



**108th Annual New Mexico  
Optometric Association Convention**

**Program &  
Registration Forms**

**April 18-21, 2013  
Hard Rock Hotel  
Albuquerque, New Mexico**

# OPTOMETRIC FACULTY & CONTINUING EDUCATION

## **GARY GERBER, O.D. - The Power Practice, Franklin Lakes, NJ**

- It's Not Rocket Science - 7 Easy Ways to Increase Your Profits
- Delivering Persuasive Presentations

## **JOSEPH SOWKA, O.D., F.A.A.O. - NOVA Southeastern University, Ft. Lauderdale, FL**

- The Clinicians Guide to Glaucoma: Managing Cases & Complexities
- Anterior Segment Grand Rounds - Part 1 and Part 2
- Diagnosing and Management of Neuro-ophthalmic Diseases

## **MICHAEL SELIGSON, M.D. & MICHAEL HEED, M.D. - High Country Macula - Santa Fe, NM**

- New Treatments for AMD

## **JAMES FANELLI, O.D., F.A.A.O. - Cape Fear Eye Institute - Wilmington, NC**

- Anaphylaxis
- The Top Ten Indications for Oral Medications in the Primary Eye Care Setting

## **MILE BRUJIC, O.D., F.A.A.O. - Premier Vision Group, Bowling Green, OH**

- Breaking Down CL Epitheliopathies
- A Lifetime of Lens Wear: The Keys to Making it Happen
- Contact Lens and Ocular Surface Considerations for the Presbyope

## **STACEY COULTER, O.D., F.A.A.O. - NOVA Southeastern University, Ft. Lauderdale, FL**

- Horses or Zebras? You Make the Call in Diagnosing Pediatric Cases
- Is Your Practice Ready to Care for the Patient with Autism Spectrum Disorder?

## **D.C. DEAN, O.D. - Albuquerque, NM**

- Neuroprotection Concepts in Eyecare

## **22 HOURS OF NMOA APPROVED CONTINUING EDUCATION**

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.

(NMOA does not mail certificate to you – copy is maintained in the NMOA files.)

## **“Attend Like a Champion”**

The 2013 New Mexico Optometric Association Convention offers 22 hours of NMOA approved continuing education for optometrists and 6 hours of continuing education for paraoptometric. In addition to the continuing education this year's convention will offer a GOLF TOURNAMENT & BOWLING FOR FUN on Thursday, EXHIBIT HALL FUNCTIONS on Friday night and Saturday lunch, and the INSTALLATION DINNER & SILENT AUCTION on Saturday.

### **EXHIBIT HALL FUNCTIONS**

44 exhibitors will be hosting you for a reception on Friday evening from 5:00pm-8:00pm and Saturday from 11:00am-2:00pm for lunch. Paraoptometric will attend from 11am-1pm and Optometrists will attend from 12noon-2pm on Saturday. Food and drink will be provided at both functions.

### **“Get Your Game On” Party**

All convention registrants are invited to attend the 2013-2014 INSTALLATION DINNER & SILENT AUCTION on Saturday evening, April 20th. This year's theme is “Get Your Game On” Remember to bring your wallets and checkbooks for the Silent Auction! **This will be a fun filled night! Wear your favorite team jerseys, caps, t-shirts, etc! Or, just come as you are! More information coming soon!**

**NMOA Membership Luncheon** – All NMOA members are invited to attend the NMOA Membership Luncheon on Friday, April 19, 2013 from 12noon-2:00pm.

### **CONVENTION HOTEL INFORMATION HARD ROCK HOTEL ALBUQUERQUE 11000 Broadway SE, Albuquerque, NM 87105**

Hard Rock Albuquerque's philosophy is that each and every one of our guests should return home from their getaway completely refreshed and relaxed. That's why we go out of our way to make sure our resort offers everything you could ask for, breathtaking rooms with top-of-the-line amenities, convenient onsite services and shops and picture-perfect scenery.

We also cater to the business traveler with our state-of-the art convention center, business services center and in-room wireless internet access. Our professional staff will help ensure that your stay runs smoothly and professionally.

