The Virginia Optometric Association invites you to join us in celebration of optometry at the 2020 VOA Annual Conference, May 14th – 17th at the Hilton Norfolk The Main, in Norfolk, Virginia. Celebrating 118 years of Optometry, we honor Virginia’s Optometrists by providing the best available CE, networking, and prize winning opportunities! Don’t miss the VOA 2020 Member Appreciation Event on Friday Night! You will have the opportunity to win a free Registration and Hotel accommodations to the 2020 Voyages in Vision, a Yeti cooler, diamond necklace, Big Green Egg, and so much more! Need extra cash? Stay In Your Seat and the VOA will pay cash! If you have a minute, you can win it! Need a beer for the interactive business meeting... we have you covered! Don’t forget about the Celebration of Optometry on Saturday night with your hosts Dr. Joe Droter and Dr. Jeff Michaels.

**2020 DIAMOND PARTNERS**

As of February 10, 2020

- **Alcon**
- **Allergan**
- **HOYA**
- **Johnson & Johnson Vision**
- **NOVARTIS**
- **VSP Global**
- **maculogix**

**Register by April 17th & SAVE!**

- Online at [www.thevoa.org/annual](http://www.thevoa.org/annual)
- By mail—send payment with completed registration form to:
  VOA Annual Conference
  4461 Cox Road, Suite 110
  Glen Allen, VA 23060
- Fax with credit card information to (804) 643-0311
The Virginia Optometric Association
Invites you to Norfolk!

On behalf of the Annual Conference Committee and the Virginia Optometric Association I’d like to invite you to the 118th Virginia Annual Conference, being held in Norfolk, Virginia at The Hilton Main Norfolk from May 14-17, 2020.

This year’s conference will mark a significant time in our history as we celebrate optometry in the year 2020. Norfolk’s waterside harbor will serve as the backdrop to The Hilton Main Norfolk’s central location with a schedule of events throughout the entire weekend. The conference kicks off Thursday evening with events for Young ODs and Women in Optometry as well as industry dinners. Beginning Friday morning attendees will have the opportunity to hear from nationally recognized speakers throughout the conference. Enjoy the Exhibit Hall Friday evening and Saturday morning as we bring to you innovations in eye care. Saturday will begin early and end late as we celebrate our profession followed by the Saturday Evening Social. Enjoy the interactive workshops and rapid fire grand rounds along with “stay in your seat” promotions provided by our industry colleagues.

The VOA Annual Conference Committee looks forward to welcoming you to Norfolk, Virginia!

— Richard K. Lodwick, O.D.
2020 VOA Member Appreciation Casino Night

- The VOA would like to thank ALL of its members with a fun Casino Night, dinner, open bar, and prizes at the The Harbor Club, Waterside on Friday Night at 7:00 pm.
- Prizes include: Free Registration & Accommodations for 2020 VOA Voyages In Vision, Apple Air Pods, a Yeti cooler, Big Green Egg and more!
- To attend you must be registered as a current VOA OD, student VOA member, staff of a VOA member, or their registered guest.

Sponsored by:

EVENTS AT ANNUAL CONFERENCE INCLUDED WITH REGISTRATION

**Additional fee is required to attend
Need Cash? Stay In Your Seat
- Who doesn’t want to earn easy cash for just staying in your seat?
- The VOA will offer the following Stay In Your Seat Opportunities: 1 on Friday, 2 on Saturday, and 1 on Sunday
- Stay In Your Seat is a benefit presented by the VOA

Celebrating Women In Optometry
- Kick off 2020 by celebrating the Woman in Optometry - Sponsored by Alcon (ladies, preregistration required).
- Join inspiring women leaders in optometry for a panel discussion on turning points in their career.
- Event will include a champagne toast to the Women In Optometry, and a variety of giveaways.

Connect With Colleagues
- Thursday: Women In Optometry - Sponsored by Alcon (preregistration required).
- Thursday: Industry Dinner - Sponsored by J&J Vision at Todd Jurich’s Bistro (preregistration required; limited to the first 35 ODs).
- Friday: Visit our Exhibit Hall for a first hand look at cutting edge equipment, products, and services from 50 vendors.
- Friday: VOA Member Appreciation Night at The Harbor Club, Waterfront (VOA members, students & guests only.) Casino Night, dinner, and open bar.
- Saturday: Join us for Business, Beer, and Buddies; the VOA 2020 Annual Business Meeting and Lunch - Sponsored by CooperVision (preregistration required).
- Saturday: Celebration of Optometry at 6:00 pm (preregistration required).
- Saturday: Night Social Event on the Pool Deck Patio - Sponsored by ABB Optical

Minute-To-Win-It
- Join the VOA for a fun, entertaining event at the Exhibit Hall. This fast-paced, interactive experience with sponsors features a chance to win great prizes.
- Give-a-ways and an open bar start Friday at 4:30 pm!

Business, Beer, and Buddies... The VOA’s 2020 Annual Business Meeting and Lunch
Join us for the VOA’s 2020 business meeting, Saturday May 16th at the Hilton Norfolk The Main. This collaborative business meeting will include special presentations from the VOA leadership, election of your officers, commentary from the AOA, SECO, and State Board representatives, and an interactive town hall. We value input from VOA members; after all, it’s your association!! Town hall topics will include future legislative efforts, membership benefits, and an open forum with the VOA/ AOA/SECO leadership. Lunch will be served, along with complimentary wine and beer to stimulate lively conversation and fellowship!

