



***2010 New Mexico
Optometric Association
Mid-Year Convention***

**Program &
Registration Forms**

September 17-18, 2010
Hotel Encanto de Las Cruces
Las Cruces, New Mexico

GENERAL INFORMATION

Optometric Faculty & Continuing Education

Larry Alexander, O.D., F.A.A.O.

McKinney, TX

- **Getting the Most Out of Digital Imaging**
- **Systemic Inflammation and the Eye**

Pamela Miller, O.D., F.A.A.O., J.D.

Highland, CA

- **Preventing Employee Litigation—Hiring, Firing, Discrimination and Harassment**
- **Malpractice Prevention in the 21st Century—”The Legal Aspects of Optometry”**
- **”I Have a Headache” Traumatic Brain Injury
(Head Injuries and Post Concussion Head Syndrome)**

CONTINUING EDUCATION CREDIT – 8 HOURS OF NMOA APPROVED CE

Must have certificate stamped at the end of each session. CE certificate in duplicate will be furnished at the beginning of the convention. Attendees keep the original, the copy will be collected at the end of the last session.

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### The NMOA Appreciates our 2010-2011 Sponsors

#### **Eye Associates of NM**

*Diamond Level Sponsor*

#### **OOGP**

*Diamond Level Sponsor*

#### **PCLI**

*Diamond Level Sponsor*

#### **Coleman Vision**

*Silver Level Sponsor*

### NMOA Mid-Year Convention CE Sponsors

#### **Alcon & Optovue**

## 2010 NMOA Mid-Year Convention Highlights

The 2010 New Mexico Optometric Association Mid-Year Convention offers 8 hours of continuing education for optometrists. In addition to the continuing education this years convention will offer an Hors d'Oeuvres reception for all registrants on Friday, September 18, 2010.

### What to Wear?

Casual business attire is recommended for participants of the 2010 NMOA Mid-Year Convention. Remember to bring a light jacket or sweater, the meeting rooms are sometimes cool.

### Transportation

The closest airport served by major carriers is the El Paso International Airport, located 52 miles south of Las Cruces. Las Cruces is 220 miles south of Albuquerque on I-25. No transportation arrangements have been made. Call the NMOA office for more information.

### Convention Hotel Information

The Hotel Encanto de Las Cruces is the host hotel for this years convention. The hotel is a full service hotel with an exercise room, outdoor swimming pool, gift shop and two unique upscale venues for dining and nightlife entertainment. The hotel provides a breathtaking view of the Mesilla Valley and the majestic Organ Mountains. The hotel is conveniently located at I25 & Lohman exit and within easy access from I-10 and Highway 70, the hotel street address is 705 S. Telshor Blvd, Las Cruces, NM. For more information visit the hotel's website at:  
<http://www.hhandr.com/encanto.php>

|                                  |                                          |
|----------------------------------|------------------------------------------|
| <b>HOTEL RATES:</b>              | <b>\$99.00 SINGLE / DOUBLE OCCUPANCY</b> |
| <b>DEADLINE FOR HOTEL RATES:</b> | <b>SEPTEMBER 3, 2010</b>                 |
| <b>HOTEL PHONE #:</b>            | <b>575-522-4300</b>                      |

# 2010 NMOA Mid-Year Convention Continuing Education

## Friday, September 17, 2010

- 12NOON            REGISTRATION
- 1PM-3PM            OD EDUCATION  
Larry Alexander, O.D., F.A.A.O.  
**Systemic Inflammation and the Eye**
- 3PM-5PM            OD EDUCATION  
Pamela Miller, O.D., F.A.A.O., J.D.  
**Preventing Employee Litigation—  
Hiring, Firing, Discrimination and Harassment**
- 5PM-7PM            NMOA Mid-Year Convention Reception

## Saturday, September 18, 2010

- 7:00AM            REGISTRATION
- 8AM-9AM            OD EDUCATION  
Pamela Miller, O.D., F.A.A.O., J.D.  
**Malpractice Prevention in the 21st Century—  
"The Legal Aspects of Optometry"**
- 9AM-10AM            OD EDUCATION  
Pamela Miller, O.D., F.A.A.O., J.D.  
**"I Have a Headache" Traumatic Brain Injury  
(Head Injuries and Post Concussion Head Syndrome)**
- 10AM-12NOON    OD EDUCATION  
Larry Alexander, O.D., F.A.A.O.  
**Getting the Most Out of Digital Imaging**
- 12NOON            END OF CONVENTION

## *NMOA Continuing Education Sponsors*

**Alcon**<sup>®</sup>

optovue

# Things to do in Las Cruces, NM

**Las Cruces is home to attractions that celebrate the city's rich history and cultural diversity. Make sure not to miss the New Mexico Farm & Ranch Heritage Museum - charting the history of agriculture in the state - and of course the Historic town of Mesilla and its quaint plaza filled with shops, boutiques and restaurants.**

**[Art Community](#)** - With over 40 galleries and over 200 artists, the Mesilla Valley is the perfect place for art lovers seeking high quality productions at a reasonable prices.

