIT AREA)**
7:30AM **EXHIBITS OPEN**
8:00AM-9:40AM **“WHEN A DROP IS JUST NOT ENOUGH, ORAL MEDICATIONS IN PRIMARY CARE OPTOMETRY” (2HRS)**
LECTURER: CARL SPEAR, O.D.
COPE #40215-OP
9:40AM-10:00AM **REFRESHMENT BREAK (EXHIBIT AREA)**
10:00AM-11:40AM **“GLAUCOMA CASE ANALYSIS: EVERYDAY CHALLENGES FOR THE PRIMARY CARE OPTOMETRIST” (2HRS)**
LECTURER: DANICA MARRELLI, O.D.
COPE #40184-GL
11:40AM-1:00PM **LUNCH IN BANQUET AREA**
1:00PM-1:50PM **“GEORGIA JURISPRUDENCE & ETHICS” (1HR)**
LECTURER: AUBREY VILLINES, GOA GENERAL COUNSEL
2:00PM-2:50PM **“THE GLAUCOMA GRAB BAG” (1HR)**
LECTURER: DANICA MARRELLI, O.D.
COPE #40087-GL
2:00PM-4:00PM **GOA BOARD OF TRUSTEES MEETING**
2:50PM-3:10PM **REFRESHMENT BREAK**
3:10PM-4:00PM **“DETECTION OF STRUCTURAL AND FUNCTIONAL PROGRESSION IN GLAUCOMA” (1HR)**
LECTURER: DANICA MARRELLI, O.D.
COPE #36495-GL
4:10PM-5:50PM **“SYSTEMIC DISEASE AND THE EYE: DIABETES, HYPERTENSION, DYSLIPIDEMIA AND OBESITY” (2HRS)**
LECTURER: DANICA MARRELLI, O.D.
5:50PM **MEETING ADJOURNMENT**

For updates to the 2014 Tentative Itinerary, please
visit the Georgia Optometric Association Web site,
www.goaeyes.com.



ABOUT THE CONFERENCE

Seventeen COPE-Approved hours plus 1 hour of Non COPE Jurisprudence for a total of 18 hours of Continuing Education (CE), plus CPR Recertification* will be offered. Additionally an Exhibit Hall with over 40 vendors will be on-site.

One low conference fee covers CE Registration and all Registration Materials, Continental Breakfast, Lunch and AM & PM Breaks on Saturday and Sunday.

Significant reduction in the conference fee for early registration (fee paid) on or before September 19, 2014. *Additional Fee is required for CPR Recertification class and not subject to discount. To qualify for GOA Member rate, you must be a member in good standing as of 8/1/2014.

The UGA Hotel & Conference Center Registration Desk will be open a minimum of 30 minutes prior to the first lecture of each day and will remain open until the last lecture of the day begins.

Valid name badges will serve as tickets to the conference and must be worn by attendees for admission in the lecture hall. No one will be admitted into the lecture hall 10 minutes after the lecture begins. Entrance and exit of course attendees will be monitored to meet State Board and COPE requirements.

Be sure to bring your ARBO card. The ARBO scanning system will be used for monitoring attendance for your education credit.

Attendees may only be absent from any class for a maximum of 10 minutes per hour of lecture. If an attendee must leave during a lecture, the attendee must give his/her name badge to the door monitor who will record the time that the attendee left the course. When the attendee returns within the allotted 10 minutes, the time will be noted and his/her name badge will be returned.

If the attendee is absent for more than 10 minutes, his/her name badge will not be returned until the end of the lecture, and he/she will not receive credit for that course. However, he/she will be allowed back into the lecture hall.

Conference Planners:

- Paige Foster, O.D., Chair, GOA Education Committee
- Vanesa Grosso, GOA Director of Meetings
- Bryan Markowitz, GOA Executive Director

Event Coordinator

Jane Mertens, CPP, Senior Event Planner UGA Hotel and Conference Center



UGA HOTEL & CONFERENCE CENTER INFORMATION

Location

The Georgia Center’s UGA Hotel and Conference Center, located on UGA’s beautiful, historic campus in Athens, Georgia, is a total living and learning environment, with a 200-room hotel, restaurants, banquet areas, conference rooms, auditoriums, a fitness center, and a computer lab – all under one roof. For more information, visit www.georgiacenter.uga.edu/uga-hotel.

Special Needs

If you require special services please contact **Jean Mann** at **706-542-2237** or Jean.Mann@georgiacenter.uga.edu by **October 10, 2014**. Dietary restrictions should be indicated on the registration form.

Lodging at the UGA Hotel

For your convenience, a block of rooms is being held for your conference until **5:00 p.m. ET, September 9, 2014. Policies:** (1) *Tax Exemption* – The State of Georgia only allows tax-exempt charges for a payment by a state-issued credit card or check or by a direct bill to a state agency (with a Georgia State Tax Exemption Certificate). (2) *Lodging Cancellation* – Cancel your reservation by **4:00 p.m. ET the day prior** to your scheduled arrival to avoid being charged one night’s room and tax. (3) Check-in is 4:00 p.m. ET; checkout is 12:00 p.m. ET. (4) At check-in, you must present your method of payment or a completed credit card authorization form (call 800-884-1381 for a copy, Monday-Friday, 8:00 a.m. to 5:00 p.m. ET).

