

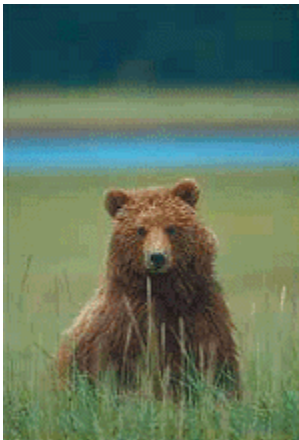
***Northern Rockies Optometric Conference  
a unique and exciting education experience!***



Enclosed is your program and registration for the upcoming Northern Rockies Optometric Conference **scheduled for July 17-19, 2008** at the Snow King Resort and conference pavilion in beautiful Jackson Hole, Wyoming.

An excellent eighteen-hour professional education for doctors has been arranged featuring primary care, therapy topics and practice management. Education has also been scheduled for the optometric assistants program.

The NROC has become a very popular family conference. The relaxed atmosphere and family activities found in Jackson Hole, Grand Teton and the Yellowstone area have all the makings for an excellent family adventure.



***Jackson Hole . . Grand Teton & Yellowstone  
is a special place!***

Set in the shadow of the towering Teton Mountains, and close to both Yellowstone and Grand Teton National Parks, Jackson is a unique blend of the old west and a cosmopolitan resort area. You can take a breath-taking white water float trip on the Snake River, day hike on the many paths and trails in Grand Teton National Park or just browse through the exclusive art galleries on Jackson's famous town square. Yellowstone is a short hour's drive north of Jackson. Come join us . . Jackson Hole, Grand Teton National Park, and Yellowstone National Park are calling.

**Program Details at our web site:**

**[www.NROCmeeting.com](http://www.NROCmeeting.com)**



## ***Planning Early . . . . is a must!***

Please make your travel and room reservations early!

Jackson Hole has become the premier western destination area in America with Grand Teton and Yellowstone National Parks right next door.

We have four hotel room blocks. The Snow King Resort is the meeting hotel, just 1/2 block from the Snow King Conference Pavilion. The Cowboy Village, Antler Inn and 49'er Inn are a short five blocks from the conference center. **Our room blocks must be surrendered 40 days prior to the conference, and will be taken by others within hours!**

### **Airline and car rental reservations also fill very early.**

Please make your plans early to assure smooth travel arrangements. American, Delta, United Express Horizon and Sky West airlines fly into the Jackson, WY airport daily during the summer. Salt Lake City, UT International Airport also offers a larger selection of flights and is a beautiful half day drive from Jackson. Idaho Falls, ID also has flights into that city and is a two hour drive from Jackson.



**For additional specific information about the area, call these information numbers:**

#### **Yellowstone Park**

307/344-7311 Accommodations in Yellowstone Park

Yellowstone Accommodations Web site at [www.ynp-lodges.com](http://www.ynp-lodges.com)

307/344-7381 Yellowstone Park attractions

Yellowstone Park Information Web site at [www.yellowstone.national-park.com](http://www.yellowstone.national-park.com)

#### **Grand Teton National Park**

307/739-3600 or 307/739-3601 Grand Teton Information

Teton National Park Information Web site at [www.grand.teton.national-park.com](http://www.grand.teton.national-park.com)

#### **Jackson Hole Chamber Commerce**

307/733-3316 or web site at [www.jacksonholechamber.com](http://www.jacksonholechamber.com)

**Wyoming Travel Commission**

800/225-5996 or web site at [www.wyomingtourism.org](http://www.wyomingtourism.org)

# *Doctor Program*

## Thursday, July 17, 2008



8:15 - 10:00 a.m.

**Wyoming** - Lodge Room

**Idaho** - Cougar Room

**State Association Board of Directors Meetings**

10:00 - 10:30 a.m.

Lodge Room

**AOA Board Representative Speaker**

Dr. Randolph Brooks

10:30 - 11:45 a.m.

**Wyoming** - Lodge Room

**Idaho** - Cougar Room

**State Association Membership Meetings**

Box Lunch Served - Sponsored by OOGP



Noon - 2:00 p.m.

Lodge Room

**Education ( 2 Hours ) Cope # 22396-SD**

***"Important Lab Test in Optometry"***

**Speaker:** Gary Oliver, OD

This course discusses the most important medical laboratory tests for the primary eye care practitioner. The lecture provides updated information regarding the clinical applications, indications and protocols for ordering medical laboratory testing in optometry. Numerous case studies highlight the ordering procedures and provide clinical pearls for the primary eye care practitioner.

2:00 - 4:00 p.m.

