



6510 Grand Teton Plaza, Suite 312  
Madison, WI 53719  
800-678-5357

## The Third Annual WOA Summer Education Event August 2-3, 2013 – Blue Harbor Resort, Sheboygan, WI

On behalf of the WOA Education Committee, Summer Education Event Chair Dr. Nichole Cruz is pleased to announce the third annual 2013 Summer Education Event, to be held **August 2-3 at the Blue Harbor Resort in Sheboygan, WI**. The resort is located on the shoreline of Lake Michigan and provides first-class amenities including 182 family-sized suites and 64 villas, a 54,000 square-foot indoor entertainment area, spa featuring Aveda products, Arcade™, a fitness center, kids club craft and activity room, and many dining options including Latitude, Beacon Restaurant, On The Rocks Bar, Shoreline Coffee Café, and Rocky Bottom Snack Bar.

### Room Information

The room rate is \$179 for “run of the house” (which includes King Suites, Family Suites, Family with Fireplace Suites, and Kid Aquarium Suites) for both Friday and Saturday evening. There is an additional resort fee of \$7.99 per room, per night. Make your reservation today by calling [1-866-701-2583](tel:1-866-701-2583) and providing the group code [7A122A](#). All reservations require a credit card number and deposit for the first night’s lodging. As the summertime is peak season and tends to be quite busy in terms of events, WOA recommends that members call early to reserve their rooms at Blue Harbor. Reservations can also be made online at [www.blueharborresort.com](http://www.blueharborresort.com) by clicking on the reservations page and entering the dates, number of guests, and the group code, [7A122A](#). If you decide to cancel your reservation, cancellations must be made at least 72 hours prior to arrival date, and a \$25 cancellation fee will apply. \*\*\*\*\***All attendees will be responsible for making their own room reservations by calling the hotel directly at 1-866-701-2583\*\*\*\*\*.**

### Resort Features and Amenities

The Reflection Spa featuring Aveda products is open every day at the Blue Harbor Resort and Conference Center. Experience new treatments, retreat into peaceful tranquility, and dissolve your stress away under the hands of Blue Harbor’s licensed professionals. The full-service spa menu is designed with a variety of treatments that cater to men and women alike. If you’re looking for a more family friendly adventure, check out Breaker Bay™ indoor water park, with over 43,000 square feet of water adventure.

### Golf

A summer resort getaway would not be complete without golf. There are three renowned golf courses within a 15 to 25 minute drive from the resort, including:

- ◇ Whistling Straits and Blackwolf Run (Kohler)—Ranked #17 in *Golf Digest’s* “America’s 100 Greatest Courses,” which ranks the best overall golf courses in the country, Whistling Straits is widely recognized in professional golf. Amongst other major events, Whistling Straits has hosted the PGA Championship and the U.S. Senior Open. Offering two courses, it was ranked the best course in Wisconsin by [golfwisconsin.com](http://golfwisconsin.com). Blackwolf Run was ranked the second best course in the state by [golfwisconsin.com](http://golfwisconsin.com) and ranks highly in *Golf Digest’s* “America’s Greatest Public Courses.”
- ◇ The Bull at Pinehurst Farms (Sheboygan Falls)—Wisconsin’s only Jack Nicklaus Signature golf course, Pinehurst Farms has over 150 years of history. The Bull was rated the among the best courses in the state by [golfwisconsin.com](http://golfwisconsin.com) and ranks as the #86 public course in America in “America’s 100 Greatest Public Courses.”

### Education

We have an excellent lineup of speakers for this event, with Linda Dejmek, O.D., Appleton Eye Clinic/AB See Vision Therapy Centers, kicking off the conference on Friday afternoon followed by Michael Raciti, M.D., Eye Care Specialists, Milwaukee, WI. Saturday will feature Laney Hale, M.D., Hale Vision and Laser Implant Center, Brookfield, WI and Marc D. Hirsch, M.D., a corneal specialist from Eye Physician Associates of Mequon and Milwaukee. There will be 8 hours of Wisconsin Optometry Examining Board approved education, including 2 hours glaucoma, 1 hour functional vision, 1 hour principles of diagnosis, 3 hours refractive surgery, and 1 hour peri-operative management of ophthalmic surgery.

Please complete the enclosed education registration form and mail or fax it to the WOA office at the number on the form. You may also register online through the WOA website at [https://www.woa-eyes.org/event\\_registration?id=13](https://www.woa-eyes.org/event_registration?id=13).