Travel Information

Athens, Georgia, is located about 60 miles northeast of Atlanta. For directions and airport shuttle information, see <http://www.georgiacenter.uga.edu/uga-hotell/contact>. A parking deck is located adjacent to the Center (\$10 per night; vehicle height limit, 7 feet). Athens is served by Athens-Ben Epps Airport as well as Hartsfield-Jackson Atlanta International Airport, which is located about 90 minutes southwest of Athens. Scheduled ground shuttle service and rental car services are available between Hartsfield-Jackson and The Georgia Center.

Conference Cancellation Policies

(1) A cancellation received by **5:00 p.m. ET on or before October 10, 2014**, will be refunded, minus a \$35 processing fee. No refunds will be issued thereafter; substitutions will be allowed. (2) To change or cancel your registration, call 800-884-1381, Monday through Friday, 8:00 a.m. to 5:00 p.m. ET. (3) If a conference is cancelled for any reason, the The Georgia Center will not be responsible for any charges related to travel.



CONFERENCE REGISTRATION/HOTEL RESERVATION FORM

GEORGIA OPTOMETRIC ASSOCIATION
FALL EDUCATION CONFERENCE
October 17-19, 2014

Four ways to register:

- Web: www.georgiacenter.uga.edu/uga-hotel— Credit Card Only
- Fax: 706-542-6596 or 800-884-1419 – Credit Card Only
- Phone: 706-542-2134 or 800-884-1381 — Credit Card Only (Mon.–Fri. from 8:00 a.m. to 5:00 p.m. ET)

- Mail: GOA Fall Education Conference — #82785
The Georgia Center’s UGA Hotel and Conference Center
1197 South Lumpkin Street
Athens, Georgia 30602-3603

name – please print or type				ARBO OE Tracker Number	
preferred name for nametag				/ / date of birth (for transcript retrieval)	
title/position				company/organization	
business mailing address <input type="checkbox"/> or home address <input type="checkbox"/>					
city		state	county, if Georgia	zip	country and postal code (if outside of the USA)
e-mail address		home phone		work phone	fax number

By registering for this conference, I agree to comply with all conference and lodging cancellation policies. (1) A cancellation received by 5:00 p.m. ET on or before October 10, 2014 will be refunded, minus a \$35 processing fee. No refunds will be issued thereafter; substitutions will be allowed. (2) To change or cancel your registration, call 800-884-1381, Monday through Friday, 8:00 a.m. to 5:00 p.m. ET. (3) If an event is cancelled for any reason, The Georgia Center will not be responsible for any charges related to travel.

Your registration will not be processed until payment is received.
CONFERENCE REGISTRATION

	Fee Paid On/Before 9/19/14	Fee Paid After 9/19/14
GOA/ALL AOA MEMBERS.....	\$425.....	\$525 _____
NON-GOA/NON-AOA MEMBERS	\$550	\$650 _____
NEW LICENSEE (GRADUATED IN 2014).....	\$50 _____	
OPTOMETRIC RESIDENT.....	\$50 _____	
OPTOMETRIC STUDENT.....	No Fee _____	
CPR RECERTIFICATION (INCLUDES TEXTBOOK).....	\$65 _____	
SUNDAY ONLY (10/19/14)*		
GOA/ALL AOA MEMBERS.....	\$285	_____
NON-GOA/NON-AOA MEMBERS	\$365	_____
<i>*A one-day registration is available for Sunday only, October 19, 2014.</i>		

Please list any dietary restrictions or allergies: (Check all that apply)

- ☐ None ☐ Vegan ☐ Nuts ☐ Pork ☐ Vegetarian
- ☐ Dairy ☐ Shellfish ☐ Gluten ☐ Wheat

Additional Dietary Restrictions: _____
(Kosher meals are not provided)

Method of payment to guarantee conference registration:

- ☐ Enclosed is a check payable to *The University of Georgia*.
- ☐ By credit card:
 - ☐ MasterCard ☐ Visa ☐ American Express ☐ Discover
 - Card No. _____ Expires ____/____
 - Name on Card _____
- ☐ Please bill my organization. A purchase order number must be included to bill all non-UGA companies and organizations.
 - Billing Contact Person _____
 - Phone No. _____
 - Email _____
 - Company/Organization _____
 - UGA Department/Division _____
 - (if applicable)
 - PO Number _____
 - Billing Address _____
 - City _____
 - State/Zip _____

HOTEL RESERVATION

To request a room at the UGA Hotel, please call 706-542-2134 or 800-884-1381 and reference hotel block code 82785 or make a reservation online by using the following link:
tinyurl.com/uga-hotel/bc/82785

Classic Room (1 bed)	\$109 plus 7% sales tax
Classic Room (2 beds)	\$109 plus 7% sales tax
Select Room (2 beds)	\$139 plus 7% sales tax