Lodge Room

**Education ( 2 Hours ) Cope # 17437-AS**

***"Oral Medications in Optometry"***

**Speaker:** Gary Oliver, OD

Numerous oral medications have an essential role in treating ocular disease. This course discusses the appropriate indications, prescription, utilization, and follow-up assessment of the most commonly used oral medications for ocular therapy. The course emphasizes appropriate clinical prescribing of oral medications. Grand rounds case studies illustrate the prescribing protocols and provide therapeutic clinical pearls.

4:00 - 4:15 p.m.

**Refreshment Break**

4:15 - 5:15 p.m.

**Education ( 1 Hour ) Cope #22397-AS**

***"Herpes Simplex Management - Diagnostic & Management Pearls"***

**Speaker:** Gary Oliver, OD

Herpes simplex ocular disease frequently becomes a diagnostic and therapeutic predicament for eye care practitioners due to its many potential clinical presentations. This course provides a brief clinical research update, clinical diagnostic insight, and treatment pearls for management of this challenging condition. Grand round case discussions illustrate the therapeutic principles.

5:15 – 6:15 pm

**Education ( 1 Hour ) Cope #22374-PS**  
**“White Dot Syndrome”**

**Speaker:** Mark Dunbar, OD

The white dot syndromes are a group of inflammatory conditions involving the retina and the choroid. They include MEWDS, APMPE, serpeigous chorortinitis, DUSN and multifocal choroiditis and panuveitis, among others. These syndromes will be discussed in a case presentations format.

6:15 - 8:30 p.m.  
Pavilion Arena

**Exhibit Hall Reception - Hors d' oeuvres and \$100 drawings hourly**  
**Badge or Pass required for all persons in exhibit hall**

## Friday, July 18

**Doctor program**

8:00 - 10:00 a.m.  
Lodge Room

**Education ( 2 Hours ) Cope # 22376-PS**  
**“Advances in Management of AMD”**

**Speaker:** Mark Dunbar

Grand rounds in anterior segment disease covers common and unique Choroidal neovascularization from macular degeneration continues to be a significant cause of vision loss in the aged population. Just as the population of patients with AMD continues to grow, so do the number of new treatment strategies. Photodynamic therapy, macular translocation, submacular surgery and feeder vessel ablation; which ones will offer the greatest hope of preserving vision loss in this population, and which ones will fall by the way side like so many in the past?

10:00 - Noon

**Brunch in Exhibit Hall - Must be registered attendee**  
Prizes and drawings.

Noon - 2:00 p.m.

**Education ( 2 Hour ) Cope # 17534-PS**  
**“Clinical Decisions in the Retina”**

**Speaker:** Mark Dunbar, O.D.

Interesting cases with important questions when examining the retina will be presented. From the macula to the peripheral retina, a potpourri of conditions that we routinely see in our clinical practices will be discussed with the answers to the questions that we all ask ourselves.

2:00 p.m.

**Refreshment Break**

2:15 - 4:15 p.m.

**Education ( 2 Hours ) Cope # 16959-CL**  
**"Management of Irregular Corneal Astigmatism with CL's"**

**Speaker:** Mark Andre, FCLSA

Patients with irregular corneal astigmatism are medically indicated for contact lens wear for visual rehabilitation. This presentation outlines a systematic approach to managing keratoconus, post penetrating keratoplasty, and post refractive surgery patients with rigid, soft, and hybrid contact lenses.

4:15 - 5:15 p.m.

**Education: ( 1 Hour ) Cope # 14818-CL**  
**"Hybrid Contact Lens Technology"**

**Speaker:** Mark Andre, FCLSA

This course will discuss the fitting and clinical considerations of the new hybrid contact lens technology, their various applications and indications for use.

5:15 - 6:15 p.m.

**Education ( 1 Hours ) Cope # 16694-CL**  
**"Evolution of Toric Soft Lens Fitting"**

**Speaker:** Mark Andre, FCLSA

This course will examine the issue of how the astigmatic patient is managed with soft contact lenses today compared to the past. We will discuss new lens options and fitting techniques that allow for a precise fitting of toric soft lenses on the astigmatic patient.

## Saturday, July 19

### Doctor Program

7:15 - 8:00 a.m.

Atrium

Conference Center

**Mountain Man Continental Breakfast -**  
**& Vistakon Product Update**

8:00 - 9:00 p.m.