Celebration of Optometry
Join your hosts Dr. Joe Droter and Dr. Jeff Michaels for dinner, drinks, and entertainment while honoring VOA President Dr. Walt Whitley on Saturday, May 16th. The evening will also feature award presentations for Virginia Optometrist of the Year, Vanguard of the Year, Keyperson of the Year, Local Society Project of the Year, and Distinguished Achievement, as well as the introduction of the VOA Board of Trustees. Dressy-Casual attire. $50 per person; children’s plate available $20

ACCOMMODATIONS & PARKING

Hilton Norfolk The Main
1-800-445-8667
(Please mention the Virginia Optometric Association)
100 E Main St
Norfolk, Virginia 23510
Online Reservations:
http://tiny.cc/HiltonVOA2020

Please contact Hilton Norfolk The Main to make your reservations. The VOA discounted rate is $159* per night. Reservations will be accepted based on availability until April 23rd. Rates are applicable May 13 - 17. The number of rooms at this rate is limited.

Check-in begins at 4:00 pm and checkout is 11:00 am All reservations must be guaranteed by a valid major credit card, supplied at the time of reservation. Any guaranteed reservation not cancelled 24 hours prior to arrival will be subject to one night’s room and tax. (*All rates are subject to state and local taxes, per room per night. Taxes are subject to change without notice.)

Parking: Self parking is included in the VOA room rate. Valet parking is available for $26 per car per night for overnight guests of the hotel.
General Registration Fee
The general registration fee includes access to all Exhibit Hall and social activities. Early registration ends April 17\(^{th}\); after this date, the registration fee increases by $40. The deadline to pre-register is May 1\(^{st}\); after this date, you must register on-site. All registration fees must accompany your registration form.

Spouse/Guest Registration
Registration for a spouse or guest is $25 and includes access to the Exhibit Hall and the Saturday Night Social Event; $65 for the VOA Member Appreciation Casino Night, Dinner and Open Bar; and $50 for the Celebration of Optometry

Continuing Education and Attendance
All courses meet requirements for approval of CE credit by the Virginia Board of Optometry. The VOA assumes no responsibility for courses that are not approved by other state licensing boards. Verification outside the State of Virginia is the responsibility of the attendee. Reporting of course hours to a licensing board is the sole responsibility of the licensee. COPE approval is not required in Virginia and has not been arranged. No partial credit for any course will be given. To obtain credit you must attend the ENTIRE course. Attendance will be monitored to comply with Virginia licensing board regulations.

Course Cards
All course cards will be electronic. If you have an Android phone or tablet, please be sure to install a QR code app in advance, such as Barcode Scanner, so that you can scan the code at the end of each course. Your course verification will then be emailed to you (iPhones and iPads use the Camera app to read QR codes.) A limited number of printed cards will be available upon request. We do not use ARBO's OE Tracker scanner. If you need help, please see the VOA staff at the registration desk.

Course Handouts
All course handouts will be available online before the conference at http://www.thevoa.org (click the “Conference Handouts” button). An email will be sent to all registrants when the handouts are available. We suggest printing or downloading what you will need for the courses you are attending ahead of time since we cannot promise the quality of the wi-fi connection with so many attendees.

Photography Disclaimer
Virginia Optometric Association (VOA) reserves the right to use any photograph/video taken at the Annual Conference without the expressed consent of those included within the photograph/video. VOA may use the photograph/video in publications or other media material produced, used, or contracted by VOA including but not limited to: meeting brochures, invitations, newsletters, VOA website, VOA Facebook page, etc. If you do not wish to have your image recorded for distribution, please contact the VOA at office@thevoa.org. By attending the VOA Annual Conference, or by failing to notify VOA of your desire to not be photographed, you are agreeing to release, defend, hold harmless and indemnify VOA from any and all claims involving the use of your picture or likeness.

Cancellation & Refund Policy
All cancelations received before April 1\(^{st}\) will be issued a full refund, by check. Between April 1\(^{st}\) and 30\(^{th}\), refunds will be assessed a $30 processing fee. Requests must be in writing. No refunds for cancellation after April 30\(^{th}\).

Special Services
In accordance with the Americans with Disabilities Act please advise the VOA in writing by April 17\(^{th}\) if you require special services to fully participate.

Exhibit Hall
Visit the industry’s leading retailers and manufacturers in the Exhibit Hall.

Exhibit Hall Hours
Friday, May 15\(^{th}\)        4:30 pm - 6:45 pm
Saturday, May 16\(^{th}\)    9:30 am - 11:30 am

The Virginia Optometric Association Annual Conference claims no liability for the acts of any attendee, supplier or speaker at this meeting or for the safety of any attendee while in transit to, from, or during this meeting. The Virginia Optometric Association Annual Conference reserves the right to cancel this function and/or individual courses without penalty. The total amount of liability to the Conference will be limited to a refund of fees paid by the attendee.
### 2020 VOA Annual Conference

#### OD Education At-A-Glance

<table>
<thead>
<tr>
<th>Thursday, May 14, 2020</th>
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<tbody>
<tr>
<td>4:00</td>
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<td>5:00</td>
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| 7:00 | Johnson & Johnson Vision Care, Inc. *Promotional Dinner at Todd Jurich’s Bistro*  
*Limited to the first 35 OD’s; Preregistration Required* |

