



W I S C O N S I N
OPTOMETRIC
A S S O C I A T I O N

**2010 WOA
Spring Seminar
Doctor Registration Packet**

April 14 & 15, 2010

**Hotel Sierra
(Formerly Regency Suites)
Green Bay, WI**

February 3, 2010

Who: Wisconsin Optometrists

What: Wisconsin Optometric Association 2010 Spring Seminar

When: April 14-15, 2010

Where: Hotel Sierra (Formerly Regency Suites), Green Bay, Wisconsin

On behalf of the WOA Education Committee, Dr. Holly Fisher, chair, would like to invite you to attend the 2010 WOA Spring Seminar in Green Bay. The education will begin at 8:00 a.m. on Wednesday, April 14th and run until 3:00 p.m. on Thursday, April 15th. Special thanks to Alcon and Oculus for providing sponsorship for this event. It is through industry support like this that the WOA has the ability to continue bringing quality speakers to Wisconsin. Please make sure to thank them in the exhibit hall for their generosity. Speaking of the exhibit hall, we expect a full house this year with 40 companies attending. These companies are excited to come to Green Bay and show their support of our profession, as well as demonstrate their products and new ideas.

Speakers: Please see the schedule on pages four and five for course titles and descriptions:

- ◆ **Mark E. Wilkinson, OD, FAAO**, Clinical Professor of Ophthalmology and Director of the Vision Rehabilitation Service in the Department of Ophthalmology and Visual Sciences at the University of Iowa's Carver College of Medicine
- ◆ **Larry Alexander, O.D.**, Currently consultant to the digital imaging and ocular pharmaceutical industry. Formerly private practice and referral center and professor at UAB School of Optometry
- ◆ **Maynard Pohl, O.D.**, Clinical Director at Pacific Cataract & Laser Institute in Bellevue, Washington

Education Approval:

- ◆ 14 hours of approved Wisconsin Optometry Examining Board CE comprised of:
 - 7 hours posterior segment (PS)
 - 5 hours anterior segment (AS)
 - 2 hours glaucoma (GL)
- ◆ Courses have also been submitted to Michigan and Minnesota for approval
- ◆ Indiana and Ohio automatically accept all CE provided by WOA
- ◆ 14 of the hours are COPE qualified—see schedule for COPE numbers

Registration Information:

To sign up, fill out the registration form and return it to the WOA prior to March 26, 2010 for early bird discounts. As you will see, there are three options for registration: (1) Full Registration, select either one or two days (includes all education and meals), or (2) Partial Registration, select classes and meals individually and pay per class. There is a substantial registration discount for WOA members. If you are currently not a member of the WOA and would like to join, please contact Joleen at the WOA office 800-678-5357 or joleenwoaoffice@tds.net for more information.

Hotel Information:

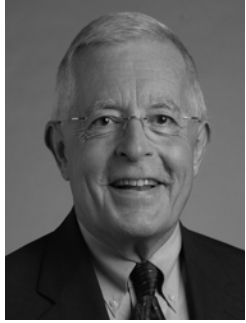
To make room reservations, please contact the Hotel Sierra (Formerly Regency Suites) - Green Bay at 1-800-236-3330 before March 10, 2010 as the room block will be released at that time. The contracted rate for a standard double suite is \$109, and for a king suite or king corner suite \$119 per night plus tax and an economy room is \$85 per night plus tax. There is a complimentary breakfast included for overnight guests of the Hotel Sierra.

Special Thanks to the 2010 Spring Seminar Sponsors

**Alcon Laboratories
Oculus**

SPEAKERS

Larry Alexander, O.D.



Larry is a 1971 graduate of the Indiana University School of Optometry. From 1971 to 1973 he served as an officer in the U.S. Navy. After discharge, Larry practiced in Elizabeth City, N.C. until he had an opportunity to teach at the University of Alabama Birmingham Medical Center School of Optometry. While at UAB, Larry was responsible for the ocular disease curriculum and clinics while serving in multiple administrative roles. Larry has contributed to literature in the form of multiple articles and book chapters and has lectured extensively on diagnosis and management of eye disease. Larry also published *Primary Care of the Posterior Segment* (now in its third edition), a text used by most schools and colleges of optometry, as well as by most eye doctors in the U.S. In 1993, Larry left education as a full professor to pursue practice in Louisville, Ky., where he also administrated a large referral-based practice. Larry currently resides in McKinney, Texas and consults for the eye care industry in digital ocular imaging and pharmaceuticals.

