



PO Box 1173, Pierre, SD 57501
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www.sdeyes.org

January 11, 2021

Dear Optometrists and Assistants:

The South Dakota Optometric Society invites you to join them at the **2021 Annual Spring Convention** to be held at **Hilton Garden Inn Sioux Falls Downtown** on **April 22-23**. The 2021 SDOS Annual Spring Convention will offer 14 hours of COPE-approved continuing education for ODs. Your office assistants are invited to participate in 6 hours of courses on Friday, April 23. Please see the attached convention agenda for details.

Attendees will enjoy a full **Exhibit Hall** again this year, which will be celebrated with food, fun, raffles and cash drawings, in addition to many great exhibitors. The exhibit hall will be open on Friday, April 23 from 7:00 am to 1:15 pm, so visit early and often.

Room reservations can be made by calling Hilton Garden Inn Sioux Falls Downtown at 605-444-4700. Ask for the SD Optometric Society room block to receive the convention rates of \$149.00 (traditional double queen bed), plus tax. The block expires on April 1, 2021.

We look forward to seeing you! Please **register** by mail or at **www.sdeyes.org** by April 1, 2021 for reduced registration fees. Call me at 224-8199 or e-mail me at **sdeyes3@pie.midco.net** if you have any questions.

Regards,

A handwritten signature in black ink that reads "Deb Mortenson". The signature is written in a cursive, flowing style.

Deb Mortenson
Executive Director

2021 SPRING CONVENTION • REGISTRATION

APRIL 22-23 / HILTON GARDEN INN SIOUX FALLS DOWNTOWN



Pay by Credit Card

Go to www.sdeyes.org, and click on 2021 Spring Conference OD or Assistant Registration under SDOS Information on the home page.

Pay by Check

Send completed form and check to SDOS, PO Box 1173, Pierre, SD 57501.

Name _____
 Office Address _____
 City, State, Zip _____
 Office Phone No. _____ Email _____

OD REGISTRATION Includes: CE, meals.	SDOS MEMBER	Non-Member	AMOUNT
Postmarked by 04/01/21	\$175.00*	\$500.00	\$ _____
Late OD Registration: after 04/01/21	\$200.00*	\$700.00	\$ _____

ASSISTANT REGISTRATION Includes: paraoptometric education, exhibit hall, meals.

Name _____ Name _____
 Name _____ Name _____
 Name _____ Name _____

Postmarked by 04/01/21	_____ registered @ \$85.00	\$ _____
Late Assistant Registration: after 04/01/21	_____ registered @ \$105.00	\$ _____

SPOUSE / GUEST REGISTRATION Includes: exhibit hall, meals.

Name _____ \$40.00 \$ _____

TOTAL AMOUNT ENCLOSED \$ _____

* These rates also apply to AOA/AFOS members who reside outside of South Dakota.

Room Reservations

Call the Hilton Garden Inn Sioux Falls Downtown at 605-444-4700. Ask for the SD Optometric Society room block to receive the convention rates of \$149.00 (traditional double queen bed), plus tax.

Registration Refunds

Up to one week before event, refunds for registration, minus \$50, are available. Refunds the week of the event are not given, since counts for food and space based on registration have been locked in with the hotel.

2021 SPRING CONVENTION • TENTATIVE AGENDA

APRIL 22-23 / HILTON GARDEN INN SIOUX FALLS DOWNTOWN



THURSDAY, APRIL 22

All Day	Breakfast, lunch, and breaks served in Exhibit Hall
7 – 8 am	Coffee and soda sponsored by Ophthalmology Associates
8 – 10 am	Breakfast sponsored by Ophthalmology Ltd.
	Topical Pharmacology Bradley Sutton, OD #69278 PH
10 am – 12 pm	Don't Let Swollen Optic Nerves Make You Nervous Bradley Sutton, OD #68482-NO
12 – 12:30 pm	Lunch sponsored by Wright Vision Center
12:30 – 1:30 pm	FAF Application for Clinical Practice Bradley Sutton, OD #68442-PD
1:30 – 2:30 pm	Retina Classics Elizabeth Atchison, MD, Ophthalmology Ltd. #70338-PS
2:30 – 3:15 pm	Break Happy Hour
3:15 – 5:15 pm	Healthcare Reimbursement: Something Old, Something New, Something Rotten Makes Us Blue Joe DeLoach, OD #68909 PM SD Administrative Rules place a limit of up to eight hours of practice management in a three-year period. Please email sdoptboard@goldenwest.net for your status.
5:15 – 6 pm	Learning Labs topics to be determined. Discussion only, no CE.

FRIDAY, APRIL 23

All Day	Breakfast, lunch, and breaks served in Exhibit Hall
7 – 8 am	Coffee and soda sponsored by Ophthalmology Associates
7 am – 1:15 pm	Breakfast sponsored by Vance Thompson Vision
8 am – 3:15 pm	Exhibit Hall Open
8 – 10 am	Assistant Education – schedule follows
	Managing Challenging Cases in Glaucoma Mark Dunbar, OD #64600-GL
10 – 10:30 am	Break
10:30 – 11:30 pm	New Horizons in Treatment of Diabetic Retinopathy Mark Dunbar, OD
11:30 am – 12:30 pm	My Vision is Blurry, could it be my Medication? Mark Dunbar, OD #63428-PH
12:30 – 1:15 pm	Lunch sponsored by Black Hills Regional Eye Institute
1:15 – 3:15 pm	Innovations in Retina Impressions from a Blue-Collar Lunch Pail Optometrist Mark Dunbar, OD
3:15 pm	Conference Concludes

ASSISTANT EDUCATION • SCHEDULE

APRIL 22-23 / HILTON GARDEN INN SIOUX FALLS DOWNTOWN



FRIDAY, APRIL 23

All Day

7 – 8 am

8 – 10 am

10 – 10:30 am

10:30 – 11:30 pm

11:30 am – 12:30 pm

12:30 – 1:15 pm

1:15 – 2:15 pm

2:15 – 3:15 pm

3:15 pm

Breakfast, lunch, and breaks served in **Exhibit Hall**

Coffee and soda sponsored by **Ophthalmology Associates**

Breakfast sponsored by **Vance Thompson Vision**

All courses presented by **Joy Gibb** and are **CPC approved**.

Creating Your Best Self

Break

Efficient & Happy Front Desk

Customer Service vs. Customer Experience

Lunch sponsored by **Black Hills Regional Eye Institute**

Deliver Efficient & Effective Patient Experience

Telephone Triage

Conference Concludes