



PO Box 1173, Pierre, SD 57501  
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[www.sdeyes.org](http://www.sdeyes.org)

January 2, 2020

Dear Optometrists and Assistants:

The South Dakota Optometric Society invites you to join them at the 2020 Annual Spring Convention to be held at The Lodge at Deadwood on April 2-3. The 2020 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 3. 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 3 from 7 am to 1:15 pm, so visit early and often.

Room reservations can be made by calling The Lodge at Deadwood at 1-877-393-5634. Ask for the SD Optometric Society room block to receive the convention rates of \$109.00 single/double occupancy, plus tax. The block expires on March 06, 2020.

We look forward to seeing you! Please complete the enclosed registration form and return it, with payment, to the SDOS office by March 02, 2020 for reduced registration fees. Call me at 224-8199 or e-mail me at [sdeyes3@pie.midco.net](mailto: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

# SDOS 2020 ANNUAL CONVENTION • REGISTRATION

APRIL 02-03, 2020 • THE LODGE AT DEADWOOD

Name \_\_\_\_\_  
Office Address \_\_\_\_\_  
City, State, Zip \_\_\_\_\_  
Office Phone \_\_\_\_\_ Email \_\_\_\_\_  
Cell Phone \_\_\_\_\_

OD REGISTRATION	SDOS MEMBER	Non-Member	AMOUNT
Postmarked by 03/02/20 includes CE, meals.	\$175.00*	\$500.00	\$ _____
Late OD Registration after 03/02/20	\$200.00*	\$700.00	\$ _____
Lecture Note Pack: to save resources, lecture notes are printed at your request only. Copies also available at <a href="http://www.sdeyes.org">www.sdeyes.org</a> . \$80 per lecture note pack.			\$ _____

## ASSISTANT REGISTRATION (print names)

Includes paraoptometric education, exhibit hall, meals.			AMOUNT
1 _____	4 _____		
2 _____	5 _____		
3 _____	6 _____		
Postmarked by 03/02/20 _____	registered @	\$85.00	\$ _____
Late Registration: after 03/02/20 _____	registered @	\$105.00	\$ _____

SPOUSE/GUEST REGISTRATION Includes exhibit hall, meals.	AMOUNT	
Name _____	\$40.00	\$ _____

**TOTAL AMOUNT ENCLOSED** \$ \_\_\_\_\_

Send registration and payment to SDOS, PO Box 1173, Pierre, SD 57501.

\* These rates also apply to non-SDOS members who reside outside of SD and are AOA members.

Room Reservations: The Lodge at Deadwood at 877-393-5634. Ask for the SDOS rate of \$109.00 single/double occupancy. Room block expires March 06, 2020.

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.

# SDOS 2020 ANNUAL CONVENTION • AGENDA

## THURSDAY, APRIL 2

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7 – 8 am	<b>Breakfast</b> sponsored by Ophthalmology Ltd. All day Coffee and Soda sponsored by Ophthalmology Associates. All CE by Nathan Lighthizer, OD
8 – 10 am	<b>Lumps &amp; Bumps</b>
10 – 10:15 am	<b>Break</b>
10:15 am – 12:15 pm	<b>OCT Glaucoma</b>
12:15 – 12:45 pm	<b>Working Lunch</b> sponsored by Wright Vision Center
12:45 – 1:45 pm	<b>In Office Electrodiagnosis</b>
1:45 – 2:45 pm	<b>Intense Pulsed Light</b>
2:45 – 3:15 pm	<b>Happy Hour Break</b> (beverages, snax, drawings and a bit of business)
3:15 – 4:15 pm	<b>Swollen Optic Nerve</b>
4:15 – 5:15 pm	<b>Laser Therapy</b>

## FRIDAY, APRIL 3

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7 – 8 am	<b>Breakfast</b> sponsored by Vance Thompson Vision
7 am – 1 pm	<b>Exhibit Hall</b>
8 am – 3 pm	<b>Assistant Education</b> (agenda follows) All day Coffee and Soda sponsored by Ophthalmology Associates. All CE by Mark T. Dunbar, O. D.
8 – 10 am	<b>Managing Challenging Cases in Glaucoma</b>
10 – 10:15 am	<b>Break</b> sponsored by Jones Eye Clinic
10:15 – 11:15 am	<b>New Horizons in Treatment of Diabetic Retinopathy</b>
11:15 am – 12:15 pm	<b>My Vision is Blurry, Could it be my Medication?</b>
12:15 – 1 pm	<b>Lunch</b> in Exhibit Hall, sponsored by Black Hills Regional Eye Institute
1 – 3 pm	<b>Innovations in Retina Impressions from a Blue-Collar Lunch Pail Optometrist</b>
3 pm	Convention Concludes

## FRIDAY, APRIL 3

**Paraoptometric Schedule**, all courses presented by Joy Gibb and are certified by the Commission on Paraoptometric Certification.

7 – 8 am	<b>Breakfast</b> sponsored by Vance Thompson Vision
8 – 10 am	<b>Creating Your Best Self</b>
10 – 10:15 am	<b>Break</b> sponsored by Jones Eye Clinic
10:15 – 11:15 am	<b>Efficient and Happy Front Desk</b>
11:15 am – 12:15 pm	<b>Customer Service vs. Customer Experience</b>
12:15 – 1 pm	<b>Lunch</b> in Exhibit Hall, sponsored by Black Hills Regional Eye Institute
1 – 2 pm	<b>Deliver Efficient &amp; Effective Patient Experience</b>
2 – 3 pm	<b>Telephone Triage</b>