Larry has been married to his wife, Lynn, for 40 years and they have two sons, Matt and Dan, and two grandchildren, Kathryn and Nate, who attend elementary school in McKinney, Texas.

Maynard Pohl, O.D.



Dr. Maynard Pohl is the clinical director at Pacific Cataract & Laser Institute in Bellevue, Wash., an optometric consultation and ambulatory surgical center specializing in medical and surgical eye care. Dr. Pohl, originally from Alberta, Canada, graduated from Indiana University School of Optometry and completed a residency in hospital-based geriatric optometry at the Veterans Administration Medical Centers in Vancouver, Wash. and Portland, Ore. Thereafter, he served as the initial staff optometrist at the University of Washington Medical Center in Seattle and was appointed clinical instructor in the Department of Ophthalmology. He serves as adjunct assistant professor at Pacific University College of Optometry and State University of New York College of Optometry, and is a fellow of the American Academy of Optometry and a founding fellow of the Optometric Retina Society. Dr. Pohl is a frequent lecturer and author on the topic of ocular disease co-management, having presented 380 lectures and workshops presented regionally, nationally and internationally between December 1986 and December 2009.

Dr. Pohl maintains membership in the following organizations:

- ◆ Fellow of the American Academy of Optometry, 1987 - Present
- ◆ American Optometric Association, 1980 - Present
- ◆ Great Western Council of Optometry: Education Chairman, 1991-1994
- ◆ Optometric Physicians of Washington, 1984 – Present; Continuing Education Committee Chairman, 1996-2002; State Legislative Committee, 2003 - Present
- ◆ King County Optometric Society, 1986 – Present

Mark Wilkinson, O.D., F.A.A.O.



Dr. Wilkinson completed his Doctor of Optometry degree in 1980 from Illinois College of Optometry. He was employed in private practice in Bettendorf, as well as at the University of Iowa Hospitals and Clinics Department of Ophthalmology for a number of years before being appointed clinical assistant professor of ophthalmology and director, vision rehabilitation service at UIHC in July 1997. Dr. Wilkinson was promoted to clinical associate professor in July 2001 and clinical professor in July 2007. In addition to his work at UIHC, Dr. Wilkinson has served as the low vision rehabilitation clinician to the Iowa Braille School's Low Vision Clinic program since its inception in 1981.

Dr. Wilkinson is a fellow of the American Academy of Optometry and a charter member of the American Optometric Association's Low Vision Rehabilitation Section. He is chair elect of the executive committee of the Low Vision Rehabilitation Section of the American Optometric Association and also serves as chairman of the Low Vision Rehabilitation Section of the Iowa Optometric Association. Dr. Wilkinson's research interests include: driving with a visual acuity or visual field impairment and literacy as it relates to children who are visually impaired.

Dr. Wilkinson has lectured extensively both nationally and internationally on the care of individuals that are visually impaired and driving with a visual impairment.

7:00 a.m.—5:00 p.m.

Registration

8:00 a.m. - 9:40 a.m.

“Reducing the Risk of Age-Related Vision Loss” - Part 1

Dr. Mark Wilkinson

Sponsored by Kemin Health

COPE #: 27159-PS

3 hours PS

Ballroom B1&B2

The AOA Vision Rehabilitation Section has developed a three-hour COPE approved course, entitled Preventing Age-Related Vision Loss, to educate optometrists on current treatment of diseases that cause vision loss. The course includes education regarding the science of ocular nutrition and case-based examples of current comprehensive treatments (nutritional, medical and vision rehabilitative), highlighting age-related macular degeneration, cataracts, glaucoma and diabetic retinopathy.

The first hour will focus on ocular nutrition/nutra-ceuticals, including essential nutrients (vitamin C and E, zinc, essential fatty acids, lutein/zeaxanthin), macular pigments (lutein/zeaxanthin) and macular pigment optical density (MPOD).

The second and third hours will use a case-based format to address current medical and rehabilitative treatments for the most common causes of vision loss including age-related macular degeneration, cataracts, glaucoma and diabetic retinopathy.

9:40 a.m. –10:15 a.m.

Break in Exhibit Hall

Expo Hall

10:15 a.m. -11:05 a.m.

“Reducing the Risk of Age-Related Vision Loss” - Part Two

11:05 a.m.—11:15 a.m.

Stand Up Break

11:15 a.m.— 12:05 p.m.

“Normal Tension Glaucoma”

Dr. Larry Alexander

COPE #: 22476-GL

1 hour GL

Ballroom B1&B2

Up to 30 percent of glaucoma patients show no IOP abnormalities, yet their optic nerves collapse and deteriorate like patients with high IOP. This discussion addresses the complexity of those patients and relationship to systemic disorders.