<table>
<thead>
<tr>
<th>Friday, May 15, 2020</th>
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| 7:30 | **Course 1**  
Dry Eye Disease and Treatment Pearls from the Trenches  
*Stay In Your Seat* |
| 8:30 | Novartis Promotional Breakfast |
| 9:30 | **Course 2**  
Clinical Updates in Contact Lenses  
**Course 3**  
How to Create a Practice of Distinction |
| 10:30 | **Course 4**  
Office Emergencies  
**Course 5**  
Current Medical Management Concepts of the Diabetic Patient |
| 12:30 | Alcon Promotional Lunch |
| 1:30 | **Course 6**  
The Glaucoma Grab Bag: Guidelines for Effective Glaucoma Therapy  
**Course 7**  
OCT Interactive Workshop - From Front to Back |
| 2:30 | **Course 8**  
Detecting Visual Field Progression in Glaucoma |
| 4:30 | Minute-To-Win-It |
| 4:45 | Exhibit Hall Grand Opening and Reception |
| 7:00 | **2020 VOA Member Appreciation Casino Night at The Harbor Club, Waterfront**  
*Additional Fee and preregistration required* |
### Saturday, May 16, 2020

<table>
<thead>
<tr>
<th>Time</th>
<th>Event</th>
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<tbody>
<tr>
<td>7:30</td>
<td>ZEISS Promotional Breakfast</td>
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<tr>
<td>8:30</td>
<td><strong>Course 9</strong>&lt;br&gt;When to Use Lasers in Glaucoma</td>
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<tr>
<td></td>
<td>Stay In Your Seat</td>
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<tr>
<td>9:30</td>
<td>EXHIBIT HALL MORNING BREAK</td>
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<td>10:30</td>
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<tr>
<td>11:30</td>
<td><strong>Course 10</strong>&lt;br&gt;Five Life-Threatening Causes of Diplopia You Can’t Afford to Miss</td>
</tr>
<tr>
<td>12:30</td>
<td>VOA Business Meeting - <em>Sponsored by CooperVision</em></td>
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<tr>
<td>2:00</td>
<td><strong>Course 11</strong>&lt;br&gt;Rapid Fire Grand Rounds</td>
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<td><strong>Course 12</strong>&lt;br&gt;Private Equity, What You Need to Know</td>
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<td>3:00</td>
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<tr>
<td>4:00</td>
<td><strong>Course 13</strong>&lt;br&gt;How Artificial Intelligence (AI) is Changing Eye Care</td>
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<td><strong>Course 14</strong>&lt;br&gt;Itchy, Itchy Eyes</td>
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<tr>
<td>5:00</td>
<td><strong>Course 15</strong>&lt;br&gt;The Dark Side of Blue Light</td>
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<td></td>
<td>Stay In Your Seat</td>
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<tr>
<td>6:30</td>
<td>Celebration of Optometry</td>
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<tr>
<td>9:00</td>
<td>Social Event on the Pool Deck Patio <em>Sponsored by ABB Optical</em></td>
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### Sunday, May 17, 2020

<table>
<thead>
<tr>
<th>Time</th>
<th>Event</th>
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<tbody>
<tr>
<td>7:30</td>
<td><strong>Course 16</strong>&lt;br&gt;New Therapeutics for Clinical Practice Part I</td>
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<tr>
<td>8:30</td>
<td>Bausch + Lomb Promotional Breakfast</td>
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<tr>
<td>9:30</td>
<td><strong>Course 17</strong>&lt;br&gt;New Therapeutics for Clinical Practice Part 2</td>
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<td></td>
<td>Stay In Your Seat</td>
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<tr>
<td>10:30</td>
<td><strong>Course 18</strong>&lt;br&gt;Not So Fast! Some Cases that Might Fool You</td>
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<tr>
<td>11:30</td>
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<tr>
<td>12:30</td>
<td>Departures (Hotel check-out is 11:00 am)</td>
</tr>
</tbody>
</table>
Registration

07:30 am - 08:30am  
**COURSE 1**

*Dry Eye Disease and Treatment Pearls from the Trenches*  
- Mile, Brujic, O.D.

With the amount of current information available regarding dry eye disease, it can sometimes become overwhelming to assimilate into clinical meaningful ways. This course will highlight clinically applicable diagnostic and treatment pearls to optimize the outcomes for your dry eye patients.

End of Course 1

Stay In Your Seat

08:30 am - 09:30 am  
**Novartis Promotional Breakfast***  
*Preregistration required. Complimentary with Friday Registration.

09:30 am - 11:30 am  
**COURSE 2**

**Clinical Updates in Contact Lenses**  
- Mile, Brujic, O.D.

Several recent updates have provided clinicians with a plethora of advancements in contact lens technologies. This course will provide relevant clinical updates that will arm clinicians with new advancements in contact lenses.

09:30 am - 11:30 am  
**COURSE 3**

**How to Create a Practice of Distinction**  
- April Jasper O.D.

This course will discuss some of the challenges we face in eye care today. We will review how these challenges can create opportunity for our practice as well as for our patients. In addition, we will define distinction and what value can exist in creating distinction in our practice and our patient care. We will review examples of businesses outside the industry of optometry and how they have worked through challenges and excelled in customer service as well as profitability. We will outline specific strategies that can be taken to create distinction and produce better outcomes for our patients.

11:30 am - 12:30 pm  
**COURSE 4**

**Office Emergencies**  
- Danica Marrelli, O.D.

This course reviews common emergencies seen in primary care practices, and how to appropriately manage them. Office staff preparation and training as well as necessary equipment and pharmaceuticals are discussed, as well as when to activate the Emergency Medical System (EMS).

11:30 am - 12:30 pm  
**COURSE 5**

**Current Medical Management Concepts of the Diabetic Patient**  
- April Jasper, O.D.

This course will provide attendees with a great working knowledge of the latest thoughts and trends in the diagnosis and management of systemic diabetes. This course will also allow better understanding of workflow options in the optometrist office to better care for the diabetic patient. This course will give the attendees tremendous confidence and insights into working with the patient’s primary care physician and other medical specialists in the new healthcare delivery model.