**[Bataan Death March Memorial](#)** - Heroes of Bataan. The only federally funded memorial dedicated to the memory of the victims of the Bataan Death March during WWII. Located in Veterans Park. Bataan Monument Memorial Merchandise

**[Fort Selden State Monument](#)** - Located 15 miles north of Las Cruces on either Interstate 25 (exit 19) or Highway 185. Fort hours: 8:30 a.m. - 5 p.m. six days a week, May 1- September 1, 9:30 a.m. - 5:30 p.m., closed Tuesdays. (575) 526-8911.

**[Historic Old Mesilla](#)** - One of the most popular trade centers between the mid west and the west coast 150 years ago, Mesilla is now a quaint town centered around a plaza filled with shops, boutiques and restaurants. Located south of Las Cruces on Avenida de Mesilla, and only minutes from anywhere in Las Cruces.

**[Las Cruces Farmers & Crafts Market](#)** - Locally grown produce, hand-crafted arts and crafts, jewelry and much more. Every Wednesday and Saturday morning from 8 a.m. - noon on the Downtown Mall.

**[Mesilla Valley Bosque State Park](#)** - New Mexico's Newest state park focuses on conservation, education and restoration of the plant and wildlife in the area.

**[Museums](#)** - Check out any of Las Cruces' several museums dedicated to preserving the history of the Mesilla Valley, surrounding areas and the state. Collections range from ancient historical artifacts to generations-old family heirlooms.

**[New Mexico Farm & Ranch Heritage Museum](#)** - A tour of the 3,000 year-old agricultural history of New Mexico with hands on displays and live demonstrations. Located 1.5 miles east of Telshor on University Avenue. Museum hours: Monday - Saturday 9 a.m. - 5 p.m., Sundays noon - 5 p.m. (575) 522-4100. [www.frhm.org](http://www.frhm.org)

**[Organ Mountains](#)** - Overlooking Las Cruces to the east, the Organs provide excellent hiking, mountain biking and camping opportunities.

**[Veteran's Park](#)** - is home to the newly erected Dona Ana County Veteran's Wall and the Bataan Death March Monument.

**[White Sands National Monument](#)** - Over 275 square-miles of naturally produced gypsum, creating one of the most unique sites in the world. Located 45 miles east of Las Cruces on Highway 70. (575) 479-6124. [www.nps.gov/whsa](http://www.nps.gov/whsa)

**[Wineries](#)** - New Mexico started producing wines in 1629, making the state's wine industry the oldest in the country. Today, several New Mexico wineries produce a wide variety of fine wines, and each year Las Cruces hosts the Southern New Mexico Wine Festival, La Vina Jazz and Blues Thing and the New Mexico Wine Harvest.

***For Detailed Visitor Information Contact the Las Cruces Convention & Visitors Bureau at (575) 541-2444 or at [www.lascrucescvb.org](http://www.lascrucescvb.org)***

# Things to do in Las Cruces, NM

## **Golf in Las Cruces:**

**Las Cruces Country Club**  
2700 N. Main St., (575) 526-8731  
[www.lccc-golf.com](http://www.lccc-golf.com)

Las Cruces Country Club is located in the heart of the city. The golf course offers 18 holes, pro shop, paved cart paths, driving range and putting greens. The course has small bent-grass greens and open bent-grass fairways.

**New Mexico State University Golf Course**  
000 Herb Wimberly Dr., (575) 646-3219  
[www.nmsugolf.com](http://www.nmsugolf.com)

Designed by Floyd Farley in 1963, the 18-hole course is framed by the majestic Organ Mountains to the east and the picturesque Mesilla Valley to the west. Measuring over 7,000 yards, the course provides a challenge to golfers of all skill levels with a unique combination of traditional and desert golf featuring large greens and generous fairways.

