

W I S C O N S I N
O P T O M E T R I C
A S S O C I A T I O N

2014 WOA Spring Seminar
Doctor Registration Materials

April 16-17, 2014

Olympia Resort and Conference Center
Oconomowoc, Wisconsin



March, 2014

Who: Wisconsin Optometrists

What: Wisconsin Optometric Association 2014 Spring Seminar

When: April 16-17, 2014

Where: Olympia Resort and Conference Center, Oconomowoc, Wisconsin

On behalf of the WOA Education Committee, Dr. Holly Fisher would like to invite you to attend the 2014 WOA Spring Seminar in Oconomowoc. The education will begin at 8:00 a.m. on Wednesday, April 16th and will run until 3:00 p.m. on Thursday, April 17th. Please make sure to thank our industry supporters in the exhibit hall for their generosity. In regards to the exhibit hall, we have a full house this year, with over 45 companies attending. These companies are excited to come to Oconomowoc and show their support of our profession as well as demonstrate their products and new ideas.

Speakers:

- **Stuart Richer, O.D., Ph.D., FAAO**, Chief of Optometry at DVA Medical Center, North Chicago, IL
- **Leonard Messner, O.D., FAAO**, Executive Director of the Illinois Eye Institute and Vice President for Patient Care Services at the Illinois College of Optometry, Chicago, IL
- **Danica Marrelli, O.D.**, Clinical Professor, Service Director of the Ocular Diagnostic Service, and Ocular Disease Residency Program Director at the University of Houston College of Optometry

Education Approval:

14 hours offered, Wisconsin Optometry Examining Board approved, comprised of:

1 hour pharmaceuticals (PH)	8 hours systemic disease (SD)
3 hours glaucoma (GL)	2 hours neuro optometry (NO)

All 14 hours have been submitted to COPE and are currently pending approval. Michigan and Minnesota automatically accept COPE-approved courses. Indiana and Ohio automatically accept all CE provided by WOA.

Registration Information:

To take advantage of early bird discounts, please complete the registration form and return it to the WOA prior to March 21, 2014. As you will see, there are two 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 by phone at 800-678-5357 or by email at joleen@woa-eyes.org for more information.

Hotel Information:

To make room reservations, please contact the Olympia Resort - Oconomowoc at 1-800-558-9573 prior to March 16, 2014, as the room block will be released on that date. It is up to the hotel's discretion whether or not they will choose to honor the contracted rate after the block is released. The contracted room rates, per night plus tax, are as follows: single occupancy = \$95, double occupancy = \$105; triple rate = \$115; quad occupancy = \$125.



Stuart Richer, OD, PhD, FAAO

Dr. Richer earned his undergraduate degree in 1977 from the Rochester Institute of Technology, after which he completed a dual OD-MS (physiological optics) program at the University of California at Berkeley in 1981. A one-year residency in low vision/hospital-based optometry followed at the Kansas City, Missouri DVA Medical Center. He has been Chief of Optometry at DVA Medical Center, North Chicago, IL, since 1983. In addition, he has been actively involved in teaching optometry and medical students as well as postdoctoral fellows of all disciplines.

In 1996, Dr. Richer earned his Ph.D. in human physiology and biophysics from Chicago Medical School, following 15 years of practice. He is an associate professor of Family and Preventative Medicine at Chicago Medical School, Clinical Optometry at ICO and UMSL, and an assistant professor of Ophthalmology at the University of Illinois-Chicago (UIC) Department of Ophthalmology/Eye and Ear Infirmary. Dr. Richer has published papers in *Current Eye Research*, *Experimental Eye Research*, *FASEB*, *Vision Research*, *Optometry & Vision Science*, *Optometry*, and *International Ophthalmology Clinics*. He has presented his research to the US Department of Defense and many other groups worldwide. He is the principal investigator of the Veterans Lutein Antioxidant Supplementation Trial (LAST), the first US randomized double masked placebo-controlled clinical trial of lutein and visual function published in the *Journal Optometry* (April 2004), and the FDA/DVA-approved Zeaxanthin and Visual Function Study (ZVF) – Nov. 2011. He is a Fellow in the National Academy of Practices in Medicine, and his team was announced as Service to America Medal finalists in Science and Technology at the US Senate Hart Building in June, 2006. Dr. Richer was the US DVA lifetime career achievement nominee to the AMSUS 117th annual meeting in San Antonio in Nov., 2011.

