

SEPTEMBER
24 & 25
2021

WPA Fall Convention

MADISON MARRIOTT WEST
1313 JOHN Q HAMMONS DR, MIDDLETON, WI 53562



EDUCATION. NETWORKING. OPPORTUNITY. GOALS.

ABOUT

Join us for the 2021 Wisconsin Paraoptometric Association Convention. This year we are excited to welcome a dynamic lineup of speakers! Please welcome Mike Karlsrud, Dr. Marisa Atria Kruger, and Beverly Roberts to Wisconsin! A BIG thanks to the folks from Walman and Essilor for all they have done to make this year's conference a success. It is with deep gratitude that we welcome several of our very own Wisconsin WOA doctors who are taking time to share their knowledge and talents with us. We will have a CPO Review course and a CPOA/CPOT Review course for paras who are preparing to test for their AOA certification.

Register by Tuesday September 14th to receive the Early Bird Discount! Registration deadline is Tuesday, September 21st.

HOTEL INFO

*Madison Marriot West
1313 John Q Hammons Dr
Middleton, WI 53562*

**The Room Block Rate has
been Extended through
Wednesday, September 8th!!**

There is a room block set aside at the Marriot with the rate of \$127 plus tax for a standard room. The room block will be released on Wednesday, September 8th, 2021 after which the group rates will not be honored.

Please call for reservations at 888-745-2032 and ask for
WI Optometric Association 2021 Room Block.

**Take the attitude of a
student,
never be too big to ask
questions,
never know too much to
learn something new.**



Use this space to jot notes about classes, favorite speakers,
memorable quotes or the contact info for a new friend !
Doodles encouraged!!

SPEAKERS

Dr. Marisa Atria Kruger

Dr Marisa Atria Kruger has been practicing private practice functional optometry since 1989.

She sought out optometry and visual training to solve her own visual frustrations including diplopia, being a struggling reader, and frequent headaches and later the consequences of concussions including retinal detachment.

Dr. Kruger is a Fellow in COVD and actively seeks education from the College of Syntonics, Invitational Lens Symposium, NORA, and OEP as well as COVD. Training in classical homeopathy adds an additional dynamic to diagnosis, visual training and treatment.

Dr. Kruger is involved in school vision programs, offers expert testimony on behalf of her injured patients and is active in church and the garden.



Michael Karlsrud



Michael Karlsrud, executive, entrepreneur, speaker, author, holds several degrees including a Master of Education in Human Resource Development, Organization Development and Training. After holding leadership positions in multiple Fortune 50 companies, Michael started The Karlsrud Company in 2009. He is the Author of [Selling by Design](#) [A Field Guide to Selling](#) and speaks internationally on topics such as employee engagement, sales, management and leadership. Michael is also an Adjunct Professor at the University of Wisconsin, River Falls Business School. He is known for his casual, yet poignant delivery on many topics as well as often helping others in making the complex, simple.

In addition to being part of three start-ups, Michael has worked for Fortune 50 powerhouse brands, and is currently president of a high-end remodeling company based in Minneapolis as well as an executive coach.

Michael's "WHY" is help others live into the life they have always envisioned!

SPEAKERS

Matthew Frank



ABO Certified with 10+ years of optical leadership experience for major retail organizations. Branch Manager for Walman Optical since 2018.

Kyle Ross, OD

Dr. Kyle Ross is the chief optometrist at North shore Eye Health and Wellness, in Cedaburg, WI. He attended the Illinois College of Optometry on the prestigious Health Profession Scholarship Program through the United States Navy. Graduating Magna Cum Laude with Clinical Honors, Dr. Ross had the honor of serving his country as a Lieutenant in the United States Navy for three years at the CAPT James A. Lovell Federal Health Care Center in Great Lakes, IL. There, he was Head Optometrist at the Fisher Branch Health Clinic and obtained his Fellowship in the American Academy of Optometry, a clinical distinction only the top 10% of Optometrists in the country obtain.