Call the Blue Harbor Resort immediately for room reservations at [1-866-701-2583](tel:1-866-701-2583), and make sure to mention the group code: [7A122A](#). The room block will be released on July 1, 2013, and group rates and availability are not guaranteed after that date.

## Fri August 2

**2:00 p.m. – 3:40 p.m.**  
**Linda Dejmek, O.D.**

**“Visual Rehabilitation: Options for Treatment” - 1 hour FV**

What can you do in your practice to help your patient through PTVS (Post Trauma Vision Syndrome)?

How does lens prescribing fit into therapy for brain injury? Many times the prescription will change following trauma, but change is not always warranted. When and how to change your patient’s Rx will be discussed. Application of binasal occlusion therapy will be demonstrated. The what, when, how, and why it works will be presented.

This course will introduce you to several other options as well which are available to your patients who are suffering from Post Trauma Vision Syndrome.

**“Concussion: Visual Consequences”**  
*1 hour PD*

All of us in our primary care practices see children and adults who state they recently had a concussion. What are the visual problems we should be looking for and treating? What about the adult who had a car accident eight months ago? Should we still be concerned? These questions and others will be answered in this course. We will investigate why vision is affected in concussions, visual anatomy related to brain injury, diagnostic tests to screen for PTVS (post trauma vision syndrome), and how we should advise our patients on treatment options.

**3:40 p.m. – 4:00 p.m.**  
**Break**

**4:00 p.m. – 5:40 p.m.**  
**Michael Raciti, M.D.**

**"Glaucoma Diagnosis and Management"**  
*2 hours GL*

This two hour lecture will review the clinical work up of a suspect glaucoma patient and will include ancillary testing interpretation strategies. A practical approach to medical and surgical management of glaucoma will follow.

**Dinner on your own**

## Sat August 3

**7:45 a.m. – 8:15 a.m.**  
**Continental Breakfast**

**8:15 a.m. – 10:00 a.m.**  
**Lanny Hale, M.D.**

**“Refractive Surgery 2013—Demographics-Options-Results”**  
*2 hours RS*

A discussion of who has refractive surgery, what the current options are, and the results of modern surgery. The attendee will be able to take away a better understanding of why Refractive Surgery has become an important option to patients and how to address his or her patients' interest in pursuing this option.

**10:00 a.m. – 10:15 a.m.**  
**Break**

**10:15 a.m. – 12:00 p.m.**  
**Marc Hirsch, M.D.**

**“Recommending IOL's for Cataract Surgery” - 1 hour PO**

This lecture will focus on techniques to assist your patient in choosing the right IOL style and power.

**“Managing post-operative LASIK complications” - 1 hour RS**

This lecture will focus on techniques to manage epithelial ingrowth, flap striae and dislocations, and persistent dry eye.

# Featured Speakers:



**Linda M. Dejmek, O.D.,  
FCOVD**

Dr. Linda Dejmek completed her undergraduate work at the University of Wisconsin-Oshkosh and UW-Madison and graduated from the Indiana University School of Optometry. She is Board Certified as a Fellow of the College of Optometrists in Vision Development (FCOVD).

Dr. Dejmek is the owner of Appleton Eye Clinic, a primary care practice in Appleton, WI, and A B See Vision Therapy Center, a vision therapy practice specializing in children with learning disabilities as well as brain injury patients, located in Menasha, WI.

She has served on numerous boards in the field of optometry, including the Association of Regulatory Boards of Optometry (ARBO) - serving two years as President, the Federation of Association of Regulatory Boards (FARB), the Wisconsin Optometry Examining Board, the Wisconsin Optometric Association (WOA), and the International Examination and Certification Board (IECB) of the College of Optometrists in Vision Development.

Dr. Dejmek was selected as the Wisconsin Optometric Association Optometrist of the Year in 1995 and was awarded the Zonta Award in Science and Technology. She was listed in *Who's Who in American Women* and was a medical illustrator for the textbook System for Ophthalmic Dispensing by Dr. Borish and Dr. Brooks.



**Lanny Hale, M.D.**

Lanny B. Hale, MD, received his undergraduate degree from the University of Wisconsin before attending the Medical College of Wisconsin where he was a member of the Alpha Omega Alpha Honor Medical Society. He completed a Residency at the Eye Institute, where he was selected to serve as Chief Resident in his final year.