12:30 pm - 01:30 pm  
**Alcon Promotional Lunch***  
*Preregistration required. Complimentary with Friday Registration.

01:30 pm - 03:30 pm  
**COURSE 6**

**The Glaucoma Grab Bag: Guidelines for Effective Glaucoma Therapy**  
- Danica Marrelli, O.D.

This course will review important considerations in detecting progressive visual field loss in glaucoma. Risk factors for progression and types of progression will be presented, along with guidelines for frequency of testing necessary to detect meaningful progression. Progression software will be explained along with recommendations for detecting progression in the absence of software assistance.

01:30 pm - 03:30 pm  
**COURSE 7**

**OCT Interactive Workshop - From Front to Back**  
- Mile Brujic, O.D.

Advancements in OCT technologies and our understanding of the technology have provided us with enhanced clinical guidance on many ocular conditions. This course will review several OCT advancements in both anterior and posterior segment and their clinical application.

03:30 pm - 04:30 pm  
**COURSE 8**

**Detecting Visual Field Progression In Glaucoma**  
- Danica Marrelli, O.D.

This course will review glaucoma medications including the most recently approved drugs. Mechanism of action, efficacy, and safety/contraindication profile will be covered, as well as a systematic approach to stepped glaucoma therapy, using case examples.
2020 OD Education Program

Friday, May 15 and Saturday, May 16

04:30 pm - 04:45 pm  MINUTE-TO-WIN-IT AND EXHIBIT HALL GRAND OPENING

04:45 pm - 06:45 pm  RECEPTION IN EXHIBIT HALL

07:00 pm - 10:00 pm  2020 VOA MEMBER APPRECIATION CASINO NIGHT*
Sponsored by: Virginia Eye Consultants, Zeiss, Johnson & Johnson, VSP Global, HOYA, and Essilor
The Harbor Club, Waterside District. VOA Members Only, Students, Staff of members and Guests.
*Preregistration required, ticketed event.

Saturday, May 16

07:00 am - 03:30 pm  Registration (Closed 9:30 am - 1:45 pm)  No CE Credit

07:30 am - 08:30 am  ZEISS Promotional Breakfast*  No CE Credit
*Preregistration required. Complimentary with Saturday Registration

08:30 am - 09:30 am  When to Use Lasers In Glaucoma  1 hr CE credit
- Danica Marrelli, O.D.
This course reviews the use of lasers in both angle closure and open angle glaucoma. A brief review of angle closure glaucoma, emphasizing the importance of proper diagnosis, is followed by discussion of laser iridotomy for pupillary block and laser iridoplasty for plateau iris syndrome. Laser trabeculoplasty in open angle glaucoma is presented, including differences in laser properties (ALT, SLT, others), indications and contraindications, and pre-laser and post-laser care. Finally, there is a discussion of where laser trabeculoplasty fits in the overall scheme of open angle glaucoma care (early laser versus later laser).

End of Course 9
Stay In Your Seat

09:30 am - 11:30 am  EXHIBIT HALL MORNING BREAK  No CE Credit
Name badge required.

11:30 am - 12:30 pm  Five Life-Threatening Causes of Diplopia You Can’t Afford to Miss  1 hr CE credit
- Danica Marrelli, O.D.
This course reviews ocular motility and provides a systematic approach to evaluating the complaint of diplopia. Five signs and symptoms that carry a particularly worrisome prognosis are discussed, as well as the appropriate laboratory and/or radiologic work-up and referral needed.

12:30 pm - 02:00 pm  Business, Beer, and Buddies: The VOA’s Annual Business Meeting & Lunch (Members Only)*
Sponsored by CooperVision  No CE Credit
*Preregistration required. Complimentary with Saturday Registration

02:00 pm - 04:00 pm  Rapid Fire Grand Rounds  2 hrs CE credit
- Evan Kaufmann, OD, (moderator); Sarah Driscoll, OD; Sydney Cooper, OD; Brooke Mathie, OD; Patrizia Colmenares, OD; Nancy Liu. OD
Come see Virginia’s Top Residents present challenging cases from their residency experience. Using case examples, lecturers will present common and not so common disease states seen within optometric practice and ways we can improve our clinical skills from the case history, clinical examination to medical decision making.

02:00 pm - 04:00 pm  Private Equity– What You Need to Know  2 hrs CE credit
- Bryan M. Rogoff, O.D., MBA, CPHM, FAAO; Eric Schmidt, O.D.
Private equity and investment firms have focused their attention in ophthalmic industry, including optometry and ophthalmology and has become a major topic of discussion amongst practitioners. Whether you are looking to sell, buy, or watch, understanding the process before, during, and after the transaction is key to a successful transition. Preparing your practice and practice appraisals are the most important factor for both buyers and sellers to determine their value. There are a variety of methods and pieces of information that play a role in the appraisal process which are NOT an exact science and are subject to an appraiser’s opinion. This course discusses the basics of preparing your practice including different types of appraisals, needed information and understanding goodwill to make an informed decision, what you should expect during the process, and prepare you for transitioning afterwards.
04:00 pm - 05:00 pm  
**How Artificial Intelligence (AI) is Changing Eye Care**  
- Bryan M. Rogoff, O.D., MBA, CPHM, FAAO  
1 hr CE credit  
This course will introduce the basic foundation and concepts of AI and the methodology used for interpreting photographs for the possibility of referable diabetic retinopathy, the most used of AI in eye care, along with other areas of eye care where AI is being used. The future role of a “live” practitioner is also highlighted in collaborating with AI in streamlining gap closures in systemic and eye disease.