Following the completion of his Naval Service, Dr. Ross and his wife Natalie decided to return to the beautiful state of Wisconsin and start a community-centered, eye health practice. Clinically, Dr. Ross's area of interest lies in Pediatrics, Orthokeratology, Binocular and Neuro-Optometric Rehabilitation, and the diagnosis and management of Dry Eye, along with Primary Eye Health Care.

Dr. Ross is a member of the Wisconsin Optometric Association, the American Optometric Association, the American Academy of Optometry, the American Academy of Orthokeratology and Myopia Control, and the Beta Sigma Kappa and Tomb and Key Optometric Honor Societies. In his spare time, Dr. Ross enjoys spending time with his family (his wife Natalie, daughter Charlotte and son Flynn), staying active in Community and Veteran organizations, and playing Hockey

SPEAKERS

Kellye Knueppel, OD, FCOVD

Dr. Knueppel has dedicated her career to the practice of optometric vision therapy, establishing The Vision Therapy Center in Wisconsin in 1995. She is a graduate of Southern California College of Optometry and completed the SUNY Vision Therapy Residency. She is a Fellow of the College of Optometrists in Vision Development. She lectures internationally on vision development, strabismus and amblyopia, vision and learning, neuro-optometric rehabilitation and prescribing therapeutic performance lenses.

Dr. Knueppel received COVD's G. N. Getman Award for excellence in developmental optometry in 2021. Dr. Knueppel was named the Wisconsin Optometric Association (WOA) Optometrist of the Year in 2006 and Young Optometrist of the Year in 2002. She is a Past President of the WOA, Adjunct Clinical Faculty for Illinois College of Optometry, and Wisconsin Clinical Director and North America Regional Clinical Advisor for the Special Olympics Lions Clubs International Opening Eyes Program. She received the Award of Excellence from Wisconsin Special Olympics in 2010. Dr. Knueppel has been an invited international clinician for ten Special Olympics World Games due to her expertise in functional lens prescribing.



R. Christopher Marquardt, OD



Clinically-trained optometrist with licensure to practice to the fullest extent allowed in Wisconsin. Duties include routine eye health and visual function examinations, as well as the ability to diagnose and treat diseases and minor injuries to the eyes, using medications and minor surgical techniques.

Dr. Marquardt has served the Wisconsin Optometric Association as a Board Member and President. He has shared his gift for teaching with thousands of professionals from 1987 through the present.

SPEAKERS

Ryan Ames, OD



Dr. Ryan P. Ames was named one of America's Best Eye Doctors by Newsweek in July 2021! Dr. Ryan was nominated by his peers in the eye care field and ranked #31 nationally due to his exceptional quality of eye care, great continuity of care and the high quality of technology used in his practice. Link: <https://www.newsweek.com/americas-best-eye-doctors-2021/optometrists>

Dr. Ryan Ames was born and raised in Oshkosh. He graduated from North High and attended Drake University where he received his BS in Biology with a minor in Chemistry and Philosophy. While completing his undergraduate degree, he performed parasitology research, which was later published, with Des Moines Osteopathic Medical School.

Next, he was accepted in the optometric program at the Illinois College of Optometry. Along with his regular studies, he was a teaching assistant for the ophthalmic optics course. He also received membership into the Gold

Key Honors Society. This honor was awarded to less than 10% of his graduating class.

Beyond the required course work, he took elective courses in advanced spectacle prescribing, ridged gas permeable contact lens modifications, and therapeutic injectable medications.

Along with comprehensive eye care, Dr. Ryan has emphasized his practice on specialty contact lenses (including scleral lenses and corneal refractive therapy), glaucoma, and dry eye management. Dr. Ryan also enjoys working with children and has advanced training in pediatrics and binocular vision.

Dr. Ryan is a member of the Lake Cities Optometric Society, the Wisconsin Optometric Association, the American Optometric Association, provider for the InfantSEE Program, and active in the Lake Cities Rotary Club.

