



2025 WPA FALL CONVENTION

Agenda & Course Listing

Friday, September 26	Saturday, September 27
<ul style="list-style-type: none">• 7:00 – 8:30 AM Registration & Walman-Sponsored Kickoff Breakfast• 8:30 – 9:30 AM Breakout Sessions:<ul style="list-style-type: none">• Financial Management – Phernell Walker• Customer Service vs. Customer Experience – Joy Gibb• Driving Solutions with Zeiss – Tristan Weibel & John Zimmerman• 9:40 – 11:15 AM Keynote Speaker – Kelly Poyner• 11:20 AM – 12:20 PM Breakout Sessions:<ul style="list-style-type: none">• Prism Reimagined – Phernell Walker• Contact Lens Language – Joy Gibb• More Protection, Less Reflection (Zeiss) – John Zimmerman• 12:30 – 2:30 PM WPA Lunch & Annual Meeting (Included in Registration), Exhibit Hall Open• 2:45 – 3:45 PM Breakout Sessions:<ul style="list-style-type: none">• Power Optics of Magnification – Phernell Walker• How to Motivate, Reward, and Retain Employees – Joy Gibb• 4:00 – 5:00 PM Breakout Sessions:<ul style="list-style-type: none">• Solutions to Low Vision – Phernell Walker• Insurance Matters – Joy Gibb• Leadership Workshop – Kelly Poyner• 5:00 – 7:00 PM Exhibit Hall with Doctors• 7:00 – 9:00 PM "Roaring 20/20s" Speakeasy Frame Show & Hospitality Party	<ul style="list-style-type: none">• 7:30 – 8:00 AM Grab-and-Go Breakfast & Registration• 8:00 – 9:00 AM Breakout Sessions:<ul style="list-style-type: none">• Binocular Vision (2 hrs, continues after break) – Phernell Walker• The Psychology of a Sale – Joy Gibb• Optometric VT for Handwriting – Dr. Kellye Kneueppel• Upgrade Your Standard SV Solutions – Tristan Ziebel (Zeiss)• 9:10 – 10:10 AM Breakout Sessions:<ul style="list-style-type: none">• Binocular Vision (continued) – Phernell Walker• An Efficient and Happy Front Desk – Joy Gibb• Optometric VT for Letter Reversals & Directionality – Dr. Kellye Kneueppel• Self-Care Workshop – Kelly Poyner• 10:20 – 11:20 AM Breakout Sessions:<ul style="list-style-type: none">• Optical Case Studies – Phernell Walker• Techniques of Driving Sales – Joy Gibb• Values Workshop – Kelly Poyner• Optometric VT for Math – Dr. Kellye Kneueppel• 11:30 AM – 1:45 PM WOA President's Luncheon• 2:00 – 3:00 PM Breakout Sessions:<ul style="list-style-type: none">• Frame Inventory Management – Phernell Walker• Staff Meeting Success – Joy Gibb• Tracking the VT Patient to Use Newly Developed VS to Improve Reading – Dr. Kellye Kneueppel