Actively involved in primary care optometry and clinical antioxidant research, Dr. Richer has special interests in aging, prescribing nutrients in the intervention of age-related macular degeneration, low-tension glaucoma, diabetic macular edema, prevention of cataracts, and dry eye.



Leonard V. Messner, OD, FAAO

Leonard V. Messner, OD, FAAO, is the Vice President for Patient Care Services of the Illinois College of Optometry and serves as the Executive Director of the Illinois Eye Institute. With over 98,000 annual patient encounters, the Illinois Eye Institute is the largest provider of eye care in the Chicago metropolitan region and is affiliated with the University of Chicago Department of Ophthalmology & Visual Sciences, Advocate Health System, and Mount Sinai Health Systems.

Dr. Messner holds the rank of Professor at the Illinois College of Optometry and has clinical privileges in the areas of vitreoretinal and neuro-ophthalmic disorders. He is a fellow of the American Academy of Optometry and currently serves as the chair of the American Academy of Optometry's Neuro-Ophthalmic Disorders Special Interest Group.

He is the author and co-author of numerous professional articles and textbook chapters on retina-vitreous and neuro-ophthalmic disorders and is a frequent guest lecturer in the United States and abroad. His areas of research include: optic neuritis, multiple sclerosis, diabetic macular edema, and visual-motor abnormalities associated with traumatic brain injury.



Danica J. Marrelli, OD, FAAO

After receiving her doctor of optometry degree from the University of Houston College of Optometry, Dr. Marrelli completed a residency in hospital-based optometry at the Ft. Howard/Baltimore VA Medical Center. She is currently a clinical professor at UHCO, where she staffs the glaucoma, retina, and general eye disease clinics. She is the Service Director of the Ocular Diagnostic Service and is the Director of the ocular disease residency program. In the classroom, Dr. Marrelli teaches ocular pharmacology, glaucoma, and case-based learning courses. Dr. Marrelli became a diplomate in the ocular disease section of the American Academy of Optometry in November of 2009.

Event Schedule

Wed 16

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7:00 a.m. - 5:00 p.m.

Registration

Ballroom Foyer

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

“The Cancer - Ocular Disease Nexus”

Stuart Richer, O.D., Ph.D.

2 hours SD

COPE: 39260-SD

Wisconsin Ballroom

Some 80% of cancer occurs after the age of 50. This is also the period of life when most chronic ocular diseases manifest themselves. We explore the commonalities between these two conditions. There is more here than meets the eye.

9:40 a.m. - 10:30 a.m.

Break

Exhibit Hall

Olympia Center

10:30 a.m. - 12:10 p.m.

“Inflammation in Systemic and Ocular Health: The Role of Nutrition”

Stuart Richer, O.D., Ph.D.

2 hours SD

COPE: 36083-SD

Wisconsin Ballroom

This course will review the process of systemic inflammation in cardiovascular disease, with an emphasis on the new statin drugs as well as on the role of the newer immune modulating rheumatologic drugs. We also will discuss how systemic inflammation affects retinal tissue and adjunct nutritional support that might help lessen both systemic and retinal inflammation.

12:10 p.m. - 1:30 p.m.

Lunch

Illinois Ballroom

1:30 p.m. - 3:15 p.m.

“AMD, AREDS II and Beyond: Preventing Catastrophic Vision Loss and Improving Driving Vision”

Stuart Richer, O.D., Ph.D.