He is a board-certified ophthalmologist with more than twenty-five years of refractive surgery experience. He is the founder and lead surgeon of the Hale Vision Laser and Implant Center, a comprehensive eyecare facility geared towards providing patients with a unique brand of treatment that elicits the very best in visual outcome. Dr. Hale is a three-time recipient of the Outstanding Achievement Award in Laser Vision Correction Surgery, an honor bestowed by VISX to its top 50 surgeons in the country. He has participated in a number of FDA studies in Radial Keratotomy (RK) and excimer laser use, and in

2000, founded the Advanced Vision Correction Foundation, an institute dedicated to the research, development, and training of new and innovative refractive surgery techniques.

Dr. Hale has been a past/present member of a number of professional medical societies, some of which include: Alpha Omega Alpha, the American Academy of Ophthalmology, the International Society of Refractive Surgery, the American Society of Cataract and Refractive Surgery, the Milwaukee Ophthalmological Society, and the Society to Prevent Blindness.



**Marc D. Hirsch, M.D.**

Marc D. Hirsch, MD, is a partner with Eye Physician Associates in Milwaukee. He received his Medical degree from Chicago Medical School. He held an internship at the University of California, Los Angeles and completed his ophthalmology residency at Columbia Presbyterian Medical Center in

New York. He then earned a fellowship in corneal diseases and refractive surgery at Tufts University/Ophthalmic Consultants of Boston. Dr. Hirsch specializes in corneal transplantation, cataract surgery, and laser vision correction. He has been involved in several clinical research studies and has been an invited lecturer on topics of corneal disease. Dr. Hirsch resides in Mequon with his wife and two children.



**Michael Raciti, M.D.**

Michael Raciti, MD, received his undergraduate degree from Carroll College in Waukesha, WI and graduated from the Medical College of Wisconsin in Milwaukee, with honors in research. He completed a general surgery internship at Rush University Medical Center in Chicago in June of 2010 and an

Ophthalmology Residency at Rush University in June 2013. Dr. Raciti participated as a Research Assistant and Research Technologist at the Eye Institute at the Medical College of Wisconsin in Milwaukee and completed a research thesis.

Dr. Raciti has been published in peer reviewed publications, book chapters, review articles and abstracts, and has done numerous research publications and teaching presentations during his residency. He also holds membership in the American Academy of Ophthalmology, Association for Research in Vision and Ophthalmology, and many other professional organizations.

# Third Annual WOA Summer Education Event

Continuing Education Registration  
August 2-3, 2013 – Blue Harbor Resort - Sheboygan  
*Registration Deadline of Wednesday, July 24, 2013*

Doctor's Name \_\_\_\_\_ OE Tracker # \_\_\_\_\_

Mailing Address \_\_\_\_\_

City \_\_\_\_\_ State \_\_\_\_\_ Zip \_\_\_\_\_

Phone \_\_\_\_\_ FAX \_\_\_\_\_

Email Address \_\_\_\_\_

## Please indicate your registration preferences below:

**WOA or AOA Member Registration Fee...\$175** (includes eight hours of continuing education, continental breakfast, and snacks). Any doctor who is a member of the WOA or any other state association can register at member rates.

**NON MEMBER Registration...\$525 Each** (includes eight hours of continuing education, continental breakfasts, and snacks).

## Send check and registration to the Wisconsin Optometric Association, or bill to your credit card:

MasterCard or Visa or Discover # \_\_\_\_\_

Expiration Date \_\_\_\_\_ 3 Digit V Code \_\_\_\_\_ Signature \_\_\_\_\_

Street Address where CC bill is received \_\_\_\_\_

Zip Code where CC bill is received \_\_\_\_\_

### Registration Information

#### Things You Need to Know:

Incomplete forms will delay processing. Please make sure you have provided all necessary information and type or print clearly on this form.

Confirmation notices will be sent at least two weeks prior to the seminar to all doctors who have pre-registered by July 24th. This information will be sent via email or fax to registrants.

You may register online through the WOA website by connecting to this link: [https://www.woa-eyes.org/event\\_registration?id=13](https://www.woa-eyes.org/event_registration?id=13)

**\*\*\*\*No registrations will be allowed on-site.**

#### Refunds:

Cancellation requests received in the WOA office by July 27, 2013 will receive a refund, less a \$30 administrative fee, which will be mailed after the event.

No refunds will be provided for cancellations received after July 26, 2013.

Please detach this page from the packet and return to:  
Wisconsin Optometric Association  
6510 Grand Teton Plaza – Suite 312, Madison, WI 53719  
Fax: 608-824-2205 Phone: 608-824-2200