Beverly Roberts, CPOT

Beverly has been a member of the Family Vision Clinic team since September 2005 and currently serves as the Office Manager. Since joining Dr. Reed she has earned the degree of Certified Paraoptometric Technician (CPOT), the highest level possible in the American Optometric Association's certification process. She serves as the Outreach Director coordinating Family Vision Clinic's involvement in health fairs, school screenings and other community events.

Beverly is Past President of the Mississippi Paraoptometric Association and currently serves on the education and conference planning committees. In 2007, Beverly was awarded the Mississippi Optometric Association's Para of the Year award. In 2008, she was honored on a national level as the American Optometric Association's

Paraoptometric of the Year, an award chosen from candidates in all 50 states. Beverly is the current chair of the American Optometric Association's Paraoptometric Section. She is an active member of our community and attends Siloam Baptist Church with her family.



SPEAKERS



C. Greg Vickers, OD, FAAO

Dr. Vickers earned his Doctorate of Optometry from the Illinois College of Optometry. With special interests in ocular pathology

and difficult-to-fit contact lenses, Dr. Vickers is trained to provide the most advanced optometric care possible. In 2007, he earned Fellowship status with the American Academy of Optometry.

Dr. Vickers also presents a special passion for optometry, having grown up with a grandfather who was blind. "He never knew what I looked like as a child. Growing up with that experience gave me some direction in my career choice", states Dr. Vickers. Now, with two beautiful children of his own, Dr. Vickers is constantly reminded that one should never stop learning. When not busy caring for his patients, you will find Dr. Vickers fishing from his Hobie kayak or just outside enjoying the beautiful northwoods.

Sheree Froelich

Territory Sales Manager, Essilor

Sheree Froelich is a Territory Sales Manager for Essilor Laboratories. She is a high-energy, charismatic professional with over 20 years of experience in the optical industry ranging from retail sales, lab operations, optometry management in both retail and private clinic settings to her current role as a practice consultant for Essilor.

She's an engaging speaker with exceptional presentation skills and has the ability to build trust and confidence and quickly establish strong professional relationships. Sheree resides in Minneapolis Minnesota with her husband Scot and their adorable rescue corgi Lucy.

Melissa Edgil, ABO approved Technical Speaker

Account Executive, Essilor

Melissa Edgil is an Account Executive for Essilor serving Northeast Wisconsin and The Upper Peninsula of Michigan. She received her Bachelors of Science from The University of Montevallo in Montevallo, Alabama. Melissa has 22 years of experience in the optical industry ranging from private practice, retail management, lab operations and clinic management.

Melissa is passionate about the impact good vision can have on improving the quality of life and helping other eye care professionals find success. 9

Classes

Visual Training Leveraging the ANS: Lenses and Light

Dr. Marisa Atria Kruger

The visual system does many things at an automatic level. We will discuss the Autonomic Nervous System and how to use optometric measurements to leverage that system to prioritize treatment. Lenses and light are powerful tools for the optometric practice.

Working With the Balance Challenged Patient: Emphasis on Head Injury, Stroke and Brain Tumor Patients

Dr. Marisa Atria Kruger

Many patients have challenging issues with balance. When the visual system impacts balance we need to be prepared to work within a patient's ability to move and coordinate themselves which can be a challenge when the brain is injured. We will explore modifications to familiar activities and some new ones as well.

These patients are also frequently treated by many types of practitioners with varying degrees of success and coordinating care is important.

Foundations 101 - Adjustment Workshop

Matthew Frank

Matthew will be teaching an adjustment workshop with something for everyone from the beginner to the seasoned professional.

Foundations 101 - PAL Options and Non-Glare

Matthew Frank

Matthew will be answering all those questions people ask you every day! Get smart with Matthew and have great answers ready for those tough questions about PALs and non-glare options.

Who Are You??