12:05 p.m. - 1:30 p.m.

Lunch in Exhibit Hall

Expo Hall

1:30 p.m.— 2:20 p.m.

“Neurodegeneration/Neuroprotection in Glaucoma and Potential New Therapies”

Dr. Larry Alexander

COPE #: 22475-GL

1 hour GL

Ballroom B1&B2

This discussion is intended to bring the concept of the etiopathogenesis of glaucoma and neuroprotection to the forefront of the clinical thought process and to stimulate interest in the possibilities of clinical application.

2:20 p.m. – 3:10 p.m.

“Clinical Tips You Can Take Home”

Part One

Dr. Larry Alexander

COPE #: 21483-AS

3 hours AS

Ballroom B1&B2

This course stresses timely issues primarily in the area of pharmacological management of anterior and posterior disorders as related to systemic disease. Also included are case examples that stress the most logical differential diagnostic procedures.

3:10 p.m.—3:45 p.m.

Break in Exhibit Hall

Expo Hall

3:45 p.m.—5:30 p.m.

“Clinical Tips You Can Take Home”

Part Two

Ballroom B1&B2

5:30 p.m. – 7:00 p.m.

Exhibit Hall Open House

Expo Hall

Course Schedule

Thur 15

7:00 a.m. - 2:00 p.m.

Registration
Grand Ballroom Foyer

7:00 a.m. – 8:00 a.m.

Continental Breakfast for doctors
NO Exhibit Hall

8:00 a.m. - 9:40 a.m.

“Corneal Surgery Co-Management”
Dr. Maynard Pohl-Sponsored by Oculus
COPE #: 18258-PS
2 hour PS
Ballroom B1&B2

Indications for pterygium and corneal transplant surgery are discussed, followed by a video of each procedure to acquaint the practitioner with the intraoperative details. Postoperative patient care guidelines are provided to enable optometrists to effectively co-manage the corneal surgery patient with tertiary care providers.

9:40 a.m. - 10:40 a.m.

Break in Exhibit Hall
Final Session
Expo Hall

10:45 a.m. -12:20 p.m.

“Managing Retinal Manifestations of Vascular Disease”
Dr. Maynard Pohl - Sponsored by Oculus
COPE: 18914-PS
2 hours PS

This course will provide a review of the retinal manifestations of vascular disease including diagnosis, treatment, and risks factors.

12:20 p.m. – 1:20 p.m.

Lunch for Doctors
Ballroom A

1:20 p.m. – 3:00 p.m.

“Anterior Segment Interactive”
Dr. Maynard Pohl - Sponsored by Oculus
COPE #: 18259-AS
2 hours AS

Practical discussion of a variety of interesting yet not so uncommon disorders from lid to lens is featured. Subjective and objective information is presented, followed by audience interaction to determine the assessment and appropriate management plan for each patient.

Upcoming WOA CE Events

2010

- | | |
|-------------|---|
| March 6-7 | Spa Weekend— 8 hours CE
Grand Geneva Resort
Lake Geneva |
| April 14-15 | Spring Seminar— 14 hours CE
Hotel Sierra
Green Bay |
| July 15-19 | Dogskin— 12 hours CE
Manitoba, Canada |
| Sept 23-26 | Convention— 24 hours CE
Marriot Madison West
Middleton |
| Oct 8-9 | Northwoods Retreat— 8 hours CE
The Pointe
Minocqua |
| Nov. 12-13 | Primary Care Symposium
9 hours CE
Kalahari Resort,
Wisconsin Dells |

2011

- | | |
|-------------|--|
| April 13-14 | Spring Seminar - 14 hours CE
Country Springs Hotel
Waukesha |
| Sept 22-25 | Convention - 24 hours CE
Radisson Paper Valley Hotel
Appleton |
| Nov. 11-12 | Primary Care Symposium— 9
hours CE
Glacier Canyon Lodge
Wisconsin Dells |

Registration Information—Things You Need To Know

- ◆ The deadline for early bird registration is March 26, 2010. After that date, rates will go up by \$20.00.
- ◆ **The deadline for registration is April 9, 2010. No registrations will be allowed on site.**
- ◆ All courses will be filled on a first-come, first-served basis. Only completed registration forms with payment for seminar will be accepted.
- ◆ Incomplete forms will delay processing. Please make sure you have provided all necessary information and type or print clearly on the form.
- ◆ Payment must be included with registration form!
- ◆ There are two registration forms:
 1. **Full Registration: A discounted package including all meals and all education classes on either one or both days of the event. You must select which classes and meals you plan on attending.**
 2. **Partial Registration: You choose classes and meals individually and pay on a per class basis.**