**Picacho Hills Country Club**  
6861 Via Campestre in Picacho Hills, (575) 523-8641  
[www.picachohillsc.com](http://www.picachohillsc.com)

Picacho Hills is the only private golf course in Las Cruces, offering reciprocal agreements with other private clubs. At nearly 7,000 yards, this par 72 desert-style course features lush bluegrass fairways and bent-grass tees and greens.

## **Scheduled Events:**

**September 17 - 19**

### **2010 White Sands Hot Air Balloon Invitational**

A collection of colorful balloons filling the air over the white gypsum dunes. White Sands National Monument, 45 miles east of Las Cruces, Highway 70. Lift-off at 7 am. \$3. 575-679-2599. [www.nps.gov/whsa](http://www.nps.gov/whsa)

**September 18 - 19**

### **Diez y Seis de Septiembre Fiesta**

The fiesta features mariachis, folklorico dancers, flamenco dancers, live music, dancing and games. Food, drinks, art and crafts are available for purchase. No alcohol, smoking or pets allowed on the plaza. Saturday parade at 11 am, Saturday 12 noon – 10 pm, Sunday 12 noon – 7 pm. Free admission. 575-524-3262 ext. 116 or 117. [www.oldmesilla.org](http://www.oldmesilla.org)

## **Dining in Las Cruces**

When it comes to dining out, Las Cruces has a wide range of dining opportunities to satisfy anyone's taste buds. Visit <http://www.mustseelc.org/Visiting/Dining-and-Nightlife.aspx> for a wide range of options.

Located in the heart of the chile capital of the world, Las Cruces is home to some of the best and hottest [Mexican food](#) around. Many local restaurants feature traditional [Mexican food](#) entrees made from famous family recipes. But if the heat becomes too much for you to handle, don't worry, Las Cruces offers restaurants that feature everything from buffet-style menus to authentic Italian cuisine. Las Cruces also has many major national family restaurants, so there are plenty of familiar names to choose from.

***For Detailed Visitor Information Contact the Las Cruces Convention & Visitors Bureau at (575) 541-2444 or at [www.lascrucescvb.org](http://www.lascrucescvb.org)***

# 2010 NMOA MID-YEAR REGISTRATION

PLEASE COMPLETE AND RETURN WITH CHECK TO NMOA OFFICE:  
1335 PASEO DEL PUEBLO SUR, #241  
TAOS, NEW MEXICO 87571

FOR ANSWERS TO YOUR QUESTIONS CALL RICHARD MONTOYA,  
NMOA OFFICE: 575-751-7242

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DOCTOR'S NAME: \_\_\_\_\_(please print or type)

CLASSIFICATION:

- NMOA/AOA MEMBER O.D. ( )
- NON MEMBER O.D. ( )
- NMOA LIFE MEMBER ( )
- NMOA RETIRED MEMBER ( )

ADDRESS: \_\_\_\_\_

CITY: \_\_\_\_\_, STATE: \_\_\_\_\_

ZIP CODE: \_\_\_\_\_, PHONE: \_\_\_\_\_

## FEES ENCLOSED

DOCTOR: \$ \_\_\_\_\_ NAME FOR BADGE: \_\_\_\_\_

SPOUSE/GUEST: \$ \_\_\_\_\_ NAME FOR BADGE: \_\_\_\_\_

TOTAL CHECK ENCLOSED: \$ \_\_\_\_\_

### REGISTRATION FEES

*\*The first price listed is the Early Bird Registration Rate\**

|                       |                   |
|-----------------------|-------------------|
| NMOA/AOA MEMBER O.D.  | \$200.00 / 220.00 |
| NMOA LIFE MEMBER O.D. | \$30.00 / 50.00   |
| NMOA RETIRED O.D.     | \$50.00 / 70.00   |
| NON MEMBER O.D.       | \$200.00 / 220.00 |
| SPOUSE / GUEST        | \$40.00 / 60.00   |

**REGISTER EARLY!!**

**Register before September 4th and receive the Early Bird Rate.**

**2010 NEW MEXICO  
OPTOMETRIC ASSOCIATION  
MID-YEAR CONVENTION**

**SEPTEMBER 17-18, 2010**

**REGISTRATION INFORMATION**

***New Mexico Optometric Association  
1335 Paseo del Pueblo Sur, #241  
Taos, New Mexico 87571***

***Affiliated with  
American Optometric Association***