04:00 pm - 05:00 pm  
**Itchy, Itchy Eyes**  
- Eric Schmidt, O.D.  
1 hr CE credit  
This course will deal with ocular allergies from a systemic point of view. A discussion of the details of the immune system will take place and the basis of immunology and the eye will be discussed. Signs and symptoms of allergic conjunctivitis will take place. Treatment options for allergic eye disease will occur.

05:00 pm - 06:00 pm  
**The Dark Side of Blue Light**  
- Bryan M. Rogoff, O.D., MBA, CPHM, FAAO  
1 hr CE credit  
This course uncovers the controversies regarding the hazards of blue light and understanding the risks of how the different wavelengths affect the eye and body, which has detrimental effects to the circadian rhythm. Sleep deprivation and quality of sleep are affected from this misalignment of the circadian rhythm, which raises the risk for serious systemic metabolic, cardiovascular disorders and cancers, as well as psychological effects.

End of Course 15  
Stay In Your Seat

06:30 pm - 08:30 pm  
**Celebration of Optometry***  
*Preregistration required, ticketed event (Dressy-Casual Attire)

09:00 pm  
**Social Event on the Pool Deck Patio**  
Sponsored by ABB OPTICAL GROUP  
Name badge required.

**Sunday, May 17**

07:00 am - 10:15 am  
Registration

07:30 am - 08:30 am  
**New Therapeutics for Clinical Practice Part I**  
- Eric Schmidt, O.D.  
1 hr CE credit  
This course will present pertinent clinical data on new therapeutic agents available to optometrists. Clinical indications and expectations of new drugs will be shared and the results of clinical studies highlighted. Expected side effects will be discussed and a lengthy presentation on how to incorporate these new agents into your clinical practice will ensue.

08:30 am - 09:30 am  
**Bausch + Lomb Promotional Breakfast***  
*Preregistration required. Complimentary with Sunday Registration

09:30 am - 10:30 am  
**New Therapeutics for Clinical Practice Part II**  
- Eric Schmidt, O.D.  
1 hr CE credit

End of Course 17  
Stay In Your Seat

10:30 am - 12:30 pm  
**Not So Fast! Some Cases that Might Fool You**  
- Eric Schmidt, O.D.  
2 hrs CE credit  
This course will feature case presentations with seemingly innocuous presentations that turn out to be complicated entities. Detailed differential diagnosis schemes will be presented for each case and potential therapy paradigms will be outlined. Each case will be followed to its end so that the attendee will be able to completely work through the presentation from its start to completion. Potential pitfalls of improper diagnosis and therapy will be discussed. Discussions of proper treatment options and proper ancillary testing procedures will occur.

**Departures**  (Hotel check-out is 11:00 am)
Please complete the registration form and submit with payment to:
Mail To: VOA • 4461 Cox Road, Suite 110 • Glen Allen, VA 23060
If Paying By Credit Card, Fax To: (804) 643-0311

Name for Badge: ____________________________ OE Tracker #: _________________
Address: ___________________________________________ Cell: ___________________
City, State, Zip: ________________________________________ Email: ____________________
Emergency Contact: ____________________________ Phone: _______________________

1 Doctor / Student General Registration Fees (Must be paid with daily fees below)
☐ $100 - VOA/AOA OD Member ☐ $400 - Non-AOA OD Member ☐ No Cost - VOA Resident or Student

2 Daily Registration Fees (Includes all CE and meals listed below. Must register for meals by April 17th.)
☐ $ 300 3-Day OD Conference Registration
☐ $ 250 2-Day OD Conference Registration
☐ $ 175 1-Day OD Registration
☐ $ 10 per day VOA Resident or Student Member

Choose Days: __ Friday __ Saturday __ Sunday

Thursday
☐ 4:00 - 5:15 pm Celebrating Women In Optometry
☐ 7:00 pm Johnson & Johnson Promotional Dinner

Friday (includes events below and Exhibit Hall Reception)
☐ 8:30 – 9:30 am Novartis Promotional Breakfast
☐ 12:30 – 1:30 pm Alcon Promotional Lunch

Saturday (includes events below)
☐ 7:30 - 8:30 am ZEISS Promotional Breakfast
☐ 12:30 - 2:00 pm VOA’s Annual Business Meeting & Lunch
Sponsored by CooperVision (Members only)

Sunday (includes event below)
☐ 8:30 - 9:30 am Bausch & Lomb Promotional Breakfast

3 OD Add-Ons
☐ Free Friday VOA Member Appreciation Casino Night & Dinner (Preregistration required)
☐ $ 50 Saturday VOA Celebration of Optometry
☐ $ 40 Late fee per registrant (If postmarked or faxed after April 17th)

4 Spouse/Guest/Youth Social Activities
Name(s) ________________________________________________
☐ $ 25 Exhibit Hall and Saturday Evening Social Event
☐ $ 65 VOA Member Appreciation Casino Night, Dinner and Open Bar
☐ $ 50 Saturday Celebration of Optometry
☐ $ 20 Saturday Celebration of Optometry YOUTH (under 14)
☐ $ 15 Late Fee per person (If postmarked or faxed after April 17th)

$ __________ Optional VOPAC Contribution ($750 suggested per OD for 2020)
$ __________ Optional Legal-Legislative Fund Contribution ($250 suggested per OD for 2020)

$ __________ Total Registration Fees Enclosed

5 Special Services to Comply with American Disabilities Act: Check below if you need special services to fully participate.
☐ Attach a written description of needs so we may contact you. Please notify the VOA by April 17th.
☐ Dietary Considerations / Allergies:

6 Payment: ☐ Credit Card (AmEx/Visa/Mastercard) ☐ Check (payable to VOA)
Name on account (print): ____________________________ Exp. Date: ______ / ________
Card Number: ________________ Credit Card CVV code: ________________
Billing Address: _______________________________________________________________
City: __________________________ State: _______ Zip: ________________
Signature (required) ________________________________________ Authorized amount $ ________

Register by April 17th & SAVE!