2 hours SD

COPE: 39261-SD

Wisconsin Ballroom

The results of the AREDS 2 clinical trial were recently released. We review how to identify the “high risk patient” and explore the actual data within the JAMA publications and what it tells us about prevention of catastrophic vision loss in patients who have a high risk of developing AMD. Next, we explore what to tell the 90% of patients who don’t have high risk AMD, yet are losing vision from mild

and moderate AMD that effects their night driving and overall visual performance. We explore Level 2 science and new instrumentation that is enhancing and invigorating the practice of optometry.

3:15 p.m. - 4:00 p.m.

Break

Exhibit Hall

Olympia Center

4:00 p.m. - 5:40 p.m.

“Neuro-Ophthalmic Disorders Update on TBI”

Leonard V. Messner, O.D., FAAO

2 hours NO

COPE: 38521-NO

Wisconsin Room

There is considerable national and public health attention being drawn to athletes and soldiers who suffer from traumatic brain injury (TBI). While most cases of TBI are mild, there is increasing evidence to suggest an accrual effect of multiple concussions leading to profound neuro-degenerative problems. Recent research identifies eye movement abnormalities as an early and measurable indicator of concussion. This lecture provides an overview of the pathogenesis of concussion and the progression to post-concussion syndrome and chronic traumatic encephalopathy (CTE). Abnormalities and testing of eye movements in the setting of concussion are discussed, as is the potential impact of eye movement screenings as reliable and efficient biomarkers of concussion.

5:40 p.m. - 7:15 p.m.

Exhibit Hall Open House

Olympia Center

Thurs 17

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

Registration

Ballroom Foyer

7:00 a.m. - 8:00 a.m.

Continental Breakfast for Doctors

Wisconsin Ballroom

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

“Glaucoma Case Analysis”

Danica Marrelli, O.D., FAAO

2 hours GL

COPE: 40184-GL

Wisconsin Ballroom

Current topics in glaucoma will be emphasized using clinical cases from the speaker’s practice. Topics include diagnosis and diagnostic tools, optic nerve and retinal nerve fiber layer assessment, target intraocular

pressures, ocular hypertension, medical management of glaucoma, laser trabeculoplasty, and medication adherence in glaucoma.

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

Exhibit Hall Break
Final Session
Olympia Center

10:40 a.m. - 12:15 p.m.

"The Glaucoma Grab Bag: Practical Guidelines for Effective Glaucoma Therapy"

Danica Marrelli, O.D., FAAO
 1 hour GL
 COPE: 40087-GL
 Wisconsin Ballroom

This course will review the currently available IOP-lowering medications in glaucoma, including new medications. Each class of drugs will be discussed in terms of mechanism of action, effectivity, side effect profile, and contraindications. Generics, preservatives, and fixed combination medications will be covered.

AND

"Pharmacology Update for the Primary Care Optometrist"

Danica Marrelli, O.D., FAAO
 1 hour PH
 COPE: 40085-PH
 Wisconsin Ballroom

This course will provide up-to-date information regarding new pharmaceutical agents for eyecare, as

well as new information about existing drugs. Drug categories include glaucoma, anti-infective, anti-inflammatory, and anti-allergy agents. There is a brief update on a new indication for apraclonidine use in the diagnosis of Horner Syndrome. Finally, a few "pipeline" newsworthy drugs will be discussed.

12:15 p.m. - 1:20 p.m.

Lunch for Doctors
 Illinois Room

1:20 p.m. - 3:00 p.m.

"Systemic Disease and the Eye: Diabetes, Hypertension, Dyslipidemia & Obesity"

Danica Marrelli, O.D., FAAO
 2 hours SD
 COPE: 40082-SD
 Wisconsin Ballroom

This course covers epidemiology, pathophysiology, clinical presentation & diagnostic testing, medical therapy, and ocular implications of common systemic diseases encountered by the optometrist.