**HOTEL RATES:** *April 18, 2013 — \$109.00 SINGLE / DOUBLE*  
*April 19 & 20, 2013 — \$129.00 SINGLE / DOUBLE*

**DEADLINE FOR HOTEL RATES:** *March 27, 2013*

**RESERVATIONS PHONE #:** *877-747-5382 or 505-848-1999*  
*Mention NM Optometric Association Group*  
*Or Group Code OPT0413 for Group Rates*

# 2013 NMOA 108th Annual Convention

## *“Learn Like a Champion”*

### **FRIDAY, APRIL 19, 2013**

- 8am-10am OD Education – 2 hours **GARY GERBER, O.D.**  
It's Not Rocket Science - 7 Easy Ways to Increase Your Profits
- 10am-noon OD Education – 2 hours **GARY GERBER, O.D.**  
Delivering Persuasive Presentations
- 12noon-2pm NMOA Membership Lunch - **NMOA Members Only**
- 2pm-4pm OD Education – 2 TPA hours **JOSEPH SOWKA, O.D., F.A.A.O.**  
The Clinicians' Guide to Glaucoma: Managing Cases & Complexities
- 4pm-5pm OD Education – 1 TPA hour **JOSEPH SOWKA, O.D., F.A.A.O.**  
Anterior Segment Grand Rounds - Part 1
- 5pm-8pm **EXHIBITOR RECEPTION FOR ALL CONVENTION ATTENDEES –**  
Hors D'oeuvres & Beverages

### **SATURDAY, APRIL 20, 2013**

- 8am-9am OD Education – 1 TPA hour **JOSEPH SOWKA, O.D., F.A.A.O.**  
Anterior Segment Grand Rounds - Part 21
- 9am-11am OD Education – 2 TPA hours **JOSEPH SOWKA, O.D., F.A.A.O.**  
Diagnosing and Management of Neuro-ophthalmic Diseases
- 11am-12noon OD Education - 1 TPA hour **MICHAEL SELIGSON, M.D. & MICHAEL HEEG, M.D.**  
New Treatments for AMD
- 12noon-2pm **EXHIBITOR LUNCHEON –** Buffet Lunch in Exhibit Hall  
OD Lunch - 12noon - 2pm / Paraoptometric Lunch - 11am-1pm

# 2013 NMOA 108th Annual Convention

## *“Learn Like a Champion”*

### **SATURDAY, APRIL 20, 2013 (Continued)**

- 2pm-3pm OD Education – 1 TPA hour **JAMES FANELLI, O.D., F.A.A.O.**  
Anaphylaxis
- 3pm-5pm OD Education – 2 TPA hours **JAMES FANELLI, O.D., F.A.A.O.**  
The Top Ten Indications for Oral Medications in the Primary Eye Care Setting
- 5pm-10pm **ANNUAL NMOA INSTALLATION OF OFFICERS AND DIRECTORS**  
**Dinner and Silent Auction for all convention attendees**

### **SUNDAY, APRIL 21, 2013**

- 8am-9am OD Education – 1 TPA hour **MILE BRUJIC, O.D., F.A.A.O.**  
Breaking Down CL Epitheliopathies
- 9am-10am OD Education – 1 hour **MILE BRUJIC, O.D., F.A.A.O.**  
A Lifetime of Lens Wear: The Keys to Making it Happen
- 10am-noon OD Education – 2 hours **MILE BRUJIC, O.D., F.A.A.O.**  
Contact Lens and Ocular Surface Considerations for the Presbyope
- 12noon-1pm **LUNCH ON OWN**
- 1 pm-3pm OD Education – 2 hours **STACEY COULTER, O.D., F.A.A.O.**  
Horses or Zebras? You Make the Call in Diagnosing Pediatric Cases
- 3pm-4pm OD Education – 1 hour **STACEY COULTER, O.D., F.A.A.O.**  
Is Your Practice Ready to Care for the Patient with Autism Spectrum Disorder?
- 4pm-5pm OD Education – 1 TPA hour **D.C. Dean, O.D.**  
Neuroprotection Concepts in Eyecare
- 5:00PM **END OF CONVENTION**

# Paraoptometric CE Registration Form

## Saturday, April 20, 2013

**THIS YEAR YOU HAVE A CHOICE. THERE ARE 2 CLASS ROOMS RUNNING AT THE SAME TIME. PLEASE SELECT 1 CLASS CE BLOCK FOR TIME AVAILABLE.**