The VOA is offering multiple courses at the same time; please indicate which you plan to attend:

Friday
9:30 — 11:30 am __ Course 2 or __ Course 3
11:30 — 12:30 pm __ Course 4 or __ Course 5
1:30 — 3:30 pm __ Course 6 or __ Course 7

Saturday
2:00 — 4:00 pm __ Course 11 or __ Course 12
4:00 — 5:00 pm __ Course 13 or __ Course 14

Cancellation Policy: Partial refunds will be made upon written request until April 30th ONLY! After April 30th no refunds will be considered.

No pre-registrations postmarked after May 1st

Register online at www.thevoa.org/annual
Featured Speakers

Mile Brujic, O.D., FAAO is a 2002 graduate of the New England College of Optometry. He is a partner of Premier Vision Group, a successful three location optometric practice in Northwest Ohio. He practices full scope optometry with an emphasis on ocular disease management of the anterior segment and specialty contact lenses. He is active at all levels of organized optometry. Dr. Brujic is on the editorial board for a number of optometric publications. He has published over 350 articles and has given over 1600 lectures, both nationally and internationally on contemporary topics in eye care.

April Jasper, O.D., FAAO has extensive experience in various modes of optometric practice and currently owns and operates Advanced Eyecare Specialists, a group optometry practice in West Palm Beach, Florida. Dr. Jasper, a 2015 -2016 Benedict Professor in practice management at Houston College of Optometry and a community leader, in addition is Chief Optometric Editor of Optometric Management magazine, a fellow of the American Academy of Optometry and Past-President of the Florida Optometric Association. Dr. Jasper received her degree in Optometry from Nova Southeastern University and completed her residency in primary care, ocular disease and contact lenses in Boston, Massachusetts where she also held a position as adjunct professor at the New England College of Optometry.

David Jasper has extensive experience in business management and is currently Chief Operating Officer at Advanced Eyecare Specialists, a group optometry practice in West Palm Beach, Florida. David graduated with a degree in business administration and used these skills to work with Dr. Jasper to create systems and processes to help Optometry practices continue to grow and be profitable while at the same time providing great care to our patients. David is owner of Distinctive Education a continuing education company providing continuing education opportunities to doctors and their teams.

Danica J. Marrelli, O.D., AAP, AAO Diplomate (Glaucoma) received her doctor of optometry degree from the University of Houston College of Optometry (UHCO), and completed a residency in hospital-based optometry at the Baltimore VA Medical Center in Baltimore, MD. She is currently a clinical professor at UHCO, where she serves as Assistant Dean of Clinical Education and staffs the glaucoma, retina, and general eye disease clinics. In the classroom, Dr. Marrelli teaches in the 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 2009 and is the secretary of the Optometric Glaucma Society.

Brian M. Rogoff, O.D., MBA, CPHM, FAAO has a unique background in areas of holistic eye care, business management & data analytics. He received his Bachelors of Science in Mathematics from Stony Brook University, Doctor of Optometry from Nova Southeastern University, Masters of Business Administration concentrating in Accounting and Taxation from The George Washington University, and continues his pursuit of improving healthcare outcomes by pursuing another Masters in Data Analytics Program at the University of Maryland. He specializes in all facets of practice management including LEAN clinical management & operations, emerging technology implementation, healthcare & strategic management. Currently, he serves as a consultant for the FDA as well as other industry partners, and is the Founder of Eye-Exec Consulting, LLC. He continues his dedication to the industry writing monthly, published newsletters named “The Future of Eye Care” and “Ocular Telemedicine.”

Eric Schmidt, O.D., FAAO is the President of Omni Eye Specialists, a multispecialty practice headquartered in Wilmington, North Carolina. Dr. Schmidt completed his undergraduate studies at the University of Illinois and received his Doctor of Optometry degree from The Pennsylvania College of Optometry. He completed a Residency in Ocular Disease from The Eye Institute of PCO and a fellowship in Glaucoma from the Scheie Eye Institute in Philadelphia. Dr. Schmidt is an adjunct professor at various schools of optometry and is a frequent contributor to optometric journals. He is the author of the text book Clinical Procedures of the Lids and Nasolacrimal System and lectures internationally on glaucoma and other ocular diseases. He is the Treasurer of the Optometric Glaucma Society and was recently named one of the Top 250 Innovators in Optometry by Primary Care Optometric News.

Mary Schmidt, ABOC, CPO is the President of EyeSystems, a professional training and practice consulting firm, specializing in the eyecare field. She was voted one of Vision Monday’s 50 Most Influential Women in Optical. Mary has over 40 years’ experience within the optical field including hands-on experience, practice management for multi-doctor practices, outside sales and marketing experience and she was director of education and training for a national practice management group. She has trained thousands of paraoptometrics, opticians, and practice managers. Her passion is the professional development of managers and staff members. Mary has presented programs to state wide, national, and international audiences along with personalized private training since 1995.
## Allied Eyecare Professional Education Program