2014 WOA CE Events

- April 16-17 Spring Seminar
Olympia Resort, Oconomowoc
- Oct 10-11 Northwoods Education Event
8 hours CE
Grand Pines Resort, Hayward
- Sept 25-28 Convention and Annual Meeting
22 hours CE
Madison Marriott West, Middleton
- Nov 7-8 Primary Care Symposium
9 hours CE
Hyatt on Main, Green Bay

2015 WOA CE Events

- April 15-16 Spring Seminar
14 hours CE
Madison Marriott West, Middleton
- Sept 24-27 Convention and Annual Meeting
22 hours CE
Kalahari Resort, WI Dells
- Nov 13-14 Primary Care Symposium
9 hours CE
Country Springs Hotel, Waukesha

Registration Information—Things You Need To Know

- ◆ The deadline for [early bird registration](#) is March 21, 2014. After that date, rates will go up by \$20.00.
- ◆ **The deadline for [general registration](#) is April 11, 2014. 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 the seminar included 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 complete only one side of the form!

- ◆ You must check each class and meal you plan on 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 is received in the WOA office either by email, fax, or standard mail by April 11, 2014.
- ◆ All refund checks will be mailed after the conference.

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

FULL REGISTRATION FORM

2014 WOA Spring Seminar

Please complete and return to WOA by March 21 for early bird rates

Registrant Name _____ OE Tracker # _____
Mailing Address _____ License # _____
City/State/Zip _____ Daytime Phone (____) _____
Email Address _____ Fax Number (____) _____

Time	Course	CE Credit
WEDNESDAY, APRIL 16, 2014		
<input type="checkbox"/> 8:00 a.m. - 9:40 a.m.	"The Cancer - Ocular Disease Nexus" Dr. Stuart Richer - COPE # 39260-SD	2 hrs SD
<input type="checkbox"/> 10:30 a.m. - 12:10 p.m.	"Inflammation in Systemic and Ocular Health: The Role of Nutrition" Dr. Stuart Richer - COPE # 36083-SD	2 hrs SD
<input type="checkbox"/> 12:10 p.m. - 1:30 p.m.	Lunch	
<input type="checkbox"/> 1:30 p.m. - 3:15 p.m.	"AMD, AREDS II and Beyond: Preventing Catastrophic Vision Loss and Improving Driving Vision" - Dr. Stuart Richer - COPE # 39261-SD	2 hrs SD
<input type="checkbox"/> 4:00 p.m. - 5:40 p.m.	"The Neuro-Ophthalmology of Concussion" Dr. Leonard Messner - COPE Pending	2 hrs NO
<input type="checkbox"/> 5:40 p.m. - 7:15 p.m.	Exhibit Hall Open House Reception	

THURSDAY, APRIL 17, 2014

<input type="checkbox"/> 8:00 a.m. - 9:40 a.m.	"Glaucoma Case Analysis" Dr. Danica Marrelli - COPE # 31085-GL	2 hrs GL
<input type="checkbox"/> 10:40 a.m. - 12:15 p.m.	"The Glaucoma Grab Bag: Practical Guidelines for Effective Glaucoma Therapy" AND "Pharmacology Update for the Primary Care Optometrist" Dr. Danica Marrelli - COPE #'s 40087-GL (Pending) and 40085-PH (Pending)	1 hr GL 1 hr PH
<input type="checkbox"/> 12:15 p.m. - 1:20 p.m.	Lunch	
<input type="checkbox"/> 1:20 p.m. - 3:00 p.m.	"Systemic Disease and the Eye: Diabetes, Hypertension, Dyslipidemia & Obesity" - Dr. Danica Marrelli - COPE # 40082-SD (Pending)	2 hrs SD

PLEASE SELECT EITHER 2 DAY OR 1 DAY REGISTRATION BELOW

2 DAY REGISTRATION

Early Bird WOA/AOA Member Fee = **\$275.00**
Early Bird Non Member Fee = **\$825.00**
*(Includes all classes and meals checked above
Must be postmarked prior to March 21, 2014)*