Mike Karlsrud

Communication between employees and employer is critical for an office to run smoothly and without conflict. So what if you knew the signs and signals of how someone communicates, why they have a certain style, and what you can do to be more effective in relating to one another? Once you understand your own communication style and appreciate the three other styles within your office, family and patient population, it becomes easier to understand one another!

Classes

Someone Take Out The Trash!

Mike Karlsrud

“Head trash” is the negative voice of your subconscious, engaging you in a deadly inner dialog that only you can hear but affects everything you say, do, and hear. It stands between you and success in your life- personally and professionally. Here’s 10 tips to take the trash out of your head.

It’s MONDAY Morning!

Mike Karlsrud

Wake up! It’s Monday morning! There is a lot to do this week and we must get started! Sound like something you’ve heard before? Monday’s (or any other day for that matter) that you gather your team for a meeting is perhaps the most powerful 30 minutes in your entire week. We’ll explore the value of huddles, how to conduct them and turn them into something you don’t want to miss.

Work Successfully With Special Needs Patients

Kellye Knueppel

1 hour CE Approved

When special needs patients come to your office are you confident in working with them? Dr. Knueppel will share tips and tricks for better communication and ways to work with your special needs patients.

Disney and The Eye Care Experience

Chris Marquardt, OD

1 hour CE Approved

The Walt Disney company is renowned for generating excellent customer experiences worldwide. Over the years they have shared the secrets of their approach to countless businesses and organizations. We can use these strategies to provide memorable patient encounters in our own practices, no matter how big or small.

So NOW What Do We Do? Triage for the Paraoptometric

Chris Marquardt, OD

1 hour - CE Approved

How to properly take a triage case history. How to determine the level of severity in an emergency situation. How to decide the urgency of a patient emergency. Obtain a basic understanding of various ocular emergency conditions.

Classes

Coding and Billing - Understanding the New Rules

Ryan Ames, OD - 2 hours, CE pending

This workshop will help the paraoptometric professional understand some of the new coding and billing changes implemented in the last few years. Understanding the new coding and billing rules can help your office run more smoothly and avoid delays in processing.

What ACTUALLY Happens in Refraction??

C. Greg Vickers, OD, FAAO - 1 hour CE Approved

In this lecture, Dr. Vickers will explain the ins and outs of refraction. What do we look for? How do we find it? Which is better - 1 or 2?? You'll get the inside track on what happens, what we look for and what our eyes reveal to the trained optometrist.

What ACTUALLY Happens in Refraction?? A Workshop

C. Greg Vickers, OD, FAAO - 1 hour CE Approved

Dr. Vickers will provide a hands on workshop to let us look through the other side of the phoropter. What do you need to see and how does it work? This hands on experience will bring understanding refraction to a new level. Due to equipment availability the workshop will be limited in size.

Ocular Complications from Diabetes

Kyle Ross, OD, FAAO - 1 hour CE Pending

Diabetes is a leading cause of blindness in the United States. This hour long course will examine the most common ocular complications from this disease and provide valuable background and clinical insight for the paraoptometric professional. From basic pathophysiological concepts to practical, chairside knowledge, this course will leave you feeling more comfortable counseling and providing care for your diabetic patient.

Improving Lives by Improving Sight

Melissa Edgil - 1 hours

We will look at Essilor's mission of improving lives by improving sight and how opticians and paraoptometric professionals can be involved.

You will gain knowledge of the many charitable resources available to eye care professionals through the Essilor Vision Foundation, and gain an understanding of the impact possible through good vision

Classes

Keeping Patients in the Express Lane

Beverly Roberts, CPOT - 1 hour CE approved

This course teaches a unique 3 step thinking process. This process will show a systematic way of being organized and keeping things on task even in the business of the day. The best part is, if applied properly you will be able to keep yourself organized in all areas of your life. The overall outcome of good organization is a less stressful and a more productive environment.