**Friday, May 15 and Saturday, May 16**

### Friday, May 15

<table>
<thead>
<tr>
<th>Time</th>
<th>Event</th>
<th>Credit/Info</th>
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<tbody>
<tr>
<td>07:00 am - 03:00 pm</td>
<td>Registration</td>
<td></td>
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<tr>
<td>12:30 pm - 01:30 pm</td>
<td>CooperVision Lunch &amp; Learn*</td>
<td>No credit</td>
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<tr>
<td></td>
<td>*Preregistration required. Complimentary with Friday Registration</td>
<td></td>
</tr>
<tr>
<td>01:30 pm - 02:30 pm</td>
<td><strong>What’s New in Contact Lenses Products and Protocols</strong></td>
<td>1 hr CPC credit</td>
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<td></td>
<td>- April Jasper, O.D., FAAO and David Jasper</td>
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<td></td>
<td>In this course we will discuss and review some of the ways that contact lenses and contact lens care systems are changing. We will learn what these changes and disruptions mean to our practices and how we can adapt our processes to succeed in today’s world of contact lenses. We will also discuss specialties and modalities of contact lenses and the financial impact of some of these lenses and fitting processes on our practice.</td>
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<tr>
<td>02:30 pm - 04:30 pm</td>
<td><strong>My Glasses Don’t Work– What Can Go Wrong and Our Team Approach To Solutions</strong></td>
<td>2 hrs CPC credit</td>
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<td></td>
<td>- April Jasper, O.D., FAAO and David Jasper</td>
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<td></td>
<td>This course we will review some of the most common patient concerns with eyewear. We will review ways patients often present with complaints and best ways to respond to these complaints. We will discuss what things go wrong in eyewear selection. We will discuss what things go wrong most often in spectacle lens selection. We will review ways to best check in eyewear to create the best experience for the patient. We will review best practices for dispensing eyewear.</td>
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<tr>
<td>04:30 pm - 04:45 pm</td>
<td><strong>MINUTE-TO-WIN-IT AND EXHIBIT HALL GRAND OPENING</strong></td>
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<tr>
<td>04:45 pm - 06:45 pm</td>
<td><strong>RECEPTION IN EXHIBIT HALL</strong></td>
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<tr>
<td>07:00 pm - 10:00 pm</td>
<td><strong>2020 VOA MEMBER APPRECIATION CASINO NIGHT</strong></td>
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<td></td>
<td>*Sponsored by: Virginia Eye Consultants, Zeiss, Johnson &amp; Johnson, VSP Global, HOYA, and Essilor</td>
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<td>The Harbor Club, Waterside District. VOA Members Only, Students, Staff of members and Guests.</td>
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<td>*Preregistration required, ticketed event.</td>
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### Saturday, May 16

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<tr>
<th>Time</th>
<th>Event</th>
<th>Credit/Info</th>
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<tbody>
<tr>
<td>07:00 am - 03:30 pm</td>
<td>Registration (Closed 9:30 am - 1:45 pm)</td>
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</tr>
<tr>
<td>07:30 am - 08:30 am</td>
<td><strong>Maculogix Breakfast &amp; Learn</strong></td>
<td>No credit</td>
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<td>*Preregistration required. Complimentary with Saturday Registration.</td>
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<tr>
<td>08:30 am - 09:30 am</td>
<td><strong>Insurance Isn’t Everything</strong></td>
<td>1 hr CPC, ABO credit</td>
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<td>- Mary Schmidt, ABOC, CPO</td>
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<td>Quality eyecare should always win over price. But these days, it’s harder to argue with frugality; however, with information and knowledge, proper eye care will fall in the “quality” category. This course will help you prepare how to differentiate your practice services and products from the herd. Once you learn these skills, the patient will walk away from your practice feeling as though they now know more about the importance of quality and eye care. And they will.</td>
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<tr>
<td>09:30 am - 11:30 am</td>
<td><strong>EXHIBIT HALL MORNING BREAK</strong></td>
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<td>Name badge required.</td>
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<tr>
<td>11:30 am - 12:30 pm</td>
<td><strong>Novartis Lunch &amp; Learn</strong></td>
<td>No Credit</td>
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<td></td>
<td>*Preregistration required. Complimentary with Saturday Registration</td>
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<tr>
<td>12:30 pm - 2:30 pm</td>
<td><strong>Cherishing Change</strong></td>
<td>2 hrs CPC, ABO credit</td>
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<td>- Mary Schmidt, ABOC, CPO</td>
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<td>How do you make change an exciting, productive, and constant part of the practice? Look around you. Identify those magic staff members who love to learn new things and become thrilled with the idea of being challenged to grab onto innovative ideas. Develop and harness staff skills while helping your whole</td>
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</table>
team improve morale. We will "help you help those" who have the wings but may not be able to fly yet.

02:30 pm - 04:30 pm  
**Fundamental Optics—How We See What we See**  
- Mary Schmidt, ABOC, CPO  
This course is designed to give new and experienced staff members a greater appreciation and knowledge of the human eye and how best to explain its function to patients in easy to understand language. Emphasis is placed on improving the ability to communicate the visual disorders of a patient’s eye and how to improve it through lenses.

04:30 pm - 05:30 pm  
**Customer Service—Staff Must Have Skills**  
- Mary Schmidt, ABOC, CPO  
This course is designed as a self-evaluation and development program. Each attendee will receive a breakout of skills they must possess or improve, to fully deliver the customer service needed in our current marketplace.

*Dinner on your own*

09:00 pm  
**Social Event on Pool Deck Patio**  
*Sponsored by ABB OPTICAL GROUP*  
Name badge required.

**Sunday, May 17**

07:00 am - 10:15 am  
**Registration**

Option A

07:30 am - 08:30 am  
**New Therapeutics for Clinical Practice Part I**  
- Eric Schmidt, O.D.  
This course will present pertinent clinical data on new therapeutic agents available to optometrists. Clinical indications and expectations of new drugs will be shared and the results of clinical studies highlighted. Expected side effects will be discussed and a lengthy presentation on how to incorporate these new agents into your clinical practice will ensue.