WOA/AOA Member Regular Fee = **\$295.00**
Non Member Regular Fee = **\$845.00**
*(Includes all classes and meals checked above
Postmarked March 21, 2014 or after)*

ONE DAY REGISTRATION

Please select one

Early Bird Pricing (Postmarked on or before March 21, 2014)

_____ 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 21, 2014)

_____ Wednesday WOA/AOA Member - \$220.00
_____ Wednesday Non Member - \$620.00
_____ Thursday WOA/AOA Member - \$180.00
_____ Thursday Non Member - \$500.00

If paying with a credit card, please consider using the secure online registration system through the WOA website (www.woa-eyes.org).

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

2014 WOA Spring Seminar

Please complete and return to WOA by March 21 for early bird rates

Registrant Name _____ OE Tracker # _____
 Mailing Address _____ License # _____
 City/State/Zip _____ Daytime Phone (____) _____
 Email Address _____ Fax Number (____) _____

Time

Course

CE Credit

WEDNESDAY, APRIL 16, 2014

<input type="checkbox"/>	8:00 a.m. - 9:40 a.m.	"The Cancer - Ocular Disease Nexus" Dr. Stuart Richer - COPE # 39260-SD	2 hrs SD
<input type="checkbox"/>	10:30 a.m. - 12:10 p.m.	"Inflammation in Systemic and Ocular Health: The Role of Nutrition" Dr. Stuart Richer - COPE # 36083-SD	2 hrs SD
<input type="checkbox"/>	12:10 p.m. - 1:30 p.m.	Lunch	
<input type="checkbox"/>	1:30 p.m. - 3:15 p.m.	"AMD, AREDS II and Beyond: Preventing Catastrophic Vision Loss and Improving Driving Vision" - Dr. Stuart Richer - COPE # 39261-SD	2 hrs SD
<input type="checkbox"/>	4:00 p.m. - 5:40 p.m.	"The Neuro-Ophthalmology of Concussion" Dr. Leonard Messner - COPE Pending	2 hrs NO
<input type="checkbox"/>	5:40 p.m. - 7:15 p.m.	Exhibit Hall Open House Reception	

THURSDAY, APRIL 17, 2014

<input type="checkbox"/>	8:00 a.m. - 9:40 a.m.	"Glaucoma Case Analysis" Dr. Danica Marrelli - COPE # 31085-GL	2 hrs GL
<input type="checkbox"/>	10:40 a.m. - 12:15 p.m.	"The Glaucoma Grab Bag: Practical Guidelines for Effective Glaucoma Therapy" AND "Pharmacology Update for the Primary Care Optometrist" Dr. Danica Marrelli - 40087-GL (Pending) and 40085-PH (Pending)	1 hr GL 1 hr PH
<input type="checkbox"/>	12:15 p.m. - 1:20 p.m.	Lunch	
<input type="checkbox"/>	1:20 p.m. - 3:00 p.m.	"Systemic Disease and the Eye: Diabetes, Hypertension, Dyslipidemia & Obesity" - Dr. Danica Marrelli - COPE # 40082-SD (Pending)	2 hrs SD

PER CLASS REGISTRATION

Per class session charge for CE:

\$60 WOA/AOA Members

\$180 NON WOA or NON AOA Members

- A. Base Registration Fee (required) **\$25.00**
- B. Total for Classes selected (see pricing above) \$ _____
- C. Lunch is \$25 per day _____ days X \$25 = \$ _____
- Total Fee Early Bird Registration (A+B+C) \$ _____
- D. After March 21, add \$20.00 \$ _____
- Total Fee Regular Registration (A+B+C+D) \$ _____

Check Enclosed: _____ Yes _____ No

If paying with a credit card, please consider using the secure online registration system through the WOA website (www.woa-eyes.org).

Credit Card MC _____ VISA _____ Discover _____

Card # _____

Expiration Date _____ 3 Digit V-Code _____

Signature _____

Address _____

Zip _____

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