Course Objectives:

- Teach staff how to eliminate confusion and out-of-control situation in the practice
- Applying controlled systems brings about high moral among the team
- Productivity levels increase as systematic control is applied
- How to keep these systems in place long after they have been applied

The POWER in Words - What We Say in the Workplace

Beverly Roberts, CPOT - 1 hour CE approved

This course will teach how to avoid letting WORDS disrupt the flow of a day in the practice. In this class you will learn an exercise to help your team throw out negative things that have been said and also how to avoid picking up negative words from other coworkers. By not taking on the negativity of others, it increases daily production of each staff member and helps to eliminate undue stress and confusion. This exercise will give a visual of how words destroy and build up a team.

Course Objectives:

- Recognize the use of words to bring success into the office
- Create a visual of what negative words do to a team
- Teach a way to take action and fix the problem of using negative words

Stress and Relaxation in the Workplace - a workshop

Beverly Roberts, CPOT - 1 hour CE approved

Stress in the work place is not always within our control. This class will demonstrate exercises that a staff member can do to reduce the effects of stress and keep their production up. It is a fun class that will get you out of your seat!!

Course objectives:

- How to recognize stress in the work place
- How to relax and be productive at work
- Learn skills to avoid feeling stress

Classes

The Ultimate Team Member (Includes an exercise to take back for staff that did not attend) 1hr

Beverly Roberts, CPOT - 1 hour CE approved

This class will allow everyone who attends to design their idea of an ultimate team member. This will be done by using the attributes of each person in their group. They will name their UTM and tell how she performs at work based on their design of her. The outcome is everyone realizes their personal value in the TRUE development of the UTM.

Course objectives:

- All staff members see their value to the team
- We will realize what all staff contribute to the team
- We will see how important each position is in the practice
- And the importance of each staff member to the practice.
- Everyone will have a visual to the BIG picture of the team

“BACK STAGE PASS to the AMAZING TRUNK SHOW”

Beverly Roberts, CPOT - 1 hour CE approved

Get your back stage pass to the Amazing Trunk Show and learn all the behind-the-scenes tips and tricks to setting up a Trunk Show at your office. Why recreate the wheel when these easy-to-follow helpful hints will guide you to presenting a successful show? If you have been thinking about having a trunk show then this is a must attend course!

Course Description:

- How to organize a profitable frame/truck show from beginning to end
- Develop the time line needed to have a successful show
- Budget the amount spent and stay in budget
- Create an atmosphere of sales for all who attend
- Create excitement and a teamwork effort among staff

Hurry Sickness

Beverly Roberts, CPOT - 1 hour CE approved

At times all of us find ourselves catching the HURRY SICKNESS. The course will allow everyone to recognize what this is and how to deal with it. We will learn ways to avoid the continues feeling of being rushed. The constant rush can rob us of the joy of living. There will be take home techniques that everyone can use in the future to prevent this from happening.

Course Objectives:

- How to slow down the hurry in our lives
- Bring the joy back in our daily jobs
- How to refocus on what is Urgent for us each day
- Help to eliminate the feeling of being overwhelmed

Classes

Seeing the BIG Picture

Beverly Roberts, CPOT - 1 hour CE approved

This is a class design to help all staff see what value they bring to the team. It is a team building class that includes an exercise. The exercise shows how unique they all are and how it fits into the big picture. They can then see where they each contribute to the success of the overall practice.

Course Description:

Even though we are all different, our contribution to the team is of great value
See the uniqueness in each other
Learn to apply the things we are good at with in the practice
Ultimately see where we belong in the team

Hiring Power - Building a Dynamic Team

Beverly Roberts, CPOT - 1 hour CE approved

This course is design to teach skills on how to find the employee best suited for your practice. It will include a 4-step interview process to evaluate the candidates and their potential. You will be able to know if they can perform the job duties you are hiring for before you hire them. It will include input from your current staff. This will create ownership of success for all staff involved in the process

Course Objectives:

How to hire new employees that are compatible to work with your current staff
A systematic way to interview prospective employees
Steps to involve your current team in the hiring process
How to really know what you are looking for in a new employee
Steps to know what to expect in your new employee
How to get what is expected from your new employee

Utilizing Transitions Lenses for Blue Light Protection and Patient Care Needs

Sheree Froelich - 1 hour

No longer your grandpas style Transitions! In this class we will discuss the newest generation of Transitions lenses and the wide variety of patient care needs it fills.