08:30 am - 09:30 am  
**Bausch +Lomb Promotional Breakfast ***  
*Must register in advance for breakfast.. Complimentary with Sunday Registration.*  
WITH ODs

09:30 am - 10:30 am  
**New Therapeutics for Clinical Practice Part II**  
- Eric Schmidt, O.D.

10:30 am - 12:30 pm  
**Not So Fast! Some Cases that Might Fool You**  
- Eric Schmidt, O.D.  
This course will feature case presentations with seemingly innocuous presentations that turn out to be complicated entities. Detailed differential diagnosis schemes will be presented for each case and potential therapy paradigms will be outlined. Each case will be followed to its end so that the attendee will be able to completely work through the presentation from its start to completion. Potential pitfalls of improper diagnosis and therapy will be discussed. Discussions of proper treatment options and proper ancillary testing procedures will occur

Option B

07:30 am - 08:30 am  
**AOA Certification Review Course Part I**  
- Kellie, Thomas, CPOT  
A review for those planning to obtain CPO, CPOA or CPOT certification. Pre-requisites and testing dates as well as Continuing Education requirements to maintain certification will be covered. Study tips, links to study materials and Q&A with someone who has taken all 3 certification exams.

08:30 am - 09:30 am  
**Bausch +Lomb Promotional Breakfast ***  
*Must register in advance for breakfast.. Complimentary with Sunday Registration.*  
WITH ODs

09:30 am - 10:30 am  
**AOA Certification Review Course Part II**  
- Kellie, Thomas, CPOT

10:30 am - 12:30 pm  
**Not So Fast! Some Cases that Might Fool You**  
- Eric Schmidt, O.D.  
*See description above under option A*
Allied Eyecare Professional’s Program Registration

Name for Badge: ___________________________________  Credentials: ______________________________________

Address: _________________________________________  From the Office of Dr. ______________________________

City: ______________________________________________  State: ___________________ Zip: ___________________

Phone: ___________________  Cell: _____________________  Email: _________________________________________

Emergency Contact: ___________________________________ Phone: ____________________________________

Daily Registration Fees (Includes all CE and meals listed below. Must register for meals by April 17th. No exceptions.)

☐ $ 100  3-Day AEP Conference Registration

☐ $ 50/day  Daily AEP Conference Registration  Choose Days: ___ Friday  ___ Saturday  ___ Sunday

Friday (includes Lunch and Reception)
☐ Lunch: CooperVision Lunch & Learn

Saturday (includes Breakfast and Lunch)
☐ Breakfast: Maculogix Breakfast & Learn
☐ Lunch: Novartis Lunch & Learn

Sunday (includes Breakfast)
☐ Breakfast: Bausch & Lomb Promotional Breakfast

☐ $ 65  Friday Member Appreciation Casino Night

☐ $ 40  Late fee per registrant (If postmarked or faxed after April 17th)

Spouse/Guest/Youth Social Activities  Name(s) _______________________________________________________

☐ $ 25  Exhibit Hall and Saturday Evening Social Event

☐ $ 65  VOA Member Appreciation Casino Night, Dinner and Open Bar

☐ $ 15  Late Fee per person (If postmarked or faxed after April 17th)

$ _______  Total Registration Fees Enclosed

Special Services to Comply with American Disabilities Act:

☐ Check if you need special services to fully participate. Attach a written description of needs so we may contact you. Please notify the VOA by April 17th.

☐ Dietary Considerations / Allergies: ________________________________________________________________

Payment Information:

☐ Payment by AmEx. Visa/MasterCard  ☐ Payment by Check (payable to VOA)

(No Discover)

Please complete the registration form and submit with payment to:

Mail To: VOA • 4461 Cox Road, Suite 110 • Glen Allen, VA 23060

If Paying By Credit Card, Fax To: (804) 643-0311

Name on account (print): ___________________________________  Exp. Date: _________/___________

Card Number: ___________________________________________  Credit Card CVV code: __________

Billing Address: ___________________________________________  State: _______________  Zip: __________

City: ___________________________________  State: _______________  Zip: __________

Signature (required) ___________________________________  Authorized amount $ __________
REMINDERS

April 17:
Early Bird Registration Deadline –
Register by this date to SAVE $40.

April 23:
Lodging Deadline - Reservations
will be accepted based on
availability until this date.

May 1:
Last date for registrations
submitted online. After this date,
please register at the door.

Annual Conference Committee

Richard Lodwick, O.D.  Conference Co-Chair
Joseph Droter, O.D.  Conference Co-Chair
James Cornetta, O.D.  Exhibit Hall
Pamela Lundberg, O.D.  AEP Education
Scott Mann, O.D.  Conference Monitoring
Jeffrey Michaels, O.D.  Celebration of Optometry
Gerald Neidigh, O.D.  Partner Program & Sponsorships
Lucas Spiker, O.D.  Grants
Walter Whitley, O.D.  OD Education

Virginia Optometric Association
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Lisa Gontarek, O.D.  Vice President
Amanda Umlandt, O.D.  Secretary/Treasurer
Jen Weigel, O.D.  Immediate Past President
Cecelia Koetting, O.D.
Scott Mann, O.D.
Amber Hurley, O.D.
Michael Polo, O.D.
Gerald Neidigh, O.D.
Jonathan Noble, O.D.
Lisa Wallace-Davis, O.D.
Gene Sweetnam, O.D.
Amanda Umlandt, O.D.
Bo Keeney  Executive Director (ex-officio)