Room 1 - 90 people permitted per class

- 9am-11am - 2 hour CE Block of Classes
- 9am-10am Nicole White - Essilor Laboratories  
**Merchandising Ophthalmic Products and Services**  
1 hour ABO / CPC Credit
- 10am-11am Nicole White - Essilor Laboratories  
**Perception of Value and the Ophthalmic Consumer**  
1 hour ABO / CPC Credit
- Exhibit Hall Lunch 11:00am to 1:00pm**
- 1pm-3pm - 2 hour CE Block of Classes
- 1pm-2pm Alissa Irons, O.D. / Eric Irons -  
Downtown Vision Source  
**Customer Etiquette**  
1 hour - ABO / CPC Credit
- 2pm-3pm Eric Irons  
**I Need my PD - Dealing with Online Eyewear Sales**  
1 hour - ABO (pending) / CPC Credit
- 3pm-5pm - 2 hour CE Block of Classes (Classes combined)
- 3pm-5pm Sarah Bortz, O.D. - PCLI  
**Common Surgical Procedures of the Anterior Segment**  
2 hours ABO / CPC Credit

Room 2 - 30 People permitted per class.

- 9am-11am - 2 hour CE Block of Classes
- 9am-10am Robert Lyons - Hoya Vision  
**Reducing Redos**  
1 hour ABO / CPC Credit
- 10am-11am Robert Lyons - Hoya Vision  
**Digital Dispensing**  
1 hour ABO / CPC Credit
- Exhibit Hall Lunch 11:00am to 1:00pm**
- 1pm-3pm - 2 hour CE Block of Classes
- 1pm-3pm Andrea Bethel, O.D. - Visual Perceptions  
**Albinism...the Myth of the Red Eyes**  
2 hours ABO (pending) / CPC Credit
- 3pm-5pm - 2 hour CE Block of Classes (Classes combined)
- 3pm-5pm Sarah Bortz, O.D. - PCLI  
**Common Surgical Procedures of the Anterior Segment**  
2 hours ABO / CPC Credit

**If you are interested in Volunteering for the convention please contact Richard Montoya at [newmexicooptometry@gmail.com](mailto:newmexicooptometry@gmail.com) and Richard will get back to you as soon as possible.**

This year's class set-up will work as follows:

1. Volunteers will be guaranteed their class choice, since they are giving up a class time to help with registration & class monitoring.
2. Attendees will be placed in the class of their choice based on the order the registration is received. If class size reaches the maximum, the attendee will automatically be put into the other class in the same time period.
3. **Please make additional copies of this form and submit a separate form for each Paraoptometric attending.**
4. If you have questions please contact Richard Montoya at [newmexicooptometry@gmail.com](mailto:newmexicooptometry@gmail.com)

Name of Attendee	Certification Titles	Signature of Attendee	Date
Address	Work Phone	and/or	
	Alternate Phone	Signature of Supervisor or Employer	Date
	Name of Employer		

**Please make additional copies of this form and submit a separate form for each Paraoptometric attending.  
\*\*\*\* Include this page when sending NMOA Convention Registration Form \*\*\*\***

**BOWLING OR GOLF - YOU MAKE THE CHOICE!!!**

**Dr. Jack Felter Memorial  
Golf Tournament  
Thursday, April 18, 2013**

**12noon - Shot Gun Start**  
**\*\*If we have enough participation,  
we will have a Shotgun Start.  
Please do not be late!\*\***

**Isleta Golf Course  
\$125.00 Green Fee, 1/2 Cart  
& Convention Kick-Off Dinner**

**First Annual  
"Bowling For Fun"  
Thursday, April 18, 2013**

**4:00pm  
Isleta Fun Center  
\*Next to Hard Rock\***

**\$35.00 Includes  
2 Games & Shoe Rental  
& Convention Kick-Off Dinner**

***Not a Golfer or a Bowler?? We would like for you to join us for the  
"Convention Kick-Off Dinner" 5:30pm at the Isleta Eagle Golf  
Course Clubhouse - \$25.00 per person - Everyone is invited!***

REGISTRATION

NAME \_\_\_\_\_ HANDICAP (golf only) \_\_\_\_\_

DINNER GUEST NAME \_\_\_\_\_

FEES ENCLOSED:

Golf / Dinner \$ \_\_\_\_\_

Bowling / Dinner \$ \_\_\_\_\_

Dinner Only \$ \_\_\_\_\_

Total \$ \_\_\_\_\_

**Make Check Payable to NMOA and send registration to:**

**NMOA  
1335 Paseo del Pueblo Sur, #241  
Taos, NM 87571**

Ph: 575-751-7242, Fax: 575-751-7243, Email: [newmexicooptometry@gmail.com](mailto:newmexicooptometry@gmail.com)

## **REGISTRATION FEE INFORMATION**

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

**NMOA DUES PAYING MEMBER OPTOMETRIST – NO REGISTRATION FEE!**

**NMOA LIFE MEMBER OPTOMETRISTS – \$110.00 / \$140.00**

**NMOA RETIRED OPTOMETRISTS – \$150.00 / \$180.00**

Fee includes all Continuing Education, all Exhibitor Events, NMOA Membership Luncheon, and the Saturday evening NMOA Installation Dinner.

**AOA MEMBER OPTOMETRIST – \$660.00 / \$690.00**

**NON MEMBER OPTOMETRIST – \$770.00 / \$800.00**

Fee includes all Continuing Education, all Exhibitor Events, and the Saturday evening NMOA Installation Dinner.

**STUDENT / INTERN REGISTRATION – \$110.00 / \$140.00**

Fee includes all Continuing Education, all Exhibitor Events, and the Saturday evening NMOA Installation Dinner.

**NMOA MEMBER STAFF (PARAOPTOMETRIC) REGISTRATION – \$120.00 / \$150.00**

**NON-MEMBER STAFF (PARAOPTOMETRIC) REGISTRATION – \$150.00 / \$180.00**

Fee includes all Continuing Education, all Exhibitor Events, and the Saturday evening NMOA Installation Dinner.

**GUEST REGISTRATION – \$80.00 / \$100.00**

Fee includes all Exhibitor Events and the Saturday NMOA Installation Dinner.

**SEPARATE TICKET PRICES: EXHIBIT HALL TICKET = \$40.00 / \$50.00 per EVENT  
INSTALLATION DINNER = \$40.00 / \$50.00**

### **REGISTER EARLY**

Register by April 5th and receive the Early Bird Rate, a savings of \$30.00 per registrant.

### **REFUND POLICY**

All refund requests must be in writing. \$25.00 refund fee will be charged after April 12th.

### **WHAT TO WEAR**

Causal business attire is appropriate for all functions of the 2013 NMOA Convention.

Remember to bring a jacket or sweater because the meeting rooms can be chilly.

# CONVENTION REGISTRATION FORM

Doctor: \_\_\_\_\_

Classification: NMOA Member ( ) AOA Member ( ) NMOA Retired ( ) NMOA Life ( ) Non-Member ( )

Address: \_\_\_\_\_

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

Phone: \_\_\_\_\_ Email: \_\_\_\_\_

( ) *check here if you choose to not receive e-mails from NMOA Convention Exhibitors*



**Please return by April 5th for the Early Bird Rate!!!  
Complete the Registration Information for each attendee.  
Thank you!**

Friday OD Continuing Education	Friday NMOA Member Lunch - NMOA Members Only	Friday NMOA Exhibit Hall Reception	Saturday OD Continuing Education	Saturday NMOA Paraoptometric Continuing Education	Saturday NMOA Exhibit Hall Luncheon	Saturday NMOA Installation Dinner / Silent Auction	Sunday OD Continuing Education	<b>Fee Enclosed</b>
--------------------------------	--	------------------------------------	----------------------------------	---	-------------------------------------	--	--------------------------------	---------------------

Name	Please circle one:												
Example: John Doe	OD	PARA	GUEST	x	x	x	x			x		x	\$
	OD	PARA	GUEST										\$
	OD	PARA	GUEST										\$
	OD	PARA	GUEST										\$
	OD	PARA	GUEST										\$
	OD	PARA	GUEST										\$
	OD	PARA	GUEST										\$
	OD	PARA	GUEST										\$
	OD	PARA	GUEST										\$
	OD	PARA	GUEST										\$
	OD	PARA	GUEST										\$
<b>TOTAL</b>												<b>\$</b>	

Mail to: NMOA, 1335 Paseo del Pueblo Sur, #241, Taos, NM 87571



*PLAY LIKE  
A CHAMPION*

***New Mexico Optometric Association  
108th Annual Convention  
Registration Information  
April 18-21, 2013***

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

***Affiliated with  
American Optometric Association***