From blue light protection to high fashion runway looks, the new Transitions lenses have what your patients are looking for.

Classes

CPO Review

Amber Dentz, OD - 2 hours

This workshop is used to prepare an entry level para for certification. The CPO Study Guide covers many of the topics on the CPO certification exam. This is also great training for new staff members.

CPOT/CPOA Review

Chris Marquardt, OD - 2 hours

This combined review course is an outlined presentation with the purpose of aiding in preparing the para-optometric professional to successfully take the test for Certification of Para-optometric Assistant and Tech (second and third tests of certification). Areas reviewed include office procedures and management, ocular anatomy and physiology, in depth per-testing and clinical procedures, and advanced ophthalmic optics and dispensing.

WPA Roundtable

1 hour

We want to hear from you!! The last few years have been full of challenges and opportunities. Many of us have changed the way we work. Many offices have found a “new normal”. The WPA exists to serve you, our members. We want to hear from you! How has work changed? What challenges are you facing? Are there educational opportunities that can help you?

Come and share your thoughts at this informal chat session. Your input can help the WPA serve your needs better.

SCHEDULE

Friday, September 24

7:00 - 8:00	Registration
8:00 - 9:00	Walman Optical sponsored Convention Kickoff Breakfast
9:00 - 10:00	Work Successfully with Special Needs Patients
9:00 - 10:00	The Power in Words - What We Say in the Workplace
10:00 - 11:00	Disney and the Eye Care Experience
10:00 - 11:00	Seeing the BIG Picture - Where Do We All Fit In?
10:00 - 12:00	CPO Review
11:00 - 12:00	So NOW What Do We Do? - Triage
11:00 - 12:00	Why Essilor? Improving Lives by Improving Vision
12:00 - 1:00	Lunch in the Exhibit Hall
1:00 - 2:00	Member Input - What Education or Events Would You Like?
1:00 - 2:00	Keeping Patients in the Express Lane
2:00 - 3:00	Ocular Complications from Diabetes
2:00 - 3:00	Utilizing Transitions Lenses for patient care needs
2:00 - 4:00	CPOT\CPOA Review
3:00 - 5:00	What are the New Coding Rules?
3:00 - 4:00	What Actually Happens in Refraction? Lecture
3:00 - 4:00	Hiring Power - Building a Dynamic Team
4:00 - 5:00	What Actually Happens in Refraction? Workshop
4:00 - 5:00	The Ultimate Team Member
5:00 - 6:00	WPA Annual Business Meeting
6:00 - 7:00	Exhibit Hall Happy Hour
7:00 - 9:00	Hospitality Room - Let's Have Some Fun

SCHEDULE

Saturday, September 25

7:30 - 8:00	Registration
8:00 - 12:00	Leveraging the ANS: Lenses and Light (Vision Therapy)
9:00 - 10:00	Who Are You??
9:00 - 10:00	Hurry Sickness
10:00 - 11:00	Someone Take Out the Trash
10:00 - 11:00	Hurry Sickness
11:00 - 12:00	It's Monday Morning
11:00 - 12:00	Backstage Pass to the Amazing Trunk Show
12:00 - 1:30	Lunch
1:30 - 4:30	Working With Balance Challenged Patients (Vision Therapy)
1:30 - 2:30	Optician Foundations 101 -
2:30 - 3:30	Optician Foundations 101 -

Room assignments will be available at registration.

Travel Safely! See you in Spring!