The registration form is printed on both sides, one side is “Full Registration” and the other is “Partial Registration.” Please only complete one side of the form!
- ◆ You must check each class and meal you plan attending whether you choose “Full Registration” or “Partial Registration.” **You will only receive tickets for classes and meals that are marked.**
- ◆ Confirmation notices will be sent at least two weeks prior to the seminar to all doctors who register before that date. All classes, meals and other functions require either a ticket or name badge for admittance.

Refunds

- ◆ Doctors who pre-register and find out they are unable to attend may obtain a refund (less a \$25 administrative fee) if their written notice of cancellation either by email, fax or standard mail is received in the WOA office by April 9, 2010.
- ◆ All refund checks will be mailed after the conference.

FULL REGISTRATION FORM

2010 WOA Spring Seminar

Please complete and return to WOA before March 26, 2010 for early bird price

Registrants Name _____ OE Tracker # _____

Mailing Address _____

City/State/Zip _____ Daytime Phone (____) _____

Email Address _____ Fax Number (____) _____

WEDNESDAY, APRIL 14, 2010

Time	Course	CE Credit
<input type="checkbox"/> 8:00 a.m. - 9:40 p.m. And 10:15 a.m. - 11:05 a.m.	"Reducing the Risk of Age-Related Vision Loss—Parts 1&2" Dr. Mark Wilkinson - COPE #: 27159-PS - Sponsored by Kemin Health Presented by the AOA Vision Rehabilitation Section	3 hrs PS
<input type="checkbox"/> 11:15 a.m. - 12:05 p.m.	"Normal Tension Glaucoma" Dr. Larry Alexander - COPE #: 22476-GL	1 hr GL
<input type="checkbox"/> 12:05 p.m.—1:30 p.m.	Lunch in Exhibit Hall	
<input type="checkbox"/> 1:30 p.m.—2:20 p.m.	"Neurodegeneration/Neuroprotection in Glaucoma and Potential New Therapies" - Dr. Larry Alexander - COPE #: 22475-GL	1 hr GL
<input type="checkbox"/> 2:20 p.m.—3:10 p.m. And 3:45 p.m.—5:30 p.m.	"Clinical Tips You Can Take Home - Parts 1&2" Dr. Larry Alexander - COPE #: 21483-AS	3 hrs AS
<input type="checkbox"/> 5:30 p.m.—7:00 p.m.		

THURSDAY, APRIL 15, 2010

<input type="checkbox"/>	8:00 a.m. - 9:40 a.m. "Corneal Surgery Co-Management" Dr. Maynard Pohl - COPE#: 18258-PS - Sponsored by Oculus	2 hrs PS
<input type="checkbox"/>	10:45 a.m. - 12:20 p.m. "Managing Retinal Manifestations of Vascular Disease" Dr. Maynard Pohl - COPE # 18914-PS - Sponsored by Oculus	2 hrs PS
<input type="checkbox"/>	12:20 p.m. - 1:20 p.m. Lunch	
<input type="checkbox"/>	1:20 p.m. - 3:00 p.m. "Anterior Segment Interactive" Dr. Maynard Pohl - COPE# 18259-AS - Sponsored by Oculus	2 hrs AS

PLEASE SELECT EITHER 2 DAY OR 1 DAY REGISTRATION BELOW

2 DAY REGISTRATION

Early Bird Full Registraton Fee = \$825.00

WOA/AOA Member Registration Fee = \$275.00

*(Includes all classes and meals checked above
Must be postmarked prior to March 26, 2010)*

Regular Full Registration Fee = \$845.00

WOA/AOA Member Registration Fee = \$295.00

*(Includes all classes and meals checked above
Postmarked March 26, 2010 or after)*

ONE DAY REGISTRATION

Please select one

Early Bird Pricing (Postmarked on or before March 26, 2010)

_____ [Wednesday WOA/AOA Member - \\$200.00](#)
 _____ [Wednesday Non Member - \\$600.00](#)
 _____ [Thursday WOA/AOA Member - \\$160.00](#)
 _____ [Thursday Non Member - \\$480.00](#)

Regular Pricing (Postmarked after March 26, 2010)