Lodge Room

Conference Center

**Education ( 1 Hours ) Cope #21654-AS**  
**"Dry Eye Disease - Lids, Inflammation & Management"**

**Speaker:** Ian Gaddie, OD

Dry Eye Disease comprises several distinct clinical entities including primary inflammatory, eyelid/meibomian related, contact lens and autoimmune related dry eye. Each type of dry eye has specific signs and symptoms and should be managed in a tailored approach. The impact of allergy and non prescription therapy are discussed

9:00 - 10:00 am

**Education ( 1 Hour ) Cope #17699-GO**  
**"Role of Nerve Fiber Analysis in Building Your Glaucoma Practice"**

**Speaker:** Ian Gaddie, OD

This presentation will cover clinical insights on how Nerve Fiber Layer analysis using the GDx can help detect glaucoma earlier. Case Studies will be presented. Plus, the course will cover helpful practice management advice on everything from marketing glaucoma services to billing and

10:00 - 10:15 a.m. Break

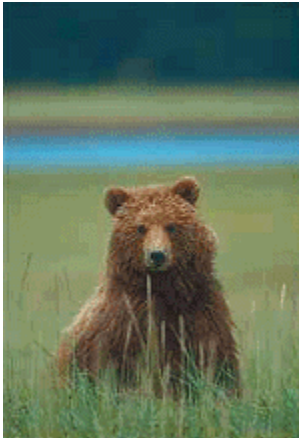
10:15 - 12:15 p.m. **Education ( 2 Hours ) Cope # 18806-GL**  
Lodge Room **"Glaucoma from the Trenches"**

**Speaker:** Ian Gaddie, OD

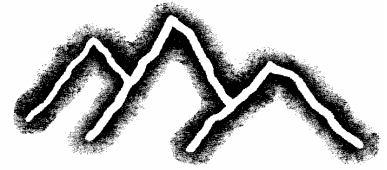
This course is designed to give the practitioner an overview of practical aspects of glaucoma care. Real glaucoma cases will serve as background for discussion of issues such as new technology, clinical trial results and practice management administration of the medical management of glaucoma.

12:15 p.m. **Conference Adjourns**

## Enjoy Grand Teton and Yellowstone Parks!



# *Paraoptometric Program*



**Thursday, July 17 - 19, 2008**

## **2008 NROC Paraoptometric Agenda**

### **Thursday, July 17, 2008**

10:00 – 10:30 am      **AOA Board Speaker**  
Snow King Conference      Dr. Randolph Brooks, OD  
Lodge Room

1:00 – 2:00 pm      **Toric Soft Lens Fitting**      1 hr.  
Teton Room / Hotel      Mark Andre  
Discussion on the newest toric soft lens modalities. We will also look at contact lens care products and they effects they have on our patients and the possible impact that will have on our practices.  
Sponsored by Valley Contacts

2:00 – 3:00 pm      **Management of Presbyopia with CL**      1 hr.  
Teton room / Hotel      Mark Andre  
This course will discuss the various options that patients with presbyopia have available to them. Included in the lecture will be a discussion of monovision and the benefits and risks to using this modality, although the primary focus will be on the use of bifocal and multifocal soft contact lenses.  
Sponsored by Valley Contacts

3:00 – 3:30 pm      Refreshment Break

3:30 – 5:30 pm      **Management of Irregular Astigmatism with CL**      2 hr.  
Teton Room      Mark Andre  
Patients with irregular corneal astigmatism are usually required to wear a contact lens for rehabilitation of their vision. A systematic approach to managing keratoconus, PKP and post refractive surgery patients with contact lenses is discussed.  
Sponsored by Valley Contacts

6:15 – 8:15 pm      **Exhibit Hall Reception** – Hors d'oeuvres and \$100 drawing  
Snow King      Badge or Pass required for all persons in exhibit hall  
Conference Center

## Friday, July 18

- 8:00 – 10:00 am  
Teton Room
- Managing the Red Carpet** 2 hr. ABO  
Discover 10 ways to create blockbuster service for your patients. Learn award-winning ideas in this unique & practical program.  
Laurie Guest – Sponsored by Vistakon
- 10:00 – Noon  
Snow King  
Conference Center
- Brunch in Exhibit Hall**  
Must be registered attendee  
Prizes and Drawings
- 12:15 – 1:15 pm  
Teton Room
- WPA Business Meeting**
- 1:30 – 3:30 pm  
Teton Room
- I want to See the Jalapeno Coming** 2 hr. ABO  
Learn the “R-Formula Recipe” to attract and retain patients. Learn how your practice scores on the Jalapeno report Card and concrete actions to raise your grade.  
Laurie Guest – Sponsored by Vistakon
- 3:30 – 3:45 pm  
Refreshment Break
- 3:45 – 5:45 pm  
Teton Room
- Lead or Get Out of the Way** 2 hr. ABO  
Whether you have been in the field for 20 days or 20 years, you will find ideas you can implement the very next day.  
Laurie Guest – Sponsored by Vistakon