REGISTRATION FEES

2 Day Registration Fees

WPA Member Early Bird Fee*	\$180.00
Includes Friday & Saturday classes and meals SELECTED. Postmarked September 14, 2021 or before.	
WPA Member Regular Fee*	\$225.00
Includes Friday & Saturday classes and meals SELECTED. Postmarked September 20, 2021 or before.	
Non-Member Early Bird Fee	\$245.00
Includes Friday & Saturday classes and meals SELECTED. Postmarked September 14, 2021 or before.	
Non-Member Regular Fee	\$275.00
Includes Friday & Saturday classes and meals SELECTED. Postmarked September 20, 2021 or before.	

1 Day Registration Fees

WPA Member Early Bird Fee*	\$100.00
Includes Friday or Saturday classes and meals SELECTED. Postmarked September 14, 2021 or before.	
WPA Member Regular Fee*	\$145.00
Includes Friday or Saturday classes and meals SELECTED. Postmarked September 20, 2021 or before.	
Non-Member Early Bird Fee	\$170.00
Includes Friday or Saturday classes and meals SELECTED. Postmarked September 14, 2021 or before.	
Non-Member Regular Fee	\$200.00
Includes Friday or Saturday classes and meals SELECTED. Postmarked September 20, 2021 or before.	

***New or non-renewed members MUST complete a WPA Membership Application and include membership dues with registration.**

(Membership Application is on page 20 following the Registration form).

Refund Policy: those who register and later discover they are unable to attend may obtain a full refund (less a \$40.00 administrative fee); Notices MUST BE RECEIVED by September 17, 2021.

NO REFUNDS WILL BE PROVIDED FOR CANCELLATIONS RECEIVED AFTER SEPTEMBER 17TH.

To Pay via check:

Mail registration form with check payable to WPA
Julie Steeb
8311 Heron Road
Lake Tomahawk, WI 54539

To Pay via Credit Card:

Fax registration form to 715-358-1046
Include e-mail address to send invoice to. -
Do **Not** include credit card information

You can use this space for notes or planning classes.
Or Doodling!

REGISTRATION

Name: _____ Certification: _____

Address: _____

City: _____ State: _____ Zip: _____

E-Mail: _____ Phone: _____

Office Name: _____

Registration Type - Please circle your choice on each of the three lines:

I will attend: 2-Day full conference 1-Day partial conference

I am a: Member Non-Member

I am: an Early Bird (before 9/14/21) a Regular (after 9/14/21)

Friday, September 24

	8:00 - 9:00	Walman Optical sponsored Convention Kickoff Breakfast
	9:00 - 10:00	Work Successfully with Special Needs Patients
	9:00 - 10:00	The Power in Words - What We Say in the Workplace
	10:00 - 11:00	Disney and the Eye Care Experience
	10:00 - 11:00	Seeing the BIG Picture - Where Do We All Fit In?
	10:00 - 12:00	CPO Review
	11:00 - 12:00	So NOW What Do We Do - Triage
	11:00 - 12:00	Why Essilor? Improving Lives by Improving Vision
	12:00 - 1:00	Lunch
	1:00 - 2:00	Member Roundtable - What Education or Events Would You Like?
	1:00 - 2:00	Keeping Patients in the Express Lane
	2:00 - 3:00	Ocular Complications from Diabetes
	2:00 - 3:00	Utilizing Transitions Lenses for Patient Care Needs
	2:00 - 4:00	CPOT\CPOA Review
	3:00 - 5:00	What are the New Coding Rules?
	3:00 - 4:00	What Actually Happens in Refraction?
	3:00 - 4:00	Hiring Power - Building a Dynamic Team
	4:00 - 5:00	What Actually Happens in Refraction Workshop
	4:00 - 5:00	The Ultimate Team Member
	5:00 - 6:00	WPA Annual Business Meeting
	6:00 - 7:00	Exhibit Hall Happy Hour
	7:00 - 8:30	Hospitality Room - Let's have some fun!

All meal events (in blue) MUST be selected if you plan to attend. Tickets will be provided to those who registered. No admittance without a ticket will be allowed.