_____ [Wednesday WOA/AOA Member - \\$220.00](#)
 _____ [Wednesday Non Member - \\$620.00](#)
 _____ [Thursday WOA/AOA Member - \\$180.00](#)
 _____ [Thursday Non Member - \\$500.00](#)

Check Enclosed: _____ Yes _____ No	MC _____ VISA _____	Expiration Date: _____	3 Digit V-Code _____
Card # _____	Signature _____		
Your Address _____		Zip Code: _____	
Please return to: WOA- 6510 Grand Teton Plaza, Suite 312, Madison, WI 53719- FAX: 608-824-2205			

PARTIAL REGISTRATION FORM

2010 WOA Spring Seminar

Please complete and return to WOA before March 26, 2010 for early bird price

Registrants Name _____ OE Tracker # _____

Mailing Address _____

City/State/Zip _____ Daytime Phone (____) _____

Email Address _____ Fax Number (____) _____

WEDNESDAY, APRIL 14, 2010

Time	Course	Credits
<input type="checkbox"/> 8:00 a.m. - 9:40 p.m. And 10:15 a.m.—11:05 a.m.	“Reducing the Risk of Age-Related Vision Loss—Parts 1&2” Dr. Mark Wilkinson - COPE # 27159-PS - Sponsored by Kemin Health Presented by the AOA Vision Rehabilitation Section	3 hrs PS
<input type="checkbox"/> 11:15 a.m. - 12:05 p.m.	“Normal Tension Glaucoma” Dr. Larry Alexander - COPE # 22476-GL	1 hr GL
<input type="checkbox"/> 12:05 p.m.—1:30 p.m.	Lunch in Exhibit Hall	
<input type="checkbox"/> 1:30 p.m.—2:20 p.m.	“Neurodegeneration/Neuroprotection in Glaucoma and Potential New Therapies” - Dr. Larry Alexander - COPE #: 22475-GL	1 hr GL
<input type="checkbox"/> 2:20 p.m.—3:10 p.m. And 3:45 p.m.—5:30 p.m.	“Clinical Tips You Can Take Home - Parts 1&2” Dr. Larry Alexander - COPE # 21483-AS	3 hrs AS
<input type="checkbox"/> 5:30 p.m.—7:00 p.m.	Exhibit Hall Open House	

THURSDAY, APRIL 15, 2010

<input type="checkbox"/>	8:00 a.m. - 9:40 a.m. “Corneal Surgery Co-Management” Dr. Maynard Pohl - COPE# 18258-PS - Sponsored by Oculus	2 hrs PS
<input type="checkbox"/>	10:45 a.m. - 12:20 p.m. “Managing Retinal Manifestations of Vascular Disease” Dr. Maynard Pohl - COPE # 18914-PS - Sponsored by Oculus	2 hrs PS
<input type="checkbox"/>	12:20 p.m. - 1:20 p.m. Lunch	
<input type="checkbox"/>	1:20 p.m. - 3:00 p.m. “Anterior Segment Interactive” Dr. Maynard Pohl - COPE#: 18259-AS - Sponsored by Oculus	2 hrs PS

PER CLASS REGISTRATION

Per class charge for CE: See above in right hand column

A. Base Registration Fee (Required)	\$20.00
B. Total For Classes selected	\$ _____
C. Lunch is \$20 per day _____ Days X \$20 =	\$ _____
Total Fee Early Bird Registration (A+B+C)	\$ _____
D. After March 26, add \$20.00	\$ _____
Total Fee Regular Registration (A+B+C+D)	\$ _____

PER CLASS PRICING INFORMATION

	WOA/AOA Member	Non Member
Wednesday		
8:00 a.m. - 11:05 a.m. - 3 hours	\$90.00	\$270.00
11:15 a.m. - 12:05 a.m. - 1 hour	\$30.00	\$90.00
1:30 p.m. - 2:20 p.m. 1 hour	\$30.00	\$90.00
2:20 p.m. - 5:30 p.m. - 3 hours	\$90.00	\$270.00
Thursday		
8:00 a.m. - 9:40 a.m. - 2 hours	\$60.00	\$180.00
10:45 a.m. - 12:20 p.m. - 2 hours	\$60.00	\$180.00
1:20 p.m. - 3:00 p.m. - 2 hours	\$60.00	\$180.00

Check Enclosed: _____ Yes _____ No MC _____ VISA _____ Expiration Date: _____ 3 Digit V-Code _____

Card # _____ Signature _____

Address _____

Please return to: WOA- 6510 Grand Teton Plaza, Suite 312, Madison, WI 53719- FAX: 608-824-2205