## Saturday, July 19

- 7:15 – 8:00 am  
Snow King  
Conference Center
- Mountain Man Continental Breakfast**  
Vistakon product update
- 8:15 – 9:45 am  
Snow King Hotel  
Teton Room
- Refractive Cataract Surgery** 1 ½ hr  
**Addressing the latest multifocal intraocular lenses and advanced intraocular lens technology.**  
Paul Zimmerman, MD Sponsored by AMO
- 9:45 – 10:00 am  
Refreshment break
- 10:00 – 11:30 am  
Teton Room
- Laser vision Correction** 1 ½ hr  
**Explain the various refractive surgery procedures. Also, review patient selection criteria for Lasik surgery.**  
Paul Zimmerman, MD – Sponsored by AMO

11:30 am

Conference adjourns



# Registration

NROC Annual Conference - - July 17 - 19, 2008 - - Jackson Hole, Wyoming

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

Office Address: \_\_\_\_\_  
Street City St Zip

Office phone: \_\_\_\_\_ Home phone: \_\_\_\_\_

## Doctor Registration

\_\_\_\_\_ **\$395 Early registration.** (Must be received by July 1 ) Registration includes 18 hours CE, exhibit hall reception, lunch, breaks.

\_\_\_\_\_ **\$430 Late registration.** Postmarked after July 1 or on site registration.

I am a member of the Wyoming \_\_\_\_\_, Idaho \_\_\_\_\_, Montana \_\_\_\_\_ optometric association.  
I am a member of the AOA \_\_\_\_\_ Member # \_\_\_\_\_

\_\_\_\_\_ **\$600 Non-member registration.** Doctors who do not belong as dues paying members of either the AOA or the state optometric associations of Wyoming, Montana or Idaho.

\_\_\_\_\_ **\$30 July 17 Guest exhibit hall reception pass.** No one will be admitted to the exhibit hall without a badge or guest pass. ( Children under 5- no charge )

\$ \_\_\_\_\_ **Total Doctor Registration**

## Paraoptometric Registration

Name/s \_\_\_\_\_

Address \_\_\_\_\_ City \_\_\_\_\_ St \_\_\_\_\_ Zip \_\_\_\_\_

\$ \_\_\_\_\_ **\$155 Early Registration.** Must be received by July 1. Included paraoptometric education, exhibit hall reception, lunch, breaks.

\_\_\_\_\_ **\$175 Late or at conference registration.** (Received after July 1 )

\_\_\_\_\_ **\$ 30 July 17 Exhibit Hall Reception Pass** Only necessary for non-registered persons.

\$ \_\_\_\_\_ **Total Paraoptometric Registration**

\$ \_\_\_\_\_ **Total all registrations (Doctor & Paraoptometric). Make check payable to :  
NROC, 716 Randall Avenue, Cheyenne, WY 82001  
Sorry, NROC does not accept credit cards.**

# Hotel Room Reservations - - Northern Rockies Optometric Conference

*Rates apply for nights of July 16 – 21, 2008*

*You must mention NROC Conference for discount rates below!*

**Four Conference facilities available – Make your own reservations by phone.**

## **Snow King Resort**      **Reservation Phone: 1/800-522-KING**

PO Box SKI, 400 E. Snow King Ave., Jackson, WY 83001

(1 block to conference center)

Rates: Single \$180, Double \$185, Triple \$190, Quad \$200

## **Cowboy Village Cabins**      **Reservation Phone: 1/800-483-8667**

(6 blocks to conference center)

120 S. Flat Creek Drive, Jackson, WY 83001

Rates: Studio Bunk Cabin \$142, Single Queen Cabin \$152, King Cabin \$162,

Double Queen Cabin \$182

## **49'er Inn**      **Reservation Phone: 1/800-483-8667**

(6 blocks to conference center)

330 W. Pearl, Jackson, WY 83001

Rates: Single-double \$135, Studio Suite \$175, Double Queen Fireplace \$205

## **Antler Inn**      **Reservation Phone: 1/800-483-8667**

(5 blocks to conference center)

50 W. Pearl, Jackson, WY 83001

Rates: 1-2 person \$132, 3-4 person \$145, King \$160

## **Act Now !**

Make your room reservations right away.

Our room block goes away 40 days prior to the conference.

Remaining rooms from our block are usually taken hours after the room block is given up. Jackson is a very popular destination resort town.

**Once our room block is gone, sleeping rooms are very difficult to find.**

The same advice for early reservations is true for rental cars and airline reservations  
For the popular Jackson, Grand Teton and Yellowstone.