REGISTRATION

Name: _____ Certification: _____

Saturday, September 25

	7:30 - 8:00	Registration
	8:00 - 12:00	Leveraging the ANS: Lenses and Light (VT)
	9:00 - 10:00	Who Are You??
	9:00 - 10:00	Stress and Relaxation in the Workplace
	10:00 - 11:00	Someone Take Out the Trash
	10:00 - 11:00	Hurry Sickness
	11:00 - 12:00	It's Monday Morning
	11:00 - 12:00	Backstage Pass to the Amazing Trunk Show

	12:00 - 1:30	Lunch
--	--------------	-------

	1:30 - 4:30	Working With Balance Challenged Patients (VT)
	1:30 - 2:30	Foundations 101 - Adjustment Workshop
	2:30 - 3:30	Keep Patients in the Express Lane
	2:30 - 3:30	Foundations 101 - PAL Options and Non-Glare

Travel Safe - See you next year!

Please see Fee Schedule on Page 19

All meal events (in blue) MUST be selected if you plan to attend. Tickets will be provided to those who registered. No admittance without a ticket will be allowed.



Wisconsin Paraoptometric Association 2021 Membership Application

☐ New Member Application

☐ Renewal Application

First Name: _____ Last Name: _____

Date of Birth: _____ Current Certification: _____

Office Name: _____ Doctor's Name: _____

Office Address: _____

City: _____ State: _____ Zip Code: _____

Office Phone: _____ Office Fax: _____

Email: _____

Mailing Address for Correspondence ☐ Check box if same as above

Email address you would like us to use for correspondence: _____

☐ 2021 WPA Early Bird Membership Dues \$50.00 *Must pay by 9/26/21

We are extending the "Early Bird Deal" through the end of the Fall Convention!!!

To pay via check:

Mail membership application with check payable to Wisconsin Paraoptometric Association

Julie Steeb

8311 Heron Road

Lake Tomahawk, WI 54539

To pay via Credit Card:

Fax membership application to 715-358-1046

Email address you would like invoice sent to:

Payment to the Wisconsin Paraoptometric Association is not deductible on charitable contributions for Federal Income Tax purposes. However, contributions may be deductible under other provisions of the Internal Revenue Codes.



Wisconsin Paraoptometric Association

Mission Statement

The Wisconsin Paraoptometric Association is a para-professional group, whose main goal is to promote and advance optometry through continuing education and training. Next to life itself, God's most gracious gift is sight and to the service of this great gift of sight, we wish to dedicate our efforts.

Types of Membership

The members of the WPA shall consist of active, honorary, and special class members.

Active Members: Must be employed by a member of the Wisconsin Optometric Association or working with a licensed Optometrist in the State of Wisconsin. The paraoptometric who is employed in a paraoptometric training program in Wisconsin, is eligible for active membership in the WPA.

Honorary Members: A person who is not serving as a paraoptometric, but has contributed to the advancement of the profession and particularly the role of paraoptometric. Members of this division may only attend educational and social functions. They shall not pay dues nor shall they be eligible to vote or hold office in the WPA.

Special Class Members: For those who do not meet the above criteria for active or honorary membership. The WPA board will make the membership approval. They will pay active member dues, but will not have voting privilege, nor shall be eligible to hold office.

WPA Code of Ethics

It shall be the ideal, the resolve and the duty of the members of the Wisconsin Paraoptometric Association;

TO KEEP the visual welfare of the patient uppermost at all times.

TO ENHANCE continuously their educational and technical proficiency to the end that Doctor's patients shall receive the benefit of all acknowledged improvements in visual care.

TO HOLD in professional confidence all information concerning a patient and to use such data only for the benefit of the patient.

TO CONDUCT themselves as exemplary citizens.

TO PROMOTE and maintain cordial and unselfish relationships with members of their own Association and of other paraoptometrics for the exchange of information to the advantage of mankind.

Please direct any questions about our organization to president@wpa-eyes.org.